

BID 2026–2031 RENEWAL NEWSLETTER 1

Northampton TOWN CENTRE BID

For the businesses by the businesses



We welcome your views

Co-Chairs of Northampton
Town Centre Ltd



Sali Brown
– Chelton Brown



Andrea Smith
– Franklins Solicitors LLP

You may already be aware that we are beginning the process of renewing the Business Plan for the Northampton Business Improvement District for a fourth term. A BID can only last five years and this BID term ends in March 2026.

Over the last fourteen years we have achieved a lot together, but in these uncertain times we need to ensure that we create a new business plan which will be fit for purpose for the next five years, allowing us to build upon what we have already achieved and ensure that our businesses can take advantage of the new opportunities which are emerging in Northampton.

In order to develop the new business plan we need your thoughts, ideas and aims for the future. We are also circulating a survey form so that we can understand your views on the

different projects which have been undertaken and identify those issues which you consider are important to your business in the future.

We would be very grateful if you could spend a few moments in completing the survey and giving us a call to let us know when we can collect it. We also aim to contact a significant number of you from across Northampton to meet up and discuss your thoughts personally. Your input is vital in identifying priorities for the future and shaping the new business plan.

We appreciate your help and if you would like to arrange for someone to come and see you to discuss your ideas in more detail, please do not hesitate to contact the Northampton BID Manager, **Mark Mullen** on **01604 837766** or email **info@northamptonbid.co.uk**

Working together to benefit from new opportunities



BID Manager Mark Mullen explains the importance of working together in the future

- Changing consumer habits and a move towards 'convenience' and leisure choices.
- A seamless relationship between traditional bricks and mortar stores and online retail.
- New business opportunities for small and large, innovative and traditional.
- Increasing importance of lifestyle and providing a great experience.
- The continued increase in residential accommodation in and around the town centre.

Surveys, Events and Workshops

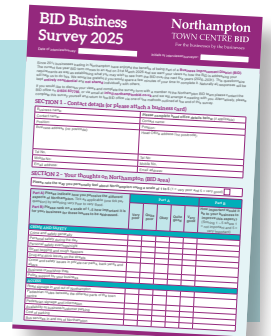
All Northampton BID businesses who currently pay a levy will receive a survey form through the post or will have the opportunity to complete one online or with a member of the BID project team.

Besides the surveys and one-to-one interviews, there will be a number of ways of getting involved in shaping the new BID Proposal and Business Plan including various events and workshops.

A workshop date has already been set for **Tuesday 25th March** and a Renewal event for **Tuesday 13th May 2025**. Please see the invitation included in the Renewal pack for more details on the March workshop. More details to follow for the May event.

The survey form is designed to enable businesses to provide feedback on Northampton, current BID activities and what you would like to see over the next five years. The responses you provide will help shape the Business Plan which goes to ballot later this year.

If you would like any information or would prefer to complete the survey with assistance from a member of our team, then please do not hesitate to contact the Northampton BID Manager, **Mark Mullen** on **01604 837766** or email **info@northamptonbid.co.uk**



Timeline to ballot and ways you can help

FEBRUARY 2025 TO JULY 2025

- Business visits and capturing thoughts, views and ideas.
- Surveys from businesses to gauge the relative importance of different thoughts and ideas for the future.
- Workshops for businesses to discuss different topics and identify new projects.
- Contacting colleagues in head offices of national businesses to ensure they are aware and can contribute their thoughts to the BID plan.

- Discussion with West Northamptonshire Council and the Police to agree service levels and explore opportunities for additional services to address issues.

JULY TO AUGUST 2025

- Analysis of business feedback from visits, workshops and surveys.
- BID Board to consider feedback and finalise the BID plan for April 2026 – March 2031.

AUGUST TO SEPTEMBER 2025

- Launch event for new Business plan.

- Business plans to be mailed out to businesses.
- Preparation of ballot by Council's Electoral Services.
- National businesses to provide contact names and addresses for best person to receive the ballot paper.

OCTOBER TO NOVEMBER 2025

- Ballot papers mailed out to businesses – businesses vote and return their paper.
- Ballot papers to be received.
- Result of ballot announced.

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