

# Northampton Business Improvement District 2026 – 2031

## BID Proposal and Business Plan



## Northampton TOWN CENTRE BID

For the businesses by the businesses

[www.northamptonbid.co.uk](http://www.northamptonbid.co.uk)

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# **Northampton Business Improvement District (BID) Proposal and Business Plan 2026-2031**

## **1. Foreword**

### **Message from the Co-Chairs of Northampton BID**

Over the last fifteen years, Northampton Business Improvement District (BID) has delivered a diverse, comprehensive and successful programme of projects and events across the town centre, playing a critical role in supporting businesses in challenging times, changing perceptions of Northampton, driving footfall and developing the town centre into a much more desirable place to be.

The last few years in particular have been extremely challenging for businesses with recovery from the COVID pandemic and the cost-of-living crisis to contend with. Besides providing whatever support we can today, we need to look to the future to what can be achieved in the next five-year term of the BID.

We're delighted to share with you our BID Proposal for 2026-2031 covering the fourth term of the BID, which is committed to using the strengths of the town to provide an exciting, attractive and vibrant place where businesses can thrive and people can enjoy themselves, living, working or visiting Northampton.

Following surveys, consultations and meetings, the BID Board have established clear objectives and identified how the BID will deliver these objectives, through ambitious initiatives and careful investment. In this proposal, you will find out how Northampton BID plans to build on the many successes of our previous terms.

Your support is crucial in helping Northampton BID to reach its full potential. With your involvement we will be able to provide the projects and support you need now more than ever. We urge you to look carefully at this proposal and give it your full support.

Please look out for the ballot papers which will be in the post in October and make sure to vote YES to ensure that we continue to shape the future of our town together.

**Andrea Smith and Sali Brown**  
**Franklins Solicitors and Chelton Brown**  
**Co-Chairs of Northampton Town Centre Ltd**

## 2. Northampton BID Ltd

### BID Board Members and Directors

The BID Company, Northampton Town Centre Ltd is a company limited by guarantee, is the body which has proposed the BID for the purposes of the BID Statutory Provisions and is responsible for the implementation of the BID plan.

The membership of the Board of the company is open to all business levy payers in the BID area. Membership of the company is open to all BID Levy payers, and also to Voluntary Members. The Members of the Company control the membership of the Board, through their Articles of Association and vote at General Meetings of Members.

The current members of the Northampton BID Board are as follows:

Name	Business Name
Sali Brown (Co-Chair)	Chelton Brown
Andrea Smith (Co-Chair)	Franklins Solicitors
Cllr Jane Birch	Northampton Town Council
Brendan Bruder	Abbey Ross
Chris Evans	Royal & Derngate
Ian Gardner	The Cordwainer
Helen Miller	University of Northampton
Greg Norman	Grosvenor Shopping Centre
Cllr James Petter	West Northamptonshire Council
Kerry Reynolds	Metro Bank
Jake Richardson	The Richardson Group
Dan Roberts	Cottons Accountants
James Simpson	Mercure Hotel
James Tarry	Cheyne Walk
Julie Teckman	Vintage Guru
Gavin Willis	GWCM



## **3. Executive Summary**

### **3.1. BID background**

Business Improvement Districts are created by businesses and organisations which come together to collaborate on initiatives that improve the location where they trade or do business. Business Improvement Districts are driven by participating businesses who work together to draw up a business plan which is voted on and, if agreed, is then funded through a levy based on business rateable values, as well as trying to lever in additional funding where possible for investment into the delivery of projects for the benefit of businesses.

This levy is collected by West Northamptonshire Council and paid directly to the Business Improvement District company. This is a not-for-profit company set up by the businesses and is accountable to the businesses in the Northampton BID area to manage the delivery of the Business Improvement District business plan.

### **3.2. The benefits of Northampton BID**

Northampton BID has been operating for 15 years supporting businesses and slowly but surely changing perceptions of the town centre and Northampton BID as a whole. The BID has worked closely with key partners and stakeholders in the town to represent the interests of levy-paying businesses, influence key decisions and to encourage investment and development which improves the town centre both now and into the future.

Over the last five years, Northampton BID has played a central role in supporting and championing town centre businesses. Through a wide range of events, activities, and partnerships, the BID has driven footfall, improved perceptions, and enhanced the visitor experience.

The BID has tackled safety and cleanliness through initiatives like NTARS (Northampton Town Centre Anti-Social Behaviour Reporting System) and has also invested in public realm improvements including murals, bespoke benches, and enhancements to green spaces.

Marketing and promotion have been expanded with a strong social media presence, a refreshed BID website, business communications, and campaigns to promote the BID area.

Strategically, the BID continues to work with West Northamptonshire Council and Northampton Forward on town centre developments, giving businesses a voice in plans such as the Market Square refurbishment, public realm works, the re-development of old Bhs and Marks and Spencer buildings and the future of Greyfriars. It supports funding bids, hosts business training and networking events, and contributes to transport, cultural, and tourism strategies.

As Northampton adapts to economic and commercial challenges, the BID remains committed to supporting its business community, promoting the town's unique strengths, and ensuring it remains a vibrant place to live, work, and visit.

The benefits of a BID do not just come from the ability to deliver projects and services from a guaranteed budget but come from the collective influence of the businesses in the BID area. It will have the influence to change key issues which impact upon the operation and success of your businesses such as promotion of the town centre, crime and safety issues and attractiveness of the town centre for your clients, customers and everyone who lives and works here.

The collective voice of businesses working together also translates into productive relationships and outcomes, and when working with other organisations and public bodies, the ability to influence more strategic issues such as the development of the new masterplan for the town.

Although Northampton as a whole has a diverse of independent, national and international businesses

based here and is an important regional centre with a cosmopolitan population and a wealthy catchment area, the town centre and its surrounding area has undergone substantial change in the last few years and has faced many challenges. However, with a vibrant economy there is an opportunity to capitalise on the developments of important sectors such as logistics and the automotive industry to create a new and invigorated town centre-focused economy to serve the needs of all its residents and businesses.

The plan has been developed to ensure that it:

- is balanced to cover all business sectors
- builds on the successes of working together to date over the last 15 years
- clearly defines the role of the BID
- seeks to create and take advantage of new opportunities
- has focused activity but remains relevant for the next five years
- has deliverable and achievable objectives

It takes account of the changes which have occurred that affect the way in which the business environment operates in recent years and clearly lays out a business-led programme of investment to tackle issues identified by businesses with the aim of creating a positive and more profitable trading environment to potentially benefit all business sectors.

### **3.3. Finance**

The Business Improvement District (BID) levy will be collected on behalf of the BID by the 'Billing Authority' West Northamptonshire Council, which has responsibility for the public administration and collection of business rates of the area covered by the BID. The levy will then be paid directly to the BID Company in its entirety. This charge is payable by non-domestic rate payers in the defined BID area which meet the levy criteria, regardless of whether or not they voted in the BID ballot, or how they actually voted. It is collected by the 'Billing Authority' in much the same way as business rates.

The budgeted income over the five-year period of the BID is planned to be of the order of £2.3 million. The income will be made up of some £2.2 million from the levy revenues and a sum averaging around £100,000 from other sources such as grants, voluntary, private and public sector contributions (see income and expenditure tables in Section 16).

The BID Company for Northampton BID, is a not-for-profit company, directed and controlled by nominated business people who manage the Business Improvement District business plan and are directly accountable to the businesses trading in Northampton town centre.

The way the BID Levy charge is calculated is defined in Section 17.

### **3.4. The Area**

The Northampton Business Improvement District covers the area within the ring road on the north, east and south bounded by Upper and Lower Mounts in the north and York Rd and Cheyne Walk in the east, St Peters Way and Victoria Promenade in the south. After consultation with businesses in the area the BID boundary has been extended to the west beyond Horseshoe Street and Horsemarket to take account of the important gateway from the Railway Station, past the heritage site of Northampton castle and into Gold Street.

### **3.5. The Vision**

Through a business-led programme our vision is:

'To raise the profile of Northampton as a welcoming and attractive town which takes pride in its

heritage but looks to the future as a great place to live, learn, visit and grow a business.’

### **3.6. Strategic Objectives, Activities and Projects**

The BID investment programme will be delivered through the three key strategic objectives and their related activities and projects:

#### **Objective 1: Promote and Showcase Northampton**

Showcase and develop the positive awareness of the town.

#### **Objective 2: Create a welcoming, safe and attractive town**

Work with businesses, organisations and the community to create a place which looks and feels good.

#### **Objective 3: Support businesses**

Encourage everyone to work together to create a positive working environment and a good place to develop and grow a business.

### **3.7. BID Term**

Subject to a successful vote in October 2025, it is proposed that the new BID will start on 1<sup>st</sup> April 2026 and operate until 31<sup>st</sup> March 2031.



## **4. How a BID works**

### **4.1. Background**

A Business Improvement District (BID) is a precisely defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by parliament through the Business Improvement Districts (England) Regulations 2004. This legislation was based on the experience of some twenty years of successful BID activity in America and Canada. Since 2004, over 320 BIDs have been proposed and approved by business communities in England and Wales. These include Luton, Milton Keynes, Leicester and Birmingham, which has eleven BIDs within its administrative boundary.

There are more than 280 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 150 have now entered their third term having gone through a third ballot and 60 into their fourth term. In most cases, BIDs going on to a second term and further terms have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further information about BIDs is available on the Government website <https://www.gov.uk/guidance/business-improvement-districts>.

The lifetime of the BID is prescribed by the Regulations and is set at no more than 5 years. It is possible for a BID to be extended by proposing a new Business Plan at the end of the BID lifetime for a fresh formal vote by the businesses.

The purposes of a BID are to provide new or expanded works and services or environmental enhancements within the prescribed BID area, funded via a BID Levy charge. All services /improvements will be additional to those already provided by West Northamptonshire Council. This charge is payable by non-domestic rate payers and is collected by the Council in much the same way as business rates. The manner in which the BID Levy charge is calculated is defined in the Levy Criteria Section 17.

