

# WE ARE NORTHAMPTON

The Opportunity

**N O R  
T H  
A M  
P T O N**





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**Northampton is a town with a rich heritage and an abundance of opportunity, strategically located in the heart of the East Midlands.**

**Known to be one of the largest towns in the UK, Northampton has undergone significant industrial and economic development over time. Historically known for its shoemaking industry, Northampton evolved into a bustling commercial centre with a diverse economy that includes manufacturing, retail and service sectors.**

**The town boasts a blend of historic architecture and modern amenities, with notable landmarks such as the Guildhall and revitalised Market Square. Northampton’s cultural scene thrives with theatres, museums, art galleries, and music venues, offering residents and visitors a vibrant array of entertainment options.**

**With its strategic location along major transportation routes, including the M1 and rail connections, Northampton serves as a hub for transportation and commerce in the region. Northampton benefits from a range of parks and green spaces, as well as the River Nene, providing residents and visitors with a space to relax and enjoy nature.**

**Sit within the newly formed West Northamptonshire Council (WNC) area, one of the largest unitary authorities in the country, Northampton is a catalyst for economic growth and development for the whole of West Northamptonshire. WNC is committed to delivering the potential of Northampton by driving forward an ambitious plan for regeneration.**

**Today, Northampton continues to undergo urban revitalisation efforts, with ongoing initiatives to enhance infrastructure, promote sustainable development, and preserve its historical character. As a dynamic and diverse town, Northampton remains an important cultural, economic, and social centre in the heart of England**

# INTRODUCING NORTHAMPTON

With a proud history of manufacturing and craft, focused on leather and shoemaking. Northampton is now the largest town in England, with a population of 249,000.

**TRANSPORT LINKS** – Northampton benefits from exceptional transport connectivity: the M1 connects Northampton with London and the North. The West Coast Main Line (WCML) provides direct rail services to London Euston, Birmingham and Crewe. Northampton is also within 90mins of 5 international airports.

**EXCEPTIONAL ANCHOR INSTITUTIONS** – the University of Northampton and St Andrews Hospital are major employers and anchor institutions. The University's new £330m Waterside Campus provides a new engineering building, creative hub and student accommodation in the centre of Northampton. Northampton College is one of the largest Further Education (FE) colleges in the region.

**EMPLOYERS** – Northampton is home to the headquarters of a range of large employers such as Barclaycard, Carlsberg, Avon, Cosworth, Travis Perkins.

**OXFORD-CAMBRIDGE ARC** – Northampton is situated centrally in the globally significant Oxford-Cambridge Arc, a strategic focus of investment for both government and the private sector. In partnership with national government, the Arc can double its economic output by 2050 to over £200bn.

Northampton is the county town of Northamptonshire, located in the East Midlands and strategically located between London and Birmingham, it has significant potential to drive growth of the wider region.

**NATURAL ENVIRONMENT** – the town is situated in the River Nene and surrounded by the Northampton countryside. Northampton has a network of prestigious and award winning parks including Abington Park, Becketts Park, Hunsbury Hill, the Racecourse, Upton Country Park and the Wetland Special Protection Area, all within walking distance of the town centre..

**HERITAGE AND CULTURAL ASSETS** – Northampton is a market town established in the Middle Ages with the construction of Northampton Castle. The town's Market Square is one of Britain's largest and most historic, dating back to 1235, and the area is surrounded by architecturally significant buildings linked to past industry. Historically, Northampton has been as a major centre of shoemaking and leather manufacturing. Since WW1 this has dramatically shifted, although the town still boasts a large cluster of the finest shoe manufacturers in the world.

**FOOD AND DRINK** – Food and drink sellers, independent retail and innovative social enterprise are the foundation of the Town Centre economy with a focus on the Grosvenor Centre, St Giles' Street, Wellingborough Road and the area surrounding the Market Square.

**HIGH PERFORMANCE ENGINEERING AND ADVANCED MANUFACTURING** – Northampton is recognised as one of the key economic contributors to the region, pursuing high-growth strategies in the automotive sector, high-performance engineering, logistics and advanced manufacturing.



