

## **Scrutiny Panel 2 – Retail Experience**

### **CORE QUESTIONS**

How can Northampton Borough Council (NBC) further develop partnership working with the town centre business community?

How can NBC support local businesses throughout the development period of any major building projects in and close by to the town centre

How can Northampton's retail experience be supported and the impact of low inflation and the economic downturn be mitigated?

How can the independent retail sector and multiple/larger chains work in partnership to ensure work towards sustaining the viability of the retail sector?

What effective marketing and promotion would benefit the town's retail sector and how do you feel the profile of the town centre could be raised?

How can retailers, landlords, prospective developers and agents develop the town's retail sector?

How can regulations and advice regarding the retail sector be utilised and accessed more by retailers?

What other activities could have a more positive impact on retailers?

How can independent retailers compete with both larger multiples and internet shopping?

What would you like the town centre will look like in 5 years time?

How good are the communication channels from the Borough Council regarding new town centre developments?

What do you feel would enhance the retail experience to attract new visitors / shoppers and increase the number of return visits to the town centre

Has there be any occasion where you have used the Internet to buy any item and why?

Any other comments

### **Additional questions to Cabinet Member (Environment)**

What impact does the following have on the levels of cleanliness in the town centre:

Seasonal variation

Enforcement and legal powers  
Resources available  
Partnership working with local businesses for overall presentation of retail areas  
Guidance available for new shops and businesses  
Positioning of waste bins to encourage use  
Vacant premises

**Additional questions to Cabinet Member (Planning, Regeneration and Enterprise) and Head of Regeneration and Development**

In terms of Planning and Regeneration:

Please provide details of support available to retail businesses

What are the key elements required for successful town centre regeneration

Please supply details of whether the role of retail investment can be a catalyst for regeneration

Any other comments