

# **NORTHAMPTON BOROUGH COUNCIL**

## **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?

What are the BID's ambitions for the town centre?

How is the BID looking to improve the overall shopping experience in the town centre?

Does the BID have any influence beyond the town centre?

How does the BID support the retail sector in comparison with other sectors within the town centre?

In respect of the Portas Review and lobbying government: what aspects would the BID like lobby for?

Does the BID take into account best practice carried out by other BIDs in town centres around the UK?

How could schools and community groups be engaged in the retail experience?

Any other comments