

Northampton TOWN CENTRE BID

For the businesses by the businesses

ANNUAL REPORT 2024/25

A town centre transformed – the start of a bright new era for Northampton

Our town centre is changing – and Northampton BID is ensuring the voices of businesses continue to be heard as we navigate the ongoing regeneration projects and embrace the opportunities they provide.

As we head into the final year of our current five-year term, Northampton is emerging from the inevitable disruption of the building works that have taken place to kickstart the imagination of our town centre.

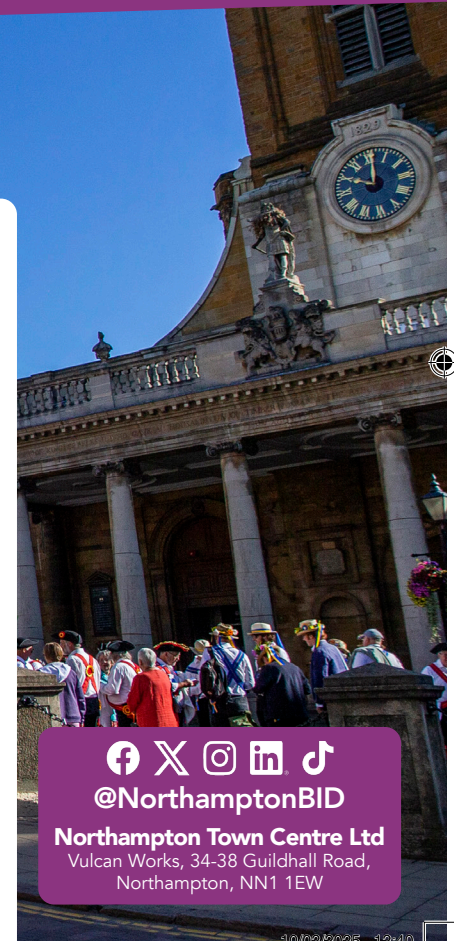
The Market Square has been transformed, Abington Street and Fish Street have been given a new lease of life while plans are in place for a raft of exciting projects that will transform our town centre for generations to come.

Northampton BID continues to play a pivotal role in shaping our town centre environment, representing our businesses at the highest level.

By working closely with key strategic partners, we have built a series of strong relationships to give our businesses the benefit of a robust network all working with one common goal – to create a town centre fit for a new generation to live in, work in and enjoy.

Operation Workforce, a result of our partnership with Northamptonshire Police, is delivering tangible benefits to make our town centre safer, cutting crime and reducing anti-social behaviour while we continue to deliver a packed programme of events and activities to encourage families to visit Northampton and support their best-loved retailers, hospitality venues and attractions.

www.northamptonbid.co.uk



@NorthamptonBID

Northampton Town Centre Ltd

Vulcan Works, 34-38 Guildhall Road,
Northampton, NN1 1EW

Northampton BID board

The board of Northampton BID is proud to represent the businesses of our vibrant town centre and we do everything we can to support these organisations and help you to flourish.

Whether it's representing town centre businesses in discussions with local authority partners or organising family-friendly events to attract extra footfall into Northampton, the views and needs of our businesses are always front and centre when it comes to shaping, creating and delivering our plan.

Many thanks to our BID Directors who volunteer their time to steer projects and events. If you too would like to get involved – and are interested in joining our board of directors or one of our working groups then please get in touch.



Andrea Smith
BID Co-Chair
Franklins Solicitors LLP



Andrew Cruden
Market Square News



Brendan Bruder
Abbey Ross Property
Consultants



Chris Evans
Royal and Derngate



Cllr Daniel Lister
West Northamptonshire
Council



Dan Roberts
Cottons Accountants
LLP



Gavin Willis
Gavin Willis Creative
Marketing Ltd



Greg Norman
Grosvenor Shopping
Northampton



Helen Miller
University Of
Northampton



Ian Gardner
The Cordwainer



Jake Richardson
The Richardsons Group



James Simpson
Mercure Hotel
Northampton



James Tarry
Cheyne Walk Club



Cllr Jane Birch
Northampton Town
Council



Julie Teckman
Vintage Guru



Kerry Reynolds
Metro Bank







Sali Brown
BID Co-Chair
Chelton Brown

The BID team

Northampton BID is project managed by Partnerships for Better Business Ltd, who employ Mark Mullen as BID Operations Manager and Kimberley Herbert as BID Project Executive. The BID Hosts, Balpreet and Jason, are employed directly by Northampton Town Centre Ltd.

A massive thank you also to our Operations Manager Mark Mullen, BID Project Executive Kimberley and our BID Hosts who are the face of the BID and continue to visit as many businesses as possible to discuss forthcoming events and address any issues. Thank you also to our former Host Chloe who has recently departed for a new opportunity elsewhere and welcome to Jason, who joined us in February.

