

# All set for a summer of fun in the town centre

As the weather warms up and the sun starts to shine, the plans are starting to fall into place for what promises to be an action-packed summer in Northampton town centre.

The BID has been working hard with partners including Northampton Town Council and West Northamptonshire to deliver a wide variety of events to bring in thousands of extra visitors to our town centre this summer.

The Women's Rugby World Cup will put the town on the international stage and we look forward to welcoming supporters from around the world as we host an official Fan Zone in the Market Square as part of the celebrations.

This year also marks the 350th anniversary of the Great Fire of Northampton – a momentous occasion that will commemorate this pivotal moment in our town's proud history and celebrate the independent

spirit that enabled the rebuilding of much of the town centre in its aftermath.

The traditional Oak Apple Day ceremony at All Saints Church will launch the anniversary on Thursday, May 29, signalling the start of a summer of celebrations.

There will be countless opportunities for businesses to get involved with these events and many others lined up for the summer and we look forward to working with you all to ensure Summer 2025 lives long in the memory as Northampton celebrates together.

Facebook X Instagram LinkedIn Spotify @NorthamptonBID  
[northamptonbid.co.uk](https://northamptonbid.co.uk)

See back page for 'Dates for the Diary'



# Marking the Great Fire...350 years on



The BID is proud to be playing a leading role in curating a

packed programme of cultural events and celebrations to commemorate the 350th anniversary of the Great Fire of Northampton.

2025 marks 350 years since flames ripped through the streets of Northampton, destroying 700 of the 850 buildings in the town centre and claiming 11 lives.

To observe the anniversary, cultural and historical groups are teaming up with partners including the BID, Northampton Town Council and West Northamptonshire Council to put together a series of events to showcase the story of the fire and the rebuild that followed.

The celebrations will be launched on **Thursday, May 29** with an Oak Apple Day parade and service at All Saints Church – including the annual hanging of a wreath in honour of King Charles II who donated 1,000 tonnes of timber to help rebuild much of the town.

There will be a five-month programme of activities, including everything from art exhibitions and light shows to processions and window displays, with businesses encouraged to get involved.

Northampton Town Council has commissioned a virtual trail as part of the celebrations, to transport users back to the day of the Great Fire as they work their way around the town centre, with characters telling the story of the catastrophic event as it unfolded. The trail will be available on the Explore Northampton app from May.

As part of the BID's involvement in the activities, we have taken responsibility for the coordination of the event programme, and are leading with marketing and promotion. We have already seen significant media interest and have organised a series of broadcast interviews as well as working with BBC Sounds to produce a dedicated podcast marking the anniversary.

We will also be running a window display competition in September, with businesses urged to create spectacular window displays charting the history of the Great Fire.

The winner will be presented with a trophy previously won by Thomas Love - a well-known retailer in the town who was much-loved for his extraordinary displays of fresh fish and game.

**i** If you are interested in taking part in our window display competition, email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) for more details. For more details on the Great Fire commemorations, visit <https://www.discovernorthampton.co.uk/gfon350/>

Pictures below by Stu Vincent Photography



# Welcoming the world to Northampton as rugby takes centre stage

Northampton will once again find itself in the sporting limelight this summer as Franklin's Gardens hosts six games in the Women's Rugby World Cup between **Sunday, August 24** and **Sunday, September 7**.

The tournament, due to be shown to TV audiences across the world, will welcome supporters of all competing nations and here at the BID we are delighted to be involved in plans to create an official Fan Zone in the Market Square.


We are working hard to maximise opportunities for local businesses to get involved and support the delivery of this event, which promises to bring thousands of extra visitors into the town centre.

This is a chance to showcase Northampton to the world as we welcome fans from England, Ireland, South Africa, Japan, Brazil, Samoa, Spain, Italy and France to enjoy the tournament .

A link to the BID's website has been included on the tournament's official website, signposting online visitors to our guide to what they can discover in the town. Please can all businesses review their listing within the online directory and advise of any amendments by emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

 We are looking to work with businesses who wish to run offers, promotions and activities for the Women's Rugby World Cup. Get in touch by emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) if you have something you would like us to support with and we can share it with colleagues in the event's marketing and comms group to promote on a wider scale.





**WOMEN'S  
ENG25**

## NORTHAMPTON MATCH SCHEDULE FRANKLIN'S GARDENS

IRELAND	V	JAPAN	SUN 24 AUG   12:00 BST
SOUTH AFRICA	V	BRAZIL	SUN 24 AUG   14:45 BST
ENGLAND	V	SAMOA	SAT 30 AUG   17:00 BST
IRELAND	V	SPAIN	SUN 31 AUG   12:00 BST
ITALY	V	BRAZIL	SUN 07 SEP   14:00 BST
FRANCE	V	SOUTH AFRICA	SUN 07 SEP   16:45 BST

## Festival fever coming to town

The BID is proud to once again be supporting four of the key events in this year's social calendar.

**Northampton Carnival** will be taking place on **Saturday, June 14**, with the procession once again making its way through the town centre and hundreds of people expected to be lining the streets.

