



## PRESS RELEASE

### **Blooming and beautiful town centre made possible thanks to our Business Improvement District**

*June 2014*

Over 4,500 flowers have been planted in 10,000 litres of compost and hung, placed and arranged through Northampton town centre's in the lead up to the Northampton and East Midlands in Bloom competitions.

The Northampton Town Centre Business Improvement District (BID), made up of resident businesses which each pool an annual levy to fund improvements and events throughout the year, has invested £40,000 in Northampton Bloom, funding 230 barrier and hanging baskets as well as 12 free standing three tier planters, all now dotted throughout our town centre streets and hanging above shops, attractions and companies.

Behind the scenes over 50 horticulture students from Moulton College have been working with the BID over the last few months to prepare and plant the thousands of red, white, purple and pink petunias. All displays are now in place, with the watering and maintenance over the coming months also being funded by the BID.

Neil Bartholomey, deputy chair of the Northampton Town Centre BID, said: "The baskets and planters make a huge difference to the town, creating a better and brighter looking environment – one that people can take pride in and enjoy, whether they are shopping, visiting or doing business."

In the lead up to Bloom and to help tidy our town centre before the East Midlands in Bloom judges arrive in town the BID is organising a clean-up day on Wednesday, July 2<sup>nd</sup>, with businesses invited to get involved.

Robbie Speirs, Commercial Manager at Moulton College, said: "The lovely spring weather has really brought on this year's display earlier than in previous years and we are really pleased with how the containers are looking and in particular with the quality of this year's plants. The plants have all been home grown at our garden centre nursery and students have had the unique opportunity of being able to follow a local commercial clients order through from design and costing stages to the ordering, growing, planting and dispatch

stages over a number of months.”

Northampton in Bloom is co-ordinated by Northampton Borough Council which provides hundreds of beautiful floral displays across the town with partners from Northampton Town Centre BID, Brackmills BID as well as community groups and schools.

Other Northampton in Bloom highlights:

- Gardeners and grounds men from Enterprise have been working on behalf of Northampton Borough Council to plant and maintain floral displays throughout the year in our town centre, public parks, cemeteries, memorial gardens and green spaces as well as on traffic islands, roadsides and in housing areas. Hundreds of thousands of bedding plants and many more thousands of spring and autumn bulbs have been planted.
- Civic displays in the town centre include 190 hanging baskets, 102 half baskets and four large floral planters.
- Two show-stopping, large-scale installations are also planned for the town centre.
- A large roadside poppy display that features a single remembrance poppy made out 16,000 plants and features the words ‘Lest we forget’ and ‘100 years’. The Northampton branch of the Royal British Legion was touched that Northampton was planting the poppy display as it would help “people to remember the losses of soldiers and civilians here in Northampton.”
- For more information on Northampton BID visit [www.northamptonbid.co.uk](http://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.