



PRESS RELEASE

Sweet treat for Abington Street as Love Northampton Knickerbocker Glorious brings theatrical feast to town centre

August 4th 2014

Visitors to Northampton town centre are invited to enjoy a raft of entertainments this weekend as Love Northampton Knickerbocker Glorious presented by Northampton Town Centre BID will be visiting Northampton.

Love Northampton Knickerbocker Glorious is an eclectic selection of family-friendly outdoor performances, including Brazilian drumming, belly dancing, jazz and acoustic music and street theatre.

The Summer Band Stand on Abington Street, presented by Northampton Borough Council and Northampton Music 365 will also have local musical talent performing to add to a sizzling summer Saturday of fun for all visitors to the town.

The first event kicks off on Saturday 9th August from 11am to 3pm, compered by Russell Corbyn and featuring folk/blues band Gardina and belly dance troupe Arjana Dance, amongst others. With a second event running at the same time two weeks later on Saturday 23rd August, Knickerbocker Glorious promises to add sweetness and fun to the town centre, and all performances are absolutely free.

Part of the BID's ongoing campaign to attract more visitors to Northampton town centre and create an offering that competes above its neighbours, Knickerbocker Glorious is the latest in a

series of events that have driven extra footfall to local businesses. Northampton Music Festival and the inaugural Love Northampton Food and Drink Festival were estimated to have brought over 50,000 extra visitors to the town centre between them.

Gavin Willis, Northampton Town Centre BID Director said: “Knickerbocker Glorious has something for everyone – families, friends and visitors young and old. We’re inviting visitors to enjoy a real day out by coming into the town centre – shopping, vibrant local businesses and live entertainment all in one. Part of the BID’s remit is to attract new people to the town centre and provide a knock-on positive effect to local businesses. Knickerbocker Glorious is very popular in its home city and we’re confident it will be a fun summertime attraction for our town. It’s another chance for us to offer visitors a really different experience when they come into Northampton.”

To find out more about Northampton Town Centre BID, please contact the BID office on 01604 837766, email info@northamptonbid.co.uk or follow @NorthamptonBID.

Reminder: free parking on Saturday and Sunday and two hours free weekdays in St John’s, St Michael’s, Mayorhold and Grosvenor Centre car parks. There is free parking in all Borough Council car parks every Sunday and bank holiday.

Full line-up

9th August

Russ Corbyn – Compere

Alice Macy – Singer-songwriter (photo attached)

Arjana Dance – Belly dance duo (photo attached)

Gardina – 1920s blues band

23rd August

Captain Pigheart – Compere

Cordao de Ouro Capoeira – Brazilian martial arts/dance

Karl & the Marx Brothers – 5-piece acoustic band

Mis Imp – Improvised comedy

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About Northampton Town Centre BID

The Northampton Town Centre BID was set up in 2011, when Northampton businesses joined forces to vote on their priorities and pay a levy fee to make a real difference to the town centre. The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit.

Its three key aims are:

- **MANAGEMENT:** Improved daily management of the town centre, with a focus on cleanliness and safety.
- **PROMOTION:** To raise our town centre's profile through coordinated marketing and promotion.
- **VALUE FOR MONEY:** To develop and procure services to deliver cost and carbon savings.