



## PRESS RELEASE

### **Clean Up Day to tackle untidy areas in town centre**

#### **PHOTO CALL**

Come and see our Clean Up Day volunteers in action

**9am, Wednesday 29<sup>th</sup> April, Market Place (outside Boots)**

For further information contact Lindsay from BuzzPR on 07540 399976, or email

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*22 April 2015* – Unloved parts of Northampton town centre will be left clean and tidy for all to enjoy next Wednesday, 29<sup>th</sup> April, thanks to a Clean Up Day organised by the Northampton Town Centre Business Improvement District (BID).

The BID has identified key areas in the town centre which they feel are in particular need of attention, with businesses, volunteers and BID staff, including the new Hosts, joining forces to litter pick, sweep and clean from 9am.

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. Whist the BID-funded Green Machine continues to make a significant

difference to the main thoroughfares in the town centre, the Clean Up Day aims to tackle those areas specifically identified as being in need of additional attention.

Jessica D'Aulerio, Chair of Northampton Town Centre BID said: "We're very excited to spruce up and make a visible difference to these neglected parts of the town centre. There are a lot of pathways to and from these areas that will really benefit from a thorough litter pick and sweep. Environmental improvements are a key part of the BID's remit, and the Clean Up Day is a great way for businesses across the town centre to come together."

**-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).