



## PRESS RELEASE

### **Northampton BID works with Council to fill empty shop units in town centre**

*June 2014*

The Northampton BID has successfully supported a new business to move into an empty unit in the town centre.

Mother and daughter duo Helen and Christina Dawson have opened their new barber shop 'Just4Men' in Market Walk having received support and guidance from the town centre BID team.

This support complements and reinforces a new £250,000 Business Incentive Scheme launched in April by Northampton Borough Council. The council scheme has already made grants available to five businesses and three vacant town centre units have now been filled – the former News Café in Fish Street will be reopening as Café Creperie, the Drapery will host The No. 48 Café and St Giles Street will be home to the town's first confectionary and dessert parlour, The Magic Bean Emporium.

Michael Dawson, who supports his wife Helen with their new barber shop, commented: "We were put in touch with Northampton BID by the manager of Market Walk who supported us by helping us locate ourselves in a previously empty retail unit in the shopping centre. Northampton is a wonderful place to be based and we plan to be here for a very long time."

Brendan Bruder, a Director of Northampton Town Centre BID said: "When businesses first voted for the town centre to become a BID back in 2011 a key objective agreed upon was to tackle vacant units. It is really great that the council have launched their new initiative, announced in April, and it is important that the BID plays its part in addressing the challenges of empty retail shops.

"It is important for neighboring businesses not to be surrounded by empty units. Addressing the challenge of vacant units in Northampton helps increase footfall, improve the presentation of the shopping centre and provides a service of use to people in Northampton."

For more information about the Business Incentive Scheme, or to find out how to apply for funding please contact Northampton Borough Council's regeneration team on 01604 837078.

To find out more about Northampton Town Centre BID, please contact the BID office on 01604 837766 or [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk)

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### **About Northampton Town Centre BID**

The Northampton Town Centre BID was set up in 2011, when Northampton businesses joined forces to vote on their priorities and pay a levy fee to make a real difference to the town centre. The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit.

Its three key aims are:

- **MANAGEMENT:** Improved daily management of the town centre, with a focus on cleanliness and safety.
- **PROMOTION:** To raise our town centre's profile through coordinated marketing and promotion.
- **VALUE FOR MONEY:** To develop and procure services to deliver cost and carbon savings.