



PRESS RELEASE

Northampton Town Centre BID appoints business owner its new Chair

September 15th 2014

Northampton Town Centre Business Improvement District (BID) has entered a new phase of development with the appointment of local business owner Jessica D'Aulerio as its Chair.

Jessica, who owns Guildhall Road's Tangerine Red, a design and print company, has been a Director of the BID board since 2013 and has now stepped up to lead the BID and ensure it meets its objectives over the coming 18 months.

Jessica said: "I am passionate about ensuring Northampton's town centre is vibrant, busy and thriving and chairing the BID will put me at the very heart of this activity.

"When starting my business in 2012 one of our reasons for setting up in Northampton Town Centre was the presence of a BID. Like fellow town centre businesses, I want value for money and to ensure we meet the initial objectives voted for, including cleanliness and safety, marketing and promotion for the town centre and services which can save money for all the businesses located here.

"We have a fantastic town centre, with lots to offer visitors and residents, so I am excited to be working with my fellow board members, all of us volunteering our time, to support resident companies and ensure Northampton's town centre and all those businesses based here thrive and prosper."

Northampton Town Centre BID was first set up in 2011, when businesses joined forces to vote on their priorities and pay a levy fee to make a real difference to the town centre. The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit.

Some of the BID's most recent activities include summer events, Northampton in Bloom and a Food and Drink Festival. Jessica and the BID team are now planning for Christmas, to ensure Northampton town centre businesses maximise on the festivities.

Jessica replaces Neil Bartholomew, who stepped down as Chair at the BID's recent AGM.

To find out more about the BID and future activities planned, or to express an interest in joining the board of BID Directors, please contact Chris Barker, info@northamptonbid.co.uk

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About Northampton Town Centre BID

The Northampton Town Centre BID was set up in 2011, when Northampton businesses joined forces to vote on their priorities and pay a levy fee to make a real difference to the town centre. The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit.

Its three key aims are:

- **MANAGEMENT:** Improved daily management of the town centre, with a focus on cleanliness and safety.
- **PROMOTION:** To raise our town centre's profile through coordinated marketing and promotion.
- **VALUE FOR MONEY:** To develop and procure services to deliver cost and carbon savings.