

BID spotlight on town centre businesses

The spotlight will shine on town centre businesses in Northampton this year, as the Northampton town centre BID funds features in the town’s weekly newspaper, the Chronicle & Echo.

These features are designed to showcase the broad range of food and drink, retail, professional services and leisure businesses based here in Northampton town centre. We will feature a different area of the town centre each month and we are now inviting all town centre businesses to send us their stories and photos – for us to adapt and include in these features. A separate feature in September will be placed in the Business Times to showcase professional services businesses.

Month of publication	Business area to be featured	Deadline
March	East Gate and Abington Street, including businesses on Abington Street up to the Grosvenor Centre entrance	Feb 29 th
April	Businesses inside Market Walk and the Grosvenor Centre, and towards the bottom half of Abington Street	April 4 th
May	College Street, Gold Street and St Peter’s Way	May 2 nd
August	Cultural Quarter	July 22 nd
September	Entire BID area – professional services businesses only	July 1 st
September	Market Square, Drapery and Sheep Street	Sept 12 th
October	Bridge Street and evening economy businesses	Oct 3 rd

To be included in one of our BID features please email a paragraph of text (up to around 100 words) about your business and a high-res jpeg photo (ideally no logos or text on the picture – we prefer photos of spokespeople, business premises or products) to promotion@northamptonbid.co.uk.

In the subject box please write your business name and the month you are submitting your content for.

In June 2016 we will be running a feature on the Northampton Music Festival and in August we will feature the BID’s Artists Trail.