

PRESS RELEASE

Northampton Music Festival returns on 17th June

15th March 2018: Northampton's rich music culture will be enjoyed by thousands yet again this summer - as the Northampton Music Festival returns for its eleventh year.

Crowds are expected to flock to see 500 talented rock, pop, opera and classical musicians and artists perform during the free event, at stages across the town centre on **Sunday 17th June**.

Northampton town centre Business Improvement District (BID) will once again be one of the lead sponsors – reinforcing their commitment to promote and improve the town centre.

Rob Purdie, BID executive director said: "It is fantastic to be able to sponsor and support one of the most significant events on the town centre calendar. The BID has been crucial in helping develop the festival over recent years, and we have already started working closely with Northampton Music 365 to ensure Northampton Music Festival 2018 is even better than ever.

"It promises to be another vibrant occasion which will pull thousands of visitors into the town centre to celebrate the local music scene, raising the profile of the town and its businesses in the most spectacular way. We can't wait."

Graham Roberts, festival organiser, Northampton Music 365 said: "We are delighted to have Northampton town centre BID on board again as a festival sponsor in 2018, and things are certainly getting exciting now that we are in the full flow of planning. The festival is set to expand this year to include six performance stages dotted around the town centre. The Business and Arts Fair will also be once again located in the Market Square for town centre businesses and charities to promote their services and make the most of the additional festival footfall right in the heart of all the excitement."

The six stages will be located at:

1. Market Square
2. All Saints Piazza
3. Abington Street
4. The Guildhall Courtyard
5. NN Contemporary Art Courtyard
6. The Platform, George Row Courtyard

For more information visit: www.northamptonmusicfestival.co.uk.

Shops and businesses interested in taking a stall within the 'Business and Arts Village' can call 07505 759058.

-ENDS-

Notes to Editors

Northampton town centre Business Improvement District (BID) Northampton town centre BID was officially launched in 2011 following a successful vote by businesses to make Northampton town centre a designated Business Improvement District. The BID status was renewed in October 2015 for five more years until 2020. A BID is a defined area where the rate-paying businesses decide on improvements to their area, they then vote on the plans and agree to invest in the delivery of activities which directly impact upon their business turnover and profit. This money is then ring-fenced to provide the improvements agreed through the BID plan and can be used to generate other revenue to boost the pot of money available to deliver the plan. Business representatives in Northampton have developed a five year action plan around the key objectives of promoting the area. pfb UK is a specialist BID Project Management company which develops and manages a wide range of Business Improvement Districts across the UK including town centres and industrial estates.