



Festive plans in place as town centre gets set for Christmas!



We're looking forward to celebrating Christmas in our town centre and we are delighted to share our plans for a range of activities during the festive period for businesses and visitors alike.



    @NorthamptonBID
northamptonbid.co.uk

*Tis the season to be jolly
busy in our town centre!*



Festive plans in place as town centre gets set for Christmas

Following Northampton Town Council's decision to hold an event in Becketts Park as opposed to the light switch-on in the town centre this year due to ongoing regeneration work, 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 a Wonka themed family fun day, a 'Festive Celebration in the Cultural Quarter' event, additional Christmas lighting, family friendly curling lanes alongside the temporary ice rink provided by West Northamptonshire Council in Commercial Street, an interactive Christmas song lyric trail and all the usual favourites including the Golden Ticket competition, Santa's Grotto and a 24-hour Christmas radio station.

This Christmas will no doubt feel very different. It is a period of unprecedented change in our town centre and we know there will be unavoidable disruption during one of the busiest periods of the year. The BID is working closely with partner authorities to ensure that concerns of businesses are heard and that any disruption is kept to a minimum.

Work is now well underway on projects in Market Square, Abington Street and Fish Street and we look forward to the completion of these schemes with a vibrant new town centre for the whole of Northampton to enjoy.



Golden Ticket at Wonka Fun Day

Wonka Family Fun Day

The Golden Ticket giveaway will be launched at a Wonka-themed family fun day from 11am to 4pm in Grosvenor Shopping Northampton including character walkabouts, stilt walkers, hula hoopers, balloon modelling and face painting.

Saturday
18th
November

Visitors to Northampton are being given the opportunity to 'Win Your Christmas' by taking part in this year's Golden Ticket giveaway – to be launched by the main man himself!

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, 18th November onwards.

We'd love to see businesses getting involved with their own Wonka-themed activities on the day. Let us know what you have in store and we will promote across our social channels. 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 with your business name, contact name and contact details or speak with one of the BID Hosts so we can arrange delivery.



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 from 10.30am to 4pm every Saturday and Sunday in December prior to Christmas, as well as weekdays from 18th December to 23rd December.

This year's Grotto has been built especially for the BID by carpentry students from Northampton College and is jointly financed by Northampton Town Council, who have also funded the childrens' gifts. Thank you!

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 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 Wednesday 22nd 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 with your business name, contact name and contact details to discuss this opportunity in more detail.



Get involved!

We have a range of opportunities for businesses to support the delivery of our Christmas programme. Get in touch if you would like to reap the rewards of getting involved.

-  **Golden Tickets:** If you would like to have a supply of golden tickets, please email info@northamptonbid.co.uk with your business name, contact name and contact details or speak with one of the BID Hosts so we can arrange delivery.
-  **Grotto:** If you would like to sponsor the Grotto, please email info@northamptonbid.co.uk with your business name, contact name and contact details to discuss this opportunity in more detail.
-  **NLive Christmas Radio:** If you would like to be featured on a festive advert to promote your business, please email info@northamptonbid.co.uk with your business name, contact name and contact details or speak with one of the BID Hosts by Friday 24th November. NLive Radio will then be in touch personally to organise your recording.
-  **Festive Celebration in Cultural Quarter:** We'd love to see businesses getting involved on the day. Let us know what you have planned by emailing info@northamptonbid.co.uk and we will promote across our social channels.



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 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. The BID has funded a streamable broadcast of the 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 with your business name, contact name and contact details or speak with one of the BID Hosts by Friday 24th November. NLive Radio will then be in touch personally to organise your recording.



A Festive Celebration in the Cultural Quarter

Jazz bands and street entertainers will provide the festive cheer as shoppers enjoy Christmas shopping in St Giles Street on Saturday, 2nd December. Acts will include Musical Ruth, Elton Wrong, the Bad Santas, a juggling unicyclist and stilt-walking ice queens. We thank Montague Jeffery and Vintage Guru for also organising music performances.

The BID has successfully applied for a road closure order on this date so shoppers will be able to walk freely down the street and cafes and restaurants will be able to trade outside on the pavements, creating a welcoming community feel to the day.

