

BID Business Survey 2025

Northampton TOWN CENTRE BID

For the businesses by the businesses

Date of interview/survey:

Initials of interviewer/surveyor:

Since 2011 businesses trading in Northampton have enjoyed the benefits of being part of a **Business Improvement District (BID)**. The current five-year BID term comes to an end on 31st March 2026 and we want your views on how the BID is addressing your requirements as well as establishing what you may wish to see from the BID over the next five years (2026–2031). This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be kept **entirely confidential** and **not shared** individually with others.

If you would like to discuss your views and complete the survey form with a member of the Northampton BID team please contact the BID office on **01604 837766**, or via email at **info@northamptonbid.co.uk** and we will arrange a meeting with you. Alternatively, please complete this survey yourself and return to the BID office via one of the methods outlined at the end of this survey.

SECTION 1 – Contact details (or please attach a business card)

Business name:	Please complete head office details below (if applicable)
Contact name:	Contact name:
Position:	Position:
Business address (inc postcode):	Head Office address (inc postcode):
Tel No:	Tel No:
Mobile No:	Mobile No:
Email address:	Email address:

SECTION 2 – Your thoughts on Northampton (BID area)

Please rate the way you personally feel about Northampton using a scale of 1 to 5 (1 = very poor and 5 = very good)

Part A) Please indicate how you perceive the different aspects of Northampton. Tick as applicable (one tick per question) by selecting very poor to very good. Part B) Please rank on a scale of 1–5 how important it is for your business for these issues to be addressed.	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect? (Scoring 1 – 5 where 1 = not important and 5 = very important)
CRIME AND SAFETY						
Crime and safety generally						
Personal safety during the day						
Personal safety evenings/night						
Street begging and rough sleepers						
Drug and drink issues on the streets						
Crime and safety issues in private car parks, back yards and alleys						
Business crime/shop theft						
Police support for your business						
ACCESS						
Road signage in and out of Northampton						
Pedestrian routes between the different parts of the town centre						
Pedestrian signage and information						
Availability of business/customer parking						
Cost of parking						
Bus services in and out of Northampton						

SECTION 2 Continued - Your thoughts on Northampton (BID area)	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important? (Scoring 1 – 5)
Delivery access, loading and unloading						
Street cleansing and litter control						
Condition of street furniture						
Green or attractive spaces to sit and dwell						
Floral displays						
Festive lighting						
Appearance and state of the buildings						
REASONS TO VISIT						
Things to do for the family, visitors and local people during the day						
Leisure and culture facilities						
Things to do in the evening and night time						
Range of shops						
Range of cafés, pubs and restaurants						
Events and animation on the streets and open spaces						
Promotion and awareness of reasons to visit						
BUSINESS COMMUNITY						
Interest shown by the Council						
Interest shown by landlords						
The way businesses work together						
Support from the BID						
Feeling part of Northampton and its activity						
Hotel facilities for visitors and business use						

SECTION 3 – Awareness and assessment of current BID activities

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1-5	Comments
3.1 PROMOTE AND CELEBRATE NORTHAMPTON TOWN CENTRE			
Working with partners to deliver promotional campaigns, both local and national e.g. Town Centre Tenners and Small Business Saturday			
Weekly issue of What's On Guide to promote the businesses and activities			
Production of promotional material to promote the BID area and the businesses			
Issuing a weekly ebulletin to promote the town			
Regular newsletters and annual reports to keep businesses informed of BID activities			
BID website for both public and town centre businesses, promoting the town centre, businesses and activities			
Promoting the BID area and its businesses via social media channels			
Promotion of Northampton's history, heritage and culture			
3.2 DEVELOP THE NORTHAMPTON TOWN CENTRE EXPERIENCE			
Provide BID Hosts who work with partners to address crime and ASB, engage with businesses and public, and report cleansing and maintenance concerns			
Provide Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) – an ASB reporting platform free of charge			
Partnership working with the Office of Northamptonshire Police, Fire and Crime Commissioner (OPFCC) and Northamptonshire Police			
Provision and installation of bunting			
Funded the installation of branded window vinyls for empty units to make them look more attractive			
Provide sponsorship to town events e.g. the Film Festival, Music Festival, Diwali, Pride, Carnival, Amazing Northampton Run and Christmas			
Organised and supported numerous trails/events to encourage footfall and flow around the town e.g. brick trails, 60's Celebration, Dinosaurs and Comedy Festival			
Christmas campaign including Golden Ticket, Radio Station and Santa's Grotto			