Most Entrepreneurial Town in UK  
STARTUPS MAGAZINE



Northampton population  
**249,000**  
(2021 census)



Over **HALF a BILLION** invested in town centre developments.



**£14.7bn**  
West Northamptonshire has a GDP of £14.7bn (2021) equating to £34,385 per capita.

**25.8%**

growth in business numbers over the last 10-years



**9th**  
place with the highest employment rate in the UK  
(CENTRE FOR CITIES 2024)

**429,000**  
Local Authority Population  
(West Northamptonshire Council)

**5th**  
fastest growing population in the UK  
(CENTRE FOR CITIES 2024)



# EXTRAORDINARY ENTERPRISES

**A place where businesses will thrive. Northampton is the location of choice for many notable employers including Barclaycard, Carlsberg, Cosworth, Prologis, Travis Perkins, Trickers and many, many more.**

A destination of world-renowned investment. Northampton ticks all the necessary boxes of available land, skilled local labour market, connected infrastructure, a high quality of life and major potential for growth.

Northampton is situated within West Northamptonshire, a thriving region with over 19,000 businesses. The value of the West Northants economy (GVA) was around £11.5bn and supported around 214,700 jobs (2022).

Given our strategic location, developed partnerships, access to skilled and talented people, unrivalled potential for innovation, thriving employers and high-calibre of opportunities for development – we stand out from the rest of the UK.

Sitting within the Oxford-Cambridge Arc, Motorsport Valley and the Logistics Golden Triangle, Northampton is in a prime location bursting with opportunities.

