



BID news

SPRING 2012 - ISSUE 1

YOUR NORTHAMPTON - ALTOGETHER BETTER

WELCOME

Spring is on the way signalling new beginnings and fresh opportunities. This new quarterly news bulletin will ensure that every business within the Northampton Town Centre Business Improvement District (Northampton BID) receives regular information on the exciting work that the BID is undertaking on your behalf and other events that are happening in your town centre.

The vitality of Northampton town centre is growing as businesses work together. In contrast to other areas of the country, our town centre footfall is increasing. As new businesses open in the town, we see some business premises being vacated. This is a challenge that we are actively addressing through a wide range of coordinated initiatives.

If you would like to talk to us about any of the items raised in this newsletter please contact us at info@northamptonbid.co.uk or find us on Facebook at Northampton Town BID or on Twitter @NorthamptonBID

**Looking forward to seeing you soon
Northampton BID Team**



Northampton By The Sea, 25 July to 2 August 2011

BID ACHIEVEMENTS IN 2011

Northampton BID supported and delivered an exciting range of projects in 2011 from Northampton in Bloom to a seaside on the Market Square, increasing visitor numbers and improving perceptions of the town centre.

Northampton achieved the Gold Award and City Category Winner in the 2011 East Midlands in Bloom regional competition. The town has been chosen to represent the East Midlands in the national Britain in Bloom competition this year. We would like to thank all the businesses that took part and look forward to you all being involved in Bloom 2012.

Many businesses also helped the town become more festive last year with over 120 wall mounted Christmas trees and lights.

The BID has been involved with many other projects including:

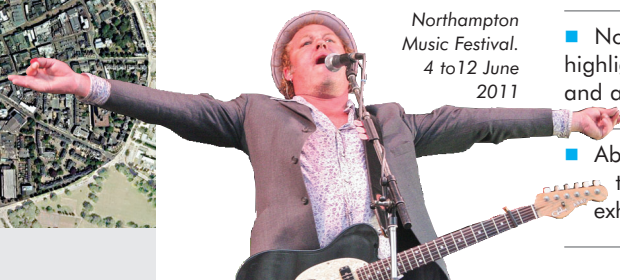
- Northampton by the Sea – which saw a beach created for the Market Square encouraging families from across the county to visit our town centre
- Northampton Riverside Festival – which celebrated 250 years of the River Nene and attracted over 6000 visitors to Becketts Park and the riverside
- Northampton Music Festival – highlighting the music scene in and around Northants
- Abington Street played host to the national open-air exhibition, Tarnished Earth

- The introduction of a loyalty card scheme
- Vinyl window displays on vacant shops making them more attractive. We plan to deliver more vinyl displays this year.
- Providing two additional PCSOs for Christmas and the New Year
- A dedicated Christmas website to inform visitors of events in the town centre

Northampton Riverside Festival, 7 August 2011



Northampton BID area



Northampton Music Festival, 4 to 12 June 2011

INSIDE



**NORTHAMPTON IN BLOOM
HANGING BASKETS**

Pre-book yours for 2012
PAGE 2

LOVE
NORTHAMPTON
www.lovenorthampton.co.uk
#lovenorthampton

**LOVE NORTHAMPTON
NEW WEBSITE**

Northampton Promo Guide
PAGE 2

**WHAT
THE
TRADERS
SAY**
PAGE 4

PRE-BOOK YOUR 2012 BLOOM BASKETS NOW

This year, the town's floral containers will be provided by Moulton College Garden Centre. Watering and maintenance will be carried out K&J Hird, another local company.

For those businesses with existing brackets, baskets can be hired for a discounted rate of £20 plus VAT. To enable more businesses to join in and improve our street scene this year, we will provide hanging baskets including bracket and fitting for £45 plus VAT per unit.

To reserve your hanging baskets email info@northamptonbid.co.uk or call Julie on **01604 837766**.