We'd love to see businesses getting involved on the day. Let us know what you have planned by emailing info@northamptonbid.co.uk and we will promote across our social channels.



Saturday
2nd
December

Tune up for interactive musical trail!

The BID has teamed up with West Northamptonshire Council to stage an interactive Christmas song lyric trail around the town centre throughout December. **Using the LoyalFree app, visitors to the town will be given a list of 12 locations to visit where they need to answer questions and complete the lyrics from favourite Christmas songs.**



Launching
24th
November

Families can get their skates on at Christmas ice-rink

The BID has provided additional funding to install family-friendly curling lanes next to WNC's ice rink in Commercial Street over the Christmas period. **This will be open 9 - 10th December and from 16th to 22nd December.**



9 - 10th
December
and from
16th to 22nd
December

Work gathers pace as town centre redevelopment takes shape

Work is now starting on the redevelopment of Abington Street and Fish Street, with contractors also making good progress on the Market Square restoration as a multi-million-pound project to breathe new life into our town centre gathers pace.

The BID is working closely with local authorities and contractors to ensure any unavoidable disruption to businesses throughout this period is kept to an absolute minimum.

The work, funded through the Towns Fund, is set to reimagine the whole town centre, with new areas of public realm and major improvements to the street scene.

As part of the plans, work is currently ongoing to strip out asbestos from the former BHS, M&S and Job Centre buildings before their demolition. The buildings will be turned into a mixed-use development comprising small retail units and accommodation.

Underpinning the Market Square development will be a new leisure facility making use of the space in the former Market Walk shopping centre. STACK will feature a number of street food outlets, bars and live performance areas.



New board members outline their vision for town centre

A well-known local retailer and a senior specialist in economic development have outlined their vision for the high street having been appointed to the BID's board.



Julie Teckman

Julie Teckman, who owns the award-winning Vintage Guru in St Giles Street, and Helen Miller, Assistant Director Enterprise and Employability at the University of Northampton, have both joined the BID board.



Helen Miller

They will now work alongside a number of other business leaders to oversee the BID's work as it looks to make the town centre a better place to work, live and visit.

The pair will supplement a board that is jointly headed by newly appointed co-chair Sali Brown of Chelton Brown Lettings & Sales and Andrea Smith of Franklins Solicitors after previous co-chair Kerry Reynolds stepped down at the BID's AGM.



Sali Brown

We would like to thank Kerry for her drive, determination and hard work during her time on the board and wish her well for the future



Andrea Smith

Get involved with Small Business Saturday

We will be arranging photo opportunities for independent retailers to get involved in our promotional activity around Small Business Saturday on Saturday, 2nd December. **Let us know if you would like to be considered for this by emailing info@northamptonbid.co.uk.**



New businesses given warm welcome as they open in town

The town centre has welcomed a host of new independent businesses in recent weeks, adding to a real community feel among traders.

Italian restaurant Pala has opened in the former Vineyard unit in Guildhall Road, coffee and clothing shop Grandbies has opened in St Giles Street and Il Giardino is a new café in Mercer's Row. Mail Boxes Etc has also opened in Gold Street.



Good luck to all of the new businesses and please do support them as they establish themselves in the heart of Northampton.

Discounted parking available for town centre workers

The BID has worked closely with West Northamptonshire Council to push for discounted parking rates for staff working in town centre businesses and we are delighted to announce the launch of a new scheme that aims to make parking more affordable for your employees.

Businesses can now apply to take advantage of newly agreed rates that represent a 20 per cent saving on full price parking in St Michael's car park.

Season tickets for one month, two months and three months are also available priced at £95.04, £190.08 and £285.12 respectively.

The scheme is open to all businesses that pay a BID Levy and staff earning up to a maximum of £14.77 per hour are eligible for the discounted rates.

Members of the scheme must park on the upper two floors in St Michael's car park.

To apply, you will need to complete a pro forma available on the BID's website using the following link, www.discovernorthampton.co.uk/wp-content/uploads/2023/10/Northampton-Town-Centre-BID-discretionary-parking-scheme.docx and completing your card payment information using this form, www.discovernorthampton.co.uk/wp-content/uploads/2023/10/Card-payment-Information-Pro-Forma.doc

Submit the completed application to West Northamptonshire Council.



