

Northampton TOWN CENTRE BID

For the businesses by the businesses

Your Business Improvement District

December 2017 Issue

Welcoming Rob Purdie, new Executive Director for the BID

Welcome to Rob Purdie, who has joined our Northampton town centre Business Improvement District (BID) team.

Rob, who has been recruited as the BID's new Executive Director, will work alongside pfbb UK, Chris Barker, the BID Project Manager for Northampton town centre, and the BID's two town centre Hosts Kimberley Herbert and Matthew Crawley-Alexander, to support the Board in delivering the BID Business Plan.

Northamptonshire born Rob, who joined the BID team at the start of December 2017, said: "I look forward to working closely with town centre businesses and the BID team to fully understand and tackle the challenges and issues faced not just here, but across all town centres in the UK".

"My job will be to build on the great things that are already happening"



**Rob Purdie, new
Executive Director
for the BID**

He added: "I passionately believe in the enormous potential our town centre has to become not only the biggest, but the best in the country and I look forward to combining my commercial and public sector experience with my knowledge of the local area to develop projects that will help our town centre grow and thrive."

Rob has a 30-year career in corporate sales and marketing strategy and has previously held senior positions at Granada, Pirelli and Carlson Marketing. He is managing partner of business and marketing management consultancy, Alchemetrix Ltd, and has held several non-executive directorships - at Northamptonshire Enterprise Partnership, Northamptonshire Chamber, River Nene Regional Park and EMB Group. He has also been involved in the



New BID team, L-R: Kimberley Herbert, Chris Barker, Rob Purdie and Matthew Crawley-Alexander

Northamptonshire Library Plus Trust, Federation of Small Businesses and 'Made in Corby', a project funded by the Arts Council.

Brendan Bruder, BID Director and Managing Director of AbbeyRoss Ltd, was part of the BID team that led on Rob's recruitment. "Rob is very inclusive, a good communicator, and is well known and liked. His commercial know-how and public sector background will bring a fresh pair of eyes to the challenges the BID faces," said Brendan. "His role will be to build on the platform that is already in place, and work closely with businesses and key partners to raise the profile of the BID and identify investment opportunities to leverage funding into the town centre. Rob is from Northamptonshire, shares our passion for the town centre and will play a pivotal role in its future. We are confident that his influence will be seen both within and beyond the town's boundaries, right across the business spectrum, and we wish him a warm welcome as he hits the ground running."

Town centre businesses are invited to meet Rob and the team on Wednesday, 31st January, at either 9.30am or 5pm. Both meetings will be held at the BID offices which are on the second floor of Northampton Town Centre House, 78 Mercers Row, Northampton, NN1 2QL.

If you would like to meet Rob before then please email the BID office: info@northamptonbid.co.uk

Your BID

For the Businesses by the Businesses

www.northamptonBID.co.uk

Festive Golden Ticket prize draw - encouraging customer loyalty and footfall

Northampton town centre BID's Golden Ticket prize draw is back and four lucky winners have already walked away with £250 of vouchers to be spent here in our town centre – that's £3,000 of vouchers to be awarded in total.



The free festive draw is all part of the BID's objective to increase footfall in the town centre in the run up to Christmas and there are two draws left, so please encourage your customers and clients to enter.



Like, share and retweet our fun promotional videos with MOOCH, The Dressing Room, Royal & Derngate panto star, Jaymi Hensley, Daniel Granger Hairdressing, 78 Derngate and The Plump Partridge on Northampton BID's social media channels too. And we would love to see your Golden Ticket pictures – don't forget to tag @NorthamptonBID in.

The next two draws are on 9th and 16th December.

For details of where the post boxes are located and terms & conditions visit

www.northamptonbid.co.uk/christmas

All lit up this Christmas - making our town look festive

The BID has funded extra Christmas lighting in Northampton town centre

Nineteen additional Christmas motifs are now in place to add to and complement those lights and Christmas trees installed by Northampton Borough Council and town centre businesses.



Among the locations you can find the festive motifs on street lamp columns in College Street, Bradshaw Street, Wellington Street, St Giles Terrace, Kingswell Street, Bridge Street and at the top of Guildhall Road.

Christmas Magazine is out now

You will have seen our popular Discover Northampton town centre magazine is out now and has been distributed to tens of thousands of homes and businesses countywide.

The Christmas edition aims to celebrate and raise the profile of the diverse range of businesses in Northampton town centre, and to encourage more visitors and shoppers in the lead up to and throughout the festive months.

Thank you to the 78 businesses that contributed free-of-charge in the glossy magazine.



Northampton Town Centre Ltd

Citizens Advice Bureau Offices, 2nd Floor Town Centre House, 7-8 Mercers Row, Northampton NN1 2QL

T 01604 837766

W www.northamptonbid.co.uk

E info@northamptonbid.co.uk

f www.facebook.com/NorthamptonBID

t @NorthamptonBID

i NorthamptonBID