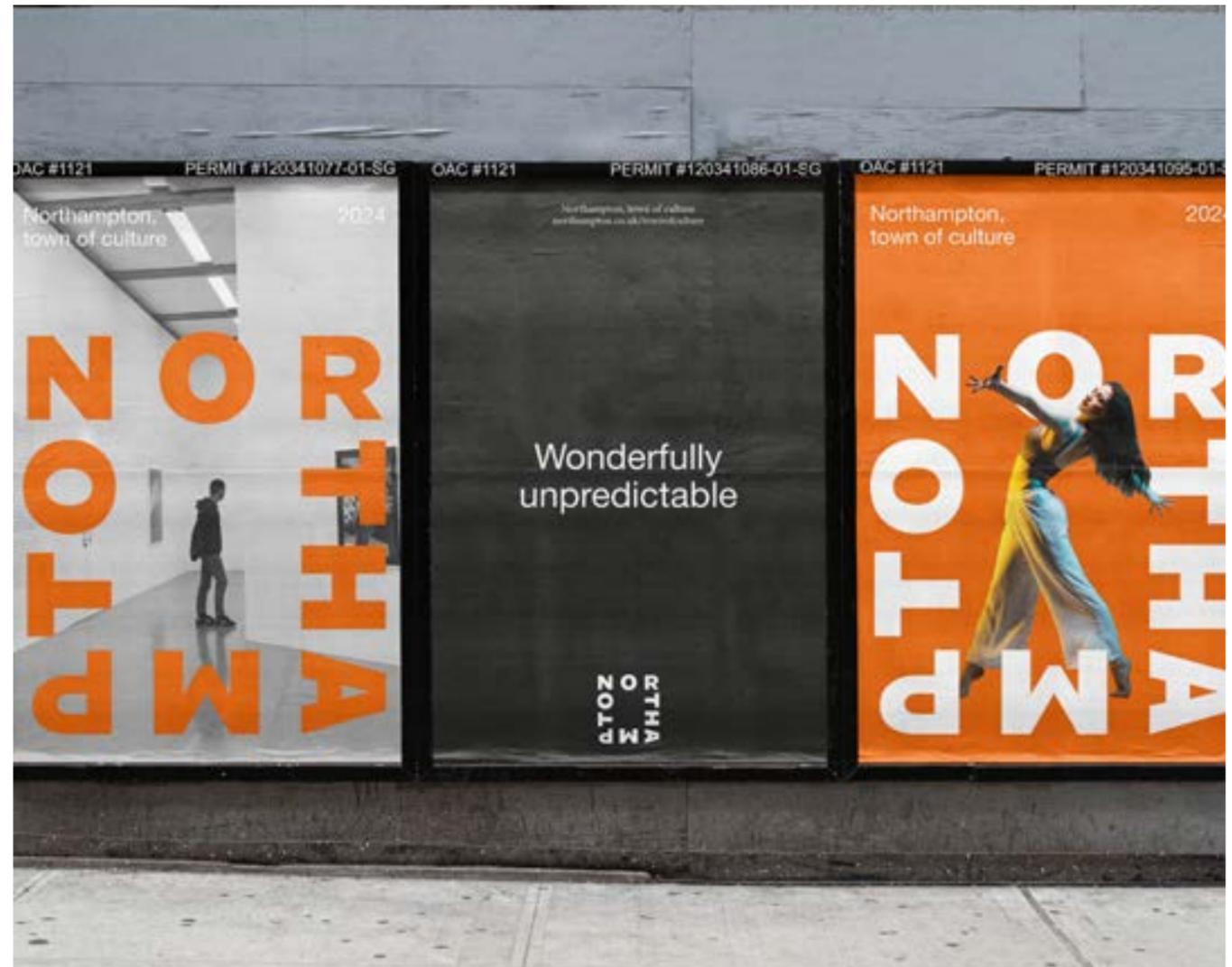
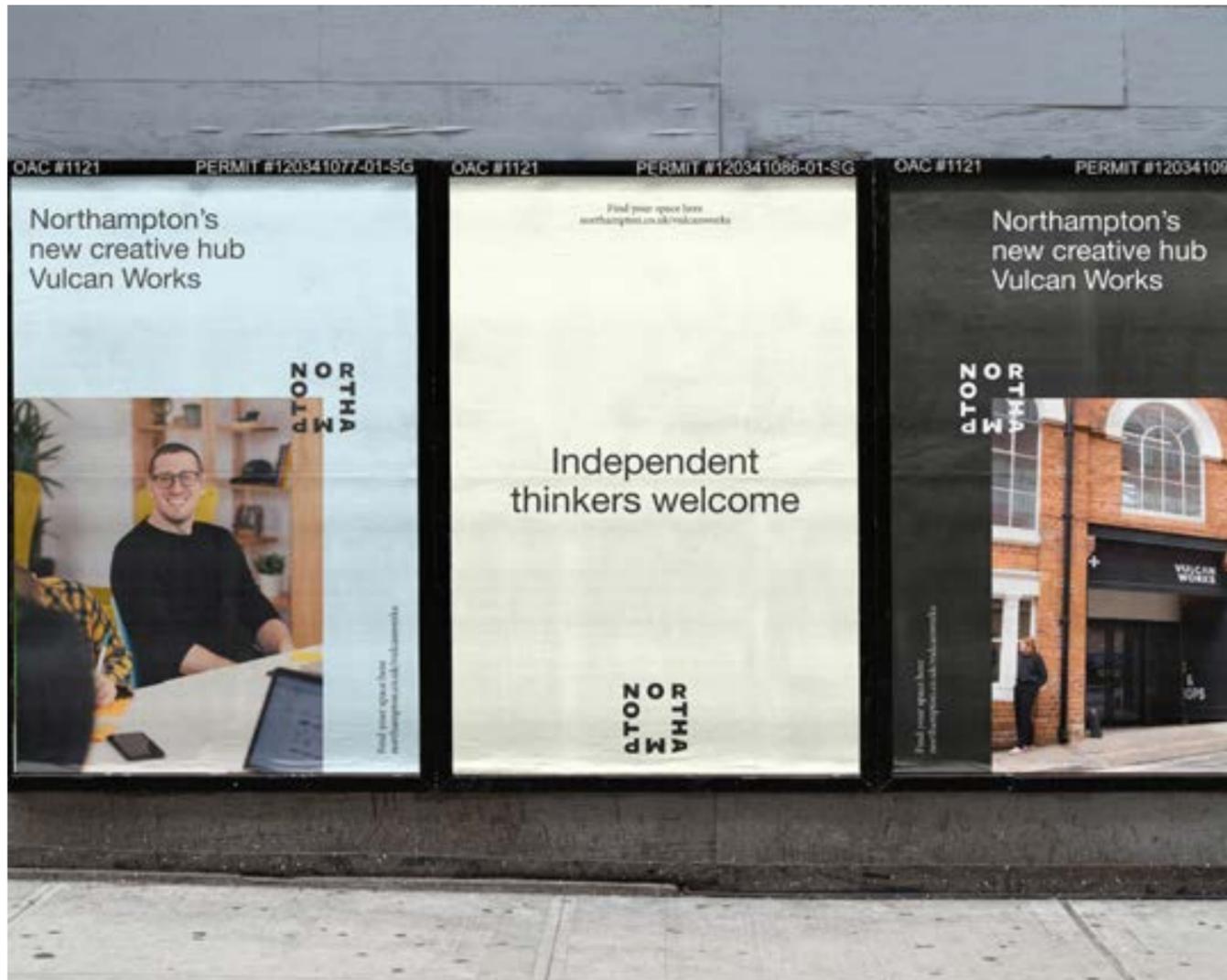
