

Back in business!

Market Square all set for reopening

The countdown is now on for the reopening of Northampton's iconic Market Square, with work to reimagine the space now nearing completion.

The multi-million-pound project has transformed the area and we are looking forward to seeing traders return to the historic market square from **Friday, 20 September**, following extensive regeneration to provide a renewed space for residents, businesses and visitors.

An official opening celebration will then be held across the weekend of **19 and 20 October**, with the BID hosting a family fun zone to encourage people to visit the town centre and support local businesses.



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New look town centre is taking shape

Visitors to Northampton will soon be able to reap the rewards of a huge investment programme to transform our town centre, with the finishing touches being put in place on regeneration works in Market Square, Abington Street and Fish Street.

Northampton has benefited from ongoing large-scale investment, with £24 million worth of Government support through the Town's Fund grant. This has acted as a catalyst for further private sector investment and confidence in the town, with more than £140 million invested into the Four Waterside and Marefair Development and £8 million worth of private funding paving the way for STACK's arrival in the old Market Walk.

The work will benefit businesses by attracting more visitors, encouraging residents into the main shopping streets and promoting the area as a destination for all, creating a town centre of the future.

The Market Square will be enhanced by the new shoe-inspired water feature and dedicated events space while improved landscaping will create a welcoming destination and drive footfall.

The reopening of the market from **Friday, 20 September** is a significant milestone in the transformation of the town, while the wider area will be officially opened across the weekend of **19 and 20 October**, when the BID will join West Northamptonshire Council and Northampton Town Council to host a community celebration filled with fun activities for all the family, including creative musical and cultural performances, historic and heritage exhibitions, and an array of amazing food and drink from a variety of local businesses.

Meanwhile, Abington and Fish Street are undergoing extensive refurbishment which will lift the quality of the public spaces through high quality materials, increasing seating and planting, introducing new art and play opportunities along the street, as well as spaces for outdoor dining and community activity. The scheme is well underway and is set to be completed this winter.



BEFORE



AFTER

📣 We are looking to work with businesses who wish to run offers, promotions and activities over the opening weekend. Get in touch by emailing info@northamptonbid.co.uk if you have something you would like us to support with.

Work starts on STACK this October

STACK's licensing application has been granted and it's now all systems go on their plans to transform the former Market Walk shopping centre.

This exciting project will create a new leisure destination in the heart of Northampton town centre, offering a range of bars and street food traders, games and a stage offering live music and entertainment. Work is set to start on-site in late October.

The national developer is set to transform the former shopping centre into a vibrant new leisure, entertainment, and social community hub. This will be a vital part of expanding the night-time economy and amplifying the many reasons to visit the town centre.



Businesses committing to Northampton

Ongoing work to transform the town centre has encouraged existing retailers to invest in their outlets as they pledge their future to Northampton.

Bewitched Coffee has recently opened its latest premises in Grosvenor Shopping Northampton – relocating from the upper mall to the ground floor next to Michael Jones Jeweller.

The larger unit is a show of support for Northampton by the growing company, which previously launched the country's first independent drive-thru coffee shop in the town and has since opened a network of venues around the Midlands.

Managing director Matt Fountain said: *"As the geography of our business has expanded, I can see that Northampton town centre is as vibrant as any that we currently operate in."*

"With the works on the Market Square nearing completion, and exciting plans coming together for Market Walk, it does feel like we are in a really good spot. It's a beautiful space that we are confident will prove to be a popular community hub."

Michael Jones Jeweller has completed a seven-figure refit of its expanded flagship store at One Gold Street while the rebranded Mercure Northampton has become the town centre's first four-star hotel following a major investment programme and refurbishment.

Other new businesses include The Grand Café and Rosie O'Leary's.



Pedal power comes to town for cycle race

Britain's biggest professional men's cycle race is coming to Northampton this September, as the town centre plays host to the penultimate stage of the Lloyds Bank Tour of Britain.

Taking place on **Saturday, 7 September**, the stage will start in the town centre and take in a 93-mile route throughout the county, before heading back to the finish line in Northampton town centre.