**Northampton Pride** will be held on **Saturday, July 12** and large crowds are expected to join in the celebrations in Market Square.

We are a main sponsor of **Northampton Music Festival**, which will be held in the town centre on **Sunday, September 7**. Dozens of performances across at least six stages, including the main stage in the new Market Square plus multiple pop-up locations. For more details visit [www.northamptonmusicfestival.co.uk](http://www.northamptonmusicfestival.co.uk)

**Diwali** will be marking 25 years of celebrations in the town centre on **Saturday, 18th October**.



## Comedy Festival is game for a laugh

Some of the most respected names in UK stand-up are heading to Northampton for a dedicated comedy festival, with many acts using it as a warm-up en route to the Edinburgh Fringe.



The event builds on the success of the previous two years and will run from **Sunday, May 25** to **Saturday, July 26**.

More than 40 comedians have been booked to appear at 10 venues across the town centre, including top names such as Rosie Jones, Paul Sinha and Josh Pugh.

The festival has been organised by locally based promoters The Comedy Crate with support from the BID.

Venues hosting performances include Coconut Paradise, Saints Coffee, Cheyne Walk Club and V&B.

**i** Interested in hosting a comedy night at next year's festival? Email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## 'Amazing' runners returning to Northampton

Streets in Northampton town centre will be sealed off to allow thousands of runners to pursue their personal bests as part of The Amazing Northampton Run.

The event will be staged on **Sunday, 14 September** and will take runners on a specially curated 13.1-mile tour of some of Northampton's most notable landmarks.

The road closures will this year allow the race to finish in the new Market Square for the first time, bringing thousands of extra people into the town and boosting footfall for shops, bars, cafes and restaurants.

For more information visit [www.theamazingnorthamptonrun.co.uk/](http://www.theamazingnorthamptonrun.co.uk/)



**📢** The BID is providing financial support to this event and has access to the finishing straight. If your business would like to provide an external banner to be displayed in a prominent position, get in touch by emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## Crimestoppers campaign to highlight impact of shoplifting

In partnership with the Office of the Police, Fire and Crime Commissioner, the BID is launching a Crimestoppers campaign to raise public awareness about the growing impact of shoplifting and highlight how this issue affects everyone in our community.

As incidents of shoplifting continue to rise, it's more important than ever that we stand together to tackle this behaviour. Reporting offences and supporting one another is key because shoplifting doesn't just harm individual businesses; it affects us all.

Increased shoplifting leads to higher prices and threatens the survival of valued local businesses. By working together, we can help protect our town centre and ensure it remains a vibrant place for everyone.

The project will support town centre businesses in highlighting and addressing shoplifting and will help to strengthen partnerships with stakeholders and organisations including the OPFCC, Northamptonshire Police and Northamptonshire Business Crime Partnership.

This campaign, running throughout the summer, will focus on the impact of shoplifting on the retail sector and the consequences for the public in terms of an increase in the cost of products.

This campaign will empower the community to identify and report shoplifters and those who sell on stolen goods, while highlighting the Crimestoppers service and signposting to the 'Fearless' service to encourage young people to learn about crime types and the importance of reporting information.



**CrimeStoppers.**

## 'Cinema in the Square' as films shown on big screen

With the big screen in place in the Market Square as part of the Women's Rugby World Cup celebrations this summer, the BID is planning an Outdoor Cinema event to make the most of the existing infrastructure and encourage even more families into the town centre.

The event, due to be held on **Saturday, September 6**, will see a U-rated film shown on the big screen alongside short films produced for this year's Northampton Film Festival, showcasing the local talents of filmmakers across Northamptonshire.



**i** Would your business like to get involved? Email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) for more details

## 'Makers Markets' to showcase county's creativity

A new series of Saturday pop-up stalls known as the 'Northants Makers Market' is set to launch on the Market Square, to showcase the art and creativity of the county.

Organised by The Creative Place and supported by West Northamptonshire Council, the Northants Makers Market will feature 15 stalls set up outside The Creative Place in the Market Square, from 11am to 4pm on **Saturday, May 24** and continuing on **July 5, July 26, August 23, September 20** and **October 11**.

As well as stalls where you can buy local creative products including jewellery and ceramics, each market will also feature a live performance and hands-on activities for the public.

Photo by The Creative Place.



## Work begins on STACK development

It's now all systems go on STACK's plans to transform the former Market Walk shopping centre, with work now underway to reimagine the space.

This exciting project will create a new leisure destination in the heart of Northampton town centre, offering a range of bars and street food traders, games and a stage offering live music and entertainment.

The national developer is set to transform the former shopping centre into a vibrant new entertainment and social community hub. This will be a vital part of expanding the night-time economy and amplifying the many reasons to visit the town centre.



