

Prospectus for Northampton Business Improvement District

2026–2031

Northampton TOWN CENTRE BID

For the businesses by the businesses



www.northamptonbid.co.uk

Chair's Introduction

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 the 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 the 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 the 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**
Co-Chairs of Northampton Town Centre Ltd



Andrea Smith
– Franklins Solicitors LLP



Sali Brown
– Chelton Brown

Board members

Andrea Smith (Co-Chair)
Franklins Solicitors

Sali Brown (Co-Chair)
Chelton Brown

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

This prospectus should be read in conjunction with the full BID proposal and business plan available at www.northamptonbid.co.uk, or you can request a copy by emailing info@northamptonbid.co.uk or calling 01604 837766.

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.’



What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit <https://www.gov.uk/guidance/business-improvement-districts>

“The BID Hosts have made a real difference to our day-to-day experience in the town centre. Their friendly presence, support with anti-social behaviour, and quick reporting of issues like litter or maintenance have helped create a safer and more welcoming environment for our staff and customers. We’re voting YES because we want to see this level of care and community engagement continue for another five years.”

Emma Mileham – Manager, Lush





Your Feedback

The last few months has seen extensive research undertaken 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 also work in Northampton.

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



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.

748

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.

Achievements of the BID 2021 – 2026

Projects and Activities to Support Businesses

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.



NTC BID Bunting



NTC BID Website



Women's Rugby World Cup

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 Katherine's Gardens.
- Northampton BID manages Northampton Town Centre Anti-Social Behaviour Reporting System (NTARS), 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.



BID Removing Graffiti Day



Art Trail

- 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.



Improvements to St Katherine's Gardens



Christmas in Northampton



Diwali in Northampton

- 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.



NTC Dinosaur Day

Objective 3 – Growth & 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.
- Business training sessions provided by local businesses and ongoing partnership with Google Garages.



Op Workforce Business Meeting

- Delivery of professional service focused networking events.
- 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.



Op Workforce Walkaround



NTC BID Tidy Day



Purple Flag

Your priorities for 2026 – 2031

Businesses from across Northampton identified key priority areas for a new BID which fall into three objectives:

1

Objective 1:

Promote and Showcase Northampton

Showcase and develop the positive awareness of the town.

2

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.

3

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.



Attractive Northampton



Pride in Northampton

Objective 1:

Promote and showcase Northampton

Showcase and develop the positive awareness of the town.

Amount the BID will spend:

An average of **£150,000** per year.

A total of **£746,000** over the five years.



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.

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.

68%

of business said that 'Promotion and awareness of reasons to visit' is important to them.

68%

of business said that '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' is beneficial to them.

60%

of businesses said that 'Promoting the BID area and its businesses via social media channels' is beneficial to them.

What we can deliver if you vote YES

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 organisation 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.

**VOTE
‘YES’**

Measures and results:

- Number of promotional campaigns delivered and engagement
- Increased levels of sales activity and 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

Northampton BID publications

The collage features several key documents from Northampton BID:

- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A newsletter for businesses, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: Another version of the newsletter, highlighting "Workshops for you to shape the future BID business plan".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A third version, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A fourth version, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A fifth version, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A sixth version, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A seventh version, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: An eighth version, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A ninth version, featuring a photo of a street scene and the text "We welcome your views".
- Northampton BID 2026-2031 RENEWAL NEWSLETTER 1**: A tenth version, featuring a photo of a street scene and the text "We welcome your views".

**VOTE
‘YES’**

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 of **£140,000** per year.

A total of **£705,000** over the five years.



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. Additionally, seven out of the top ten aspects for the question 'is it important for your business?' were crime and safety related.

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. 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 five 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.

73%

of businesses said that 'Providing BID Hosts who work with partners to address crime and ASB, engage with businesses and public and report cleansing and maintenance concerns' is beneficial to them.

73%

of businesses said that 'Regular tidy days targeting litter and graffiti' is beneficial to them.

65%

of businesses said that 'Tackling irresponsible use of e-bikes/e-scooters' is beneficial to them.

What we can deliver if you vote YES

**VOTE
'YES'**

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: <ol style="list-style-type: none"> Work closely with and support others in addressing ASB and crime issues Support the delivery of projects and events Support businesses in addressing issues which affect their business on a day-to-day basis 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 and business safety
- Reduction of incidents of crime and anti-social behaviour
- NTARS and 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



“The BID’s work with partners like Discover Northamptonshire and national campaigns such as the Women’s Rugby World Cup, Tour of Britain, Saint’s Victory Parade and Great Fire of Northampton commemoration has helped put our town on the map. These efforts bring in visitors and boost local pride. We’re voting YES to keep Northampton in the spotlight.”

Thomas Sinclair
– Manager, Michael Jones Jewellers



NTC BID Hosts

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 of **£38,000** per year.

A total of **£190,000** over the five years.



The importance of encouraging and supporting relationships between businesses and other organisations has clearly been shown in the surveys and workshops.

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.