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial 1-5	Comments
Work with multiple partners to deliver green space improvements e.g. St Katherine's Garden			
Regular tidy days targeting litter and graffiti			
Working with Voi to provide defined scooter parking areas			
Tackling irresponsible use of e-bikes/e-scooters			
Partnership working with East Midlands Cyber Resilience Centre to provide skills in IT and cyber crime			
Hosting of local and national cabinet members			
Monthly meetings with the Hosts, Neighbourhood Policing Team, WNC Wardens, Fire Officers, Outreach and Highways			
Worked with the Council to retain Purple Flag status – the award for a safe evening economy			
Partnership working with OPFCC to provide drink spiking test kits as part of the It Only Takes One campaign			

3.3 BUSINESS GROWTH AND INVESTMENT IN NORTHAMPTON TOWN CENTRE

Regular networking events			
Work with partners and key stakeholders within the town to influence town centre developments and strategic planning			
Provide weekly footfall analysis and sales monitor to participating businesses			
Undertaking quarterly vacancy surveys to assist in evaluating the economic health of the area and inform future projects and initiatives			
Represent BID businesses at meetings, summits and conferences to help build the BID's profile locally and nationally, and support business priorities			
Partnership working with key stakeholders to promote Northampton locally, nationally and globally, i.e. Discover Northamptonshire, Tour of Britain, and the Women's Rugby World Cup			

Did you realise that without the BID none of these initiatives would happen? Yes No

SECTION 4 – What additional support and projects do you think the BID could deliver for the next BID?

4.1 WHAT ADDITIONAL SUPPORT DOES YOUR BUSINESS NEED IN THE NEXT FIVE YEARS?

Please write in the box below and be as specific as possible please.

4.2 WHAT ADDITIONAL PROJECTS DO YOU THINK THE BID COULD CONSIDER DELIVERING FOR THE NEXT BID?

Please write in the box below and be as specific as possible please.

SECTION 5 – Final thoughts about the BID

Would you be inclined to vote for the BID to continue?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?			
Would you like to get involved in the BID? (attend working groups/meet the BID Manager etc)			
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't Know			

SECTION 6 – General details

Number of years trading in Northampton	<input type="checkbox"/> 0 – 5 yrs	<input type="checkbox"/> 6 – 10 yrs	<input type="checkbox"/> 11 – 20 yrs	<input type="checkbox"/> 21+ yrs
Is your business a registered charity?	<input type="checkbox"/> Yes <input type="checkbox"/> No			
What type of business do you operate? (please tick one)	<input type="checkbox"/> Independent	<input type="checkbox"/> Part of a small independent group (1–5 units)	<input type="checkbox"/> Part of a larger national organisation	
	<input type="checkbox"/> Other – please specify <input type="text"/>			
Business Sector and Category (please tick one)	<input type="checkbox"/> Cultural Venue	<input type="checkbox"/> Health and Beauty	<input type="checkbox"/> Professional Services	
	<input type="checkbox"/> Food and Drink/ Hospitality (day and night)	<input type="checkbox"/> Leisure Venue	<input type="checkbox"/> Retail/Shopping	
	<input type="checkbox"/> Food and Drink/ Hospitality (daytime only)	<input type="checkbox"/> Place of Religious Worship	<input type="checkbox"/> School, College, University	
		<input type="checkbox"/> Local Government		
How many employees in Northampton premises?	Full time: <input type="text"/>	Part time: <input type="text"/>		
How do you envisage your staff numbers will change in the next year?	<input type="checkbox"/> Stay the same <input type="checkbox"/> Increase moderately <input type="checkbox"/> Increase significantly <input type="checkbox"/> Decrease			
What do you anticipate your commercial performance will be over the next 2 to 3 years?	<input type="checkbox"/> Close down <input type="checkbox"/> Decline <input type="checkbox"/> Stay the same <input type="checkbox"/> Moderate growth <input type="checkbox"/> Significant growth			
What key changes do you anticipate to your business over the next 2 to 3 years? (you may tick more than one)	<input type="checkbox"/> Stay the same <input type="checkbox"/> Change products <input type="checkbox"/> Change services <input type="checkbox"/> Change methods of delivery to customers			
	<input type="checkbox"/> Increase use of digital services to reach customers			
Will your business?	<input type="checkbox"/> Stay in the same premises <input type="checkbox"/> Relocate within the area <input type="checkbox"/> Relocate out of the area <input type="checkbox"/> Close down			
	<input type="checkbox"/> Other (please state): <input type="text"/>			

Thank you for your time and effort in completing this survey

- Once you have completed this form you can return it to the BID office in the following ways:
- Email completed digital survey to BID Manager Mark Mullen at info@northamptonbid.co.uk
 - Contact the BID office on **01604 837766** and we will arrange for collection

Northampton
TOWN CENTRE BID

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Use of this information

The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the area being considered as a Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses in Northampton and therefore contribute towards the preparation of the Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement, we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.

If you have any questions relating to this form or its future use, please contact the BID Manager **Mark Mullen** on **01604 837766** or via email at info@northamptonbid.co.uk. For further information regarding the BID please visit the Northampton BID website at www.northamptonbid.co.uk