

# *Let the tills ring out for Christmas*

We're looking forward to delivering a magical Christmas in our town centre and we are delighted to share our plans for what promises to be a busy festive period for businesses, with shoppers keen to embrace the new look Northampton.

The BID will provide a compelling package of activities and opportunities for all businesses, promoting and celebrating Northampton town centre, enhancing the town centre experience and underlining our reputation as a great place to visit.

The BID is happy to be supporting a new open air ice rink measuring 22 metres by 14 metres. The ice rink is coming to Northampton Market Square from Thursday, 4th December through to Sunday, 4th January, 2026.

Tickets are available to purchase at [www.theoldsavoy.co.uk/ice-skating/](http://www.theoldsavoy.co.uk/ice-skating/)

*Merry Christmas everyone from  
all of us at Northampton BID.*

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

# Golden Ticket giveaway is back!

Visitors to Northampton are being given the opportunity to 'Win Your Christmas' by taking part in this year's Golden Ticket giveaway!

The ever-popular competition will return this year and four lucky winners will each win £500 as part of the £2,000 prize fund, simply by hand-posting an entry ticket into special BID post boxes found in shops and businesses in the town centre from **Saturday, 1st November** onwards until **Sunday, 14th December**. The prize draw will be held on **Wednesday, 17th December**.

**Businesses are encouraged to distribute the Golden Tickets to their customers and clients and talk up the promotion. There is obviously a chance that the winner could be spending their vouchers in your business.**

If you would like to have a supply of golden tickets, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with your business name, contact name and contact details before **Friday, 31st October** or speak with one of the BID Hosts so we can arrange delivery.



## Dates for the diary

- ✓ **Golden Ticket launch**  
**Saturday, 1st November**
- ✓ **Christmas lights switch-on**  
**Saturday, 22nd November**
- ✓ **Santa's Grotto launch**  
**Saturday, 22nd November**
- ✓ **Christmas Radio launch**  
**Monday, 1st December**
- ✓ **Ice rink launches**  
**Thursday, 4th December**
- ✓ **Golden Ticket closes**  
**Sunday, 14th December**
- ✓ **Ice rink closes**  
**Sunday, 4th January, 2026**

## Festive radio station hits the airwaves

A 24-hour Christmas radio station dedicated to Northampton will be operated by NLive Radio and will play back-to-back festive tracks throughout December from within the University of Northampton, and multiple town centre businesses and will be promoted to 14,000 current weekly listeners of the main station.

**Businesses will have the opportunity to provide a free fully tailored 10 second sound clip, either promoting a promotional message or a generic Christmas message.**

If you would like to be featured, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with your business name, contact name and contact details or speak with one of the BID Hosts by **Friday 14th November**. NLive Radio will then be in touch personally to organise your recording.



# Grotto to give families the chance to meet Santa

Families will be able to meet Father Christmas himself in our specially commissioned BID Christmas Grotto in Grosvenor Shopping Northampton, launching on **Saturday, 22nd November**.

The Grotto will then be open from 10.30am to 4pm every Saturday and Sunday in December prior to Christmas, plus **Monday, 22nd December** and **Tuesday, 23rd December**.

This year's Grotto will once again be assembled by staff and students from Northampton College while gift bags for all the children visiting have been donated by Northampton Town Council. Thank you to both partners for your ongoing support.

**Businesses will be able to provide promotional leaflets, vouchers and goodies to create promotional packs to be given away in the Grotto.**

If you would like to provide any promotional items for our Grotto promotional packs, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with your business name, contact name and contact details or speak with one of the BID Hosts to tell us when you will have the items ready. Please note, to be included in the first grotto handout we will need to have the items by **Monday 17th November**.

**Businesses also have the opportunity to sponsor the Grotto on selected days, helping to encourage extra footfall to your business both physically and on your social media channels and website.**

If you would like to sponsor the Grotto, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) by **Friday 14th November** with your business name, contact name and contact details to discuss this opportunity in more detail.



## Get involved with Small Business Saturday

Small Business Saturday is back this year on **Saturday, 6th December** and we will once again be using this as an opportunity to champion our wide range of independent town centre businesses. This year we are coinciding the event with a 'Grinch takeover' of the town centre so look out for plenty of Grinch-themed activations throughout the day.

We will be creating an online gallery of businesses posing with a Small Business Saturday selfie board. Let us know if you would like to be considered for this by emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) by **Friday, 28th November**.



**We've enjoyed a bumper summer of events in Northampton town centre, with the community celebrating together in the Market Square – an area that is growing in popularity as its incredible potential as an open air events space continues to be seen.**

## Outdoor cinema

The BID delivered its first-ever Outdoor Cinema event, with families enjoying a special screening of Disney's Moana as well as short films produced by local creators as part of the launch of next year's Northampton Film Festival. The BID funded a craft zone, a surfboard simulator and performances by Polynesian dancers to keep the crowds entertained while character meet-and-greets were supported by Grosvenor Shopping Northampton.



## Women's Rugby World Cup

With Franklin's Gardens hosting group games in the Women's Rugby World Cup, thousands of supporters flocked to the Fan Zones in the town centre – enjoying innovative activations, games and family-friendly activities, showcasing Northampton on the global stage.