All works and services will be contracted by Northampton Town Centre Ltd, the BID body for the BID area. The objectives and aspirations of Northampton BID are set out in this BID Proposal and Business Plan.

This business plan has been prepared in line with best practice and with reference to the 'Industry Criteria and Guidance' prepared for Revo in association with: Association of Town and City Management, the Association of Convenience Stores, the British Retail Consortium and the British Property Federation.

A set of definitions for terms used throughout this document is contained in Appendix 1 20.1

### **4.2. The vote**

To succeed the ballot has to pass two tests: A simple majority vote of those who vote must register a 'YES' and the aggregate rateable value of those who vote 'YES' must be greater than that of those that vote 'NO'.

If these two criteria are met, the Business Plan is activated and all businesses in the area concerned will be required to pay the levy.

The persons entitled to vote, and be liable for the levy, are the ratepayers of non-domestic premises in the Business Improvement District. Properties with a rateable value of less than £5,000 will be

excluded from the vote and levy.

West Northamptonshire Council's Returning Officer, Anna Earnshaw, will be the returning officer for the Ballot Holder for the Business Improvement District. Details of voting procedures and how you can confirm persons entitled to vote can be found by contacting 01604 526130 or by e-mail [returningofficer@westnorthants.gov.uk](mailto:returningofficer@westnorthants.gov.uk).

### **4.3. Alteration of arrangements**

The Business Improvement District, its boundaries, business plan and the levy percentage cannot be altered without an alteration ballot, although its Board can adjust projects and spend as they feel appropriate, provided the basic tenets and budgets are not compromised. This is explained in more detail in Section 16.5.

### **4.4. The levy**

All businesses with a rateable value (RV) of £16,000 or more will pay a levy of 1.95% of rateable value (RV). Businesses which fall under the management of an indoor shopping or leisure mall operator and who pay a service charge to the shopping or leisure mall operator with an RV of £10,000 or more and less than £16,000 will pay a levy of 1.50% of rateable value (RV). Businesses with an RV of £5,000 or more and less than £10,000 will pay a fixed sum. The detail of the levy criteria is laid down in Section 17.

This levy arrangement will generate around £2.2 million of ring-fenced funding over the five year life of the BID and will also be used to lever in additional funds where possible adding a further £100,000 over the life of the BID. This will be used to fund the projects identified in this Business Plan.

### **4.5. Duration and commencement date of BID Arrangements**

Subject to the successful ballot in October 2025 our proposal is for the Arrangements for the Northampton Business Improvement District Proposal and Business Plan to operate for five years and to commence, on the 1<sup>st</sup> April 2026. After five years, in 2031, it can be extended or renewed – but only after being subject to a renewal ballot.

## 5. Timescales

BID Ballot – Ballot Date  
INDICATIVE TIMETABLE

Action Point	Action	Day and Date
1	Notice by BID Proposer to Billing Authority & Secretary of State of intention to hold ballot (at least 84 days before Ballot Holder requested to hold ballot Action Point 4)	Fri 23 May 2025
2	Voluntary stage - issue voter nomination letter to check voter list	Fri 08 August 2025
	Receive voter nominations back from potential levy payers	Wed 27 August 2025
3	Establish Register of Businesses as specified in BID proposal	Target Date: Thu 11 September 2025 Latest Date: Thu 18 September 2025
4	BID Proposer requests Billing Authority to instruct Ballot Holder to hold a Ballot (BID proposals need to be completed)	Target Date: Thu 28 August 2025 Latest Date: Thu 18 September 2025
5	Billing Authority formally requests Ballot Holder to hold ballot	Target Date: Mon 08 September 2025 Latest Date: Thu 18 September 2025
6	Ballot Holder publishes Notice of Ballot (latest date = 42 days before ballot day) also to send copy to Secretary of State , a copy of the published notice of ballot, as per Schedule 2 3(d) of the 2004 Business Improvement Districts (England) Regulations	Target Date: Thu 11 September 2025 Latest Date: Thu 18 September 2025
7	BID Proposer or Ballot Holder mail out copies of the BID Prospectus to potential levy payers	Target Date: Thu 11 September 2025 Latest Date: Thu 18 September 2025
9	Ballot Holder issues Letter to Business Ratepayers to give information about the ballot and identify named person to receive ballot paper (latest date is 42 days before Ballot Day)	Target Date: Thu 11 September 2025 Latest Date: Thu 18 September 2025
9	Ballot Holder Issues ballot papers (at least 28 days before Ballot Day)	Thu 02 October 2025
10	Last day to appoint a proxy (tenth day before Ballot Day)	Mon 20 October 2025
11	Lost ballot papers – earliest date for issuing a replacement for a lost ballot paper (where papers not received by the 4th working day before the ballot)	Fri 24 October 2025
12	Spoilt ballot papers – last day/deadline to apply for a replacement ballot paper for a spoilt ballot paper (not later than 3 working days before the ballot)	Mon 27 October 2025
13	Ballot Day (up to 5pm)	Thu 30 October 2025
14	Count and announcement of result	Fri 31 October 2025
15	Disposal of ballot papers	Sat 02 May 2026

## 6. BID Delivery and benefits

### 6.1. The last five years

Over the last five years we have achieved a lot together, and the BID team have delivered exciting events and activities which boosted footfall, changed perceptions and enlivened the town centre: key events/activities which have been delivered annually include: Christmas activities, independent BID activities such as Dinosaurs, 60's Celebration and Northampton Comedy Festival and trails incorporating installations, as well as partnership delivery of events including Diwali, Northampton Music Festival, Carnival and Pride and The Amazing Northampton Run bringing extra life to the town centre.

The BID has helped to improve the visitor experience through the delivery of NTARS as well as working with Northamptonshire Police, West Northamptonshire Council, the Northamptonshire Business Crime Partnership and the Northamptonshire Police, Fire, Crime Commissioner to tackle the issue of crime. Multiple projects to promote the cleansing of the town centre including Tidy Days, targeted Graffiti focus as well as enhancements to open green spaces including St Katherines Gardens and St Giles Churchyard.

We continue to develop our promotional and marketing strategies to encourage new visitors and help to change perceptions by showing off the variety and depth of the business offer in Northampton town centre.

A summary of projects and activities the BID has delivered during the third five-year term can be seen below:

#### **Objective 1 - Promotion.**

*Promote and celebrate Northampton town centre, and its business, cultural, leisure, educational, and social offer locally and regionally.*

- Social media on all platforms for Northampton BID – Facebook, Instagram, LinkedIn and the introduction of a TikTok account.
- BID website development, containing BID business directory, Events Calendar, Shop Local Showcase, BID Business offers and Student Discount directory.
- Press releases throughout the year.
- Weekly e-bulletins mailed to businesses with news, updates and support.
- Two annual newsletters mailed to all BID businesses throughout the year.
- Weekly What's On Guide covering activities and events in the Town Centre – which can be subscribed to by members of the public to receive each week.
- Monthly News Column in the local newspaper by the BID Manager to showcase all positive things happening in the Town Centre.
- Promotion of town centre events, Purple Flag month (evening economy), Small Business Saturday and promotions with local media, i.e. Town Centre Tanners.
- Continuation of short videos and reels to promote events and the town centre and national days.
- Worked with multiple partners including West Northamptonshire Council, Northampton Town Council and Grosvenor Shopping to promote the exciting array of free entertainment throughout the year.
- Delivered an Annual Report to all levy payers sharing the financial health and all projects delivered by the BID.
- Attendance at the University of Northampton Discovery Days.

## **Objective 2 - Environment.**

*To develop the town centre experience by creating a sense of 'place' for visitors and people working/living in the town centre to enjoy.*

- Hosted regular tidy sessions in the town centre with businesses and local community members, with an average of over 50 bin bags of rubbish being collected each session.
- Targeted chewing gum removal in key locations.
- Annual installation of bunting and multiple window vinyls to enhance vacant units.
- Delivery of bespoke benches for the Market Square, in partnership with Northampton College.
- ATCM award winning transformation of St Katherines Gardens.
- Northampton BID manages NTARS – Northampton Town Centre Anti-Social Behaviour Reporting System, delivering regular safety briefings and weekly newsletters.
- Regular attendance to Pubwatch meetings, supporting the nighttime economy businesses.
- Delivered an anti drink-spiking campaign by providing drink-testing kits to licensed premises. Supported 'It Only Takes One' campaign with the nighttime economy businesses, with supporting the Office of Fire, Police, Crime Commissioner and Northamptonshire Police.
- Supported delivery of a Northampton Town Centre Evening Economy Safety promotional video.
- Funding of additional police officers during periods of Covid Restrictions.
- Attended the town Strategic Events group to support events taking place in the town centre.
- Continued employment of two Town Centre BID Hosts whose role includes business engagement, ambassadorial functions, reporting of public realm issues and partnership working with the neighbourhood policing team and CCTV.
- Member of multiple partnership groups including Town Centre Task Group, Police Community One Group, and BID/Police/WNC Wardens/Fire Officers/Traffic Wardens/Outreach Officers and Community Safety Focus Groups.
- Sponsoring and supporting Diwali, Pride, Carnival, Northampton Music Festival, The Amazing Northampton Run, Tour of Britain, Great Fire of Northampton and the Women's Rugby World Cup.
- Free family activities provided for Market Square reopening and Summer Safety.
- Co-funded a Santa's Grotto over the Christmas period.
- Funded multiple meet and greet events including Peppa Pig and George, Paddington Bear and Peter Rabbit, and PAW Patrol Characters.
- Co-funding of Purple Flag applications and planned/supported the assessment process resulting in the prestigious Purple Flag accreditation for six years in a row.
- Partnership working with Northamptonshire Police Neighbourhood Team for successful delivery of targeted projects including Cops Adopt a Shop and Operation Workforce.
- Partnership working with Voi to reduce levels of obstruction/hazards caused by electric scooters.
- Delivery of national focus periods including Retail Crime Awareness Month, ASB Awareness Month and Cyber Security Awareness Month.

