

## PRESS RELEASE

### **Northampton town centre litter pick for 'Great British Spring Clean'**

*24<sup>th</sup> February 2018:* Businesses will rally together for the 'Great British Spring Clean' event as they tidy up Northampton town centre streets.

Volunteers from businesses and the Northampton town centre Business Improvement District (BID) will be litter picking and generally tidying up prominent town centre areas during the hour and a half event on **Friday 2<sup>nd</sup> March, 8.30-10am.**

The clean-up project has been organised by Northampton town centre Business Improvement District (BID) to coincide with the national initiative by UK independent environmental charity 'Keep Britain Tidy'. The event also supports the BID's ongoing commitment to provide additional cleaning services to complement and undertake targeted activities over and above the statutory provision performed by Northampton Borough Council.

BID Executive Director, Rob Purdie said: "Businesses continually ask us support them in keeping the town centre clean and tidy. This clean-up event enables businesses to come together and make a visible difference to the cleanliness of prominent town centre areas and also helps us celebrate a national initiative. We have held business clean-up events in the past but this time we are inviting residents or anyone who wants to help to get involved too."

Volunteers will meet near the waterfall on the Market Square at 8.30am on Friday 2<sup>nd</sup> March. If you would like to take part in this initiative, please contact [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk).

Northampton town centre Business Improvement District (BID) Northampton town centre BID was officially launched in 2011 following a successful vote by businesses to make Northampton town centre a designated Business Improvement District. The BID status was renewed in October 2015 for five more years until 2020. A BID is a defined area where the rate-paying businesses decide on improvements to their area, they then vote on the plans and agree to invest in the delivery of activities which directly impact upon their business turnover and profit. This money is then ring-fenced to provide the improvements agreed through the BID plan and can be used to generate other revenue to boost the pot of money available to deliver the plan. Business representatives in Northampton have developed a five year action plan around the key objectives of promoting the area. pfb UK is a specialist BID Project Management company which develops and manages a wide range of Business Improvement Districts across the UK including town centres and industrial estates.