

CPRE's GREEN CLEAN



A NATIONWIDE LITTER PICK
SEPTEMBER 2018

HELP US CLEAN UP THE

COUNTRYSIDE

#GreenClean
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Campaign to Protect
Rural England
Standing up for your countryside

A 'How to' guide for organising your *CPRE's* *Green Clean* litter pick



Introduction

Thank you for joining *CPRE's Green Clean*, a litter pick to clean up the countryside this September. Together we'll be reaching out to local communities across England, working with our established partners and friends, whilst also attracting new people to the CPRE network by encouraging them to join us in this worthwhile activity.

Organising a local litter pick will be an opportunity to reach new audiences, attract potential new volunteers, members and campaigners, as well as a chance to engage important stakeholders such as MPs, councillors and local media.

CPRE's Green Clean will also support our national campaigning for a deposit return system for bottles and cans.

As you know, we have been campaigning for a deposit return system for drinks containers to eradicate this type of litter and increase recycling for the past 10 years. Following Michael Gove's positive announcement in March, the Government is now looking into how a deposit system in England will work, so now is the time to clean up the countryside and show what could be achieved with an effective deposit system. And so, as part of *CPRE's Green Clean*, we need you to collect vital information on littered bottles and cans - how many are there, what size they are and what they are made of.

By counting all the bottles and cans you collect locally on your litter pick, we will be able to provide national evidence to the Government that they need to create the best possible deposit return system for England, one that includes every bottle and can.

You may want to organise a big event in your local area, with lots of volunteers. Or you may prefer to arrange for three or four people to get out there one afternoon and pick up what they can find. As CPRE's Green Clean runs for all of September, you may want to do a series of litter picks in different areas across the month.

Either way, it's up to you how you want to organise your litter pick. A small group collecting locally and filling in the form on how many bottles and cans they collected will still be really helpful in terms of our national campaigning.

To help you make organising your litter pick(s) as easy as possible, we've put together this handy guide containing everything you need to prepare for and carry out your litter pick, as well as lots of template promotional materials and other resources.

We will also be sending round a pack to help you maximise the opportunities after the litter pick such as how you might encourage new contacts to become supporters and other follow-up tips. These will be sent out closer to the time of your litter pick.

We've also created a *CPRE's Green Clean* webpage where the date and location of your litter pick will be advertised and where people can sign up to a local litter pick. This page will go live on Thursday 2nd August and you will be sent a link then. We will be sending a 'welcome to CPRE's Green Clean' email to everyone who signs up and then will pass their details to the relevant group to enable you to send them briefing information for the day (see below in the 'Preparing for your CPRE's Green Clean litter pick: Logistics' section for details on volunteer briefings).

Background information on CPRE's campaign for a deposit return system and why we're carrying out a litter pick

(This information may be helpful when talking to volunteers or people interested in the litter pick so feel free to cut and paste bits into emails or take a copy on the day to answer any questions. Please note we will also be sending round a full briefing on deposit return systems and our litter campaigning for engaging with stakeholders).

CPRE has been campaigning for a deposit return system in England for 10 years, and in March this year environment secretary Michael Gove announced the Government would introduce one. This was a momentous achievement and we are absolutely delighted that the hard work of the CPRE network has led to this fantastic outcome.

However, the campaign hasn't ended there. The people who oppose a deposit return scheme, including drinks manufacturers and the packaging industry, are pushing for a restricted deposit system, that would only collect bottles and cans that are classed as 'on the go'. They are saying that it is only small plastic bottles that are littered. However, all of us who care about the countryside know that bottles and cans of all materials and sizes are polluting our beautiful landscapes.

So, to counter this, we will be holding an England-wide litter pick - *CPRE's Green Clean* - to collect data on the numbers, sizes and materials of drinks containers that are littered. We will use the collective evidence from all the *CPRE's Green Clean* litter picks in our national submission to the Department for Environment, Food and Rural Affairs (Defra) upcoming consultation on the scope of England's deposit system. We will be doing what CPRE does best - using local information and taking it to the highest levels of government.

We know the Government is also interested in how litter affects people in their daily lives, so we want people who take part in *CPRE's Green Clean* to tell us how they feel about it. We will use these quotes to support our response to Defra's consultation on England's deposit return system

later this year. More information on gathering quotes and permissions can be found in the 'Schedule for the day itself' section of this pack.

September is the perfect time for us to get out and clean up the countryside, as the consultation is likely to be released in autumn or early winter, and we can also catch the attention of MPs and councillors ahead of the party conference season.