### **Objective 3 - Growth and Investment.**

*Encourage growth, development and investment of businesses which complement and build on the strengths of Northampton town centre.*

- Working alongside West Northamptonshire Council, and key contractors with the progress of exciting new developments and providing businesses with the opportunity to meet with the project delivery teams.
- Weekly footfall monitoring and reporting.
- Consultee for Planning applications.
- Collaborative bids to the Arts Council, Central Government and the National Lottery for funding for the benefit of Northampton town centre.
- Working with Northampton Forward as part of the strategic board informing the town centre masterplan.
- Strategic work on the Town Centre Master Plan to ensure our work through the BID aligns with the future plans for the town centre.
- Delivery of professional service focused networking events.
- Business training sessions provided by local businesses and ongoing partnership with Google Garages.
- Attendance of Women's Rugby World Cup/Tour of Britain steering groups.
- Active involvement with the economic and enhancing local transport strategies.
- Funding involvement within the Cultural Compact.
- Partnership working with University of Northampton and Northampton College.
- Partnership working within the leisure and tourism network.



## **7. Working together will make a difference**

The last few years have been challenging for town and city centres across the UK with many left with the scars of the COVID-19 pandemic, high energy costs and high inflation. The national economy is in uncertain times and whatever happens, many challenges lie ahead and the commercial world continues to change at an ever-increasing pace.

Besides the challenges of the economy, lifestyles have been changing and influencing the way in which we use our time and spend our money. Technology continues to develop and change the way we live and work as individuals and operate as businesses.

Trends and changes which impact upon town and city centres such as the increase in online shopping had already started before COVID, but over the last few years many of these trends have accelerated.

It is clear that many of these changes will have a permanent impact upon the way in which town and city centres operate and the opportunities and challenges which businesses are grappling with, such as many employees remain working from home or using their office based within the town centre in a different way.

In this very uncertain world, it is difficult to make any predictions for the long term. However, one thing is becoming clear; people are starting to value their local towns and centres more. Town and city centres are becoming hubs for their local community for all aspects of people's lives. They will not simply be shopping destinations but places where people will want to live, work and spend their leisure time in a flexible way.

We need to think about ways in which we can work together to take advantage of these new opportunities and create a town centre which is welcoming, safe and forward-thinking that serves both the businesses and local community. There is a strong sense of community in Northampton and businesses are keen to improve the town even further, ensuring that the town has a distinct identity and is a safe, attractive and enjoyable place to be.

The extensive surveys and discussions with key stakeholders undertaken to develop this BID Proposal identified a clear desire expressed by businesses and organisations from Northampton town centre to work closely together with West Northamptonshire Council and other key stakeholders to raise the town's profile and improve the appeal to visitors and businesses. This collective and focused approach will serve to improve the trading and operating environment and allow existing businesses to flourish and grow, and attract new business investment.

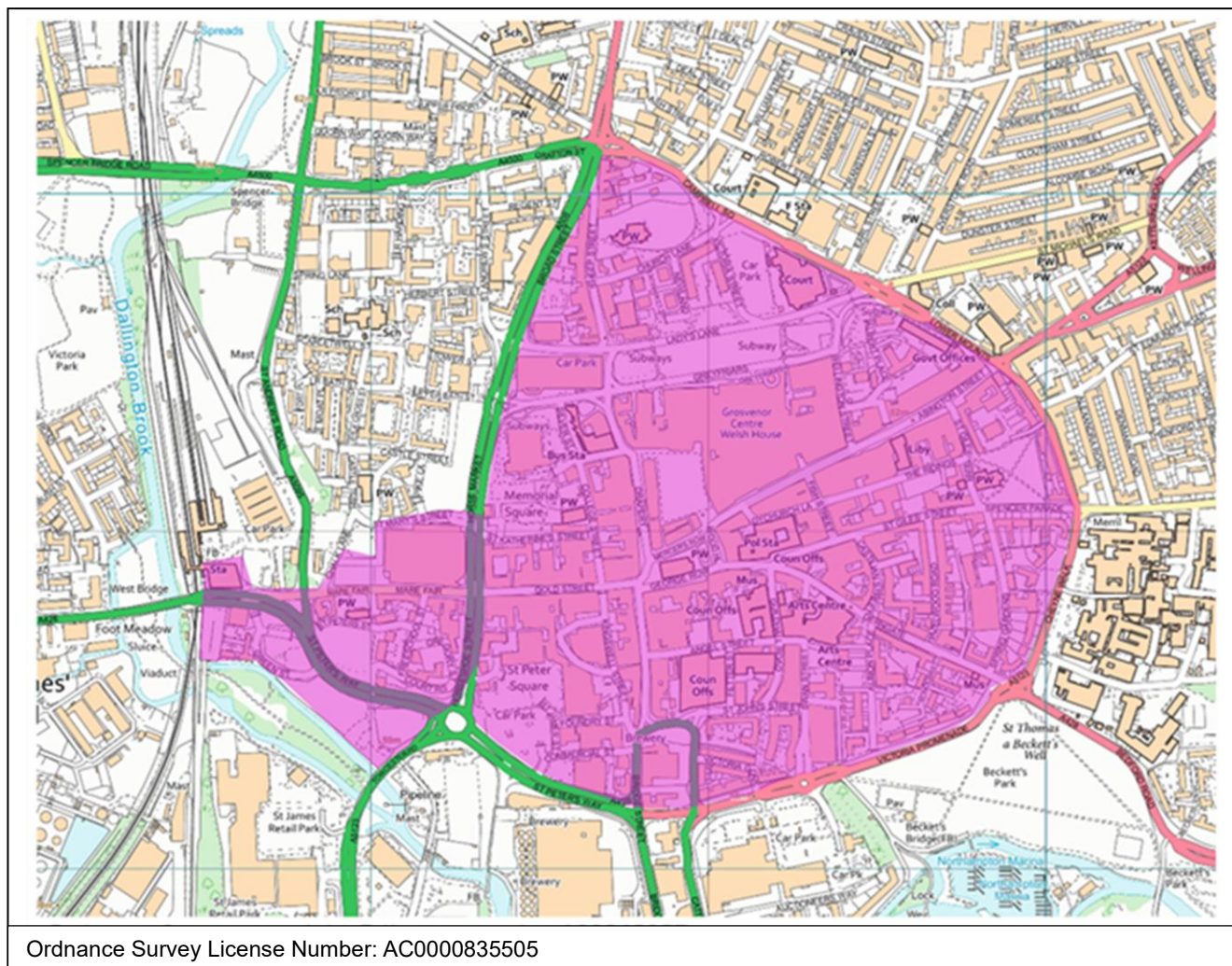
Northampton town centre is vibrant and unique and we need to tap into its strengths at this exciting point in time when major developments such as the new STACK leisure complex, the Greyfriars Development and the Abington Street rejuvenation works are underway, all of which will benefit the BID area greatly.

Northampton also has great connections to both London and Birmingham which enables it to offer an alternative to those who work and live outside of the town and not simply a great asset to the residents of Northampton. Northampton is within easy reach of large audiences and business markets but does not currently fully tap into the great potential of its own assets by working together as a cohesive business community and promoting its collective strength.

Taking on board all of the above, this Business Plan has identified opportunities and taken account of the needs and challenges faced by all business sectors across the BID area. By working together and with strategic partners including the Council and key stakeholders through a Business Improvement District there is huge potential to continue the momentum to make Northampton a great place to visit, live, work and grow a business.

## 8. Northampton BID Area

The shaded area on the map below represents the full extent of the Northampton BID Business Improvement District. A full list of streets within the BID area is shown in 20.2 Appendix 2



The Northampton Business Improvement District encompasses the main shopping, cultural and heritage hubs in Northampton and covers the area within the ring road to the north, east and south bounded by Upper and Lower Mounts in the north and York Rd and Cheyne Walk in the east, St Peter's Way and Victoria Promenade in the south. After consultation with businesses in the area the BID boundary has been extended to the west beyond Horseshoe Street and Horsemarket to take account of the important gateway from the Railway Station, past the heritage site of Northampton castle and into Gold Street.

A list of streets within the BID area is shown in Appendix 2. All non-domestic hereditaments within the BID area will, if the BID is approved, be liable for the BID levy (as defined in section 17). The BID covers those businesses, whose rateable value is £5,000 or greater. Thus banks, building societies, car parks, Council facilities, restaurants, clubs and pubs, estate agents, leisure operators, recruitment agents, retail and health and beauty outlets, solicitors, hotels, museums, the bus station and transport and travel agents and all other non-domestic hereditaments are included within the BID and will, subject to the detailed levy criteria in Section 17, contribute to the BID's collective funding and activities flowing from the combined budget.

The BID area includes any smaller business areas located off these roads or streets that are located within the boundary of the BID area defined by the shaded area illustrated on the map and any other road or street, even if they are not listed in Appendix 2 and will include any new non-domestic property, road or street which is developed or created during the life of the BID which is within the BID area.

## **9. Services provided by the Public Bodies**

### **9.1. Council's Support for Northampton BID**

West Northamptonshire Council fully supports the Northampton BID. In particular it endorses the fundamental principle of additionality within the BID by providing baseline service statements outlining the provision of existing services from the Council to businesses at their current level (subject to budgetary constraints) across the Northampton BID area.

Thus, in line with BID legislation, BID services within the Northampton BID will be additional to (not in substitution for) those provided by the Council. If there is a need for any change in service levels provided by the Council these will not be disproportionate to other parts of Northampton BID outside the BID area.

The Council's commitment to the Northampton BID and the working relationships between the Council and Northampton BID Company will be set out in complementary documents agreed between the two parties:

- An Operating Agreement which sets out the Council's Operational Support to the BID on a number of specific issues.
- A set of Baseline Service Statements, each defining the benchmark for a specific service provided by the Council and other agencies within the BID area.

### **9.2. Council's Vision for the BID**

Beyond its clear commitments set out in the Operating Agreement, West Northamptonshire Council welcomes the opportunity offered by the BID disciplines to continue to develop a strong and dynamic partnership between the Council itself and the Northampton BID town centre businesses. The Council intends that this forward-looking relationship with businesses should take shape along the following lines during the five-year BID period:

- Maintaining the serious dialogue with Northampton BID town centre businesses through the BID Board and its management team on issues that can promote a stronger trading environment conducive to investment, business development and growth and a stronger community of businesses serving the businesses themselves and all those who live and work in the area.
- Working collaboratively and in partnership with the BID to ensure that the opportunities offered through the BID can be maximised and any investment or joint initiatives are as effective as possible.