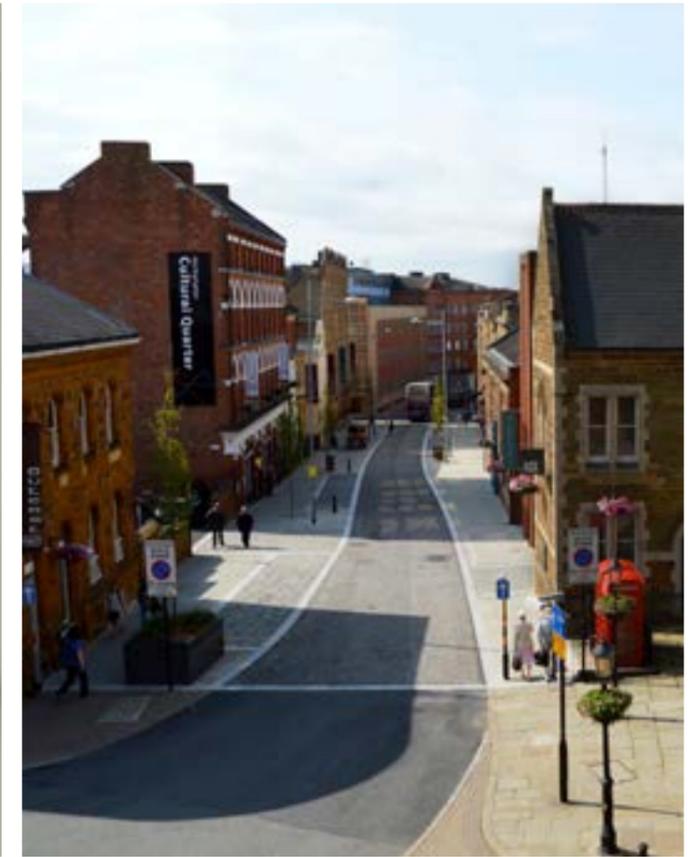