LOOKING BACK

Runners pound the streets for charity

Streets in Northampton town centre were lined with well-wishers as more than 1,000 amateur runners took part in The Amazing Northampton Run.

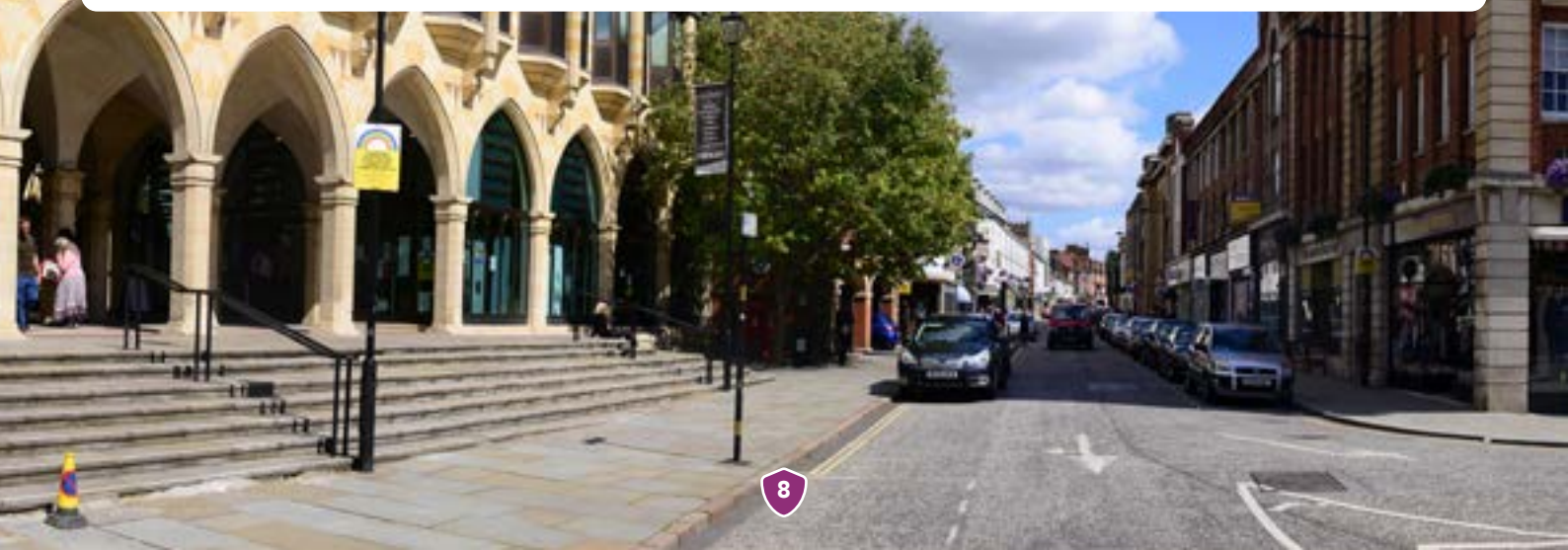
The inaugural staging of the event on Sunday, 17th September took runners on a specially curated 13.1-mile tour of some of Northampton's most notable landmarks.

Road closures allowed 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.

Data from fixed cameras showed footfall in Abington Street was up 32 per cent on Sunday, 3rd September and The Drapery saw 28 per cent more visitors compared to the same day.

Mark Mullen, BID operations manager, said: "It was awesome to see the streets jam packed with runners and their supporters and was a real celebration of the town, with a party atmosphere throughout the day."

Registration data revealed 19 per cent of the 1,042 registered runners came from non-NN postcodes – showing the event had a reach far beyond Northamptonshire and attracted hundreds of extra people into the town centre.