### **9.3. Council Services for Business**

Thus, businesses will continue to benefit from all the statutory council services provided for the benefit of all stakeholders in Northampton town centre (cleaning, lighting, access, safety and highways maintenance). In addition, the Council deliver certain discretionary services either directly or indirectly both for businesses in general and for individual businesses. Details of these services are provided on the dedicated business pages of the Council's website - <https://www.westnorthants.gov.uk/>.

### **9.4. Individual Baseline Statements**

In full support of the above commitments, Heads of Service within the Council will continue to review their Baseline Statements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and the fact that any change will not



disproportionately impact upon the BID area more than any other area outside the BID within the Council's administrative boundary. They also cover how the services are measured. The Council attaches particular importance to the incorporation of value for money principles and measures within all the Baseline Statements.

The Baseline Services include the following:

West Northamptonshire Council

- CCTV Monitoring
- Christmas / Festive Lights, Christmas Marketing, Activities & Promotion
- Community Safety
- Events
- Grounds & Trees Maintenance
- Marketing and Comms
- Parking (Surface and Multistorey car parks)
- Public Transport
- Roads & Highway Maintenance
- Street Cleansing (fly posting, graffiti removal of street furniture maintenance, gully emptying)
- Street Lighting
- Tourism
- Waste Services (waste collection, trade waste)
- Winter gritting

Northampton Town Council

- Christmas lights, marketing and events

Other public bodies:

- Police

The process of creating the baseline agreements proves valuable to both the service providers and the BID company. The development of these partnerships and the additional focus on the services provided in the area, gives tangible benefits over and above those derived from the projects outlined below.

## **9.5. Council's Operational Support for Northampton BID**

The Council's support for the BID will take practical shape in the following specific ways:

- Conducting, through the Council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures.
- Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Northampton BID town centre businesses and transferring the levy sums direct to the Northampton BID Company. The Council will pay the gross levy sums to the Northampton BID Company within 30 days of collecting it.
- Nominate a Councillor to sit as a Director on the BID Company Board.
- Provide a senior Council officer to provide a business-focused dynamic link on all BID matters with senior Council staff.
- Paying the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Northampton BID town centre BID area.

## **9.6. Monitoring and Review**

The Council is committed to the regular monitoring of the operation of the BID Operating Agreement and reviewing its effectiveness in conjunction with Northampton BID Company. This will be carried out as follows:

- The Council monitors performance of key services through the Council's Business Plan with monitoring reported to the Cabinet. Where there is a specific issue with service delivery within the BID area the respective Head of Service will discuss this with the Northampton BID Company.

There will be annual reviews of each of the specific services for which a Baseline Statement is shown above. This will be led by the West Northamptonshire Council who will discuss with the Northampton BID how the service commitments have been actually delivered during the period, and if necessary, update the service levels to reflect the services each will be provided in the following year. These reviews will be scheduled to best effect for the West Northamptonshire Council and Northampton BID Company's yearly budgeting cycles.

## **9.7. Monitoring of basic service provision**

The Baseline Service Statements from West Northamptonshire Council set out the discretionary and statutory services which are delivered to and relevant to the BID area so that it is clear that the BID's activities are totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over business rates investment in their area and the effectiveness of local authority service provision.



# **10. The Research and Consultation Process**

## **10.1. Background**

The BID has undertaken extensive research across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and work in Northampton BID.

Research and findings from the surveys and interactions with businesses and organisations from across the Northampton BID area has been considered in shaping the ultimate vision, objectives and their associated activities.

## **10.2. Aims of the research**

The aims of the research were to:

- Identify the key issues which impact upon all businesses in the area across all business sectors and to develop solutions to address them which will help businesses achieve their own internal objectives.
- Review and assess any related strategies and plans for the area which potentially impact upon and complement the aims and objectives of the BID proposal.
- Identify and assess the impact and the relative importance of different potential initiatives on businesses.
- Ensure that the Vision, Objectives and their associated activities reflect the business challenges and opportunities for the immediate term and the next five years.

## **10.3. Research and consultation activity**

The research encouraged participation from all businesses across the town centre and involved the following activity:

- In February 2025, a detailed survey was produced to get the views of businesses in the BID area.
- All potential levy paying businesses in the BID area were mailed survey forms and asked to complete them seeking their opinions on a variety of issues, through ebulletins, during a visit from a BID representative and via the BID website. All businesses were also provided with the opportunity to meet with a member of the BID team in person, via telephone or video call.
- All potential levy-paying businesses were included in mail shots and publicity including newsletters and e-bulletins where e-mail addresses were available.
- 748 personal business visits were made in total, with 301 of these being unique visits which represents 46% of the 658 occupied and trading businesses which meet the levy criteria having had a visit to discuss the BID.
- Detailed four-page surveys were conducted with businesses which covered 28% of the hereditaments which met the levy criteria.
- A number of meetings were carried out over the renewal period where all businesses were invited to discuss their challenges, opportunities and vision for the future of the town centre. These included two sets of workshops in March and May 2025.
- The BID website and e-bulletins were used to invite feedback and opportunities for businesses to contact the BID team to discuss renewal.
- Active participation and decision making by the business representatives from the Northampton BID Board in the development of this plan.

## 11. Strategies and plans

In determining the focus of the BID Business Plan it is important to ensure that it complements existing strategies and plans to ensure that the BID can deliver as much value as possible for the levy payer and contribute towards the development and regeneration of Northampton town centre. This also enables the BID to bring different parties together more easily and to make efficient use of the BID budget and resources available.

Besides the business feedback and priorities, we have taken account of other key plans and strategies for Northampton to inform how best to meet the needs of businesses, build on the work of the BID to date and ensure that it can contribute towards the long-term sustainability of the town centre itself.

The BID has already been closely involved with the development of the new Town Centre Masterplan and will cover the same area as the BID with the key aim of making it the focal point for community and commercial life in the town, and a town centre which welcomes all residents, visitors, businesses and investors into a clean and green environment. Once the new masterplan is complete the BID will work closely with the Council's regeneration team to develop a place management delivery plan which will enable the BID and the Council to collaborate more effectively ensure that the masterplan becomes a reality and delivery of this BID plan.

The BID will play a key role to implement the promotion of the town, building on the work commissioned by West Northamptonshire Council and positioning the town as one with 'Independent Spirit'. It aims to bring the people of Northampton together 'united in showcasing why Northampton is an exceptional place to live, work, study, and invest'.

Northampton town centre will continue to see significant change over the next five years including the redevelopment of the old Market Walk into a new leisure complex, the demolition and development of the old Bhs and Marks and Spencer sites and the redevelopment of the area to the north of the Grosvenor Shopping Centre, the old Greyfriars site and surrounding roads. The development of a new Heritage Park along the gateway from the Railway station will serve to enhance the entrance to the town centre.

We believe that this BID Proposal and Business Plan complements all these plans and working together with all businesses, key stakeholders and partners we will ensure that businesses can capitalise on the opportunities all these exciting plans present.

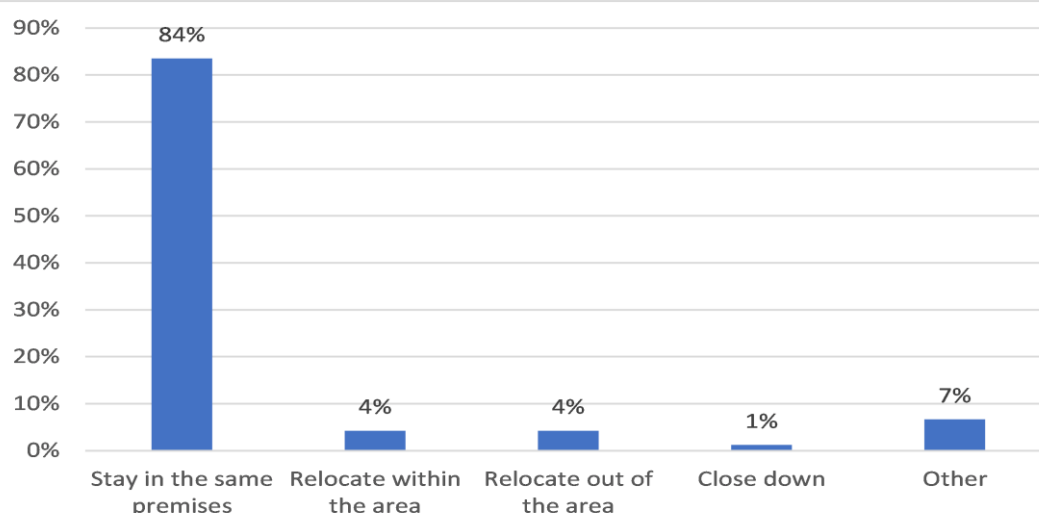
## 12. Research Results

### 12.1. Business feedback

Surveys were carried out across a range of businesses from all sectors and sizes of Northampton BID town centre.

Despite the economic uncertainty and cost of living challenges, the confidence to remain trading in Northampton is strong. 84% of businesses surveyed anticipate that they will stay in the same premises. Only 1% of the businesses surveyed stated that they planned to close down.

*Fig 1: Anticipated business location*



### 12.2 Promote and showcase Northampton

In the survey, the aspect that ranked sixth for being either very poor or quite poor was 'Promotion and awareness of reasons to visit', with 66% of businesses surveyed giving it one of these rankings. Additionally, 68% of businesses said that this aspect was important to them.

Also, in the survey for beneficial current projects, 'Promoting the BID area and its businesses via social media channels' scored within the top ten, with 60% of businesses saying this was beneficial to them. This was closely followed by two more promotion related projects, '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' and 'Promotion of Northampton's history, heritage and culture', both of which had 57% of businesses saying that these were beneficial to them.

