



PRESS RELEASE

Northampton town centre sparkles after businesses volunteer for BID clean-up day

2nd July 2014

Businesses joined forces today [*2nd July*] to sweep, litter pick, clean and scrub, as part of a clean-up day organised by the Northampton Town Centre Business Improvement District (BID).

The clean-up, timed to ensure the town sparkles in time for the East Midlands and Northampton in Bloom judges visit to town later this month, was supported by companies in the Grosvenor Centre, McDonalds, Tangerine Red and many more. Cllr Tony Ansell, Chairman of Keep Northampton Tidy Scrutiny Panel, also joined in and provided free refreshments to all volunteers.

Sophie Stanley, Manager of Lush Northampton, said: "We are passionate about environmental issues, so we jumped at the opportunity to help out the BID team. It's been great to contribute to making Northampton a cleaner and more beautiful town for everyone to enjoy."

Neil Bartholomey, Vice Chair of the Northampton Town Centre BID, said: "What an incredible sense of community this BID clean-up day brought to the town centre. Thank you to all the companies and their employees who volunteered to help and to the many other businesses who gave their premises some loving TLC this week. All this effort will help Northampton Town Centre look its best for the East Midlands in Bloom judging."

Businesses unable to join the clean-up were asked to make their own business fronts clean and tidy and, after the morning's clean-up, street care contractors Enterprise continued with additional cleaning activities throughout the day.

The Northampton Town Centre BID is committed to making a visible difference to the town centre and, along with this clean-up day, has funded a new Green Machine, a road and footway sweeper exclusively for the town centre's tight spaces and pedestrianized areas. This has been funded in partnership with Northampton Borough Council and Enterprise to eliminate dirt, debris and litter from our streets.

To keep our town centre clean and tidy you can report any future issues to Northampton Borough Council. You can do this by calling 0300 330 7000, logging on

to www.northampton.gov.uk/report or via the council's downloadable app at www.northampton.gov.uk/app

- For more information on Northampton BID visit www.northamptonbid.co.uk

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About Northampton Town Centre BID

The Northampton Town Centre BID was set up in 2011, when Northampton businesses joined forces to vote on their priorities and pay a levy fee to make a real difference to the town centre. The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit.

Its three key aims are:

- **MANAGEMENT:** Improved daily management of the town centre, with a focus on cleanliness and safety.
- **PROMOTION:** To raise our town centre's profile through coordinated marketing and promotion.
- **VALUE FOR MONEY:** To develop and procure services to deliver cost and carbon savings.