



PRESS RELEASE

Town centre businesses out in force to clean up Northampton

5 May 2015 – Volunteers from town centre businesses were out in force on Wednesday, 29th April cleaning and tidying our streets as part of a clean up day organised by Northampton Town Centre Business Improvement District (BID).

Over 20 business volunteers met at the Market Square on a rainy Wednesday morning all keen to give up their time to improve the look of Northampton's streets and make it a more attractive place for visitors, shoppers, workers and residents.

This initiative is just one of the projects delivered by Northampton Town Centre BID to benefit the businesses located in the town centre. Other projects include the installation and replacement of litter bins and sponsorship of an automated street cleaner.

Business volunteers from Lush, McDonald's, Northampton Borough Council, the Grosvenor Centre and even a member of the public who read about the clean up day in the Chronicle & Echo were equipped with full safety gear and litter pickers before embarking on an organised clean up in town centre streets to tackle hotspots identified by the Town Centre BID hosts.

Volunteers tackled identified areas including the alleyways and underpasses leading from Market Square to Newlands car park, around Wellington Street and Albert Place, Abington Street and The Drapery.

Jenny Welsh and Maddie Hadley both work at Lush in the Grosvenor Centre and decided to take part in the Northampton Town Centre BID clean up day for a second year, having enjoyed themselves last year. They said: "We enjoy it and we do it to help out and make our town a nicer place to be so people can be proud of it. We got a lot of satisfaction out of it last year and so decided to come again. Lush is an environmentally friendly business so this sort of initiative is something we are keen to be involved in and we are grateful to Northampton Town Centre BID for organising this event."

Wayne Pryke and Chelsea Drywood were part of the 14-strong team of volunteers from six McDonald's branches who joined this year's Northampton Town Centre BID clean up day. Wayne, who is the Planet Champion for his branch, said: "We've done the clean up day a few times and it's something we are keen to do. We all get a sense of achievement out of it and it's nice to feel as though you are doing your bit."

Retired Weston Favell resident Roger Woolmore spotted the article about the clean up day in the Northampton Chronicle & Echo and decided to volunteer his time. He said: "I saw the article so rang the number and said I wanted to help. I get fed up seeing litter on our streets so thought I would do something about it and help clean it up. I think it's great that the BID has organised this event, I've enjoyed it and would definitely do it again."

This clean up day 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. Whilst the BID-funded Green Machine continues to make a significant difference to the main thoroughfares in the town centre, the clean up day aimed to tackle those areas specifically identified as being in need of additional attention.

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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.