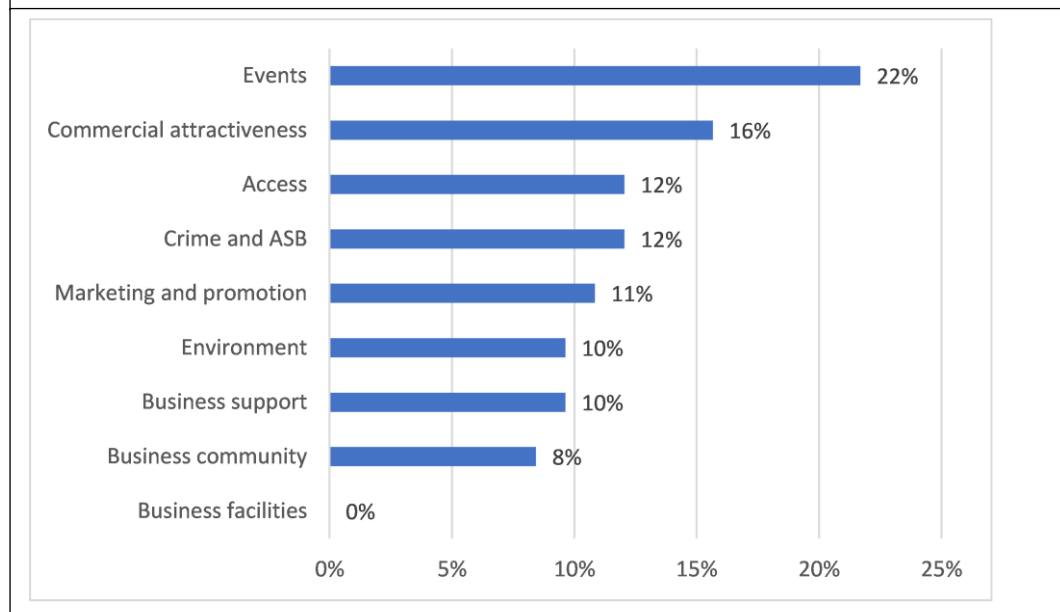
In the workshop, the second most discussed topic was around marketing and promotion. Comments included having a hub for tourists/visitors which would be central to communicating what is going on, increasing awareness of what is in Northampton and to increase promotion and signage for events. It was also suggested to emphasise proximity to Birmingham and London, as well as counteracting the negativity about the town centre by spreading positive messages.

Another important part of this objective is working with businesses and other organisations to develop and organise events to create an animated feel to the town. In the survey, the third most beneficial current project to businesses was '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',

with 68% of businesses saying this was beneficial to them. This was closely followed by another event related project, 'Provide sponsorship to town events e.g. the Film Festival, Music Festival, Diwali, Pride, Carnival, Amazing Northampton Run and Christmas', with 68% saying this was beneficial.

Also in the survey, when asked what additional projects you think the BID could consider delivering for the next BID, the greatest number of comments were in the 'Events' category. Comments included having different types of Markets, such as Farmer's Markets or Antique Markets, making better use of the Market Square with regular events and having more events to draw families in.

*Fig 2: Additional project suggestions for next BID – comments categorised*



## 12.3 Create a welcoming, safe and attractive town

From the survey results it is clear that reducing crime and enhancing safety is important to businesses in Northampton and is something that therefore requires continued focus. Six out of the top ten aspects for being very poor or quite poor were all crime and safety related, with 'Street begging and rough sleepers' at the top with 88%, followed by 'Drug and drink issues on the streets' at 79%. Additionally, seven out of the top ten aspects for the question 'is it important for your business?' were crime and safety related, with 'Crime and safety generally' at the top with 84%, followed by 'Drug and drink issues on the streets', 'Street begging and rough sleepers' and 'Police support for your business', all at 80%.

Also, in relation to this objective in the survey, when asked how beneficial current projects were to them, the project that was joint top was 'Provide BID Hosts who work with partners to address crime and ASB, engage with businesses and public, and report cleansing and maintenance concerns', with 73% of businesses saying this was beneficial to them. Additionally, joint second place was 'Provide Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) – an ASB reporting platform free of charge', with 71%.

Another part of this objective is making Northampton an attractive town both through cleanliness and also improving the vibrancy of the streets through things such as floral displays, and festive and creative lighting. In the survey, the current project that was joint top for being beneficial was 'Regular tidy days targeting litter and graffiti', with 73%. Comments in the workshops in relation to the attractiveness of the town included that the cleanliness and greenery need improvement, have more

street cleaners and to enhance the town's aesthetics with decorations, art installations, and market stalls.

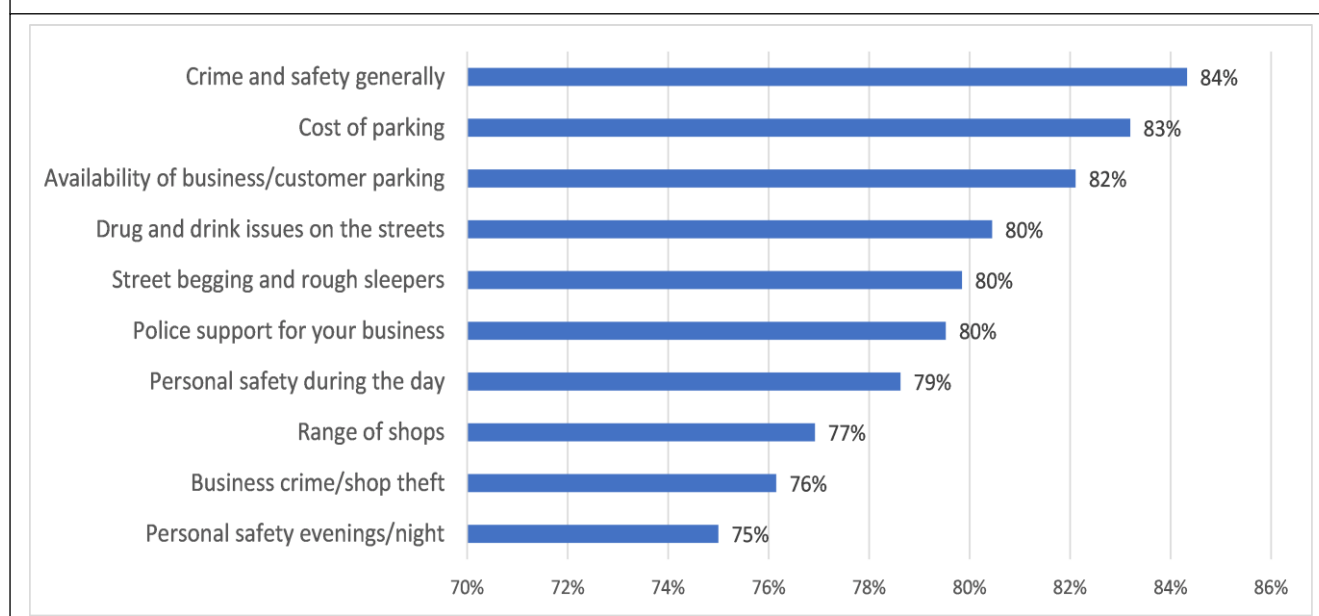
The final part of this objective is to create an accessible town and, in the survey, when asked what additional support your business needs in the next 5 years, the greatest number of comments fell under the 'Access' category. Comments included knowing in advance when road works are starting, spending money on cycle infrastructure, improving public transport and tackling issues with E-scooters. This was also echoed in the survey, where 'Tackling irresponsible use of e-bikes/e-scooters' was in the top five for being a beneficial project to businesses, with 65%.

## 12.4 Support businesses

The importance of encouraging and supporting relationships between businesses and other organisations has clearly been shown in the surveys and workshops. In the survey, the joint second most beneficial current project to businesses was 'Partnership working with the Office of Northamptonshire Police, Fire and Crime Commissioner (OPFCC) and Northamptonshire Police', with 71%. Also scoring highly and appearing within the top ten was 'Work with partners and key stakeholders within the town to influence town centre developments and strategic planning' at 63%. Also, in the survey in relation to business support, 'Interest shown by the Council', 'Support from the BID' and 'The way businesses work together' all scored highly in terms of being important to businesses, with 74%, 71% and 70% respectively.

Comments from the workshop about business support included lack of co-ordination with landlords, poor communication from the Council and that the BID has stepped up to represent the businesses, which needs to continue.

*Fig 3: Top ten aspects ranked by businesses as important*



## 13. The BID's response

Following our extensive research three key project areas of Northampton BID have emerged reflecting the key issues and opportunities identified by the businesses and visitors. The activities within each of the project areas have been specifically designed to address and take advantage of these.

It is evident that Northampton was exposed, even before COVID, to the same changing dynamics affecting the way in which people use all towns and city centres. Since the start of 2020, these changes have simply accelerated and now is an ideal time to review the needs of businesses building a plan for the future.

The BID will continue to act as a catalyst for businesses and organisations to come together and play a key role in this new and exciting era in the town. The BID's ability to influence has increased significantly and it is now leading and driving key initiatives working closely with the local authority and other key businesses and organisations on plans which will shape the future of Northampton.

The BID will continue to work with all stakeholders to define, develop and promote the identity of Northampton which reflects its strengths, characteristics and heritage and is a sustainable and vibrant place which generates pride for its businesses, local residents and visitors.

This BID Proposal and Business Plan has been designed to ensure that the activities benefit as wide a range of businesses as possible. It will do this by raising the profile of Northampton as a welcoming and attractive town which takes pride in its heritage but looks to the future as a great place to live, learn, visit and grow a business.

### 13.1. The role of the BID

All businesses and organisations stand to benefit from these additional projects and activities which have been identified by businesses across Northampton town centre as crucial to their future:

- To act as the voice for businesses in Northampton town centre and represent their interests within the context and framework of this BID Proposal and Business Plan.
- To position Northampton and build its profile as a destination of choice for local residents and visitors.
- To work collaboratively and strategically, representing business interests to encourage growth, development and investment of businesses in Northampton.