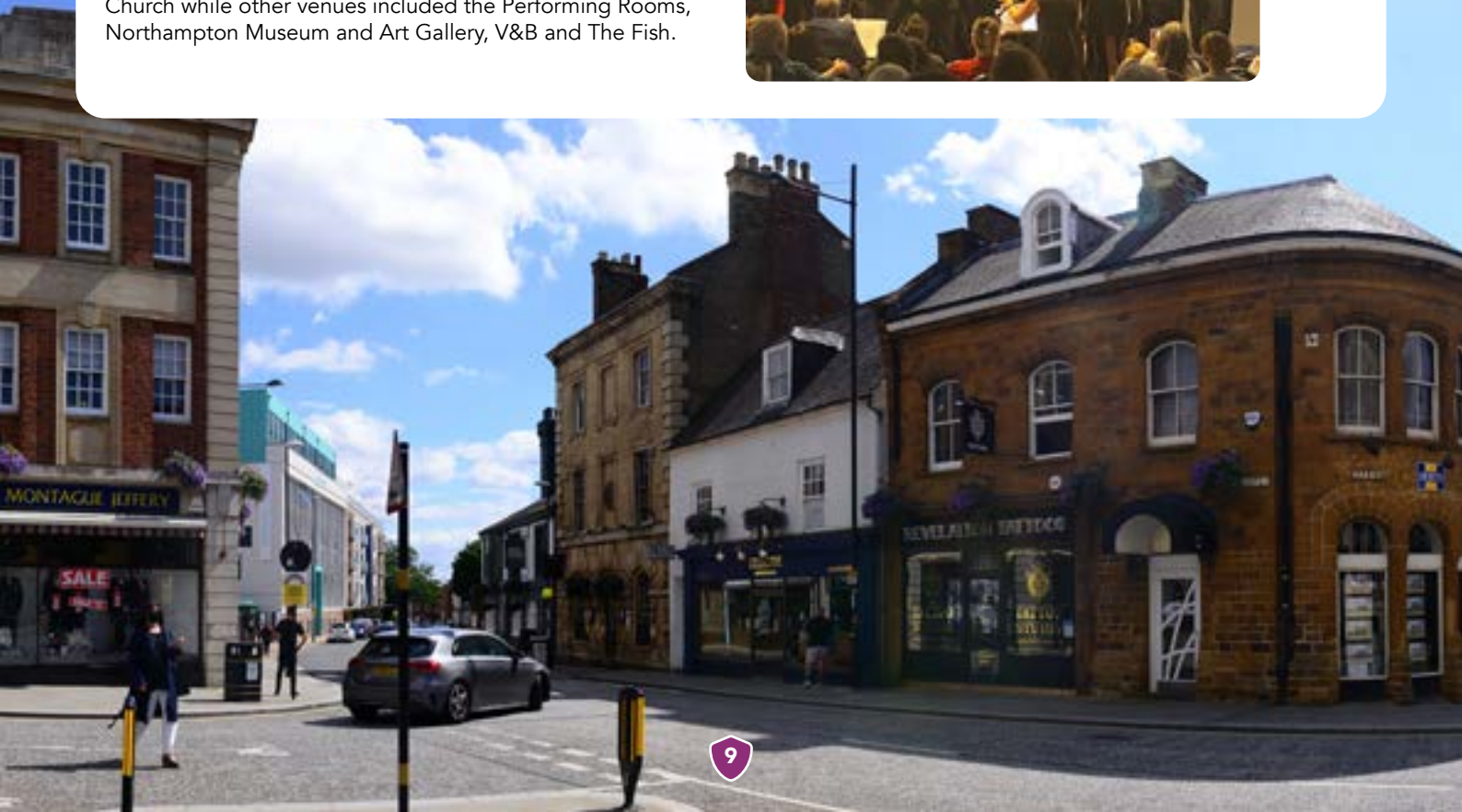


Music Festival takes centre stage

The Northampton Music Festival made a triumphant return to the town centre as thousands of people flocked to see talented performers take to the stage, with organisers curating a line-up showcasing the very best of local musicians.

Multiple stages were set up throughout the town centre on Sunday, 10th September, with hometown hero Billy Lockett headlining the main stage in Abington Street in front of a record crowd.

A Student Showcase stage featuring performers from Northampton College and the University of Northampton was held at Vulcan Works, while the Guildhall Courtyard hosted a jazz stage. World music was enjoyed at All Saints Church while other venues included the Performing Rooms, Northampton Museum and Art Gallery, V&B and The Fish.



UPCOMING EVENTS

Spooky trail to be Halloween highlight

An augmented reality trail will give families an extra reason to visit our town centre this Halloween with a £100 up for grabs in a prize fund.

