

Paving the way for a brighter future

With our town centre continuing to evolve, and with lots more exciting projects in the pipeline, Northampton BID is ensuring the voices of businesses continue to be heard as we navigate the ongoing regeneration and embrace the opportunities it provides.

From keeping the inevitable disruption of the building works to an absolute minimum, to forging new partnerships and strengthening existing relationships with local authority partners – we are working hard to make sure our businesses are represented in the conversations that matter most.

The transformed **Market Square** is enjoying a new lease of life as a thriving events space, **Abington Street and Fish Street** are back open and buzzing, while plans are in place for a raft of developments that will transform our town centre for generations to come.

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.

This is an exciting moment for Northampton – and here at the BID we are delighted to have given the opportunity to play our part in that with a new five-year term getting underway in April.

By working closely with key strategic partners, we will 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 throughout 2026 and beyond.



@NorthamptonBID

Northampton Town Centre Ltd

Vulcan Works, 34-38 Guildhall Road,
Northampton, NN1 1EW
01604 837766

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 with us by emailing info@northamptonbid.co.uk.



Andrea Smith
BID Co-Chair
Franklins Solicitors LLP



Sali Brown
BID Co-Chair
Chelton Brown



Andrew Cruden
Market Square News



Brendan Bruder
Abbey Ross Property
Consultants



Chris Evans
Royal and Derngate



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



Cllr James Petter
West Northamptonshire
Council



James Simpson
Mercure Hotel
Northampton



James Tarry
Cheyne Walk Club



Cllr Jane Birch
Northampton Town
Council



Julie Teckman
Vintage Guru



Kerry Reynolds
Metro Bank







Paul McManus
McManus Pub Co Ltd

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.

BID Team's Stats

-  2,442 Business Interactions
-  185 Ambassadorial with thousands of engagements at BID events and town centre events
-  249 Street Reports
-  16 ASB Incidents

Contact us:

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New ways of monitoring our impact

This year the BID, working closely with and supported with funding from West Northamptonshire Council, has obtained a new footfall monitoring system. It is using data from **BT's EE mobile phone network** and uses analysis from pfbb UK's data analyst team to assess footfall. As a result of this monitoring we have been able to monitor the impact of events such as the **Fanzone during the Women's World Cup**, the **Music Festival** and the **Ice Rink**. We have been able to see that when events are held they can attract people from the immediate area and further away who would not normally frequent the town centre. The ability to monitor this is also now helping in planning future events and targeting our marketing and communications.

BID secures new five-year term

Following a strong result in the renewal ballot last October, this April marks the start of a new five-year term for Northampton BID. Based on your feedback, the BID Proposal and Business Plan have an exciting range of projects to support you. The BID has also increased the size of its area to the west to make sure that we can work with partners to improve the main entry point to the town centre from the railway station.

We will also be developing relationships with other businesses and organisations which exist outside the BID area to benefit the town centre even more. We already have strong working relationships and support from the University of Northampton and Northampton Saints but want to develop these even further. By using those businesses and organisations based around the edge of the town centre we aim to develop the profile of Northampton and encourage an even stronger town centre focussed economy.



Northampton railway station



Northampton Pride

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** 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 monthly column in the **Chronicle & Echo**, regular interviews on **BBC Radio Northampton** and **NLive Radio** and coverage on **BBC Look East** and **ITV Anglia news bulletins**.
- We also engage in official partnerships on set projects, with excellent links with **Northampton College** and **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** and the **County Toy Library** for our **Santa’s Grotto**.



Balpreet and Jason



West
Northamptonshire
Council



NORTHAMPTON TOWN ANTI-SOCIAL
BEHAVIOUR REPORTING SCHEME



NORTHAMPTONSHIRE
POLICE, FIRE & CRIME
COMMISSIONER

Crime And Safety (Objective 2 - Experience)

- Following the success 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.
- 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.



Summer Safety



Small Business Saturday

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.

Northampton: A great place to visit

(Objective 2 - Experience)

The Market Square continues to cement itself as the town centre's premier events space, hosting several successful events throughout the past 12 months – including two new BID-led events in the **Outdoor Cinema** and the **Classic Car Show**.

Northampton was a host venue for the **Women's Rugby World Cup**, with supporters from around the world descending on our town centre to soak up in the atmosphere in the dedicated Fan Zone, putting the town in the global media spotlight.



Royal visit



The Amazing Northampton Run



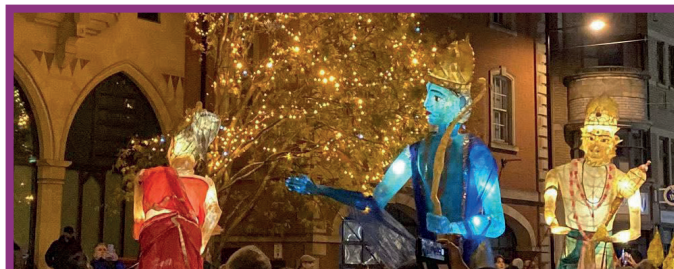
Northampton Carnival

2025 also marked the **350th anniversary of the Great Fire of Northampton** and the BID was proud to have led on the marketing and events side of the commemorations, including an unforgettable light show beamed onto All Saints Church.

Northamptonshire Day served as a celebration of all that is great about our county and saw thousands of people enjoy a day of activities in the Market Square, with the BID delivering the Family Zone.