### 13.2. How delivery will be monitored

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area, including footfall, customer surveys, business surveys, photographic evidence, vacant properties and footfall trends. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.



## 14. Vision and Objectives

Assuming a positive BID vote by a majority of businesses by both rateable value and number, BID operations for the new BID will start on 1<sup>st</sup> April 2026 and will continue for a total of 5 years.

### 14.1. The Vision

Through a business-led programme our vision is:

‘To raise the profile of Northampton as a welcoming and attractive town which takes pride in its heritage but looks to the future as a great place to live, learn, visit and grow a business.’

### 14.2. Objectives

The BID investment programme will be delivered through the three key strategic objectives and their related activities and projects:

#### **Objective 1: Promote and Showcase Northampton**

Showcase and develop the positive awareness of the town.

#### **Objective 2: Create a welcoming, safe and attractive town**

Work with businesses, organisations and the community to create a place which looks and feels good.

#### **Objective 3: Support businesses**

Encourage everyone to work together to create a positive working environment and a good place to develop and grow a business.

### 14.3. Objectives, Activities, Projects, Measures and Results

#### **Objective 1: Promote and showcase Northampton**

Showcase and develop the positive awareness of the town.

#### **Amount the BID will spend:**

An average budget of £150,000 p.a. with a total of £746,000 over five years.

#### **Activities and Projects**

- a. Work with others and take a key role in defining and promoting the identity of Northampton as a great place to visit, invest, work and study and showcase and raise the profile of its successful organisations and businesses.
- b. Deliver campaigns that showcase and promote all business sectors and types of organisations in the town to encourage use and customer spend.
- c. Play a key role in the development and delivery of a plan to attract new businesses which will strengthen the identity of the town and increase its reputation as a great place to set-up and grow a business.
- d. Work with businesses and other organisations to develop and organise events to create an animated feel to the town.
- e. Develop communications between businesses to promote awareness of BID activities and issues and opportunities which may affect trading conditions and the local environment.

### **Measures and results**

- Number of promotional campaigns delivered and engagement
- Increased levels of sales activity & footfall across the whole of the town centre
- Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent (a.v.e)
- Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with Northampton BID in their own marketing and promotion
- Numbers of printed publications, social media posts and e-bulletins
- Website interaction and social media engagement growth
- Maintaining Purple Flag accreditation
- Event attendance numbers
- Increased level of investment in existing and new businesses.

### **Objective 2: Create a welcoming, safe and attractive town**

Work with businesses, organisations and the community to create a place which looks and feels good.

#### **Amount the BID will spend:**

An average budget of £140,000 p.a. with a total of £705,000 over five years.

### **Activities and Projects**

- a. Work with the Businesses, Police, Local Authority, CCTV, voluntary organisations and agencies in tackling business crime, anti-social behaviour, street drinking and begging on the streets.
- b. Improve the appearance and vibrancy of the streets and open spaces by adding colour and decoration, and when appropriate, using additional floral displays and festive and creative lighting.
- c. Support initiatives that encourage visitors to find their way safely and easily around the town.
- d. Work with landlords, occupiers, agents and others to encourage them to maintain properties or sites across the town in a smart and tidy appearance.
- e. Provide day-time uniformed Hosts to:
  - i. Work closely with and support others in addressing ASB and crime issues
  - ii. Support the delivery of projects and events
  - iii. Support businesses in addressing issues which affect their business on a day-to-day basis
  - iv. Liaise with businesses on benefits and opportunities of working with the BID

### **Measures and results**

- Improved visitor and business perception of the sense of community & business safety
- Reduction of incidents of crime and anti-social behaviour
- NTARS & DISC Stats and crime figures from Police.uk
- Measured assessment of the degree of litter and cleanliness of Northampton town centre
- Number of floral displays or decorative installations delivered annually
- Improved perceptions of ease with which visitors, workers, and residents can navigate and traverse Northampton town centre
- Number of businesses and landlords engaged in property/site improvement initiatives
- Reduced levels of vacant and derelict properties across Northampton town centre
- Number of businesses supported by Hosts per month
- External match-funding or partnership contributions leveraged annually

### **Objective 3: Support businesses**

Encourage everyone to work together to create a positive working environment and a good place to develop and grow a business.

#### **Amount the BID will spend:**

An average budget of £38,000 p.a. with a total of £190,000 over five years.

#### **Activities and Projects**

- a. Work with others to develop links between businesses across Northampton to encourage a strong business community.
- b. Encourage and support relationships between businesses and organisations which seek to develop skills and have a positive impact upon business performance and development.
- c. Act as a collective voice to represent business interests for any town centre initiative which may impact upon their commercial activity.
- d. Work with others to monitor footfall, commercial performance, perceptions and other key data sets for Northampton to monitor impact of delivery and inform decisions.
- e. Work closely with Local Authorities and other partners and play a key role in the development and delivery of a Place Management Delivery Plan which provides a frame of reference for activities defined in this BID Proposal and Business Plan.
- f. Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Northampton.

#### **Measures and results**

- Number of networking events or forums held with attendance figures
- Number of training, skills development or upskilling sessions facilitated with attendance figures
- Partnerships formed with educational/training organisations
- Outcomes influenced by BID involvement (e.g. policy changes, planning decisions)
- Footfall and performance data reporting
- Participation in Place Management Delivery Plan meetings including actions derived and delivered
- Number of communication updates or guidance shared in times of disruption/ incidents/ emergencies

## 15. Organisation, Resources and Delivery

The preparation of this BID Proposal has been managed by Northampton Town Centre Ltd which is a not-for-profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of Northampton Town Centre Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will continue to be driven by the private sector and includes a Councillor from West Northamptonshire Council as a Director and one Council Officer who will act as a key operational link, but not as a Director.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

The Board will continue to provide a consistent, collective and effective voice for the businesses and organisations in Northampton. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

In support of its vision and objectives, the BID will encourage collaboration with all key stakeholders involved in the town centre. Collaborative working between businesses and other organisations in the town centre will also be encouraged to build upon the sense of the business community and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well as coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

The effectiveness of the measures undertaken will be gauged by Key Performance Indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence, car parking usage and retail turnover movement.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All Levy payers are entitled, on application, to become members of Northampton Town Centre Ltd. There will be an Annual General Meeting at which all members of the company are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

## 16. Northampton BID Budget and Finances

### 16.1. Balancing the Budget

The last few years have presented the businesses and organisations of Northampton and across the UK with unprecedented and significant challenges. March 2020 saw the start of the COVID lockdown, since then, rising energy costs and general inflation has presented further challenges just as businesses were hoping for recovery. The economy remains volatile, confidence is fragile and everyone is having to adjust to rapidly changing lifestyles which mean that there is a need for constant evolution of business.

The BID's budget relies on levy income as its main source of income although it has, to date, managed to leverage in an additional £1,420,000 in kind and in cash since this BID term started in 2021. Since 2015, the numbers of commercial properties has declined by 22% and the rateable value from which the levy is based has declined by 39%. This in turn puts pressure on the BID to generate the right budget to support businesses in the town centre.

Given these economic challenges the BID Board have tried to balance the costs to businesses with the requirement to generate sufficient funds to provide support and make a tangible difference to the business environment in Northampton.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the cost is equivalent to less than a bar of chocolate a day.

The BID will seek to leverage in additional cash funding, grants and value in kind, to support the delivery of this plan and add to the investment made by the Northampton businesses through the BID.

With a 1.95% of rateable value of £16,000 and above in year 1, the indicative costs to a business would be:

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1-£4,999	Zero	Zero	Zero	Zero
£5,000-£9,999	£195	£195	£3.75	£0.54
£16,000	1.95%	£312	£6.00	£0.86
£25,000	1.95%	£488	£9.38	£1.34
£50,000	1.95%	£975	£18.75	£2.68
£100,000	1.95%	£1,950	£37.50	£5.36

## 16.2. Northampton BID 5 year Budget: 2026-2031

Income							% to total
	Year 1	Year 2	Year 3	Year 4	Year 5	Total	
BID levy revenue (Note 1)	£ 424,506	£ 432,996	£ 441,656	£ 450,489	£ 459,499	£ 2,209,146	96%
Other Income (Note 2)	£ 20,000	£ 20,400	£ 20,808	£ 21,224	£ 21,649	£ 104,081	4%
<b>Total Income</b>	<b>£ 444,506</b>	<b>£ 453,396</b>	<b>£ 462,464</b>	<b>£ 471,713</b>	<b>£ 481,148</b>	<b>£ 2,313,227</b>	<b>100%</b>
Expenditure							
Objective 1 - Promote & Showcase NTC	£ 143,464	£ 146,333	£ 149,260	£ 152,245	£ 155,290	£ 746,592	34%
Objective 2 - Welcome Safe & attractive	£ 135,602	£ 138,314	£ 141,080	£ 143,902	£ 146,780	£ 705,678	32%
Objective 3 - Support businesses	£ 37,216	£ 37,960	£ 38,720	£ 39,494	£ 40,284	£ 193,674	9%
Central Management Costs, Administration, Office (Note 3)	£ 74,264	£ 75,749	£ 77,264	£ 78,810	£ 80,386	£ 386,473	17%
Levy Collection costs from Council	£ 12,735	£ 12,990	£ 13,250	£ 13,515	£ 13,785	£ 66,274	3%
Contingency (Note 4)	£ 21,225	£ 21,650	£ 22,083	£ 22,524	£ 22,975	£ 110,457	5%
<b>Total Expenditure</b>	<b>£ 424,506</b>	<b>£ 432,997</b>	<b>£ 441,657</b>	<b>£ 450,490</b>	<b>£ 459,499</b>	<b>£ 2,209,149</b>	<b>100%</b>
Accrual for Renewal and end of BID (Note 5)	£ 20,000	£ 20,400	£ 20,808	£ 21,224	£ 21,649	£ 104,081	

### Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, and managing end of BID term, otherwise they will be spent on additional projects in the final year

## 16.3. Costs of developing the new BID Proposal

The costs incurred in undertaking the research and development of the new BID Proposal and Business plan have been built into the budget of the current BID. The costs for holding the renewal ballot have been met by West Northamptonshire Council, for which we give sincere thanks.