BID Team's Stats

-  2,162 Business Interactions
-  42 Ambassadorial
With thousands of engagements at
BID events and town centre events
-  222 Street Reports
-  14 ASB Incidents
-  6 First Aid



Mark Mullen
Operations Manager
mark@northamptonbid.co.uk
07375 362857



Kimberley Herbert
Project Executive
kimberley@northamptonbid.co.uk
07496 454999



Jason
Host
jason@northamptonbid.co.uk
07714 257410



Balpreet
Host
balpreet@northamptonbid.co.uk
07885 811626

Contact us:  01604 837766  www.northamptonbid.co.uk  info@northamptonbid.co.uk



Partnership working

(Objective 3 - Business Growth and Investment)

Working in partnership is key to the success of any town or city centre and in Northampton this is something that we pride ourselves on, working as a unified voice for the good of the town.

The BID continues to work closely with West Northamptonshire Council, Northampton Town Council, Northamptonshire Police and Grosvenor Shopping, with support from Licensing, Environmental Health, Parking and Community Safety /ASB Case Management teams.

The BID is part of the Northampton Forward Board and has played an active role in supporting the redevelopment of our town centre as part of a £33 million investment from the Government's Towns Fund, ensuring the voice of our businesses is heard at all times.

Revitalising our green spaces

During the past year, work to the ATCM award-winning project in St Katherine's Gardens was concluded with additional benches and Northampton College students completing two fantastic murals, providing a bright and welcoming focal point to this key town centre green space.

We also worked in partnership with Kier and Northampton College to bring improvements to St Giles churchyard through social values and refurbished public realm furniture.



Crime And Safety (Objective 2 - Experience)

- Through a town centre walkabout and the launch of Operation Workforce, we have further strengthened our working relationship with Northamptonshire Police and the Office of the Police, Fire and Crime Commissioner to ensure a significant increase in the number of officers working in the BID area.
- The BID was invited to be part of a panel which oversaw the appointment of Ivan Balhatchet as the new Chief Constable of Northamptonshire Police.
- Our 'Cops Adopt A Shop' scheme continues to give retailers the chance to build a relationship with a named contact at Northamptonshire Police who will keep in regular contact over any concerns they may have.
- Continued use of the BID's Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) – a bespoke crime and anti-social behaviour intelligence sharing app designed to enable BID levy paying businesses to collate and share intelligence on anti-social behaviour and 'low-level crime'. This has resulted in several banning orders and custodial sentences for repeat offenders.
- Daily patrols by the Hosts, with security checks on premises.
- Regular briefings with Northamptonshire Police and partners at Northampton Town Council, West Northamptonshire Council and Northamptonshire Business Crime Partnership.



West
Northamptonshire
Council



NORTHAMPTONSHIRE
POLICE, FIRE & CRIME
COMMISSIONER





Business Support

The BID supports the businesses in our town centre in any way we can, standing shoulder-to-shoulder as we work together to make Northampton a better place to shop, work and visit.

Our Hosts (Objective 2 – Experience) walk miles every day, getting out and about to speak to business owners and build valuable relationships.

Communication with businesses is key, and we ensure a consistent supply of regular updates are delivered both digitally and in print where appropriate to keep everyone up to date with the latest projects and developments.

This includes (Objective 1 – Promotion):

- eBulletins with the latest news, opportunities, advice and useful information.
- Social media messaging – a mix of promotions and information for businesses and the public, to highlight business stories, new business openings, forthcoming events and share news from key partners.
- TV, radio and newspaper interviews, to raise the town centre's profile locally and regionally.
- Relationships with the local media continue to strengthen, with a regular monthly column in the Chronicle & Echo, regular interviews on BBC Radio Northampton and coverage on BBC Look East and ITV Anglia news bulletins.
- Staging BID Business Networking Sessions, with guests including Nick Hower and Police, Fire and Crime Commissioner Danielle Stone.
- We also engaged in official partnerships on set projects, with excellent links with Northampton College and the University of Northampton and strong relationships with contractors engaged with the town centre redevelopment, including Stepnell, Kier and Danaher & Walsh. We also teamed up with Rockin' Roadrunner for the first time to supply props for our Santa's Grotto.



Proud to fly the Purple Flag

Northampton's commitment to creating a dynamic, secure and vibrant evening and nighttime economy was formally recognised in 2024 with the confirmation of its Purple Flag accreditation for a fifth successive year.

The award highlights Northampton's blend of nighttime entertainment, dining, and culture, all while ensuring the safety and well-being of residents and visitors.

Purple Flag, similar to the Blue Flag for beaches, aims to raise the standards and broaden the appeal of town and city centres between the hours of 5pm to 5am.

Key successes in Northampton's submission include the introduction of a dedicated nighttime economy strategy,



the launch of a licensed driver training scheme, ID scanning technology in late licensed premises, anti-social behaviour reporting apps, increased CCTV provision along with a public facing evening economy safety promotional video.

The Safer Nights Out Van concept, where the Northampton Guardian volunteers are available every Friday and Saturday night to support vulnerable people, was also cited as a successful programme, alongside the 'It Only Takes One' campaign and 'Stand By Her' training scheme.