The trail, funded by West Northamptonshire Council, will be available between **Friday, 20th October and Friday, 3rd November**.



Diwali set to light up the town

The annual Diwali festival is set to light up the town once again, with the BID funding a series of promotional bollard covers along St Giles Street and lining up businesses to host 70 handmade lanterns produced by students from the University of Northampton.



The parade will take place on the evening of Saturday, 4th November after an afternoon of celebration.



Garden makeover project up for major award

A project to transform a forgotten green space in Northampton town centre has been shortlisted for another prestigious award.

For years St Katherine's Gardens was a magnet for crime and anti-social behaviour but this year it has been revitalised by a lottery-funded project led by the BID.

With support from Northampton Town Council and an army of volunteers, we spearheaded a campaign to turn the park into an urban green space for shoppers and town centre workers.

The project has already won a national award at the Association of Town and City Management Industry Awards and has now made it to the finals of East Midlands Chamber's Derbyshire Business Awards in the Excellence in Collaboration category having been submitted by Derbyshire-based pfbb UK (Partnerships for Better Business) which manages Northampton BID.



Cut-price deals on offer during Town Centre Tanners promotion

Shoppers were able to enjoy a series of money-saving offers following the return of our 'Town Centre Tanners' promotion.

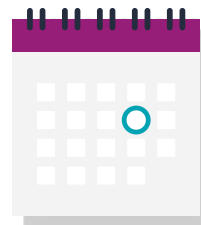
The BID teamed up with the Chronicle & Echo and NLive Radio to run a two-week campaign giving exclusive discounts and incentives with the aim of encouraging residents to support our town centre businesses.

The promotion ran from Sunday, 10th September to Sunday, 24th September with retailers, restaurants, cafes and bars coming up with a range of offers, discounts and deals to help attract Chron readers into the town centre.

David Summers, editor of the Chronicle & Echo, said: "It's vital that we all do our bit to support our town centre businesses and get behind our high street. Town Centre Tanners proved the perfect way to enjoy the best of what Northampton has to offer during a busy period of family-friendly events and save money at the same time."

Dates for the diary

- ✓ **Halloween Trail:** Friday, 20th October – Friday, 3rd November
- ✓ **Diwali Festival of Lights parade:** Saturday, 4th November
- ✓ **Tidy Day:** Monday, 6th November
- ✓ **Wonka family fun day:** Saturday, 18th November
- ✓ **Small Business Saturday:** Saturday, 2nd December
- ✓ **Festive Celebration in the Cultural Quarter:** Saturday, 2nd December
- ✓ **Grotto Launch:** Saturday 25th November
- ✓ **WNC's ice rink opening:** 9 - 10th December and from 16th to 22nd December.
- ✓ **Grotto Open:** 2nd /3rd /9th /10th /16th /17th /18th /19th /20th /21st /22nd /23rd 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

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northamptonbid.co.uk

Northampton Town Centre Ltd

Vulcan Works, 34-38 Guildhall Road,
Northampton, NN1 1EW

Christmas

IN NORTHAMPTON



• **'Win Your Christmas'** - Four £500 vouchers to give away in our **Golden Ticket** competition.

• **Wonka themed family fun day**
in Grosvenor Shopping Northampton.
11am to 4pm on Saturday, 18th November

• **'Christmas Lights' Switch On...In the Park!** -
Saturday 25th November 11am - 6pm
Becket's Park. Organised by Northampton Town Council

• **A Festive Celebration in the Cultural Quarter** on Saturday,
2nd December with live music and street entertainment

• **Families can get their skates on at Christmas ice-rink**
Open 9 - 10th December and from 16th to 22nd December.

• **Carols & Crafts** - Saturday 16th December
12pm-5pm Northampton Town Centre

• **Visit Santa in his grotto** in Grosvenor Shopping
Northampton on weekends during December plus all week
from 18th to 23rd December

• **Augmented reality Christmas song lyrics trail**
in the LoyalFree app

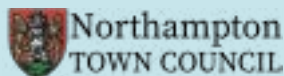
• **24-hour Christmas radio station** with NLive Radio



All events (other than lights switch-on at Becket's Park and Carols & Crafts) are organised and delivered by Northampton BID

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Northampton
TOWN CENTRE BID
For the businesses by the businesses

