

## PRESS RELEASE

### **Northampton Music Festival will return thanks to the BID**

*31<sup>st</sup> March 2017:* The sound of music will once again be filling the streets in Northampton town centre this summer, all thanks to Northampton town centre Business Improvement District (BID).

The BID is delighted to be lead sponsor for the Northampton Music Festival 2017, which will be back for its tenth year on Sunday 18th June.

The one-day event, organised by Northampton Music 365, is set to attract tens of thousands of visitors into the town centre to celebrate and enjoy Northampton's rich music culture.

The festival line-up, unveiled this week, includes rock, pop, opera and classical musicians and artists, and the BID is also delighted to announce another development – its new 'Business and Arts Village' on 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.

Richard Clinton, BID Director and Operations Director for Northampton Theatres Trust, Royal and Derngate said: "We are delighted that the Northampton Music Festival is able to return thanks to our continued sponsorship and support, and we are working closely with Northampton Music 365 to ensure another hugely successful event.

"It is a fantastic, vibrant occasion which last year pulled an unprecedented 13,000 visitors into the town centre to celebrate the local music scene. The Northampton Music Festival is definitely one of the most significant events on the local calendar and supports the BID's commitment to help promote and improve Northampton's town centre."

Graham Roberts, Festival Organiser said: “We will have five stages spread across the town centre this year and things are certainly getting exciting now that we are in the full flow of planning.

“The BID’s continued support, together with sponsorship from Northampton Borough Council and other organisations within the local music and business community, has been crucial in helping us develop the festival over the recent years. The Northampton Music Festival really does raise the profile of the town and showcase the broad range of musical talent we have, and we are delighted to have the BID’s backing yet again to make sure this year’s event is the best one yet.”

For the full line-up go to: [www.northamptonmusicfestival.co.uk](http://www.northamptonmusicfestival.co.uk).

Shops and businesses interested in taking one of the 100 stalls available within the new 'Business and Arts Village' can email [hello@northamptonmusicfestival.co.uk](mailto:hello@northamptonmusicfestival.co.uk).

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#### **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.

pfbb 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.