# REGENERATION

The transformation of Northampton focuses on mixed use destinations for locals and visitors to enjoy. We want to create inclusive cultural spaces, commercial venues, and sustainable housing, while recognising the importance of the public realm and green spaces.

Our aim is to ensure that Northampton continues to evolve and thrive by improving and introducing a dynamic range of developments to the town centre.

The Council is committed to collaborate with the private sector to facilitate sustainable developments that meet the diverse needs of the residents within Northampton as well as attracting visitors and tourists. However, it's equally crucial for the Council to maintain oversight and support developers to ensure developments align with the town's long-term vision and values.



# ST JAMES DEPOT

**St James Bus Depot was previously home to the former Northampton Corporation Transport Offices and Bus Depot. The regeneration of the site is an ambitious project that will preserve and celebrate historic character, create new homes and add to Northampton's cultural offer.**

A restored and re-imagined bus depot will provide new tramway terraces inbetween the original facades as well as multi-purpose community space.

The historic depot will be connected to the lake through an ecological corridor that will compliment a wider development of characterful and colourful mews houses.

Fronted by a public square and a 'social street', the St James Depot work will revitalise the area, provide later living facilities and compliment the extensive regeneration work at Four Waterside and Marefair to extend the town centre.



Investment:  
**£40m**



Investment:  
£350m



## GREYFRIARS

**Greyfriars is the largest brownfield opportunity within West Northamptonshire and sits within the heart of Northampton Town Centre with connectivity straight into the revitalised Market Square and thriving Cultural Quarter.**

Based on the principles of creativity, nature, connectivity, play and living, the Greyfriars development will provide Northampton with a lively public realm, improved green spaces, new housing and a whole host of crafts and entertainment venues.

Revamp will be a modern co-working space for the makers and doers of Northampton, giving established businesses space to collaborate and grow whilst being an incubator for start-ups.

With an extended bus station and improved junctions and streets, Greyfriars will improve connectivity across the Town Centre.

The Greyfriars development is for everyone, providing new commercial and business space, cultural hubs, new housing, additional student accommodation as well as later living facilities.

Investment:  
£12m

Spring 2023 — Summer 2024



## MARKET SQUARE

**The transformation of Market Square will regenerate the heart of Northampton Town Centre. Northampton Market Square is one of the largest squares in Britain with a rich and varied history dating back to the 12th Century. The previous space was underused, in poor condition and did not meet the needs of the community.**

Following an ambitious redevelopment, the resurfaced space will include high-quality market stalls, improved lighting, new seating, an increased number of trees, a water feature and a flexible community and events space. The new space will create a safe and accessible space for residents and visitors to enjoy.

A revitalised Market Square not only provides a new heart to the town, it will also act as a catalyst for further regeneration projects such as Market Walk, Greyfriars and 35-45 Abington Street.



Investment:  
**£12m**

Spring 2024 — Summer 2025



# MARKET WALK – STACK

**Market Walk is set to undergo a vast transformation as renowned food hall and leisure developer, STACK, in collaboration with West Northamptonshire Council, will revitalise the prominent space, breathing new life into the heart of the town with the introduction of a new leisure and entertainment destination.**

STACK will be bringing their first facility to the Midlands and will be opening an innovative food and leisure space in the heart of Northampton Town Centre.

This development compliments the wider regeneration of the Market Square and town centre public realm, providing a brand-new leisure and entertainment facility for residents and visitors to enjoy, attracting footfall of over a million annually and creating 170 jobs.

