

Northampton Music Festival line up announced

23rd May 2018: A variety of acts across a range of music genres are set to perform at this year's Northampton Music Festival – Sunday, 17th June.

Organisers have announced details of around 500 talented rock, pop, opera and classical musicians and artists due to play at the event – the town's eleventh music festival.

The main stage in the Market Square will be headlined by rockabilly band, The Jets. Pure Genius, Mystic Crew, Ginger Pig, That Joe Payne, The Virtuosi Gus Brass Band, Extremely Dan, Thr3e will also perform on the main stage, after Jazz Colossus have kicked off proceedings at midday.

The Guildhall Courtyard will play host to the popular jazz stage, due to be opened by The Cool Jazz Collective at 1pm. Performances from Grupo, Komodo Quartet, Ivor Johnson and the Elevation Quintet will follow before headliners, Jazz Colossus take to the stage.

Classical and choral acts will perform on the All Saints Church Piazza stage – set to be headlined by Northampton Male Voice Choir.

New for this year's festival on Abington Street is the BBC Introducing stage with up and coming acts from all over the county, and the Umbrella Fair stage with a range of diverse and multi-cultural performances. Students from the University of Northampton will also be playing at The Platform in George Row.

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: "The announcement of the line-up is very exciting as this is a huge event on the town centre calendar. The fantastic acts which are due to perform will certainly ensure another vibrant occasion, enjoyed by thousands as they celebrate the local

music scene. This event continues to raise the profile of the town and its businesses in the most spectacular way. We can't wait."

There will also be stalls on the Market Square selling crafts, collectables, vinyl, vintage goods and food.

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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.