



# A cracker of a Christmas

**We're looking forward to bringing Christmas back to our town centre and we are delighted to share the business opportunities for what promises to be a busy festive period with shoppers keen to discover a new look Northampton.**

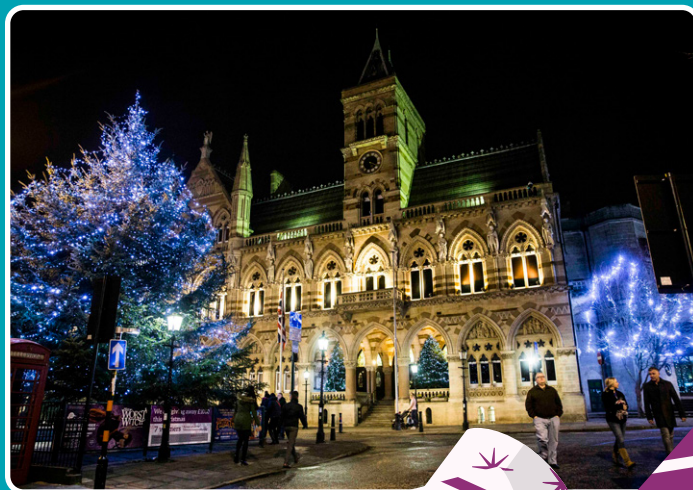
The BID has been working hard to deliver a compelling package of activities and opportunities for all businesses, promoting and celebrating Northampton town centre, enhancing the town centre experience and to build our reputation as a great place to visit.

This year's Christmas campaign, funded and organised by the BID, will feature additional Christmas lighting and all the usual favourites including the Golden Ticket competition, Santa's Grotto and a 24-hour Christmas radio station.

Further events and dates will be announced in the weeks to come as we encourage shoppers back into the town centre.

This Christmas will be the first opportunity for many visitors to experience the reimagined Market Square while work is now progressing at pace in Abington Street and Fish Street. We look forward to the completion of these schemes and a vibrant town centre for the whole of Northampton to enjoy.

*Merry Christmas everyone from  
all of us at Northampton BID.*



 @NorthamptonBID  
[northamptonbid.co.uk](http://northamptonbid.co.uk)

# Golden Ticket giveaway is back!

Visitors to Northampton are being given the opportunity to 'Win Your Christmas' by taking part in this year's Golden Ticket giveaway!

The ever-popular competition will return this year and four lucky winners will each win £500 as part of the £2,000 prize fund, simply by hand-posting an entry ticket into special BID post boxes found in shops and businesses in the town centre from Saturday, 2nd November onwards until Sunday, 15th December. The prize draw will be held on Tuesday, 17th December.

**Businesses are encouraged to distribute the Golden Tickets to their customers and clients and talk up the promotion. There is obviously a chance that the winner could be spending their vouchers in your business.**

If you would like to have a supply of golden tickets, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with your business name, contact name and contact details before Friday, 25th October or speak with one of the BID Hosts so we can arrange delivery.



## Festive radio station hits airwaves

A 24-hour Christmas radio station dedicated to Northampton will be operated by NLive Radio and will play back-to-back festive tracks throughout December from within the University of Northampton, and multiple town centre businesses and will be promoted to 14,000 current weekly listeners of the main station.

**Businesses will have the opportunity to provide a free fully tailored 10 second sound clip, either promoting a promotional message or a generic Christmas message.**

If you would like to be featured, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with your business name, contact name and contact details or speak with one of the BID Hosts by Friday 15th November. NLive Radio will then be in touch personally to organise your recording.



# Grotto to give families the chance to meet Santa

Families will be able to meet Father Christmas himself in our specially commissioned BID Christmas Grotto in Grosvenor Shopping Northampton, launching on [Saturday, 23rd November](#).

The Grotto will then be open from 10.30am to 4pm every Saturday and Sunday in December prior to Christmas, as well as [Monday, 23rd December](#).

This year's Grotto will be given a makeover by students from Northampton College while gift bags for all the children visiting have been donated by Northampton Town Council. Thank you to both partners for your ongoing support.

**Businesses will be able to provide promotional leaflets, vouchers and goodies to create promotional packs to be given away in the Grotto.**

If you would like to provide any promotional items for our Grotto promotional packs, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with your business name, contact name and contact details or speak with one of the BID Hosts to tell us when you will have the items ready. Please note, to be included in the first grotto handout we will need to have the items by [Monday 18th November](#).

**Businesses also have the opportunity to sponsor the Grotto on selected days, helping to encourage extra footfall to your business both physically and on your social media channels and website.**

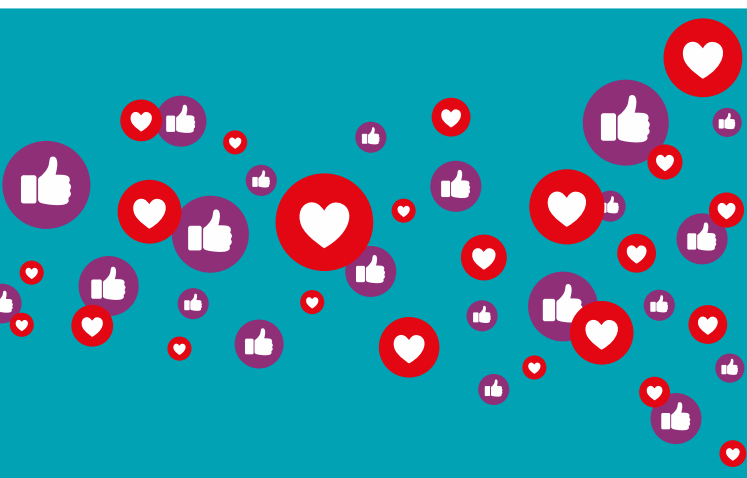
If you would like to sponsor the Grotto, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) by [Friday 15th November](#) with your business name, contact name and contact details to discuss this opportunity in more detail.



## Get involved with Small Business Saturday

Small Business Saturday is back this year on **Saturday, 7th December** and we will once again be using this as an opportunity to champion our wide range of independent town centre businesses. We will be creating an online gallery of businesses posing with a Small Business Saturday selfie board. Let us know if you would like to be considered for this by emailing [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) by **Friday, 29th November**.

Also, this year Northampton has been selected as one of the featured towns taking part in Small Business Saturday Tour, with organisers coming to town on **Monday 18th November**.



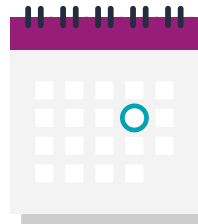
## Boost your business through our social media

The BID will this year be highlighting several of our town centre businesses through a dedicated social media campaign highlighting the people behind popular retailers. The 'Festive Faces' campaign is your chance to tell the thousands of followers across our platforms a little more about you, your business and your products while giving customers an insight into why they need to visit you this festive season!

If you would like to be featured in this video campaign, please email [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) with your business name, contact name and contact details or speak with one of the BID Hosts as soon as possible.

## Dates for the diary

- ✓ Golden Ticket launch – **Saturday, 2nd November**
- ✓ Christmas lights switch-on – **Saturday, 23rd November**
- ✓ Santa's Grotto launch – **Saturday, 23rd November**
- ✓ Christmas Radio launch – **Sunday, 1st December**
- ✓ Golden Ticket closes – **Sunday, 15th December**



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](mailto:info@northamptonbid.co.uk)

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**[northamptonbid.co.uk](http://northamptonbid.co.uk)**

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