



PRESS RELEASE

Celebrating independent businesses in Northampton town centre

1st July 2017: Northampton town centre Business Improvement District (BID) is proud to be supporting local independent retailers throughout July as part of the national campaign - Independent Retailer Month.

Northampton BID hosts will be taking pictures of independent shops in Northampton town centre and promoting their details via its social media channels throughout the month to celebrate local shops and the important role they play within the town and economy.

This campaign is also open to other BID levy paying independent businesses, cafes, restaurants and professional services too.

Northampton town centre BID director, Alan Harland, said: "The BID always welcomes opportunities to showcase our unique attractions and the town's mix of established and new independent retailers provides an offer that we are proud to promote.

"Our businesses are encouraged by the number of people who recognise that the support of the independent sector is a major factor in securing the growth of our business community, and the wider local economy."

The Independent Retailer Month initiative is nationwide, and aims to encourage UK consumers to support local independent retailers and businesses.

You can get involved in Northampton BID's social media campaign by following the Facebook page - /NorthamptonBID, Twitter account - @NorthamptonBID, and Instagram account - @northamptonBID. and by using the following hashtags where possible in any tweets and posts.

#Northampton
#towncentre
#indieretail
#indiebusiness
#IndieMonth
#indieretailer
#indieretailermonth

If a business located in the BID area wishes to be featured in the campaign then please contact the BID project offices on 01604 837766 or email info@northamptonbid.co.uk.

For more information on national Independent Retailer Month, please the website www.independentretailermonth.co.uk.

Notes to Editors

Northampton town centre Business Improvement District (BID) Northampton town centre BID was officially launched in 2011 following a successful vote by businesses to make Northampton town centre a designated Business Improvement District. The BID status was renewed in October 2015 for five more years until 2020. A BID is a defined area where the rate-paying businesses decide on improvements to their area, they then vote on the plans and agree to invest in the delivery of activities which directly impact upon their business turnover and profit. This money is then ring-fenced to provide the improvements agreed through the BID plan and can be used to generate other revenue to boost the pot of money available to deliver the plan. Business representatives in Northampton have developed a five year action plan around the key objectives of promoting the area. pfb UK is a specialist BID Project Management company which develops and manages a wide range of Business Improvement Districts across the UK including town centres and industrial estates.