

# CleanupUK Winter Newsletter

Dear George

Welcome to our latest CleanupUK newsletter which we send to our friends and supporters every now and then to keep you posted on our progress. We hope that you will find it useful as a means of staying informed of our activities. Please feel free to send any comments you may have to me at [george.monck@cleanupuk.org.uk](mailto:george.monck@cleanupuk.org.uk) and do please let me know if you don't want to receive any further updates.

All the best.....and keep it clean !

*George*

## The LitterAction Website

We now have over 540 volunteer litter groups registered on the LitterAction website and the amazing milestone of 100,000 bags of litter collected has just been passed.



LitterAction is the place where dedicated, long-term volunteer litter groups can access the information they need to run their group, set up their own free webpage, communicate with their members, recruit new members and keep everyone up to date with news and photos. The website is key to individual groups' success and we will continue to provide this valuable service.

Do have a look at <http://www.litteraction.org.uk/> and let us know what you think.

## ..... Rossendale Civic Pride

A good example of a successful volunteer group that uses the LitterAction website to run its activities and publicise what it does is Civic Pride in Lancashire. In November 2012 Civic Pride, a small group based in Rawtenstall, planted over 500 trees by the side of the A682, a major route into and out of the valley. Nestled on the western edge of the Pennines, Rawtenstall was once a beautiful and productive area but the impact of

several economic depressions since the 1970s had left the area looking unloved and neglected - but not any more.



### **The Civic Pride Group at work**

Turning out every Wednesday evening and the first Sunday of the month from March to November the group has transformed the area - no longer are the streets paved with litter and no longer are the public gardens spiralling into weed infested, neglected 'no go' areas.

Tonnes and tonnes of litter have been collected. The group has also taken over seventeen flower beds and gardens within the town centre, all of which have now been planted up with perennial flowers so that year on year they will continue to increase in beauty. Twenty five barrier baskets now brighten up even the dullest corners. The clean streets deter most folk from throwing down litter.

How have they achieved all this? Dedication, persistence and determination with more than a little help from the small signs that they place around the areas they have cleared. These signs announce to the local population that a volunteer organisation has done the work and this inspires admiration and respect.

The Lord Lieutenant of Lancashire has praised their efforts as have their local MP and newspapers, but none of these compare to the sense of pride they feel when they look at a job well done !

### **The Beautiful Boroughs Project**

CleanupUK's major current project is the Beautiful Boroughs project, aiming to support residents of the 5 London boroughs of Newham, Tower Hamlets, Hackney, Waltham Forest and Greenwich in tackling their local litter problem. So far, CleanupUK's work on the Beautiful Boroughs project has resulted in 22 groups of residents accepting the challenge to get together and take regular action against litter where they live and has resulted in more than 1,065 residents getting involved and 1,547 bags of litter being collected at 72 litter-picks.

To date, the majority of the project's activity has been in Tower Hamlets (10 residents' groups) and Newham (8 groups).

### **We are the Champions !**



### **CleanupUK's Community Champions**

At the end of January, Emma Harrington, our Project Coordinator, and I ran a training day for our new Community Champion volunteers at the University of East London campus in Stratford. These 8 wonderful people will be going out to talk to residents in the above boroughs to help them set up litter-picking groups. So, I take my hat off to you, Alphonse, Colleen, Gurdeep, Mohamad, Pamela, Taha, Therese and Zafar.

### **East Ham Hero**



### **Stephen Timms MP with East Ham Litter Pickers, Colvin Rd**

The East Ham Litter Pickers was initially set up after Mr Prabha, MD of a local business in Colvin Road, was contacted by CleanupUK's Project Co-ordinator, after she saw his comments on a local online forum. Not only has CleanupUK been instrumental in helping this group to set up but they have provided all the cleanup materials and ongoing support.

Prabha has nothing but praise for CleanupUK's involvement, confirming that, *"I am very thankful for CleanupUK. It is because of CleanupUK that these cleanups have been set up."*



**Stephen Timms MP supporting the Colvin Road group, Newham, led by Mr Prabha**

Prabha recognises that the transformation of his local neighbourhood underlies the reaction of his neighbours "who have a better understanding of the area around them and their community." To understand Prabha's philosophy is to recognise that it is not just that the East Ham Litter Pickers are actively to be seen cleaning up local streets in the area, but more pertinently that they can help influence public opinion in the area, and help local residents to recognise the importance of keeping their surroundings clean, tidy and free from litter.

Local MP for the constituency of East Ham, Stephen Timms, has this to say about the East Ham Litter Pickers' efforts, *"I am delighted that the group is going each week around Colvin Road and doing an impressive job of cleaning up the neighbourhood. It is when people care about the area, and are willing to do something about it, that change for the better becomes possible. I applaud this group's constant hard work."*

For the full story, please look at <http://cleanupuk.org.uk/our-stories/east-ham-litter-pickers/>

**Mudchute's Makeover**

Since June 2012 volunteers from Mudchute Litter Pickers (in Tower Hamlets), supported by CleanupUK, have waged war on the notorious

local litter-infested pockets in the areas surrounding Mudchute DLR station, including East Ferry Road, Spindrift Avenue and around Millwall Park. Altogether 101 volunteers plus the local scout group have collected an incredible 260 bags of rubbish and household waste in the last six months.



The reasons why Mudchute Litter Pickers' volunteers are so keen to get involved vary, but responses range from local resident, Jane Garrity's, comments, *"because I can't bear seeing the rubbish I pass every day on my way to work"* to local Tower Hamlets Councillor Zara Davis's observation, *"I was extremely impressed in what the group was doing and what a transformation was made in the local environment in just a couple of hours."*

The Mudchute Litter Pickers have not only been successful in cleaning up a colossal amount of household waste and rubbish from the bushes and roadsides along Spindrift Avenue and East Ferry Road, but have tackled a major challenge to maintaining the local environment, especially around the borders of local beauty spot, Millwall Park.

For the full story, please look at <http://cleanupuk.org.uk/our-stories/mudchute-litter-pickers/>

### **Our Very Own Opening Ceremony Performer !**



Even those of you who know her may not recognise CleanupUK's very own Emma Harrington from the photo below. Emma volunteered to perform in the opening ceremony of the Paralympic Games in September and took part as a Volunteer Performer. She was required to take part in 13 rehearsals amounting to a total of some 72 hours. What an amazing feat - well done, Emma !

## **Litterati among the Twitterati**

We have been tweeting about our work over the last few months, as well as Facebooking. If you're not yet following us, please do link up with us via the following :

[https://mobile.twitter.com/Cleanup\\_UK](https://mobile.twitter.com/Cleanup_UK)

<https://www.facebook.com/cleanupcrew.uk>

<http://cleanupuk.org.uk/a-nudge-is-better-than-a-wink/>

## **And finally.....**

Thank you very much for your support for the work that we are doing. Our plans are progressing well and we are confident that we are making a real difference to the lives of people for whom life isn't so easy.

## **Quick Link to the CleanupUK Website...**

<http://www.cleanupuk.org.uk/>

## **Contact Information**

If you have any queries or comments, please e-mail me at:  
[george.monck@cleanupuk.org.uk](mailto:george.monck@cleanupuk.org.uk)

