



PRESS RELEASE

Looking good: Northampton town centre gets a new look with shop window vinyls

13 July 2015 – Vacant shop windows in Northampton town centre are getting a new look – thanks to vinyls designed and produced by the Northampton town centre Business Improvement District (BID).

Premises across the town centre are being brightened up with vinyl cover-ups which are designed to spruce up unsightly locations whilst also promoting town centre activities

The vinyls are themed to represent the shopping, food and drink, historical experience, arts and culture in Northampton. They each have a cut out port hole designed into the vinyl to let light into the units and also enable potential interested parties to peek into the shops to see the space available.

The Northampton town centre BID would now like to hear from landlords and agents who are willing to give the BID permission to dress their empty units with window vinyl's whilst waiting for new tenants to move in.

If you are interested please contact Chris Barker from the BID team at info@northamptonbid.co.uk or call 01604 837766.

This vinyl project is part of a series of BID activities to make a visible difference to the town centre.

Picture caption:

A new-look at 13 Market Square, the first of a new sets of window vinyls planned for the town centre this summer.

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