More than 150 riders are expected to take part, with the event being shown live on ITV 4.



📣 We are looking to work with businesses who wish to run offers, promotions and activities for the Northampton leg of the Tour of Britain. Get in touch by emailing info@northamptonbid.co.uk if you have something you would like us to support with and we can share it with colleagues in the event's marketing and comms group to promote on a wider scale.



Tuning up for music festival

The Northampton Music Festival will be held in the town centre between 11am and 9pm on **Sunday, September 8**, with dozens of performances across at least six stages plus multiple pop-up locations. Last year's event saw a 35 per cent increase in footfall levels in the town centre.

For more details visit www.northamptonmusicfestival.co.uk



'Amazing' runners returning to Northampton

Streets in Northampton town centre will be sealed off to allow thousands of runners to pursue their personal bests as part of The Amazing Northampton Run.

The event will be staged on **Sunday, 15 September** and will take runners on a specially curated 13.1-mile tour of some of Northampton's most notable landmarks.

The road closures will allow the race to both start and finish in the town centre, bringing thousands of extra people into the town and boosting footfall for shops, bars, cafes and restaurants.

Last year's event saw a 32 per cent increase in footfall in the town centre and attracted a total of 1,284 runners, 25 per cent of whom came from out of the county.

For more information, and to book your place, visit <https://www.theamazingnorthamptonrun.co.uk/>



The BID is proving financial support to this event and has access to the finishing straight. If your business would like an external banner created to display in this prominent position get in touch by emailing info@northamptonbid.co.uk

Put yourself in the shop window for new competition!

Businesses are being urged to create spectacular window displays charting the history of their buildings and the town centre as part of Heritage Open Days. We are grateful to have been donated a trophy previously won by Thomas Love - a well-known retailer in the town who was much loved for his extraordinary displays of fresh fish and game.

The BID is planning on awarding the trophy to a business who produces the window display that gets the most 'likes' in a gallery to be posted on our Facebook page in early September.

If you are interested in taking part, email info@northamptonbid.co.uk for more details.



Shining a light for Diwali

The annual Diwali Festival of Lights will be held on **Saturday, 26 October** from 10am to 8pm.

This popular event always brings in extra footfall into the town centre and, as ever, Diwali will be celebrated with cultural food and drink, community stalls, live stage entertainment, and the spectacular Diwali lantern procession and parade.



We are looking to work with businesses who wish to run offers, promotions and activities for Diwali. Businesses interested in specific sponsorship opportunities can be put in contact with the organisers by emailing info@northamptonbid.co.uk.

'Incredible' new mural sees college students showcase history of town centre green space

Students from Northampton College have added a new mural depicting the history of St Katherine's Gardens in the latest phase of work to overhaul the previously neglected town centre beauty spot.

The design adds to a previous mural, planted flower beds, restored benches and bins and other improvement works in the area led by the BID.

Art students created the concept of the design, which includes references to St Katherine, religious ceremonies and Sir Frank Dobson's sculpture 'Woman with a Fish' that was originally installed in the area in the 1950s before being relocated to Delapre Abbey.

Painting and decorating apprentices then prepped the walls and added a base coat before art students brought the designs to life, painting them on the garden walls along with references to the new Northampton branding and visual identity. The apprentices then returned to add an anti-graffiti sealant.



Factfile

- 3 New Benches
- 2 New Murals
- 30 Partners
- £10k Lottery Grant
- £30K additional 'in-kind' funding
- 5+ Restorative Justice Visits



Your chance to join the BID board

In readiness for our AGM this Autumn, we would like to hear from any BID levy-paying business owners who would be interested in becoming a director.

Joining the BID board gives you the chance to influence our work to make Northampton a better place to work, shop and visit.

With an unprecedented period of change currently taking place in Northampton, the BID's board is working closely with local authority partners to ensure the voice of business owners is heard throughout a programme of redevelopment works to reimagine the high street and surrounding areas.