71%

of businesses said that 'Partnership working with the Office of Northamptonshire Police, Fire and Crime Commissioner (OPFCC) and Northamptonshire Police' is beneficial to them.

71%

of businesses said that 'Support from the BID' is important to them.

63%

of businesses said that 'Work with partners and key stakeholders within the town to influence town centre developments and strategic planning' is beneficial to them.

“The BID has been a consistent and reliable voice for businesses, representing our interests at meetings and summits. Knowing someone is advocating for us behind the scenes gives us confidence in the future. We're voting YES to keep that support in place.”

Tracy Fagg – Assistant Manager, Primark



What we can deliver if you vote YES

**VOTE
'YES'**

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 the 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

“The BID's collaboration with the Council and other stakeholders to retain Purple Flag status shows a real commitment to a safe and enjoyable evening economy. As a hospitality business, this is crucial for us.

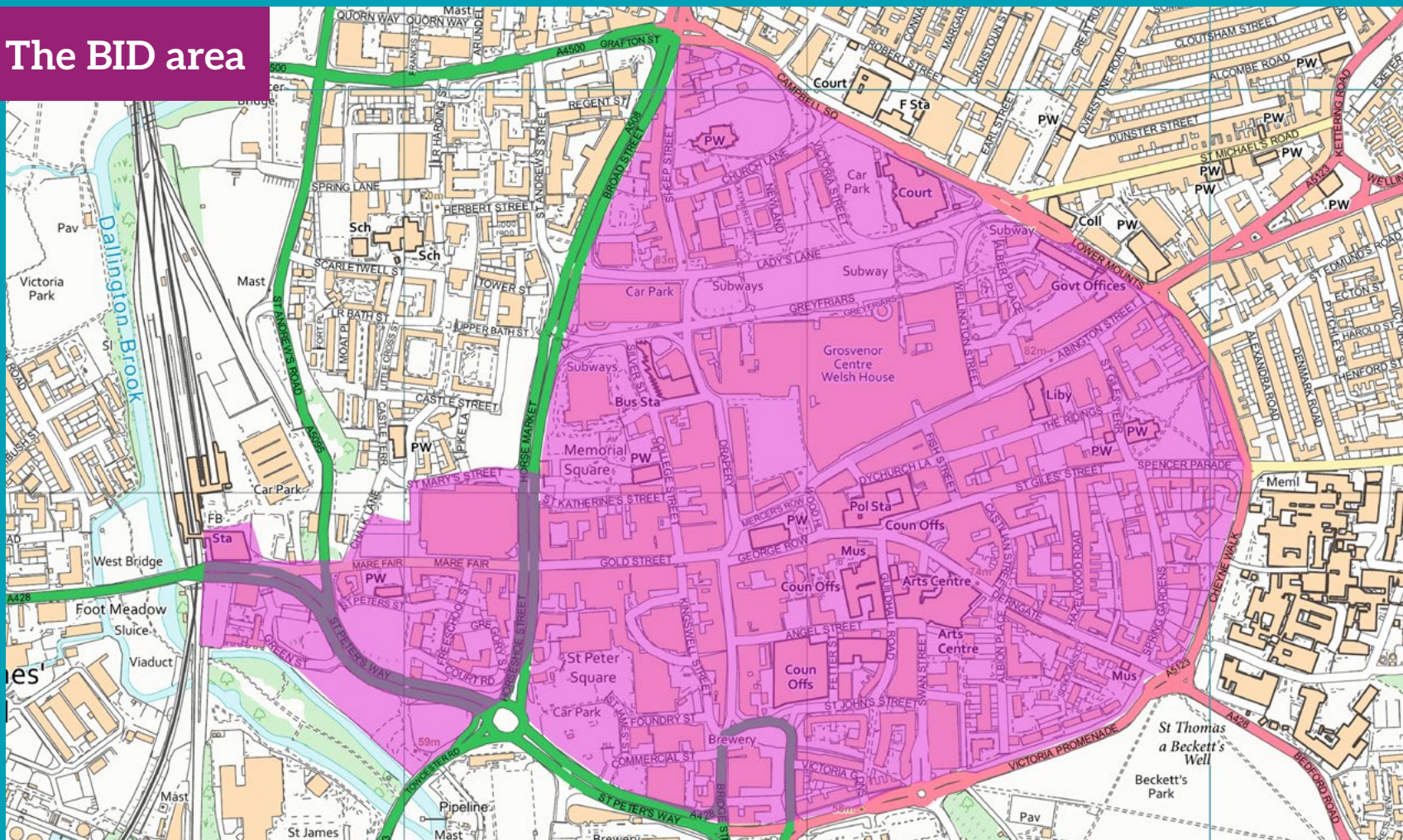
We're voting **YES** to keep Northampton a destination for safe and vibrant nightlife.”

Paul McManus
– Owner, Shipmans/Wig & Pen



Partnership working

The BID area



The shaded area represents the full extent of the Northampton Business Improvement District.

The BID covers those businesses whose rateable value is £5,000 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by

the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.