SPOTLIGHT ON:



The University of Northampton has been named as the Midlands Enterprising University of the Year at a recent awards ceremony, in recognition of its work with social enterprise.

The honour was awarded at the Midlands Business Awards in recognition of outstanding performance from a university or university department, promoting

entrepreneurship and social enterprise.

A further boost for the town centre is on the horizon. The University of Northampton is planning to build student accommodation on the St John's car park site, close to the Royal & Derngate.

It is estimated this will generate an extra £2.9 million a year for the town's economy.

LOVE NORTHAMPTON CAMPAIGN



A new website providing information on Northampton's heritage, culture, sport, theatre, events and music launched on Valentine's Day. This website is a one-stop shop for visitors and shoppers and enables Northampton businesses to promote themselves as part of the town's wider offering.

Numerous private and public organisations including Northampton BID, Northampton Borough and County Councils, Northamptonshire Enterprise Partnership, Saints Rugby Club, Cobblers Football Club and Royal & Derngate have worked in partnership to launch the campaign to promote the town.

To place a business offer For **FREE** or have your business listed please contact info@northamptonbid.co.uk or call Julie on **01604 837766**.

To find out more visit: www.lovenorthampton.co.uk



CRIME UPDATE



The Northamptonshire Police Central Sector Safer Community Team in Northampton has realigned to link in with the BID boundaries.

In partnership with the BID, the Police have agreed to set three policing priorities each quarter in conjunction with the town centre community and Northampton BID. Current priorities are:

1. Street drinking / begging
2. Safer shopping
3. Cycling related issues

From November to January, Northampton BID sponsored two PCSOs to increase police visibility and reduce the risk of anti-social behaviour in the town centre. This delivered the following additional benefits:

- 73 individuals had alcohol seized after being found drinking in the street
- 54 people were dealt with for cycling in pedestrianised areas
- 30 individuals were detained for offences including shoplifting, criminal damage and drunkenness
- Crime prevention advice was provided to several businesses
- People begging/rough sleeping were moved on 45 times and evidence gathered to deal with repeat offenders
- Proactive patrol of the town centre

HOW TO GET INVOLVED WITH THE



BID projects are funded by businesses paying the BID Levy so it is important that as many town centre organisations as possible get involved and share ideas.

Businesses from all sectors are welcome and we would especially like to hear from Estate Agents, Night Clubs, Restaurants, Cafes, Newsagents and Retailers across the town centre.

Typical involvement would include attendance at monthly meetings held in the town centre, providing input, sharing experiences and helping to encourage wider project involvement within your business area.

Please contact us at info@northamptonbid.co.uk or call Julie on 01604 837766 if you would like to come along to a meeting or have anything you would like to share.

PARTNERSHIP POWER

Partnership is key in making Northampton the destination of choice for visitors, shoppers and investment. Over the last year, the Northampton BID has worked in partnership with multiple agencies, Northampton Borough Council, Northamptonshire County Council and others to deliver a range of improvements for our town centre.

In 2012, we will continue to develop these partnerships to ensure we build on our momentum for change.

We will work with the Police to ensure visitors to the town feel safe during the day and at night.

We will work with partners to deliver events in our town centre to increase visitor footfall and improve the town centre experience.

We will enhance the street environment through improved cleaning and street furniture, better signage and empty unit vinyls.

We will seek partners to work with who will offer our businesses better value for money opportunities.

We will continue to work with other town centre stakeholders such as Northampton Borough and County Council to promote the wide range of attractions our town centre offers.

VALUE FOR MONEY

Excellent rates have been negotiated with A Day Recycling Group Ltd for all town centre businesses within the BID area. Collections are made in 240, 660 and 1100 litre loads, there are no hidden costs or charges for bin rental or duty of care and we capped prices until April 2012.

A new partnership with an independent insurance broker will soon be offered to BID businesses. We have negotiated an exclusive premium - savings of up to 15% on a range of business insurance products. Full details on this offer will be circulated shortly.

