



## PRESS RELEASE

### **Inaugural months a success for new town centre hosts**

Since taking up their roles as the new Northampton BID hosts, Matthew and Kimberley have clocked up over 1,000 hours of patrolling the town centre, meeting businesses and helping visitors.

The duo joined the BID in November 2014 to help communicate information on BID projects, give support and direction to shoppers and to report street care issues to Northampton Borough Council and Northamptonshire County Council for action – all as part of the BID’s Town Management objective to ensure a cleaner, safer and more secure town centre.

They have since visited over 700 town centre businesses, sharing information on the Business Improvement District and generating involvement in the BID’s events and publications, and helped many visitors find their way through the town centre. In the run-up to Christmas, the BID hosts provided crucial support on the highly popular Golden Ticket campaign, delivering 16,000 Golden Ticket vouchers to businesses across the town centre. They have worked with the St Giles Quarter business group on its Winter Wonderland evening, which was a BID supported project.

Over the coming weeks and months they will continue to engage with businesses to as well as providing outreach to encourage maximum participation in BID publications and events, and to monitoring and reporting street care incidents which need to be actioned.

Jessica D’Aulerio, Chair of the Northampton BID, said: “The personal, face-to-face point of contact that the hosts provide is so valuable. Whether it is giving directions to a shopper or getting valuable feedback on the town centre from businesses based there, they are an ear to the ground throughout the week and a visible source of help and support. Matthew and Kimberley have only been in their positions for a few months so there are plenty more businesses to visit, but we would encourage any businesses that haven’t met them yet to get in touch to arrange a time for the hosts to drop in.”

Kimberley and Matthew patrol the town centre in shifts, Monday to Saturday, 9am to 5pm.  
If you would like the hosts to visit your business, please email  
[hosts@northamptonbid.co.uk](mailto:hosts@northamptonbid.co.uk).

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