

# Northampton TOWN CENTRE BID

For the businesses by the businesses

## Your Business Improvement District

MAY 2017 Issue

### Sound of music

The sound of music will once again be filling the streets in Northampton town centre this summer, all thanks to support from the BID.



We are delighted to be a 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 includes rock, pop, opera and classical musicians and artists. For the full line-up: [www.northamptonmusicfestival.co.uk](http://www.northamptonmusicfestival.co.uk)

### Summer time promotion

We are now planning content for our glossy summer magazine which we will be mailing out to 34,500 targeted homes and businesses across Northamptonshire.

Our 'Discover Northampton town centre' magazine is a superb way to promote your business. We will be featuring businesses based in the town centre, with dedicated sections of the magazine focusing on:



- **Shopping** - furniture, food and drink, books, home accessories, electronics, gifts and more
- **Leisure and events** - places to go, things to do this summer, entertainment
- **Health and beauty** - how to look and feel great this summer through fashion and accessories, salons and pampering
- **Food and drink** - restaurants, cafes, lunchtime and evening venues
- **Professional services** - estate agents, financial, legal and creative services

Send us a 160 word maximum description of your company and any offers, promotions or events you have planned this summer, plus a jpeg photo (minimum resolution 1600 x 1200 pixels if possible).

We have already had extensive interest in this publication so please email your submissions and ideas to the BID team by **Friday 26th May**.

## Your BID

*For the Businesses by the Businesses*

[www.northamptonBID.co.uk](http://www.northamptonBID.co.uk)

## Promote your business to thousands

During the Northampton Music Festival there will be, for the first time, a new 'Business and Arts Village' on the Market Square. This is 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.

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) before the 31st May 2017.

This is free to BID businesses.

## Become a BID member

All town centre businesses are invited to become members of Northampton town centre Ltd BID company.

Membership is free to all levy paying businesses in the town centre and offers businesses the opportunity to vote on all BID Limited Company issues at the Annual General Meeting (AGM) and any other members' only meetings throughout the year.

There is a membership application form on our BID website, or simply contact the BID office and one of our Hosts will hand deliver a form to your business.

Our next AGM will take place on Thursday 20th July 2017

## Cleaning up the town centre

Our targeted cleaning programme funded by the BID as part of our ongoing commitment to providing additional cleaning services to complement and enhance upon Northampton Borough Council's existing statutory provision.



Our BID funded cleaning crew took to Gold Street, College Street, Swan Yard, Jeyes Jetty and The Drapery in March, with the team targeting alleyways and streets around the Market Square, including Emporium Way in April.

The intensive cleaning took place overnight to avoid disruption and included pressure washing pavements and surfaces, and a general tidy up.



If you would like to suggest other areas within the BID area to be nominated for targeted deep cleaning, contact [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk), call 01604 837766 or get in touch on Twitter @NorthamptonBID or Facebook: / NorthamptonBID.

## Town Centre Business Meeting

**Thursday, 25th May, 8am to 9.30am at Central Vineyard, 42 Sheep Street, Northampton.**

Get this date in your diary. We are inviting all businesses to come along and have their say, share ideas and help shape BID priorities for the year ahead.

You can register your interest by emailing our BID team: [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

## Gold Street and the Drapery - Working Group

Thank you to the team at Comfort and Joy Café in Gold Street Mews who hosted our BID working group in April.

This meeting enabled businesses to share their ideas, have their say and help us shape BID priorities for the year ahead.

# Northampton Town Centre Ltd

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