## 16.4. Sources of Additional Funding

The BID Company intends to seek additional funding where possible to increase the benefits that can be delivered by the BID to businesses. Other possible income sources will include grants where the criteria match the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be around £100,000 over the five-year period. The amount generated in this current BID term, in kind and in cash has been to date in excess of £1,420,000.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

## 16.5. Application of Funds and Alteration of BID Arrangements

The BID funds will be ring-fenced and will be controlled by participating businesses. Details of the BID Company's accountability to businesses are given in Section 13. The BID's Response.

As part of the Alteration of BID Arrangements, the budget headings and the project costs can be altered within the constraints of the revenue received through the levy. The board of the Northampton BID Company is empowered to move funds between budget headings and between financial years to provide



the services which best meet the requirements of the BID area within the framework of the BID Proposal and Business Plan's objectives. Such adjustments will be fully accountable to the businesses through the performance monitoring arrangements as per the 'measures and results' identified against each Objective set out in Section 14.

## **16.6. Governance and management of the BID Budget**

In order to ensure that the projects remain relevant and continue to address needs and priorities of the businesses in Northampton during its five-year life, the Board of the Northampton BID Company may from time to time make modifications to the budget allocations for each of the main projects and the management and administration of the BID.

It will be the responsibility of the Board to make adjustments to the allocations of expenditure budget as and when they deem appropriate and to ensure that all the main aims of the BID, stated in Section 14 continue to be addressed and that all BID activity contributes towards the achievement of the vision. The Board will also monitor and gauge the effectiveness of the BID operations and activities.

## 17. BID Levy Criteria for Northampton BID

Every BID must establish its own levy rules. Reference has been made to the 'Industry Criteria and Guidance Notes' prepared for Revo in association with; Association of Town and City Management, the Association of Convenience Stores, the British Retail Consortium and the British Property Federation in developing the rules which will apply to the Northampton BID.

Business Improvement Districts use rateable values of businesses as a means of calculating levy and determining the associated criteria. This provides the basis for an equitable approach to charging to reflect the value which businesses will receive in services and support from the activities of the BID.

The Board of Northampton Town Centre Ltd has tried to balance the ambitions of businesses in the BID plan against the affordability of the levy and the requirement to ensure that the BID is able to deliver best value.

A hereditament is defined in Section 115 (1) of the General Rate Act 1967 (the 1967 Act) as: 'property which is or may become liable to a rate, being a unit of such property which is, or would fall to be, shown as a separate item in the valuation list'. For the purposes of this levy criteria the words, 'land', 'properties' and 'premises' will also be interpreted as a hereditament.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value (R.V) of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy to any property which meets the levy criteria at any time, during the life of the BID. The levy is collected by the Billing Authority, West Northamptonshire Council. The Northampton BID Company will invoice the Billing Authority, West Northamptonshire Council, for the levy collected for exclusive use of the BID.
2. All businesses shown on the West Northamptonshire Council's (the Billing Authority) NNDR billing system on the day the ballot holder publishes the notice of the ballot at least 42 days before the day of the ballot shown as the liable party (for the purposes of this Ballot taken as the 18<sup>th</sup> September 2025), subject to final check and audit, will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 2<sup>nd</sup> October 2025, with the close of ballot at 5pm on 30<sup>th</sup> October 2025. The result will be announced as soon as possible thereafter.
3. If successful at the ballot, the BID will be fixed for a term of 5 years. The BID will commence operation on 1<sup>st</sup> April 2026 and will run until 31<sup>st</sup> March 2031. Levy bills will be issued for the first payment due 1<sup>st</sup> April 2026 and thereafter on the 1<sup>st</sup> April each year with the first and last year's bills adjusted accordingly. (see paragraph 11 for more detail).
4. The levy amounts for ratepayers who have business premises which do not fall under the management of a shopping or leisure mall and who do not pay service charges to the shopping or leisure mall operator will be applied as follows:
  - a. The BID levy will be 1.95% of the 2023 rateable value shown on West Northamptonshire Council's (the billing authority's) NNDR billing system as at 18<sup>th</sup> September 2025 for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £10,000 showing on the billing authority's NNDR Billing system as at 19<sup>th</sup> September 2024.
  - b. Ratepayers with an RV of less than £10,000 but of £5,000 or more showing on the billing authority's NNDR billing system as at the 18<sup>th</sup> September 2025 for each defined business within the scope of the BID will pay a fixed charge of £195.00 and will be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter.
  - c. Ratepayers with an RV of less than £5,000 will pay nothing for these properties and will

not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.

5. The levy amounts for ratepayers who have business premises which do fall under the management of a shopping or leisure mall and who do pay service charges to the shopping or leisure mall operator will be applied as follows:
  - a. The BID levy will be 1.95% of the 2023 rateable value shown on West Northamptonshire Council's (the billing authority's) NNDR billing system as at 18<sup>th</sup> September 2025 for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £16,000 showing on the billing authority's NNDR Billing system as at 18<sup>th</sup> September 2025.
  - b. Ratepayers with an RV of £10,000 or more but less than £16,000 showing on the billing authority's NNDR billing system as at the 18<sup>th</sup> September 2025 for each defined business within the scope of the BID will pay 1.5% of the 2023 rateable value.
  - c. Ratepayers with an RV of less than £10,000 but of £5,000 or more showing on the billing authority's NNDR billing system as at the 18<sup>th</sup> September 2025 for each defined business within the scope of the BID will pay a fixed charge of £150.00 and will be subject to the changes as stated in the clauses below for each defined business within the scope of the BID for each year thereafter.
  - d. Ratepayers with an RV of less than £5,000 will pay nothing for these properties and will not have a vote for these properties although they will enjoy the benefits that come with trading in the BID area.
6. The levy will be due from businesses who are liable that have an entry on the Non-Domestic Rating List other than those that are exempt within the criteria laid out in Section 17 of this business plan (this Section).
7. The liable person is the ratepayer liable for occupied or unoccupied premises at any point in the year of the collection of the levy. In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), West Northamptonshire Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
8. There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1<sup>st</sup> November of the year before the next billing process, whichever is the greater, rounded to the nearest hundredth of one percent. (e.g. if a levy bill is £312 based on 1.95% of a rateable value of £16,000, if inflation is applied to this at a level of 2% then the new levy percentage would be 1.99% giving a levy of £318.40). Negative inflation will not apply. Inflation will not apply for the first full 12 month billing cycle in 2026 i.e. commencing 1<sup>st</sup> April 2026.
9. The BID financial year will last for 365 days (366 in a leap year) between 1<sup>st</sup> April and 31<sup>st</sup> March.
10. The BID's chargeable period is a year or part of a year, broken down into daily charges based on the rateable value as at 18<sup>th</sup> September 2025 or any change permitted within this criteria thereafter. The chargeable period will normally last for 365 days (366 in a leap year) or pro rata for the first and final billing periods of the BID term. The daily BID levy charge for each individual ratepayer is to be calculated by multiplying its rateable value by the BID percentage levy and dividing the result by the number of days in the financial year or part year of the chargeable period.
11. The first billing period of the new BID will run from 1<sup>st</sup> April 2026 to 31<sup>st</sup> March 2027 and then from 1<sup>st</sup> April for each year thereafter until the final billing period which will run from 1<sup>st</sup> April 2030 to

31<sup>st</sup> March 2031.

12. The only other exceptions to the due date of the 1<sup>st</sup> April each year as stated in paragraph 11 above, is where a proportional liability exists due to any change in circumstances identified in this Section 17 'Levy Criteria for Northampton BID', in which case, the levy charge will fall due 14 days after the demand is issued. The BID Levy liability is calculated on a daily basis based on the position as at the "end of the day" - midnight. If there is a change of occupier part way through the chargeable period the BID Levy liability will be recalculated for the outgoing occupier on this basis (so for example: if someone moves out on, 1<sup>st</sup> June 2026, then their liability ceases on 31<sup>st</sup> May 2026 and they do not pay a levy for 1<sup>st</sup> June 2026). The BID levy liability will then fall to whoever qualifies under this levy criteria and any levy calculated on a pro-rata basis.
13. The levy will be charged for each chargeable period in advance and is to be paid in full by the due date. At the start of the chargeable period, the bill is issued based on the assumption that the levy payer remains in occupation throughout the course of the financial year. Any business which ceases to become the liable party during the period must apply to the West Northamptonshire Council, the Billing Authority for a refund for the remainder of the period.
14. The BID levy is payable in one instalment. This instalment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Billing Authority becomes aware of a BID levy liability and the liability will be calculated from the effective date of any of the following changes being recorded on the Rating List:
  - a. **New premises**, or properties which were not on the rate valuation list at the 18<sup>th</sup> September 2025 but become subject to rates in the BID area or new streets raised in the BID area since that date will be expected to pay a BID Levy based on the % criteria for that year, in relation to its new/current rateable value with effect from the date at which it becomes subject to a business rates charge.
  - b. **Where property is split**, two or more BID levies should be charged at the appropriate levy rate % of the new/current rateable values of the revised premises from the effective date of the split valuation.
  - c. **Where premises are merged** the BID Levy should be charged at the appropriate levy rate % of the new/current rateable value of the merged property from the effective date of the merged valuation.
  - d. **Any change of use or ownership** (or the creation of a new business within the BID boundary) will be liable to the levy charge applicable at the time of the change.
  - e. **Where there is a change in occupation** the new occupier will be liable for the levy charge applicable at the time of the change.
  - f. **Where a property is deleted** from the Rating List or has been assigned a zero rateable value and is added back on or assigned a rateable value of more than zero or is relisted on the Rating List, revised bills or credits will be issued.
  - g. **No amendments** will be made to the rateable value of any property in the BID area as a result of any general or property specific re-valuation other than for the criteria listed above whether or not it is applied retrospectively to a point in time prior to the 18<sup>th</sup> September 2025.

Where any of these changes occur, adjustments will be made and revised bills issued based on the levy charge applicable at the time of change provided that the amount due on charge or refund is £10 or more. The charge or refund amount will be calculated pro rata between the date of the change covered by this paragraph 14 and the date of the financial year end.

15. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament:
  - a. whose owner or occupier is prohibited by law from using it for the primary purpose for which it was originally intended, for clarity and for the purposes of this levy criteria it will only cover

- a property where the prohibition by law results in no 'value or benefit' to the possessor and at the discretion of the BID.
- b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
  - c. which is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b). For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under Section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in Section 17 of the business plan (this Section).
  - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c).
  - e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies.
  - f. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 and as amended in the Corporate Insolvency and Governance Act 2021, or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003.
  - g. whose owner is a company in 'Company Voluntary Arrangement' within the meaning of Insolvency Act 1986 and all and any legislative amendments made thereafter and during the lifetime of the BID.
  - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986 and as amended in the Corporate Insolvency and Governance Act 2020.
  - i. where it is a place of religious worship, a hostel, a place of refuge or a place of rehabilitation.

in which case the hereditament will be exempt for the period of time where any one of these criteria apply.

16. The levy will be due from businesses or individuals who are liable to pay business rates, from any hereditaments on any roads which have not yet been constructed or named at the time of the ballot and any new hereditaments built or created within the shaded area of the map shown in Section 8 in this Proposal and Business Plan which fall within the levy criteria of Section 17, from the 18th September 2025 at any time during the life of the BID but which are not specifically identified on the map in Section 8, with effect from the date at which their rateable value takes effect.
17. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. New or altered properties entered into the valuation list will become liable for the levy from the date they appear in the list as specified above at the appropriate % and at the new rateable value.
18. Businesses with a rateable value of less than £5,000 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with a rateable value which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID.
19. Subject to the criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.

## **18. Risk analysis**

### **18.1. The responsibilities of BID Company**

Northampton Town Centre Ltd (The BID Company) is a company limited by guarantee, and a significant business in its own right. It not only has all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, will have a mandate from the businesses in the area to deliver the BID Business Plan. This is a significant responsibility which has an influence over the commercial prosperity of Northampton town centre, the businesses in the area and everyone who rely upon it for their living.

It is important therefore, to articulate some of the external and internal issues that have a direct bearing on the ability of the Company to trade successfully, as well as highlight the consequences of not adopting the principles of the BID and the benefits that accrue from the delivery of the plan.

### **18.2. BIDs in other places**

BIDs have been proving their worth and commercial value across the UK over the last twenty years as effective mechanisms to improve trading environments for all sorts and types of businesses. Over the last few years, during the challenges faced by businesses during the pandemic and cost of living crisis, BIDs have stepped up to provide whatever support they can to their businesses.

Where BIDs have reached the end of their first term many have seen even greater votes in favour and larger turn-outs than the first time of voting. They are seen as providing businesses with very effective returns on investment.

There are many towns and cities around Northampton which have Business Improvement Districts including Luton, Milton Keynes, Nottingham, Derby, Leicester and Birmingham, which has eleven BIDs within its administrative boundary.

### **18.3. The Importance of Voting ‘YES’**

If you want the BID, its collective influence and all its associated benefits to continue and support your business, you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value, the BID and all its associated activities will stop as of 31<sup>st</sup> March 2026.

There will be no collective voice or mechanism through which you can shape or control the support you receive, and businesses will be left to face the challenges and uncertainties of the future alone.

### **18.4. Working with key partners**

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will continue to work closely with other key stakeholders such as property owners, developers, the Local Authorities and the Police. It will seek, wherever possible to influence larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.



## **18.5. Sustainable mechanism for the development of Northampton**

The BID is a unique mechanism which combines solid business support with a compulsory payment scheme which creates benefit for all on an equitable basis. It also guarantees constant cash flow to deliver the projects and priorities identified by the businesses. It provides a solid platform for the BID Company to control costs, plan over the longer term and rise to the expectations of its stakeholders.

A contingency is contained within each of the project areas, meaning, that should the income from the additional voluntary contributions fall short of those budgeted for any period, costs can be adjusted accordingly.

In the unlikely event that circumstances beyond the control of the BID Company mean that it fails to bring about the benefits envisaged, the businesses and organisations which pay a levy will have the final say. At the end of the 5 years, if no discernible difference is detected then a vote against renewal can simply “switch off” the BID and with it all business contributions.

There is no plan to rely upon bank or other financial support other than the levy and so there is no prospect of financial insecurity. In any event, the Company will produce monthly management accounts and financial forecasts for information for the Board, nominated by the levy payers. End-of-year accounts will be produced and made available to all contributors and the local authority, and these will be filed at Companies House in the normal way.

Northampton Town Centre Ltd is VAT registered to ensure that the tax can be reclaimed on expenditure. It also benefits from mutual trading status meaning that it is exempt from any Corporation Tax liability on the levy and grants revenue received.

## 19. Final thoughts

Throughout the period of the BID being in operation we have continued to do all we can to support businesses and give them a sense of pride in Northampton town centre. Your feedback has highlighted just how valuable this has been and how important it is that this work continues.

The renewal of Northampton Business Improvement District, working closely with the local authority and other key organisations, will provide us with an opportunity to drive key projects and plans which will shape the future of Northampton.

The BID has helped Northampton become a more attractive town through additional and targeted cleaning, green space improvements e.g. St Katherines Gardens, bunting and window vinyls, created a more welcoming town through the great work of the BID Hosts, staged and supported numerous events that have positively driven visitor footfall, facilitated business growth and generally supported the needs of the businesses within the BID area.

Without the BID, there will be no collective voice or mechanism through which you can shape or influence other support you may receive from the local authority or even government and businesses will be left to face the challenges and uncertainties of the future alone.

To continue and build on the great work we have done so far, we need your support and the first step in making this happen is to vote YES in the ballot in October.

**Andrea Smith and Sali Brown**  
**Franklins Solicitors and Chelton Brown**  
**Co-Chairs of Northampton Town Centre Ltd**

## 20. Appendices

### 20.1. Appendix 1 – Definitions

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

- “BID” means Business Improvement District.
- This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.
- “the 2003 Act” means the Local Government Act 2003.
- “the 1988 Act” means the Local Government Finance Act 1988.
- “the COVID Act” means the 2020 Coronavirus Act, Chapter 7, Part 1, Section 79.
- “BID ballot” means a ballot under Section 49(1) of the Local Government Act, 2003.
- “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements in this case defined in the plan as the ‘Northampton BID Ltd’.
- “BID Company” is the ‘Northampton BID Ltd’ and is accountable for the budget and delivery of the BID Arrangements in accordance with this BID Proposal and Business Plan.
- “BID proposer” means the person or body who draws up BID proposals as defined by the BID Regulations, in this plan it is the ‘Northampton BID Ltd’.
- “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to Section 53 of the 2003 Act, the BID arrangements are to come into force.
- “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under Section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under Section 64(3)(b) of the 1988 Act apply.
- “renewal ballot” means a ballot under Section 54(2) of the 2003 Act.
- “BID Levy” means a charge imposed on the non-domestic ratepayers, or a class of such ratepayers in the district.

## 20.2. Appendix 2 – Streets included in the BID Area

Street names	Street names
Abington Street	Lower Mounts – Town (south) side only
Adelaide Place	Mare Fair
Albert Place	Market Square
Albion Place	Mercers Row
Angel Street	Newland
Bedford Place	Notre Dame Mews
Black Lion Hill	Princes Walk
Bradshaw Street	Regent Square
Bridge Street – from Junction at George Row/Mercers Row/ Gold Street up to the A508 / A5123 junction	Saxon Court
Broad Street – Town (east) side only	Scholars Court
Campbell Square – Town (south) side only	Sheep Street
Campbell Street – Town (south) side only	Silver Street
Castilian Street	Spencer Parade
Castilian Terrace	Spring Gardens
Chalk Lane (up to junction with Doddridge Street, (Town East side) only	St Giles Square
Cheyne Walk – Town (west) side only	St Giles Street
Church Lane	St Giles Terrace
College Street	St Johns Street
Commercial Street	St John's Terrace
Court Road	St Katherine's Street
Derngate	St Katherine's Terrace
Doddridge Street	St Mary's Street (South side only)
Dychurch Lane	St Peters Square
Fetter Street	St Peters Street
Fish Street	St Peter's Walk – Both sides (runs from Gold St to St Peters Square)
Foundry Street	St Peters Way (up to where it meets Mare Fair, South side only)
Freeschool Street	Swan Street
Gas Street	The Drapery
George Row	The Parade
Gold Street – from Junction with Mercers Row/George Row up to A508 junction	The Ridings
Gold Street Mews	The Ridings Arcade
Gregory Street	Upper Mounts – Town (south) side only
Greyfriars	Victoria Gardens
Grosvenor Centre Multi Storey Car Park	Victoria Parade
Grosvenor Shopping Centre	Victoria Promenade – Town (north) side only
Guildhall Road	Victoria Street
Hazelwood Road	Wellington Street
Horse Market – Town (east) side only	Wood Hill
Horseshoe Street	Wood Street
Kingswell Street	Woolmonger Street
Ladys Lane	York Road – Town (west) side only
Latymer Court	

The BID area includes any road or street and all small business areas, courtyards and parks located off these roads that are located within the boundary of the defined BID area as per the shaded area on the map shown in section 8 in this Proposal and Business Plan, even if they are not listed in the tables in Appendix 2.

It will also include any roads yet to be constructed and named and any new development sites created within the shaded area of the map shown in section 8 in this Proposal and Business Plan and any building, land or property, which exists within the shaded area, which falls within the levy criteria of section 17, but which is not specifically identified on the map in section 8.

## 21. Acknowledgements

The Northampton BID Board would like to acknowledge the support of the following in preparing this Business Plan:

West Northamptonshire Council  
Partnerships for Better Business Ltd

Everyone from businesses and organisations who has spent time and energy supporting the Board or providing input into surveys, workshops and interviews.

## 22. Further information

For more information about the BID or to discuss any aspect of this business plan please contact the BID Manager Mark Mullen on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).



# Northampton TOWN CENTRE BID

For the businesses by the businesses

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