



PRESS RELEASE

Meet our new Northampton town centre Hosts

10th November 2014

Two newly recruited Northampton town centre Hosts are patrolling the streets from this week – thanks to the Northampton Town Centre Business Improvement District (BID).

Kimberley Herbert and Matthew Crawley-Alexander have been recruited by the BID to act as a first point of call for town centre businesses and visitors. The duo are now on hand to liaise with the businesses, to provide information and support to shoppers, and to help the BID achieve its overall business plan objectives, which include ensuring we have a cleaner, safer and more secure town centre.

In the lead-up to Christmas the Hosts will also be promoting the BID's Golden Ticket Prize Draw, which will see the BID giving away £4,000 of shopping vouchers to lucky shoppers throughout December, all of it to be spent right here in the town centre.

The Northampton Town Centre BID is made up of resident businesses which pool an annual levy to fund initiatives, events and projects identified as priorities by the businesses themselves in the BID Business Plan.

Russell Hall, the BID Board Champion for the Hosts said: "Having our new Hosts on board, who will look after and support both businesses and shoppers, is excellent news for Northampton town centre. The recruitment of Hosts is one of the BID priorities as businesses wanted this visible uniformed presence to enhance the experience for visitors.

"Our friendly duo have been thoroughly trained by the BID team and will be on hand to help with everything from shopper dilemmas and directions through to business requests, support and emergencies. Please don't hesitate to introduce yourself to Kimberley and Matthew."

Kimberley and Matthew, decked out in a BID branded uniform, will work in shifts, covering the streets Mondays to Saturdays, 9am to 5pm.

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