A team effort to clean up graffiti

The BID led a concerted effort to remove unsightly graffiti tags from walls and buildings in the town centre. Supported by funding from the Office of the Police, Fire and Crime Commissioner and with the backing of Northamptonshire Police and Immediate Justice, we secured equipment to help remove the graffiti and tidy up some of the hotspots that blight the look of the town centre.





Northampton: A great place to be – helping our visitors

(Objective 2 - Experience)

The Amazing Northampton Run

- 1,372 runners
- 21% of runners came from outside of Northampton

Northampton Comedy Festival

- 1,062 attendees
- 10 venues
- 47 comedians

Christmas

- 3,003 Golden Ticket entries
- £689 raised for charity
- 3,000+ visitors to the Grotto
- 45 businesses recorded a Christmas message for NLive Radio

With Northampton town centre beginning to emerge from the disruption of the ongoing regeneration works, 2024 saw the gradual return of key events to the new-look Market Square. The BID was delighted to support the reopening weekend, with thousands of families enjoying a memorable weekend of live music, entertainment, activities and interactive exhibitions.

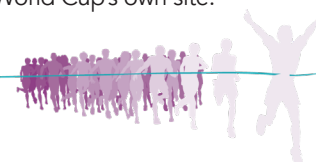
The annual Diwali celebrations were heralded as the 'best-yet' while we saw strong numbers of visitors for other BID-supported events including the Northampton Comedy Festival, the Amazing Northampton Run and Christmas collaborations which saw the installation of a snow globe and large screen in Market Square, complemented with the Grotto and Golden Ticket campaign.

The BID is an active member of the Northamptonshire Leisure and Tourism Network and is looking forward to the opportunity to further promote the town centre as a destination in the months to come with support from Discover Northamptonshire.

Putting Northampton on the map

Hosting the Tour of Britain cycling event in 2024 gave us the chance to promote the town beyond its local boundaries, with international TV coverage and thousands of visitors lining the streets to welcome the riders home. It was a spectacular sight, showcasing the town to an audience of millions.

This opportunity will present itself again in 2025 as Northampton hosts the Women's Rugby World Cup and we will be working hard to maximise any opportunities for our businesses, with a direct link to the BID website from the Rugby World Cup's own site.







Joining forces to celebrate

Northampton is a town united by a strong sense of community, celebrating a diverse calendar of events throughout the year.

From the festive atmosphere of Christmas and the radiant lights of Diwali to the vibrant spectacle of Carnival and the dynamic performances at Northampton Music Festival, these occasions bring people together to share in culture, tradition, and entertainment.

With the support of Northampton BID, the town centre continues to thrive as a vibrant destination, fostering inclusivity and creating memorable experiences for residents and visitors alike.





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Looking ahead to a thriving future

As we head into the next financial year we are developing plans for the continuation of delivery of projects against the BID Business Plan, including an Easter trail, and commencement of the BID renewal process for what would be a fourth five-year BID term.

The BID continues to partner with all town centre businesses to ensure their collective voice is heard and we look forward to working together in the future to make Northampton a better place to live, work and visit.





BID Financials 2024/2025

Income: Over the year 2024/25* £289,238.05 was collected for levy across all BID years.

The total for in-kind funding was £353,373.

£11,999 was received in grants and consisted of:

- £2,800 Voluntary Contributions
- £2,999 OPFCC NTARS
- £6,000 WNC Market Square Re-opening Family Zone
- £200 Town Council Bloom Funding.

*As of January 2025

EXPENDITURE*	BUDGET (£)	ACTUAL AND ESTIMATED (£)
Objective 1 - Promotion	78,998	74,870
Objective 2 - Experience	154,384	163,814
Objective 3 - Business Growth and Investment	36,134	16,406
Central Admin and Overheads	61,399	42,274
Levy Collection Costs	10,500	10,500
BID Renewal Accrual	20,000	20,000
TOTAL	361,415	327,865

The BID will continue to work to deliver next year's projects in line with the BID Business Plan objectives and will commence the renewal process for the next five-year BID term.

Paying your BID levy

Every Business in the Northampton town centre BID area is required to pay a levy, which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition.

West Northamptonshire Council is contracted by Northampton Town Centre Business Improvement District (BID) to collect the levy on behalf of the BID.

You can pay the levy in the following three ways.

(Please always quote your BID account reference. This is a nine-digit number starting with a 7)

- By debit or credit card telephone 0300 126 7000 or online www.westnorthants.gov.uk/business-rates/pay-business-rates
- Online by creating a new Payee West Northamptonshire Council and using the following account details; Barclays Bank, sort code 20-17-68 account number 03538028, payee: West Northamptonshire Council.
- Telephone 0300 126 7000 then choose the '**' to be transferred to the payment line.

If you have any questions regarding your levy payment, please contact the Business Rates office at West Northamptonshire Council.

