

What is DISCOVER northampton?

Northampton Town Centre has the charisma of a traditional market town combined with the facilities and appeal of a modern city.

'DISCOVER northampton' is an initiative set up by Northampton BID to promote the town centre as an interesting, vibrant and desirable place to work, live and play.

The aim of this three-part campaign is to encourage people to support local businesses within the BID area and showcase all that Northampton Town Centre has to offer.

For more information on the BID visit:
www.northamptonbid.co.uk



This is a BID initiative at no additional cost to BID members, just additional benefits.

For more information or to find out about how you can get involved, attend the DISCOVER each other event on Monday 16th July 2012 at Borjia Bar, Castilian Street Northampton.

All BID members will be sent an exclusive invite to this event.

www.northamptonbid.co.uk


northampton
TOWN CENTRE BID
your northampton - altogether better



DISCOVER
northampton



Phase 1

DISCOVER each other

Monday 16th July 2012

'DISCOVER each other'. In Phase 1 the BID will host an event encouraging local businesses in the town centre to meet in the new and exclusive Borjia Bar, Castilian Street.

This business-to-business event is much more than simply awareness, it's about **working together**, and businesses helping to promote each other.

The event is an informal opportunity for businesses to 'buddy' with a complementary business and for each to proactively promote their 'buddy' to their customer base through recommendation. It is also an opportunity to learn in detail what **DISCOVER northampton** is all about.

The greater the attendance, the more BID buddies to be made, so pop along and find out more.

All BID members will receive an official invite to this event.



Phase 2a

DISCOVERING the difference

September 2012

Northampton Town Centre has a lot to offer, much of it undiscovered by many of Northamptonshire's residents.

'Discovering the Difference' will focus on businesses within the BID area.

This phase will see the launch of a new street guide to promote businesses within the town centre. It will highlight areas of interest and clearly identify businesses within it. As well as a map there will be a series of themed leaflets produced to showcase what Northampton has to offer within the BID area.

The leaflets will highlight:

- Fashion and beauty in Northampton
- Eating out in Northampton
- Socialising and entertainment in Northampton
- Professional Northampton
- Individual and interesting Northampton

The launch of the street map and leaflets is due to take place this September.

Phase 2b

DISCOVERING the beauty

September 2012

There is a lot of art and beauty in Northamptonshire that is undiscovered too, much of it represented by local artists and photographers.

In co-operation with local arts groups the BID businesses will have the opportunity to support the works of local artists and photographers. The 'Discovery Trail' will showcase their works in window displays in local businesses in the BID area.

With the support of BID businesses and local artists this will create significant awareness and interest for both the artists and retailers. We hope that this brings new customers into places they may otherwise never have visited.

Phase 3

northampton DISCOVERED

Monday 1st October 2012

The **DISCOVER northampton's** Grand Finale '**northampton DISCOVERED**' will take place on Monday 1st October 2012.

A one-day event at the Royal and Derngate Theatre will bring together all the elements of the campaign in an interesting, informative and visual exhibition.

Businesses will have the opportunity to exhibit in the concourse of the Theatre with zoned areas for:

- Fashion and beauty
- Eating out
- Socialising and entertainment
- Professional
- Individual and interesting

Businesses will each have a single podium to creatively display their business.

This event will be open to the public.

Later that day, an evening of fashion and beauty will take place, showcasing the best of Northampton's fashion and beauty scene, demonstrating the energy and vitality that lies within our town – now, hopefully, discovered!

Tickets for this event will go on sale early September and will be available from the Royal and Derngate Box Office.

