

Baishakhi Mela 2027

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Organised By

**NORTHAMPTON BANGLADESHI
BUSINESS CHAMBER**

The Northampton Bangladeshi Business Chamber CIC is pleased to present this proposal for the first-ever Northampton Pohela Boishakh Mela 2027.

Pohela Boishakh, the Bengali New Year, is one of the most significant cultural celebrations in South Asia and among Bengali communities worldwide. Rooted in themes of renewal, enterprise, community and optimism, the festival provides a unique opportunity to celebrate Northampton's cultural diversity while supporting economic growth, tourism development and community cohesion.

We propose a large-scale family-friendly festival at the University of Northampton Grounds, attracting between 1,000 and 3,000 visitors from Northamptonshire, neighbouring counties and beyond.

The festival will combine cultural celebration, business promotion, tourism marketing, community engagement and place-making, contributing to Northampton's wider ambitions around regeneration, inclusion and economic prosperity.





A Proposal for a Flagship Cultural, Economic and Community Festival

Proposed Date: TBC
June/ July 2027

Proposed Venue:
Senate Building Ground, University of Northampton,
Waterside Campus, University Drive, Northampton, NN1 5PH

Expected Attendance:
1,000–3,000 visitors





Vision

To establish Northampton Pohela Boishakh Mela as an annual flagship event that:

- Celebrates cultural diversity and community cohesion
- Promotes Northampton as a welcoming and vibrant destination
- Supports local businesses and entrepreneurs
- Encourages tourism and visitor spending
- Creates opportunities for artists, performers and young people
- Strengthens civic pride and belonging
- Contributes to culture-led regeneration and economic growth



Why Cultural Festivals Matter

Across the United Kingdom, cultural festivals are increasingly recognised as drivers of economic growth, tourism development and community wellbeing.

Successful cultural events help create a distinctive identity for towns and cities while generating economic activity and strengthening social cohesion.

London Boishakh Mela

The Boishakhi Mela in Tower Hamlets has become Europe's largest Bengali cultural festival and one of London's most recognised multicultural celebrations.

It attracts thousands of visitors annually, supports local businesses, promotes tourism and celebrates the contribution of British Bangladeshis to the social and economic life of the capital.



Manchester Boishakh Mela

Manchester's annual Boishakhi Mela has become an important event within Greater Manchester's cultural calendar, bringing together communities through music, food, arts and entrepreneurship.

The event demonstrates how cultural festivals can strengthen community relations while supporting local economic activity.

Notting Hill Carnival

Notting Hill Carnival remains one of the most powerful examples of culture-led regeneration in the United Kingdom.

From humble beginnings as a community celebration, it has evolved into one of Europe's largest festivals, generating millions of pounds annually for London's economy while helping shape the city's international identity.

These examples demonstrate how cultural festivals can create lasting economic, social and reputational benefits for host locations.

Northampton now has the opportunity to establish its own signature multicultural festival.



Festival Programme

Main Cultural Stage

A full programme of live entertainment including:

- Traditional Bengali music
- Contemporary performances
- Dance performances
- Community showcases
- Youth performances
- Multicultural acts reflecting Northampton's diversity

Enterprise & Business Marketplace

A dedicated business zone featuring:

- 30 commercial and service stalls
- Entrepreneur marketplace
- Social enterprise showcase
- Professional services exhibitors
- Business networking opportunities
- Start-up support organisations

This area will promote entrepreneurship, innovation and local economic growth.



Tourism & Investment Pavilion

A dedicated exhibition area promoting Northampton as a place to:

Visit

- Heritage attractions
- Cultural venues
- Hospitality and leisure

Invest

- Business opportunities
- Regeneration projects
- Commercial developments

Study

- University opportunities
- Skills and innovation programmes

This pavilion will serve as a showcase for Northampton's future growth and prosperity.



Family & Children's Village

Activities including:

- Children's entertainment
- Arts and crafts
- Face painting
- Interactive workshops
- Educational activities
- Family engagement opportunities

Food & Hospitality Village **Featuring:**

- Bengali cuisine
- South Asian food
- Local food businesses
- Artisan producers
- Tea and coffee experiences
- Street food vendors



Projected Outputs and Participation

Measure	Target
Visitors	1,000–3,000
Commercial Stalls	30
Food Vendors	10–15
Businesses Engaged	50+
Community Organisations	20+
Performers	100+
Volunteers	50
Tourism & Investment Exhibitors	10
Social Media Reach	100,000+
Media Coverage	Regional & National



Economic Impact

The festival is expected to deliver direct economic benefits through visitor spending and business engagement.

Assuming attendance of approximately 2,000 visitors and average visitor expenditure of £15–£30 per person, the festival could generate:

£30,000–£60,000
in direct visitor spending during the event.

Spending will support:

- Local retailers
- Food vendors
- Hospitality businesses
- Transport providers
- Accommodation providers
- Cultural organisations

The event will also create opportunities for businesses to generate new customers, partnerships and commercial opportunities.



Tourism Impact

The festival will attract visitors from:

- Northampton
- Wellingborough
- Kettering
- Corby
- Milton Keynes
- Bedford
- Leicester
- Peterborough
- Birmingham
- London

The event will strengthen Northampton's reputation as a culturally vibrant and welcoming destination while increasing awareness of local attractions and visitor experiences.

Sponsorship & Investment Opportunities

The festival offers opportunities for corporate, public sector and community sponsorship.

Headline Sponsor	£10,000+
Gold Sponsor	£5,000
Silver Sponsor	£2,500
Community Sponsor	£500–£1,000



Regeneration Impact

The Northampton Pohela Boishakh Festival supports culture-led regeneration by:

- Increasing footfall
- Activating public spaces
- Supporting enterprise
- Showcasing local talent
- Enhancing Northampton's cultural offer
- Strengthening place identity
- Promoting Northampton nationally

The festival aligns strongly with wider ambitions around economic development, tourism and town centre vitality.

Community Impact

The festival will:

- Increase community cohesion
- Promote intercultural understanding
- Create volunteering opportunities
- Celebrate diversity
- Encourage civic participation
- Strengthen community pride
- Support youth engagement and leadership

The event will be open and welcoming to people from all backgrounds.



Potential partners include:

- Local businesses
- Financial institutions
- Housing providers
- Universities
- NHS organisations
- Professional service firms
- Regional employers

Support Requested from Northampton Town Council

The Northampton Bangladeshi Chamber of Commerce respectfully requests:

- Strategic partnership support
- Assistance with venue facilitation
- Event promotion through council channels
- Support identifying funding opportunities
- Collaboration with tourism and regeneration teams
- Advice regarding licensing, safety and event management



Conclusion

The Northampton Pohela Boishakh Festival 2027 represents an exciting opportunity to create a landmark annual event that celebrates diversity, promotes enterprise, attracts visitors and strengthens community cohesion.

By bringing together culture, commerce, tourism and civic pride, the festival can become a significant contributor to Northampton's economic, social and cultural future.

The Northampton Bangladeshi Chamber of Commerce looks forward to working with Northampton Town Council, the University of Northampton and local stakeholders to deliver an event that showcases the very best of Northampton.



Northampton Bangladeshi Business Chamber

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