

**“Highlighting fantastic shopping experiences in our town centre”  
Mystery Shopping Awards to promote excellent customer service**

*19<sup>th</sup> August 2019:* Town centre businesses delivering superb customer service are due to be recognised at a prestigious awards ceremony.

A number of businesses were assessed by undercover representatives over the summer as part of Northampton town centre Business Improvement District’s (BID) Mystery Shopping Scheme, designed to identify, enhance and recognise customer service excellence.

Participating businesses are set to find out their results at the BID’s Mystery Shopping Awards ceremony on Thursday 26th September, at Borjia, 5.45pm-7.30pm.

Mark Mullen, BID operations manager said: “This is the third time we have organised the scheme and we are looking forward to announcing the results with our BID businesses at the ceremony - celebrating and showcasing the many businesses that continue to provide fantastic shopping experiences. By highlighting the outstanding customer service in our town centre’s shops, venues and professional services, we hope to entice more shoppers into the area so that businesses can thrive.”

Businesses will be awarded with certificates during the prestigious event, including Gold and Silver awards, as well as category award winners and recognition for the ‘Most Improved’ and ‘Consistency Star’ – a business which continues to score highly year-on-year.

A-Plan Insurance on Abington Street is one of the ceremony sponsors. Branch manager, Dave Aslett, said: “The BID is as passionate about supporting businesses in the town centre as much as we are at A-Plan Insurance, so we jumped at the chance to support such their Mystery Shopping Awards. It is a great opportunity for us to be affiliated with such a positive initiative.”

Owner of Matchbox Café on Abington Street, Bing Wan, is also sponsoring the event. He said: “We wanted to make a generous offer for a project which celebrates our town centre. By supporting the

BID's Mystery Shopping Awards we are also supporting all the wonderful local businesses we have here too, and helping to spread the message about the fantastic shopping experiences in our town."

The assessments were carried out by national mystery shopping experts, Storecheckers.

#### **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.