In partnership with:  
**STACK Leisure**

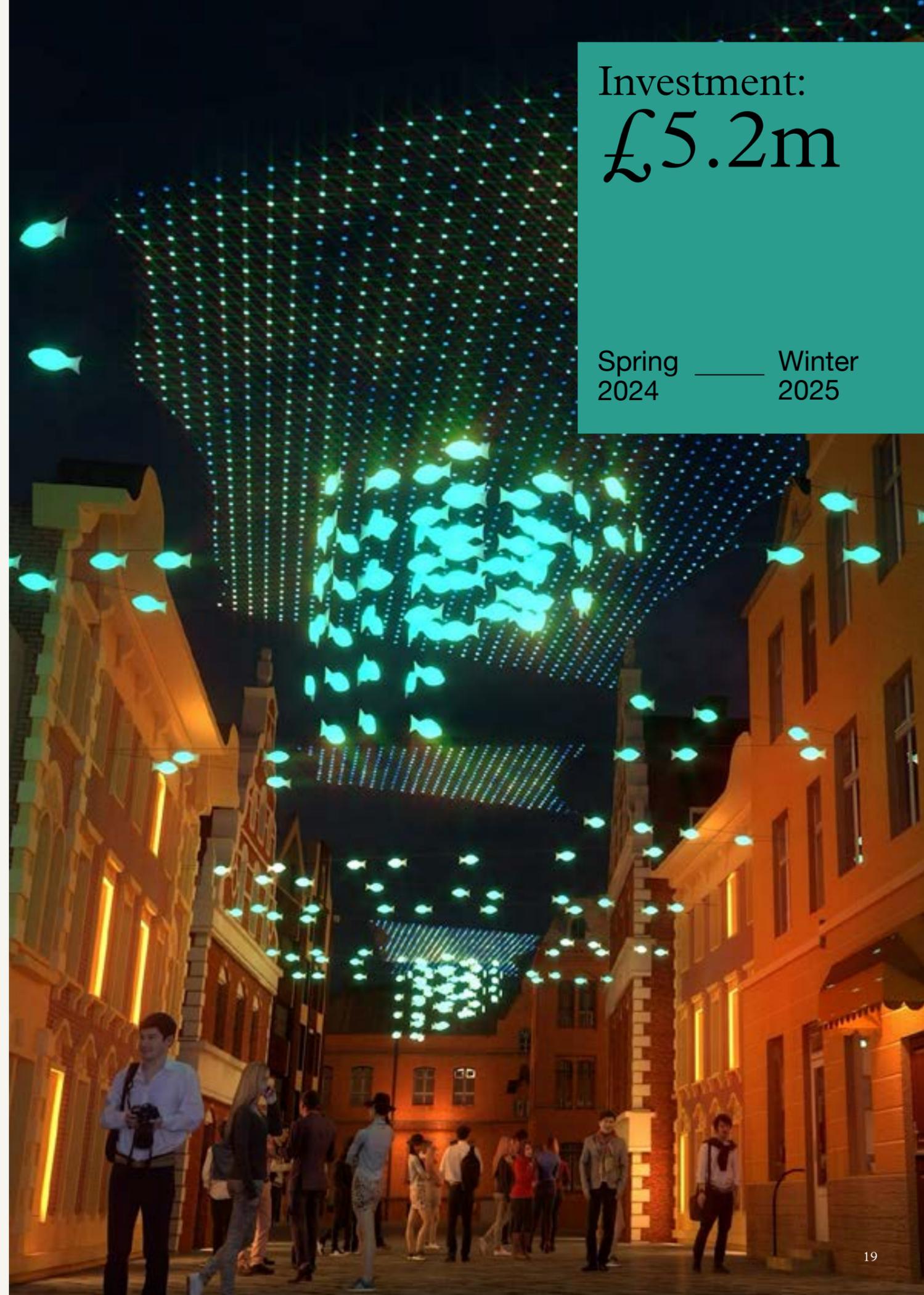
# ABINGTON STREET & FISH STREET PUBLIC REALM

**This busy shopping street will be revitalised, transforming the space to respond to people's changing shopping patterns.**

This project will lift the quality of the public spaces through high quality materials, additional lighting, increasing seating and planting, introducing new art and play opportunities along the street, as well as spaces for outdoor dining and community activity.

The project will positively revitalise one of the busiest commercial and pedestrian routes through the town's main shopping street.

By improving the public realm, the redevelopment will complement the wider regeneration of Northampton town centre, enhancing connectivity and joining up multiple revitalised areas, such as the Market Square, Cultural Quarter and 24 Guildhall.



Investment:  
**£5.2m**

Spring 2024 — Winter 2025

Investment:  
£130m

Summer 2024 \_\_\_\_\_ Summer 2032



# FOUR WATERSIDE & MAREFAIR

**The Four Waterside & Marefair development realises long held ambitions to redevelop this area of the town. Modern commercial space, housing and public realm will create an attractive and vibrant destination at an important gateway position in the town centre.**

Four Waterside offers the opportunity to create a new, high quality business destination in the East Midlands which will stimulate economic growth and bring more visitors to the town.

West Northamptonshire Council has procured national regeneration developer, Cityheart, as their preferred development partner to bring forward the Four Waterside and Marefair sites. Working in a joint venture partnership with West Northamptonshire Council, Cityheart will deliver a transformational and ambitious scheme for the town centre.

The development will provide a new 4\* hotel, grade A office space for new and existing businesses, high-quality homes, Extra Care facilities and improved paving and planting to elevate the area.

In partnership with:  
**Cityheart**

# 35-45 ABINGTON STREET

Located at the heart of the town the rejuvenation of 35 – 45 Abington Street buildings (formerly M&S and BHS) will provide new high-quality homes for residents above modern leisure or retail space on the ground floor.

