



PRESS RELEASE

It's a YES – Northampton town centre businesses celebrate

30th October 2015: Businesses in Northampton town centre are celebrating following today's announcement that the YES vote has been achieved for the Business Improvement District (BID) securing £1.5million of funding for the town centre.

The result, announced today, follows in depth interviews, surveys and workshops with town centre businesses to develop the BID proposal and business plan which went to the month-long ballot during which town centre businesses were asked to vote on whether to continue as a Business Improvement District (BID) from 2016.

69% of votes cast voted in favour of the BID by total number of businesses, and 62% of votes cast voted in favour of the BID by Rateable Value. There was a 31% turnout.

Following the yes vote the town centre's new Business Improvement District will commence on 1st January 2016. Businesses will pay an annual levy and this collective pot of around £1.5million will be ring fenced and invested in the town centre over the next five years.

Jessica d'Aulerio, chair of the Northampton town centre BID and owner of town centre print business Tangerine Red, said: "This is superb news for Northampton town centre and a huge congratulations to all the businesses which rallied and joined forces to ensure we secured today's yes vote. Our new BID will be led and driven by the businesses themselves and this funding and commitment of collaboration will enable us to build on the town centre's unique strengths and assets."

The new BID will focus on three areas, each prioritised by town centre businesses during the extensive consultation leading up to the ballot. These are:

- To build on the assets of Northampton town centre as a destination and as a place and develop an identity which sets it apart from other towns and cities.
- To increase the awareness of all the different parts of the town centre and encourage people to explore and discover all that Northampton town centre has to offer.

- To encourage growth, development and investment of businesses which complement and build on the strengths of Northampton town centre.

Planned activities and Christmas promotions will continue apace over the next couple of months, as the BID's first term draws to a close.

The new BID's vision, laid out in the new business plan, is: 'To develop the town centre into a quality destination with a clear identity, which provides opportunities for good quality retail niches, specialists and independents, which respects and nurtures its professional services, celebrates its attractive, diverse leisure and cultural offer, builds upon the town centre's heritage and looks to the future.'