

PRESS RELEASE

Businesses volunteer to clean for the Queen

24th February 2016 – The town centre is getting the royal treatment this March, with a clean-up day organised by the Northampton Town Centre Business Improvement District (BID) to coincide with the national ‘Clean for the Queen’ initiative.

Led by Country Life magazine and supported by Keep Britain Tidy and Garfield Weston Foundation, ‘Clean for the Queen’ aims to make the country’s streets sparkle in time for the Queen’s 90th birthday this June. Volunteers up and down the country will be litter picking, street sweeping, scrubbing and more – and Northampton is getting in on the act.

On Wednesday 2nd March, from 8:30am to 10am, volunteer businesses including McDonalds, Swishing, Santander, Marks & Spencer, The Grosvenor Centre and Greggs will be joining a mass litter pick in Northampton town centre. They will be joined by representatives of Northampton Town Centre BID, Enterprise and Northampton Borough Council team members to clean up streets, paths and car parks throughout the town centre. During the first couple of weeks of March vacant businesses windows and frames will also be cleaned in 17 locations around the town centre.

The BID has already organised successful clean-up days in 2015 and 2014, during which ‘hotspot’ areas in the town centre were targeted, vacant windows cleaned, informative vinyls were placed on vacant shop windows, and additional litter bins were placed.

Jessica D’Aulerio, Chair of Northampton Town Centre BID, said: “Businesses throughout our town centre are coming together for a common cause – to make our town centre even more beautiful. A couple of hours of litter picking and attention to vacant windows can make an enormous difference to the town centre environment. We’re thrilled that so many businesses have already volunteered but extra pairs of hands are always welcome – we’d love to hear from any more interested parties.”

The ‘Clean for the Queen’ clean-up day takes place on Wednesday 2nd March from 8:30am to 10am. All equipment will be provided. Volunteer businesses can confirm their attendance by contacting Northampton Town Centre by phone on 01604 837766 or via email at info@northamptonbid.co.uk.

To learn more about the national ‘Clean for the Queen’ initiative, visit www.cleanforthequeen.co.uk.