Through the provision of additional residential, the scheme will bring increased footfall into the Town centre to support the existing retail offer within the wider town centre.

Creating a residential community in the town centre is a strategic objective of the Council to enable residents to live more sustainably and increasing the vibrancy and vitality of the core.

West Northamptonshire Council is undertaking asbestos removal and building demolition work with the goal of taking a cleared site to market. The council is in the process of procuring a development partner for this project via the Homes England framework, with a partner set to be announced in late 2024.



Investment:  
£40m

Spring 2026 — Winter 2032



Investment:  
**£5.2m**

Spring 2023 — Summer 2024



## 24 GUILDHALL ROAD

**This previously derelict heritage asset will be transformed into an innovative and creative cultural space for the arts community in the heart of Northampton's Cultural Quarter.**

This project is a partnership between West Northamptonshire Council and NN Contemporary Art and will enhance the current space with new artist studios, a contemporary art gallery space and facilities for visitors.

Located within the town's Cultural Quarter, with neighbours including the Royal & Derngate Theatre and the newly-refurbished Northampton Museum & Art Gallery, the project builds on the wider vision for the area as a vibrant, innovative public space for culture and creativity.

In partnership with:  
**NN Contemporary Art**

Investment:  
£20m

Autumn  
2024



# ZONE DRAPERY

**Situated on a busy shopping street, Zone Drapery is bringing luxury student accommodation to Northampton town centre repurposing the former Debenhams unit.**

From expansive ultra-modern communal lounges and cinema rooms to a fully-equipped gym, karaoke room, make-up room, wellness room, gaming room and multiple study areas – every amenity is designed to cater to both leisure and academic needs. Each flat is a thoughtfully designed studio, offering a self-contained haven with a personal kitchen, bathroom, and study space.

Built, operated and managed by Zone who take pride in being leaders in the field and hold multiple prestigious UNIPOL accreditations. Zone Drapery marks the beginning of a new era in student living in Northampton.

Developed by:

**ZONE**  
Luxury Student Accommodation

Opening in Autumn 2024

# HAWKINS FACTORY

**The late 1800's shoe and leather works factory once provided work and jobs to 1000's of people from Northamptonshire.**

The Hawkins Building, steeped in rich history and heritage, has been transformed into 89 luxurious apartments. Original exposed walls whisper tales of yesteryears, while meticulously repurposed timbers pay homage to the buildings storied past.

By bringing young professionals to the town centre, the Hawkins Building's transformation is set to invigorate the community and stimulate economic growth. It represents a beacon of hope and ambition, showcasing what can be achieved through regeneration and forward-thinking urban development.

Developed by:



Opening in Spring 2024



Investment:  
**£13m**

Spring  
2024



# NORTHAMPTON TRAIN STATION PHASE 2

**The new multi-storey car park will provide improved facilities at Northampton Train Station, by increasing the number of spaces from 800 to 1,198.**

West Northamptonshire Council (WNC), Network Rail and its development partner, BlocWork are working in partnership to deliver the scheme which will offer increased capacity within the well-used train station for visitors, residents and commuters; as well as improved facility to improve customer experience.

The development will enhance the gateway into the town and will be complemented by the regeneration of Four Waterside and Marefair.

In partnership with:  
**Network Rail and Blocwork**

Investment:  
**£30m**

Autumn 2025 — Summer 2028





## LIKE TO FIND OUT MORE? GET IN TOUCH:

Regeneration:  
[Regeneration@westnorthants.gov.uk](mailto:Regeneration@westnorthants.gov.uk)

Or take a look at our website:  
[www.wearenorthampton.com](http://www.wearenorthampton.com)

Kevin Langley  
Head of Major Projects & Regeneration  
[kevin.langley@westnorthants.gov.uk](mailto:kevin.langley@westnorthants.gov.uk)

Deven Efde  
Regeneration Manager  
[deven.efde@westnorthants.gov.uk](mailto:deven.efde@westnorthants.gov.uk)

Robert Saunders  
Major Projects Manager  
[robert.saunders@westnorthants.gov.uk](mailto:robert.saunders@westnorthants.gov.uk)

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