



PRESS RELEASE

Empty town centre shops given new lease of life thanks to Northampton Town Centre BID

26 May 2015 – This week empty shops in Northampton Town Centre are being given a new lease of life thanks to Northampton Town Centre Business Improvement District (BID).

The windows and window frames of 35 town centre shops will be cleaned until they sparkle sprucing up the vacant units to help attract new tenants so they can become thriving businesses once more.

As well as the cleaning programme, Northampton Town Centre BID is also working with partners to identify shop fronts in Northampton where window vinyls can be installed. This will help showcase the empty units to encourage them to be let, whilst also highlighting the cultural and heritage attractions, and shopping destinations, in the town centre.

Vacant units in Abington Street, Gold Street, St Giles Street, The Drapery and other locations throughout the town centre will all be given the gold star treatment.

Jessica D'Aulerio, Chair of Northampton Town Centre BID and owner of town centre print firm Tangerine Red said: "Improving the town centre environment is a key objective of the BID. The window cleaning and vinyl installation is part of a programme of improvements to enhance the appearance of empty shop fronts in the town centre and improve the ambience of the streets whilst the premises are waiting to be occupied.

We expect to make a real difference that will not only improve the look of the town but also encourage occupancy of the vacant units bringing new business into Northampton town centre.

If you have a vacant shop front in Northampton that you would like to be added to the cleaning regime please contact the BID team."

-ENDS-

Further information on reporting town centre issues

Businesses can report town centre issues quickly and efficiently to Northampton Borough Council via the telephone number 0300 330 7000, online at www.northampton.gov.uk/report or via the NBC app which is downloadable from www.northampton.gov.uk/app.