



Summer Newsletter

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A very warm welcome to the first edition of the CleanupUK Newsletter.

Since we started **CleanupUK** in July 2007, I have had the pleasure to work alongside so many people who share a passion for obliterating litter. We've been able to make a real difference to the litter landscape because so many people and organisations have supported us with their ideas, their time and their money. So I am going to reflect a little on our past successes and share with you our exciting plans for the future.

I hope that this shows that your investment in **CleanupUK** has been well used and that it inspires you to continue to work alongside us.

George



George Monck

Focusing Our Efforts

2010 has been a real break-through year for CleanupUK. We've established that there is a place for an organisation like ours in the fight to tackle litter.

We've seen that by harnessing the pride and energy of volunteer litter-picking groups we can make a real difference to local communities and change how people think and behave. But to paraphrase our own line ("Pick up the past - Protect the future") we've used 2010 to "Learn from our past - focus our future". So we have spoken to a wide range of our friends and supporters and had many late-night, coffee-fuelled discussions amongst our trustees. At the end we've concluded that the most effective thing **CleanupUK** could do is replicate the success we've had in providing practical support to existing litter-picking groups and aid the formation of new groups. We've seen that, with **CleanupUK's** help, existing groups have been able to get more volunteers and support. We've also seen that, with a bit of encouragement and practical guidance,

groups have been able to form that may not have done so without **CleanupUK's** help.

In order to achieve this we're going to do two things. First, we're going to continue to run the LitterAction website www.litteraction.org.uk with our friends at the Campaign to Protect Rural England (CPRE). LitterAction acts as a base for the UK's dedicated volunteer litter groups and already has over 300 members – groups can set up their own webpage on LitterAction at no cost to them and so not only enable better communication with the members of their group but also use it to attract new members to join them. LitterAction provides volunteers with all the information that they need and also has a lively forum where people can share views and best practice.

Second, we have decided to focus at

a local level in some of the areas of the country that have the biggest litter problems. We are putting in place a network of local co-ordinators who will help to develop local volunteer activity against litter in these areas. As well as our project in London's five Olympic boroughs (see page 3), we're going to focus our efforts in the 19 local authorities in the North West of England with the highest levels of deprivation.

We chose the North West because the Local Environment Quality Survey for England (LEQSE) shows it as the region with the greatest environmental quality problems. We've seen that there is a correlation between litter and other social issues, so the North West became the natural home to pilot our local co-ordinators. Over the coming months we're

going to be busy planning the recruitment of these local co-ordinators and making sure that we have all the things in place for them to be as effective as possible. This pilot is an incredibly important part of **CleanupUK** achieving our vision - if you'd like to hear more about our plans or see how you can get involved, please get in touch.

George's Blog

You may or you may not be aware of the blog I have been writing on our website for the last two years. Do have a look at www.cleanupuk.org.uk/blog. My aim is to bring litter-related matters to the attention of people who might not otherwise be aware of them so that we can all better understand what the current litter issues are. Do let me know what you think and also if you have some suggestions about what subjects I could write about in future.

www.cleanupuk.org.uk/blog



litteraction.org.uk
working together to beat litter



Olympic Inspiration



In early 2009 we were approached by the people from the Changing Places programme at LOCOG (the London Organising Committee for the Olympic and Paralympic Games). The programme is using the London 2012 Games as the inspiration to run local activities in the five host boroughs that will leave a legacy well after the Games have finished. As these boroughs also have some of the biggest litter issues in the country, it seemed that the programme was a natural fit to CleanupUK's focus.

CleanupUK's "Beautiful Boroughs" project was the result and the project has been awarded the Inspire mark by LOCOG in recognition of the fact that the project will use the Games' inspiration to improve neighbourhoods in the five boroughs.

David West is running the Beautiful Boroughs project and has already recruited a good number of volunteers to help local residents form volunteer groups to keep their neighbourhoods clean in a sustainable way.

