

PRESS RELEASE

Supporting independents this Christmas

7th December 2016: Northampton is bursting with independent businesses – with independently owned shops, boutiques, cafes, restaurants, gift shops, professional services and venues dotted throughout the town centre.

We have linked up with the Chronicle & Echo this month to support its ‘Spend a Tenner’ campaign, which urges shoppers to visit and support independently owned businesses.

Here are a few quotes of support from our directors and town centre businesses:

Nikki Cooper, manager of **Bonds The Jewellers** in St Giles Street, said: “We are proud to say that this Christmas is our 23rd in Northampton town centre. We attract customers from far and wide and along with our neighbouring and thriving independents we offer great choice, value and service and have new ranges that are proving really popular this Christmas, including Les Georgettes and Anais.

“This Christmas we are supporting the BID’s Golden Ticket campaign, an initiative that will see eight shoppers win £500 of shopping vouchers each, every penny to be spent with local businesses and at least half to be spent at independently owned ones.”

Jonathan Williams runs **Montague Jeffery** on St Giles Street with his sister Sally Anne. He said: “Our great grandfather Montague opened the business 115 years when he was only 19, first in Wood Hill and then later he moved the business to St Giles Street. We moved into our current premises in 1932, I’ve been here 36 years, my sister 28 years and our grandfather before us was here 50 years – so we have a bit of catching up to do. Montague’s three brothers ran a fabulous furnishings store called Jefferys in Gold Street which I remember visiting in my early teens before it closed in the late 70s.

“So, running a business in Northampton town centre is in our blood and we continue to thrive. Montague used to say ‘Quality is remembered long after price is forgotten’ and that is something we adhere to even today. We stand apart from the high street chains with a personal service and by always trying to stock something that little bit different – quirky, with a twist, that will give us a little edge.”

Gretchen Larkin, owner of **Bohemian Finds** in Market Walk shopping centre, said: “Step inside my store and you will find a treasure trove of vintage inspired 40’s & 50’s clothing, with everything from shoes and belts to fascinators and handbags. I’m proud to have a unique store, one that isn’t replicated country wide, one that you can only find if you shop local and visit Northampton town centre. I’d urge shoppers to think local and support stores like mine this Christmas.”

Jessica D'Aulerio, Chair of Northampton Town Centre BID, said: " We are delighted to be backing the Chronicle & Echo's Spend a Tenner campaign and are wholly committed to supporting our diverse range of independently owned businesses in Northampton town centre.

"Golden Ticket, our Christmas campaign, is all about encouraging people to shop local and to discover and explore the diverse range of businesses we have here. One of the stipulations of Golden Ticket is that all our winners must spend half their winning vouchers in independently owned businesses - shops, boutiques, salons, cafes, restaurants and bars. This is part of our commitment to ensuring we support all our shops, venues and businesses, not just the big names during this peak, festive period."