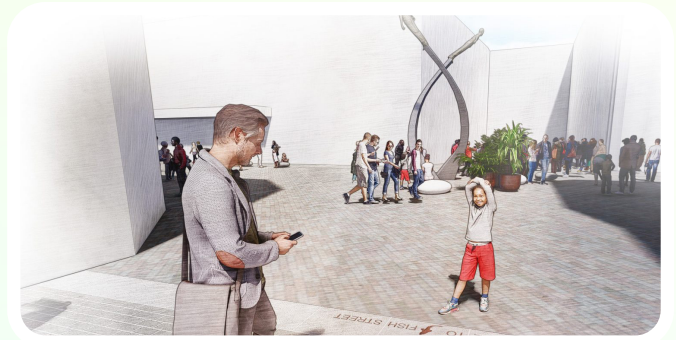
# Finishing touches to Abington Street

Visitors to Northampton will soon be able to enjoy a new look Abington Street, with the finishing touches being added to regeneration works in the town's main shopping street following a huge investment programme to transform our town centre.

Following on from a reimagined Market Square and a refreshed Fish Street, Abington Street will boast increased seating and planting, new art and play opportunities and spaces for outdoor dining and community activity.

The work is being carried out as part of a programme that has seen Northampton benefit from ongoing large-scale investment, with £24 million worth of Government support through the Town's Fund grant. This has acted as a catalyst for further private sector investment and confidence in the town, with more than £140 million invested in the Four Waterside and Marefair Development.

The BID, which sits on the board of Northampton Forward - a group overseeing the regeneration of Northampton town centre - has supported businesses throughout the disruption caused by the works and will continue to liaise with local authorities to keep any further inconvenience to a minimum.




## Working hard to plan for a fourth BID term

We are in the process of renewing the BID's Business Plan for a fourth term. A BID can only last five years and this current BID term ends in March 2026.

Over the last 14 years we have achieved a lot together and we now need to ensure that we create a new business plan which will be fit for purpose for the next five years, allowing us to build upon what we have already achieved and ensure our businesses can take advantage of the new opportunities emerging in Northampton.

As part of this work, we also want to hear from you and discuss any ideas you might have as to how we can move forward into a new BID term. Keep up to date by looking out for specific renewal ebulletins as well as continued updates within the renewal webpage [www.discovernorthampton.co.uk/bid-renewal-2026-2031/](http://www.discovernorthampton.co.uk/bid-renewal-2026-2031/)

If you would like to arrange for someone to come and see you to discuss your ideas in more detail, please contact Northampton BID Operations Manager, Mark Mullen on **01604 837766** or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

 **We continue to work with partners to build this year's calendar, attracting visitors into our town centre. Please keep an eye out through our weekly ebulletin distribution for further details as further dates are confirmed. Not on the mailing list? Email us at [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) and we'll make sure you are the first to know what's happening in Northampton.**

# Your chance to join the BID board

In readiness for our AGM this Autumn, we would like to hear from any BID levy-paying business owners who would be interested in becoming a director, and we are particularly keen to boost representation from colleagues in the retail sector.

Joining the BID board gives you the chance to influence our work to make Northampton a better place to work, shop and visit.

With an unprecedented period of change currently taking place in Northampton, the BID's board is working closely with local authority partners to ensure the voice of business owners is heard throughout a programme of redevelopment works to reimagine the high street and surrounding areas.

If you are interested or considering becoming a BID Board Director, please download the application form at <https://tinyurl.com/3twhyaz6> and return it to [mark@northamptonbid.co.uk](mailto:mark@northamptonbid.co.uk).



Many of you will now have had the chance to meet our new Host, Jason Shean. Jason has become a valued member of the BID team since joining the BID earlier this year and is relishing the chance to work closely with businesses to help make Northampton a better place to live, work and visit.

Jason will work alongside Balpreet as a Host and joins Operations Manager Mark Mullen and Project Executive Kimberley Herbert. Northampton BID is managed by Partnerships for Better Business Ltd (pfbb UK).

**Welcome to the team Jason!**



## Dates for the Diary

- ✓ **Comedy Festival:** Sunday, May 25 - Saturday, July 26
- ✓ **Oak Apple Day:** Thursday, 29 May
- ✓ **Beer Festival:** Friday, 30 May - Saturday, 31 May
- ✓ **Northampton Carnival:** Saturday, 14 June
- ✓ **Summer Safety:** Saturday, 21 June
- ✓ **Eid Festival:** Sunday, 22 June
- ✓ **Armed Forces Day:** Saturday, 28 June
- ✓ **Arts Market:** Saturday, 5 July
- ✓ **Northampton Pride:** Saturday, 12 July
- ✓ **Arts Market:** Saturday, 26 July
- ✓ **Arts Market:** Saturday, 23 August
- ✓ **Rugby World Cup Fan Zone:** Sunday, 24 August, Saturday, 30 August, Sunday, 31 August and Sunday, 7 September
- ✓ **Cinema in the Square:** Saturday, 6 September
- ✓ **Northampton Music Festival:** Sunday, 7 September
- ✓ **Heritage Open Days:** Saturday, 13 September
- ✓ **Amazing Northampton Run:** Sunday, 14 September
- ✓ **Arts Market:** Saturday, 20 September
- ✓ **Great Fire of Northampton finale event:** Saturday, 20 September - Sunday, 21 September
- ✓ **Diwali:** Saturday, 18 October

To get more information about how to get involved with BID projects contact the BID team on 01604 837766 or email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

     @NorthamptonBID

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

**Northampton Town Centre Ltd**

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