If you are interested or considering becoming a BID Board Director, please download the application form at <https://tinyurl.com/3twhyz6> and return it to mark@northamptonbid.co.uk



Comics are game for a laugh

Some of the most respected names in UK stand-up came to Northampton for a dedicated comedy festival, with many acts using it as a warm-up on route to the Edinburgh Fringe.

A total of 47 comedians appeared at 10 venues across the town centre as part of a two-month-long series of gigs, including top names such as Gary Delaney, Angela Barnes and Jack Skipper, with more than 1,000 tickets sold.

The festival was organised by locally based promoters The Comedy Crate with support from the BID.

Venues hosting performances throughout June and July included Northampton Museum and Art Gallery, Saints Coffee, Cheyne Walk Club and V&B.

📣 Interested in hosting a comedy night at next year's festival? Email us at info@northamptonbid.co.uk



BID hosts help deliver

The BID was delighted to once again be a sponsor of two events that saw the town centre filled with colour, with thousands of people lining the streets to welcome the Northampton Carnival and Northampton Pride.

Our BID Hosts were on hand to assist with both events, which saw increased footfall for the town centre and many businesses reporting a significant uplift in trade.

Factfile

- 📈 1,397 Business Engagements
- 📈 100s of visitors welcomed
- 📈 192 Reports



Funding boost for anti-social behaviour app

Ongoing work to make Northampton town centre a 'no-go zone' for criminals has been boosted by new funding to extend an app that allows retailers to share intelligence around crime and anti-social behaviour.

The Northampton Town Anti-Social Behaviour Reporting Scheme (NTARS) is a bespoke programme designed to enable Northampton town centre businesses to collate and share intelligence on anti-social behaviour and 'low level crime'.

It was launched by the BID in partnership with Northampton Business Crime Partnership (NBCP) and has now received funding from the Office of the Police, Fire and Crime Commissioner that will see its work extended for a further 12 months.

The system feeds directly into West Northamptonshire Council's ASB Case management team and into NBCP, based within Campbell Square Police Station. The information is used by the ASB Case Officer and Police and has a cross-flow of information and intelligence with Northamptonshire Police.

Businesses can directly report instances of anti-social behaviour, including begging and street drinking, as well as 'low level' offences such as environmental criminal damage, graffiti and fly-tipping.

The system also allows businesses to report areas of rough sleeping with a view to encouraging earlier interventions from appropriate agencies.

NTARS features viewable 'galleries' of ASB offenders and members can report actionable intelligence into the system. This includes static images or CCTV stills.

The role on NTARS, along with the concerns of business owners, was discussed during a recent walking tour of the town centre where we welcomed Acting Chief Constable Ivan Balhatchet to see the work being done to tackle retail crime. He was accompanied by Police, Fire and Crime Commissioner Danielle Stone who will feature as the guest speaker at our next BID Business Networking event. Keep an eye on our socials for more details.

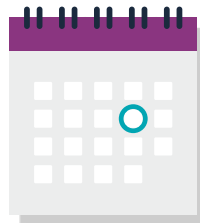


Factfile

- ✓ 134 Members
- ✓ 125 Gallery images
- ✓ 177 Incident reports
- ✓ 1,574 Logins
- ✓ 22 Criminal Behaviour Orders
- ✓ Multiple Custodial Sentences

Dates for the Diary

- ✓ **Heritage Open Days:** Friday, 6 September - Sunday, 15 September
- ✓ **Lloyds Bank Tour of Britain Cycle Race:** Saturday, 7 September
- ✓ **Northampton Music Festival:** Sunday, 8 September
- ✓ **The Amazing Northampton Run:** Sunday, 15 September:
- ✓ **Market Square reopening first phase:** Friday, 20 September
- ✓ **Market Square Reopening Event:** Saturday, 19 and Sunday, 20 October
- ✓ **Diwali Festival of Lights:** Saturday, 26 October
- ❗ **Keep an eye out for an additional newsletter shortly outlining Christmas opportunities for businesses.**



To get more information about how to get involved with BID projects contact the BID team on 01604 837766 or email info@northamptonbid.co.uk

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