



PRESS RELEASE

Mystery shoppers on route to Northampton town centre

October 2017: Twenty town centre businesses have already signed up to take part in a new mystery shopping project – and more are being sought.

Northampton town centre Business Improvement District (BID) is funding the mystery shopping campaign to promote excellent customer service, support those who strive to be better and celebrate those who are already doing it brilliantly.

All businesses that take part will get feedback and support to improve and in January all participants will be invited to an awards event in the town centre, with one business being awarded the top award for excellent customer service.

This project is all part of BID's commitment to celebrating Northampton, supporting businesses and ensuring town centre visitors are looked after and get great service.

Donna French, BID Director and Store Manager at Marks & Spencer Northampton on Abington Street, said: "We're proud to play an active role in the Northampton BID – working collaboratively with other local businesses. At M&S we put the customer at the heart of everything we do, aiming to 'Make Every Moment Special' for customers that visit our store.

"This new initiative is an exciting project that will help ensure visitors to Northampton receive great service, and it will be brilliant to see as many organisations as possible get involved."

The BID is seeking up to 100 town centre cafes, restaurants, venues, boutiques and businesses to take part and those registered will be visited by a mystery shopper in mid-October or early November.

Does your town centre business want to get involved? Email info@northamptonbid.co.uk or call the BID office on (01604) 837766.

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.