To find out more please email info@northamptonbid.co.uk

WHAT TO LOOK OUT FOR IN 2012

A wide range of exciting activities will be taking place in Northampton throughout 2012 including:

- Northampton in Bloom
- Safari Northampton
- Torch Relay through the Town Centre
- Lady Godiva Parade
- Sponsored PCSO for the Town Centre
- Two Town Centre Rangers in partnership with NRCI
- Northampton's Enterprise Zone will begin actively marketed
- A range of cultural events to mark the Olympics
- Royal & Derngate plan to open a new art house cinema in September
- The town centre marina will develop additional moorings

'WHAT'S ON' BUSINESS TRAINING

To find out how to promote your event for FREE please come along to one of our drop in business training sessions to be held between 12 and 2pm on 8th, 9th and 10th May at the Royal & Derngate.

BUSINESS FOCUS INTERVIEW

This month we chatted with Paul Haynes, the new Grosvenor Centre Manager.

Tell us a little about your business background...

I have run shopping centres and been involved with town centre partnerships in Luton, Ipswich, Coventry, Leamington Spa, Bury St Edmunds and Taunton.

As the new Grosvenor Centre manager what are your main responsibilities?

To make sure that the centre is safe, clean, well maintained, well promoted and that all administration meets industry legislation. The job involves working in partnership with our tenants and with all parties who have an interest in the centre.

What do you know about the Northampton town centre BID?

I know about the overall principle of Business Improvement Districts in the UK having worked on similar projects elsewhere. I am delighted Northampton has a BID because I believe in the concept of businesses guiding how town centre operational funding is spent for the benefit of all in the town.

In your view, what are the challenges that face Northampton town centre today and in the future?

Northampton faces the challenge of making the town centre environment and shopping offer even more attractive in order to attract more visitors from other towns and villages.

What part of Northampton do you like most?

I really like Abington Park and St Peters Church - I also like many of the town centre

buildings such as Nationwide on Mercers Row.

Today in Northampton, what do you think are the main priorities?

I am delighted that the town has an events programme aimed at driving town centre footfall. This is very important as is viewing the town facilities and standards from a customer satisfaction perspective. The priority must be supporting existing businesses by driving visitor numbers into the town centre.

What is your vision for the Grosvenor Centre?

I want the Grosvenor Centre to continue to be the first choice destination for shopping in town and to attract new shop brands that research shows will appeal to our customer base.

Your favourite Northampton restaurant?

Muffin Break in the Grosvenor Centre - a great place to have a break, quality coffee & muffin as is Costa inside and outside of the centre.

Would you like to comment on the new bus interchange and Grosvenor Centre expansion?

I think visitors to Northampton deserve modern facilities to make them feel comfortable, cared for and proud of the town centre environment. I am sure the decision makers will have this at the forefront of their minds when considering development decisions and opportunities.

What three words best describe you?

Passionate, Dedicated, Measured.



HIGH STREET REVIEW

Our roving reporter asked three established independent businesses their views on Northampton's high street. Businesses were asked if they had seen changes in their customer base, what improvements they would like to see on our high street and why a customer should visit them...



**Stewart,
Papa Cinos,
Dychurch
Lane**

"We have seen a decline in footfall in recent years. We host a successful business networking lunch event but most of the clients we used to see regularly are now based in out of town offices.

Ideally traffic could flow more freely through the town. There should be much less presence from traffic wardens and more emphasis on quality evening entertainment. When taking a long-term view, we should review who the town currently attracts and arguably a heavy police presence at weekends only serves to keep the clientele we want to see at bay.

At Papa Cinos, we take great pride in our food. We use the freshest ingredients, serving quality meals in a great atmosphere. In addition to serving business lunches we welcome couples, families and large groups celebrating special occasions."