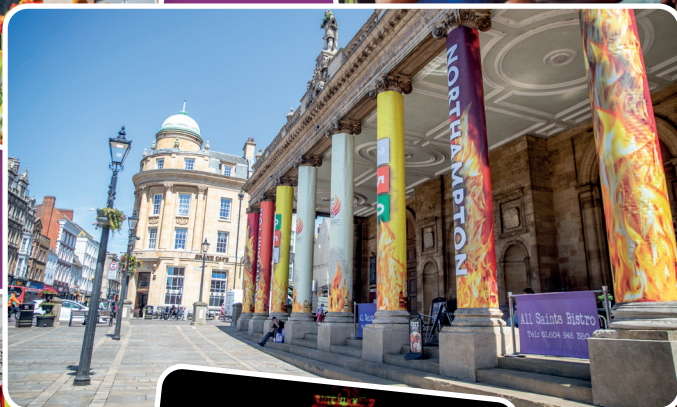


# The Great Fire of Northampton

This year marked the 350th anniversary of the Great Fire of Northampton and the BID played a major role in helping to shape a five-month events programme to commemorate the milestone.

The events, which included vibrant town-wide planting in the colours of fire for Northampton in Bloom helping to earn a coveted Silver Gilt award, culminated with a spectacular light show that lit up All Saints' Church and a day of activities in Market Square, while hundreds of people attended a service at All Saints that featured Rev Richard Coles.

Thank you to everyone who supported throughout the campaign, which highlighted what can be achieved when businesses, local authorities and the community work together with a common cause.



# Diwali parade shines a light on the power of community

This year's Diwali parade on **Saturday, 18th October** promises to be the biggest and best yet as the event marks its 25th anniversary.

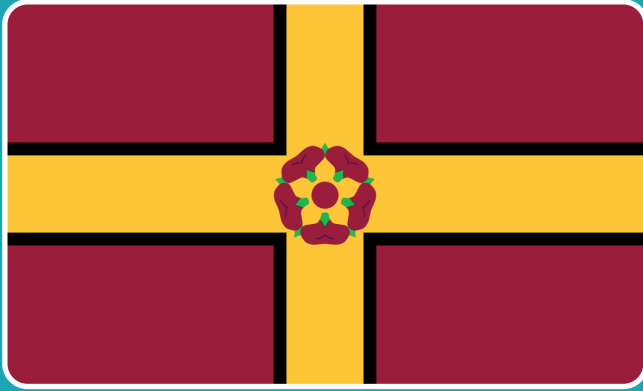
The festival will start at 10am on the Market Square, live stage entertainment from 12pm to 8pm while, at 6pm, the enchanting parade will make its way through the town centre and finish at the Market Square.

Join the celebrations which will include cultural food and drink, community stalls, live stage entertainment, henna painting, arts and crafts, saree dressing and the spectacular Diwali lantern procession and magical parade, featuring breathtaking giant puppets including Harminder the elephant.





# Celebrate our county on Northamptonshire Day



Rooted in the county's proud shoemaking heritage and inspired by St Crispin's Day, Northamptonshire Day has grown into a vibrant celebration of everything that makes our county unique.

This year, Northamptonshire Day will be marked with a dedicated event in the Market Square on **Saturday, 25th October**. The free event will bring together residents, visitors, and local organisations to showcase the very best of Northamptonshire - from craftsmanship and innovation to local pride and community spirit.

The BID will be helping to deliver the Family Zone, featuring a pumpkin patch and Halloween trail. Other zones will focus on food, culture and live music.

## Proud to fly the Purple Flag

As part of our ongoing commitment to ensure nights out in Northampton can be enjoyed safely and securely, we are once again preparing to welcome Purple Flag organisers to the town centre on **Saturday, 22nd November** as part of our application for a further year's accreditation.

Purple Flag accreditation serves as international recognition for the confidence in our safe, vibrant and appealing evening and night-time economy.

We are inviting businesses to show their support by having pictures taken with the Purple Flag that will be used in a dedicated Facebook album to mark Purple Flag Month this October. If you would like to be involved please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

The banner is split into two main sections. The left section has a white background with the 'Purple Flag' logo, which includes the letters 'A+M' above the words 'Purple Flag' and a purple speech bubble icon. The right section has a purple background with a photograph of a hot air balloon and a building. Overlaid on this is the text 'Painting the town purple' in a large, white, serif font, and below it, 'Excellence in managing the evening &amp; night-time economy' in a smaller, white, sans-serif font.

# Have your say on the future of Northampton Town Centre

**Northampton**  
TOWN CENTRE **BID**  
For the businesses by the businesses

## Vote YES to ensure Northampton BID continues to thrive

Businesses will now have received ballot forms for the BID's renewal and we would urge you all to ensure your voice is heard and you vote YES before the deadline of **5pm on Thursday, 30th October**.

Vote YES for:

- ✓ Five more years of delivering events that bring in thousands of extra people into the town.
- ✓ Five more years of representing the interests of businesses at the top table in discussions with local authority partners, making sure their voice is heard.
- ✓ Five more years of securing massive in-kind funding and financial support that benefits the whole town centre (£1.7m generated over the current term).
- ✓ Five more years of successful relationships with key partners such as Northamptonshire Police, Northamptonshire OPFCC, University of Northampton, Northampton College and all those contractors working on the continued regeneration of Northampton town centre.
- ✓ Five more years of Tidy Days, graffiti removal, business liaison, Host visits and a direct line for businesses to the NTARS anti-social behaviour reporting scheme.
- ✓ Five more years of a team that truly 'gets' Northampton and understands what needs to be done to grow our town centre and continues to lead its revival.

Ballot papers will have been mailed to the address of the liable account holder that is responsible for paying the business rates.

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**

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