CleanupUK's Dirty Week-end

The year started with a real bang with our Dirty Week-end (carefully punctuated, as we actually held it on a Thursday and Friday) in Cornwall at the end of January. George Robinson generously gave us the use of Tresillian House near Newquay for the conference and it proved to be the most delightful of surroundings in which to discuss litter issues. 30 of our friends (from Defra, Keep Britain Tidy, CPRE, Cornwall Council and other local authorities and voluntary organisations and groups) joined us and we heard a wide variety of presentations. I hope that the other speakers won't mind if I focus on just three of the talks.

Rena Menne of the Social Market Foundation showed us how it isn't just government or local authorities that have a role to play in changing litterers' behaviour - we can all play our part in various ways, not least by being out there litter-picking and showing people that this is an issue that needs tackling and that they can easily contribute to.

Professor Ian Williams of Southampton University introduced us to his I-S-B model of solving the litter problem. In a lively presentation, Ian showed us that the combination of infrastructure (e.g. adequate and suitably-situated litter bins), service (e.g. timely emptying of litter bins) and behaviour change (concerted efforts to change litterers' behaviour) were all necessary if we are to win the fight against litter.

And Roger Catchpole of the North Hill Community Litter Project (near Launceston in Cornwall) impressed us all hugely by explaining what this group of volunteer residents had achieved through their "three Ps" model : picking (regular litter picks to remove the litter dropped around the villages and lanes), partnership (involving absolutely everyone in the community in the campaign e.g. farmers, shopkeepers and businesses) and prevention (promoting the message and taking appropriate local action, for instance ensuring that litter bins are suitably positioned).

"It isn't just government or local authorities that have a role to play in changing litterers' behaviour - we can all play our part in various ways"

Finally, delegates split into discussion groups to agree how best we can all contribute to behaviour change, to decide what help and support volunteer litter groups generally need and to offer CleanupUK some guidance on our forthcoming project in the North West.

The Dirty Week-end was a unique coming together of statutory agencies, local authorities, the voluntary sector and individual volunteers and, we are confident, achieved a significant increase in the understanding of each others' contribution to tackling the litter problem.



Find the Dirty Week-end presentations at the bottom of our news page by clicking www.cleanupuk.org.uk/news

the BIG tidy up

Join in at www.thebigtidyup.org

One of the important things we have been doing over the past 18 months is partnering Keep Britain Tidy in their Big Tidy Up campaign.

In particular, we have been fostering greater participation in the Big Tidy Up in those areas where penetration is lower than expected. We have enlisted the help of some outstanding volunteers in this.



Spitalfields Housing Association Big Tidy Up, Tower Hamlets



Lee Valley Park Big Tidy Up, Newham

We are very fortunate to be able to support four very special people in Durham, Brighton and Eastbourne as they campaign locally to make a real difference on the litter front. In Durham, David Ardill has been working in partnership with the admirable local volunteer organisation, LitterFree Durham, to promote the Big Tidy Up to Durham's Area Action Partnerships.



Oldbury Clean Team village cleanup

In Brighton, Emily McCunn and Sandra Landy have been working hard to promote the Big Tidy Up, enabling all sorts of tidy-minded people to get out and clean up the areas that need it. And in Eastbourne we have been supporting the irrepressible Colin Akers who has persuaded Eastbourne Borough Council to fund Big Tidy Up activity in each of its nine wards. David, Emily, Sandra and Colin have been making great progress - we salute the four of you!

Royal Support in Anfield

We were very honoured on 26th July when HRH The Duchess of Cornwall met us in the Anfield area of Liverpool with the Community of Old Barn Residents' Association (COBRA) to give her support to what we're trying to achieve, not just in the North West, but all over the UK.

CleanupUK arranged for The Duchess to see first-hand how the Old Barn area of Anfield has been transformed into a vibrant and attractive place to live by COBRA.

Her Royal Highness met the Trash Army (a local team of young litter-pickers) and then

took a litter-picking stick and proceeded to do her bit towards keeping the Old Barn area clean.



The Duchess of Cornwall litter-picking in Anfield

And finally...

This is a defining year for CleanupUK, with some significant challenges ahead. If you are able to help us with advice or support on any aspect, be it operations, funding, being a CleanupUK trustee or giving your view on the strategy that we have decided to pursue, then please e-mail me at george.monck@cleanupuk.org.uk. I would love to hear from you.

In the meantime, enjoy the summer and... keep it clean!