



PRESS RELEASE

Northampton town centre is selected for prestigious high street regeneration scheme

22nd July 2015

Northampton has have been named among 34 towns and cities in the UK set to benefit from a programme designed to increase footfall, stimulate job creation and reduce the number of vacant properties in UK high streets.

The town centre, a Business Improvement District (BID) for over four years since resident companies voted YES to pooling an annual levy and funding a host of improvements and projects, has this month been hand-picked for the prestigious Business in the Community's Healthy High Streets programme.

Jessica D'Aulerio, Chair of Northampton Town Centre BID and owner of town centre print firm Tangerine Red, said: "As a Business Improvement District we are already committed to working together to create a thriving, vibrant town centre for our businesses, shoppers and visitors. Being hand-picked for this programme means we will now receive a bespoke package of support, including access to skills and expertise, and dedicated 'high street champions' from supporting businesses.

"As part of the programme Business in the Community will work with retail store managers in the town getting them involved and working on projects in-line with the BID business plan and helping with the process of renewal of the BID."

The Healthy High Streets programme was first launched in June 2014 and is backed by many of the UK's most popular brands including founding partners Boots UK, the Co-operative Group, Marks & Spencer and Santander.

The programme is designed to increase footfall by 10 per cent, reduce the number of vacant properties by 20 per cent and stimulate the creation of new jobs in 100 towns over three years.

In its first year, the Healthy High Street programme has brought support and resources worth £9 million from its corporate partners into high streets.

www.northamptonbid.co.uk

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