Why we need the BID to continue...

“Without the BID, many of the things we now take for granted to enhance the visitor experience simply wouldn't happen. It's easy to overlook how much the BID does until you imagine the town without it. We're voting **YES** because we believe in building on what's already been achieved.”

Megan Wood
– Store Manager, Ann Summers



“One of the things we really value about the BID is how well it keeps businesses informed. The regular communications mean we're always in the loop about what's happening in the town. It's helped us feel more connected and better prepared. We'll be voting **YES** to ensure this continues into the next five years.”

Julie Teckman
– Owner, Vintage Guru



“From the Golden Ticket campaign to Santa's Grotto, the BID has helped make Christmas in Northampton magical. These festive efforts bring joy to the community and boost trade during a crucial season. We're voting **YES** to keep the spirit of the season alive in our town centre.”

Lee and Lorraine Lewis – Founders, The Lewis Foundation



VOTE 'YES'

The Budget



Average Annual
Levy Income
£440,000



Objective 1
Annual Average
£150,000



Objective 2
Annual Average
£140,000



Objective 3
Annual Average
£38,000

Northampton budget: 2026 – 2031

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

Notes

- Assumes a 95% collection rate and 2% per annum inflation
- Including income from landlords, associate members of the BID and other sources (including in-kind)
- Central admin, office and fixed overheads
- Calculated as 5% of total levy billed
- 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

What it will cost you

The levy is based upon a property's rateable value. A levy of 1.95% of rateable value (RV) is proposed for businesses outside a shopping or leisure mall with an RV of £10,000 or more. Ratepayers with an RV of less than £10,000 but of £5,000 or more will pay a fixed charge of £195.

A levy of 1.95% of rateable value (RV) is proposed for businesses inside of a shopping or leisure mall with an RV of £16,000 or more which fall within the levy criteria. Ratepayers with an RV of £10,000 or more but less than £16,000 will pay 1.5%. Ratepayers with an RV of less than £10,000 but of £5,000 or more will pay a fixed charge of £150.

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.

How the cost breaks down

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	Rate	Annual Cost	This equates to: Weekly	This equates to: Daily
£0 – £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



The Benefits

As a business which pays into the BID, you will have the opportunity to be directly involved in the decision making and action planning for what the BID delivers based upon the BID's business plan. Your payment is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will not only be benefitting your business but improving Northampton.

Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Businesses with a rateable value of £4,999 or less will be invited to enter into a voluntary arrangement with the BID to receive their own direct benefits and services.

Details of the levy rules and criteria can be found in the full BID proposal and business plan available at www.northamptonbid.co.uk, or you can request a copy by emailing info@northamptonbid.co.uk or calling 01604 837766.

Monitoring Success



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 work closely with other key stakeholders and strategic partners such as property owners, local authorities, Police and other public bodies. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding 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.

Monitoring of basic service provision

West Northamptonshire Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be 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.

Monitoring BID delivery

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. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. 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.

Governance

The preparation of the 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.

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.

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. 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.

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.



Ballot timetable

Ballot and voting

Businesses in Northampton will be asked to vote on whether or not they wish the Northampton BID to implement the business plan over the next five years 2026 to 2031.

Ballot papers will be sent out on Thursday 2nd October 2025 to the person identified in the specially prepared register of potential voters held by West Northamptonshire Council. Each rateable property has one vote. A proxy vote will be available. **Completed ballot papers are to be returned no later than 5pm on Thursday 30th October 2025.**

The result will be announced on the following day.

Timetable

Ballot period begins

Thursday 2nd October 2025 – Ballot papers issued

Ballot period ends

Thursday 30th October 2025 – Ballot closes at 5pm

Friday 31st October 2025 – Ballot results announced

Wednesday 1st April 2026 – Operations of the new BID start



VOTE 'YES'

The Importance of voting 'YES'

If you want the BID and 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 31st March 2026 and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:



A simple majority of those who vote must register a **YES** vote.

AND



The aggregate rateable value of those that register a **YES** vote must also represent the majority of the vote.

Get involved – this is your BID
Vote **YES** in the BID Renewal ballot



VOTE 'YES'

“The green space improvements, window vinyls and bunting funded by the BID have transformed the look and feel of the town centre. These touches make Northampton more attractive to visitors and create a positive impression for everyone who comes through. We're voting YES to keep our town looking vibrant and welcoming.”

James Simpson
– Hotel Manager, Mercure



Final thoughts

Vote 'YES'

**VOTE
'YES'**

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 Katherine's 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**
Co-Chairs of Northampton
Town Centre Ltd



Andrea Smith
– Franklins Solicitors LLP



Sali Brown
– Chelton Brown



Northampton

TOWN CENTRE BID

For the businesses by the businesses

This prospectus should be read in conjunction with the full BID proposal and business plan available at **www.northamptonbid.co.uk**, or you can request a copy by emailing **info@northamptonbid.co.uk** or calling **01604 837766**.

www.northamptonbid.co.uk