

# Northampton TOWN CENTRE BID

For the businesses by the businesses

## Your Business Improvement District

AUGUST 2017 Issue

### Promotion

#### #CelebrateNorthampton

Northampton town centre BID is working with Northampton Borough Council on a new social media campaign which will focus on, celebrate and promote everything that is great about our town centre. Businesses and members of the public will be able to get on board the campaign on Twitter, Facebook and Instagram too – sharing their positive messages and things they love and enjoy about the town.

Search for NorthamptonBID on social media and check out our weekly e-newsletters for more updates on this. To be part of this campaign email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) and our Hosts will come and visit you.



#### Discover Northampton magazines

##### Summer 2017 Edition

The BID's glossy summer magazine is out now and is being delivered to 34,500 targeted addresses with details of over 70 town centre businesses.

An online version is also available on our website [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk)



##### Be featured in our Christmas 2017 edition

Would you like to promote your business to thousands of homes and businesses across Northamptonshire this festive season – at no additional cost? Our Discover Northampton town centre magazine – Christmas 2017 edition will be distributed in time for Christmas to encourage extra visitors into the town centre throughout the festive season, for shopping, eating, drinking, entertainment and more.

All we need from you is:

- **TEXT** – a description of your business and any festive events, promotions or special offers you have planned. We recommend submitting around 100 words (150 maximum) but please be aware that all submissions will be edited to fit the magazine's style.
- **IMAGE** – a high-res photo (no logos please), to illustrate your business and/or festive offering, ideally in jpeg format with a minimum resolution 1600 x 1200 pixels. It is recommended that you take a photo of products or items you stock, the inside of your office or shop, or anything else that shows your service.

We have already had extensive interest in this publication so please email your submissions and ideas to [promotion@northamptonbid.co.uk](mailto:promotion@northamptonbid.co.uk) by **Friday 29th September 2017**



#### Save the Date

**Wednesday 1st November, 6-9pm**

##### Town Centre Summit

Park Inn, Northampton

- hosted by Northampton town centre BID

*Printed invitations for all town centre businesses coming soon.*

### Meetings

#### Annual General Meeting

Northampton town centre BID's AGM will take place on **Thursday 21st September 3pm** at the Royal and Derngate Theatre.

It is open to all businesses located in the BID area, who are fully up to date with their levy payments.

Hear what the BID has achieved, find out what we have planned for 2017/18, and meet the BID team.

#### BID open meetings

These monthly meetings are held on the fourth Wednesday of every month in the morning and afternoon and give businesses the chance to share ideas and have a say on Northampton town centre BID projects.

The next BID open meeting will be on **23rd August** at the BID Office, 2nd Floor, Town Centre House.

Businesses can choose to attend at 9-10:30am or 5-6pm.

## Events

### Northampton Music Festival

Northampton town centre BID was a lead sponsor of Northampton Music Festival 2017 - an event which saw almost 5,000 extra visitors flock into the town centre to celebrate and enjoy Northampton's rich music culture.



The BID was also instrumental in the development of the new Business & Arts Village on the Market Square at this year's festival - a new area where local artists, businesses, museums, food outlets and other local organisations promoted their offers and services to festival goers.



## Promotion

### #Indieretail campaign

The BID has been promoting independent retailers and businesses on its Instagram, Facebook and Twitter channels throughout July, and tying some of this in with the national initiative - Independent Retailer Month.

There was a great response, with the Hosts taking pictures of over 30 shops and businesses and sharing their details using #indieretail, #indiemonth, #indieretailer or #indieretailermonth hashtags.



### Mystery shoppers

The BID is working on a mystery shopping project to identify, enhance and recognise excellent customer service in Northampton town centre.

Up to 100 town centre retail and day time businesses will receive mystery shopping assessments over September, October and early November.

Participating businesses will be able to receive feedback either on a one-to-one basis or by group.

There will also be an award ceremony to celebrate the best in customer service held in 2018.

If you would like to be included in this project please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

## Street Circus

### Saturday 30th September

The BID's new Street Circus will be visiting our town centre for one day only this September.

Taking place on the Market Square and All Saints Piazza, the streets will be brought to life with a selection of walkabout circus acts for all the family to enjoy. There will be spectacular displays by professional acts who are all well-known performers in Covent Garden and at Edinburgh and Glastonbury festivals.



## Cleaning

### Targeted clean and litter bins

In 2017, Northampton town centre BID has undertaken additional targeted cleaning on Gold Street, College Street, The Drapery and Sheep Street.

Over the next three months cleaning will also be performed on Abington Street, Bridge Street, Dergate, Dychurch Lane, Castilian Street, Hazelwood Road and St Giles Terrace.

Street cleaning falls within the remit of Northampton Borough Council but the BID has opted to undertake additional cleansing over and above the baseline statutory service.

The BID will be arranging the installation of 10 new litter bins in August and September to provide more options for visitors to dispose of litter



# Northampton Town Centre Ltd

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