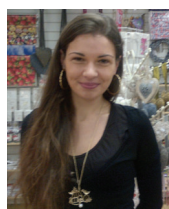
**Steve and
Caroline,
St Giles
Cheese,
St Giles St.**

"We have seen a growth in our customer

base since we began trading 18 months ago.

An emphasis on and protection of independent retail on St Giles street is key for us. It's so important that positive messages get out to the public and that we have quality signage around the town centre so everyone knows how to find us. One of the main issues we are keen to see a change in is parking – we would like a 2 hour option on Giles Street to encourage shoppers to stay, browse longer and ultimately buy.

At St Giles Cheese we place great importance on customer care. Our customers come to us for top quality produce and much of our product range cannot be found elsewhere. We provide a personal, highly knowledgeable service – always delivered with a smile."



**Mike, Bias,
Market Walk
(Photo of Sales
Assistant Soraia
Pereira)**

"I've seen spending habits change as disposable

income has reduced. We have diversified our product range to appeal to a wider range of customers.

We need to fill empty retail units, perhaps reduce rates to attract quality retailers. Our excellent Market Square could help to create a seamless shopping experience across the town by having more specialist markets – more European and international themes.

Bias shoppers experience excellent customer care and a personal service. We also have a diverse and unique range of clothes, shoes, bags and gifts so there is something for everyone."

HIGHWAY IMPROVEMENTS

After a series of meetings and a town centre walkabout to look at areas of the public highway that the BID team felt were in need of attention, the following repair works have been actioned:

- 1) Rocking slabs and pointing on Mercers Row
- 2) Rocking and damaged slabs on the Drapery

The following works will be actioned over the next few months:

- 1) Jeyes Jetty – Damaged York stone slabs will be replaced, cleaning, jetting the gully and re-pointing. (April 2012).
- 2) Painting of signs and posts - Signs, posts and street lights to be repainted from the bottom of Abington Street to Mercers Row, Wood Hill, St Giles Square and the zebra crossing posts on Derngate. (April 2012).
- 3) George Row/St Giles Square/Market Square/Drum Lane/Conduit Lane – Renewing damaged York stone slabs and pointing where required. (April 2012).

MEET THE BID TEAM

The BID is managed by local business people for the benefit of all businesses in the BID area. The BID Board is represented by the following individuals:

Stephen Chown
Chown Commercial (Chair)

Neil Bartholomey
Pubwatch (Deputy Chair).

Alan Harland
Watts Furnishers

Nigel Hartland
Aspers Casino

Gavin Willis
Gavin Willis Art Direction

John Gammidge
John Gammidge Group

Patricia Kempson
Hewitsons Solicitors

Raymond Everall
Naked Hairdressing

Richard Clinton
Royal & Derngate

Sue Roberts
The Mailcoach

Cllr Tim Hadland
*NBC Cabinet Member for
Regeneration, Enterprise and
Planning*

Yvonne Spence
*Voni Blu
Ladies Fashion Boutique*

BID Support Team

Derrick Simpson
Town Centre Manager
Julie Thorneycroft
BID Coordinator

There are five BID working groups meeting on a monthly basis, these are Planning and Strategy, Finance and Administration, Implementation, Marketing and an Environment group.



northampton
TOWN CENTRE BID

If you are interested in joining any of the groups please contact Julie on 01604 837766 or email info@northamptonbid.co.uk for further information

SAVE THE DATE!

This year, Northampton is planning for Christmas well in advance. Please note that the official Christmas light switch on will take place on Thursday 22nd November 2012.

The light switch on will launch a range of activities from traditional Christmas pantomime to Victorian themed displays. Businesses will be encouraged to get involved - it would be a great opportunity for late-night shopping, to ensure the visitor experience in Northampton keeps on getting better

PLEASE PASS THIS NEWSLETTER ON

Please circulate these updates to your colleagues. If you know someone who would like to be added to our distribution list please ask them to contact us on 01604 837766 or email info@northamptonbid.co.uk or download from www.northamptonbid.co.uk/news