



## PRESS RELEASE

### **Call for town centre businesses to make their surroundings sparkle**

*13 April 2015* – Businesses in Northampton town centre are joining forces for a Clean-up Day, promising to leave the streets clean and tidy for all to enjoy.

Organised by the Northampton Town Centre Business Improvement District (BID), the event is taking place on Wednesday 29<sup>th</sup> April from 9am and will involve volunteers and BID staff, including the new Hosts, litter picking sweeping and cleaning town centre streets.. The event is the first in a series of environmental improvements planned by the BID this year which will also include the installation of new litter bins and fitting window vinyls to vacant units. .

“Businesses in Northampton town centre already have a great sense of community; the Clean-up Day is an opportunity for us to come together and make our surroundings really sparkle,” said Jessica D’Aulerio, Chair of Northampton BID and owner of town centre print business Tangerine Red. “We want our cleaning to really show off the beautiful space and architecture in our town centre, and ensure it’s somewhere visitors and residents want to spend as much time in as possible. It really is the more the merrier – no prior experience required!”

The BID previously ran a highly successful Clean-up Day in July 2014, as part of its remit to make a visible difference to the town centre and improve the environment for visitors, businesses and residents alike. This year's event will help to create an attractive stage for the various outdoor 'Discover Northampton' events the BID has planned for the summer months. McDonalds and Lush are already on board as volunteers and the BID is looking for as many extra hands as possible to lend some manpower during the day.

Matthew, one of the BID's Hosts who patrol the town centre assisting visitors and businesses, said: "We're looking forward to a fun team effort and making really tangible improvements to the town centre environment. Everyone who joins in will have a great sense of achievement."

Interested volunteers should contact the BID team on [info@northamptonbid.co.uk](mailto:info@northamptonbid.co.uk) or call 01604 837766.

All necessary equipment required to take part will be provided, including gloves, litter-pickers, high-visibility vests, bags and any other tools required. A full safety briefing will be provided and volunteers are asked to dress appropriately for the activities.

**-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](http://www.northampton.gov.uk/report) or via the NBC app which is downloadable from [www.northampton.gov.uk/app](http://www.northampton.gov.uk/app).