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**, **Northampton Music Festival**, the **Amazing Northampton Run** and **Christmas** collaborations which saw the installation of a state-of-the-art **ice rink**, 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.



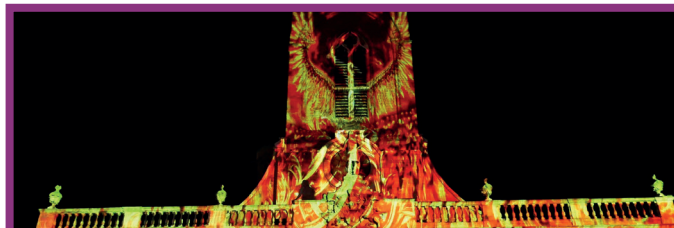
Diwali



Northampton Comedy Festival



Northampton Music Festival



Great Fire of Northampton

Events in numbers

Classics on the Square

- 33 vehicles on display

The Amazing Northampton Run

- 1,700 runners

Northampton Comedy Festival

- 1,082 attendees
- 10 venues
- 40+ comedians

Christmas

- 3,445 Golden Ticket entries
- £1,386 raised for charity
- 3,493 visitors to the Grotto
- 45 businesses recorded Christmas messages for NLive Radio



Classic Cars



The Grinch in Northampton

Proud to fly the Purple Flag

Northampton's commitment to creating a dynamic, secure and vibrant evening and nighttime economy was once again formally recognised in 2025 with the confirmation of its **Purple Flag accreditation** for a sixth 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**

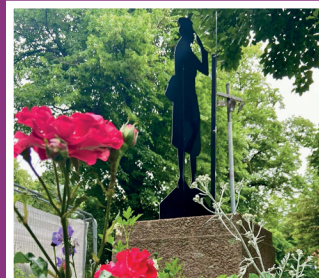
reporting apps, **increased CCTV provision** along with a public facing evening economy **safety promotional video**.

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**.



Team effort to revitalize green spaces

The BID led a concerted effort to spruce up town centre green spaces, with further work to put in new planting in **St Katherine's Gardens** and a successful overhaul of **St Giles Churchyard**, using reclaimed street furniture to give the area a new lease of life. We are grateful to the support of partners including Friends of St Giles, Northampton College, Northampton Town Council, West Northamptonshire Council, the University of Northampton, Kier and Voi.



St Katherine's Gardens



St Giles' Churchyard

BID Financials 2024/2025

Unaudited accounts including estimated accruals as of December 2025

As of the end January 2026, the BID estimates its finances for the 31st March 2026 to be as follows.

Income:

Levy income received of £224,166 for the year 2025-26 and £12,053 across prior years.

Grants received totalling £22,810 from:

- WNC (£9,000 towards BT Insights, £7,350 Discretionary grant for events, £875 NTARS, £500 pumpkin patch)
- Town Council £875 for NTARS,
- Zone £3,000
- VOI £2,000

In kind contributions to date of £325,792.

EXPENDITURE*	BUDGET (£)	ACTUAL AND ESTIMATED (£)
Objective 1 - Promotion	104,099	102,338
Objective 2 - Experience	171,897	151,186
Objective 3 - Business Growth and Investment	37,138	33,144
Central Admin and Overheads	46,378	47,115
Levy Collection Costs	9,500	9,500
BID Renewal	55,000	51,081
Contingency	10,000	10,000
TOTAL	434,012	404,363



Northampton's Market Square

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.

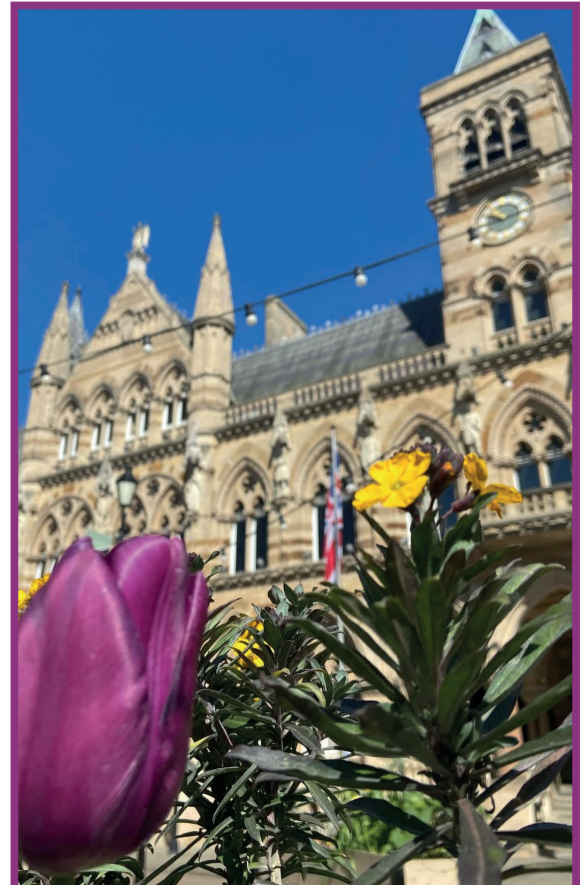
You can pay the levy in the following three ways (Please always quote your BID account reference. This is a nine-digit number starting with a 7)

- 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.

    @NorthamptonBID

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The Guildhall in St Giles' Square