And, if you needed another reason for being part of *CPRE's Green Clean*, litter picking is a key part of CPRE's history with our work in this area dating back to 1926, when we worked in partnership with the Women's Institutes to set up local 'Anti-Litter Leagues' to organise litter picks, educate children, and campaign for local councils to organise waste collection services.

Preparing for your *CPRE's Green Clean* litter pick

First up, choose a litter pick coordinator for your group.

It will be the coordinator's job to confirm where and when the litter pick will take place, lead the promotion of the event, ensure the logistics on the day are organised and liaise with Maddy at National CPRE. You may be able to delegate certain tasks to different people if you have a team that can help, for example you may assign someone to social media or health and safety, but the overall responsibility sits with the coordinator.

Setting the date and place

1. Choose whether you're going to have **one or several litter picks** as part of *CPRE's Green Clean* and decide when in September it/these will be.
2. **Decide on your location(s)** and make sure you have legal access to the area if it's going to be on private land. In choosing the location it would be helpful to host litter picks in the constituencies of MPs who are interested in the deposit return campaign. To help with this we've created [a list of key MPs](#) for each region that's signed up to CPRE's Green Clean. This can be found here.
3. **Register your litter pick** using the form you have been sent by Maddy at national CPRE. We will then upload details of your litter pick to CPRE's Green Clean page where volunteers can register for your litter pick. This page will go live on Thursday 2nd August so please send us your filled in forms by this date if possible.
4. **Carry out a site visit of your litter picking spot**
 - a. Make a note of safe places for people to lock their bikes, park their cars and the nearest facilities.
 - b. You also might want to plan how large an area you'll cover on your litter pick and note a route - but equally you might just want to see how it goes on the day and do what you can in the time you're there.

- c. Note down things to consider in your risk assessment, details for which are below in the 'Making it safe' section.
- d. Pick a spot where you can safely leave the full litter sacks for the council to collect.
- e. Consider where you could gather at the end of the litter pick for some congratulatory iced drinks and biscuits.

Recruiting volunteers

- ❖ **Rally your volunteers!** If you're hoping to organise a bigger event, try to get support from other local groups and individuals to make this a community effort.
- ❖ We have provided a [template poster](#) which you can use to advertise the event in shops, libraries and schools (but avoid printing excess posters or flyers that may just become litter themselves!). It is an editable PDF so you can type in the details for your event in the boxes provided and insert your logo in the top right hand corner.
- ❖ You can also access the [CPRE's Green Clean logo here](#). Please note that this is not to be edited or changed in any way but can be used as it is when promoting your litter pick, for example in emails.
- ❖ If you're working with other **local groups**, make sure any communications and advertising say *CPRE's Green Clean* and use the logo (details above) so it is clear whose event it is (this will help with profile raising, attracting new supporters and the deposit system campaign).
- ❖ **Gain some press coverage** for your litter pick.
 - Fill in our [template press release](#) with all the details of your event and send it out to your local press contacts.
 - Follow up with a phone call to check they've received it and find out if they're going to come along.
 - You can also call again if you find out your local MP or councillor will be attending too, as this is something local newspapers often like to cover.
- ❖ **Use social media and community forums** to share the event online - see [the social media guide](#) to help with this including example tweets and Facebook posts for you.

- ❖ You might want to consider **contacting local businesses** to support your litter pick. Lots of businesses will pay staff one day a year to volunteer and a litter pick would be the perfect opportunity for this. Additionally you can ask businesses to sponsor your litter pick to help pay for equipment. Businesses involved will want to publicise their support so this will also be helpful for promoting the event in local media. [Guidance on approaching corporates can be found here.](#)

Engaging stakeholders

Your litter pick will be a great opportunity to **engage MPs and councillors** on the issue of litter in the countryside. We'll be sending out a briefing nearer the time to help you with the key messages for our national campaigning in this area.

It's vital that we gain support from key MPs and local councillors for how a deposit system can best work for England and so we want to work with you to get them along to your litter pick and follow up with those who attend **asking them to sign up to our principles for a deposit system**. It will also provide an opportunity to engage your MPs with a popular issue and build on the relationship you may have with them.

We've created a [template letter that you can send to the relevant MPs](#) and [councillors](#) for where your litter pick is being held. This is signed by National CPRE with space for your logo and signature as well, which will underline the connection between CPRE's local and national campaigning.

If you receive confirmations from any MPs or councillors, please let Maddy know so we can keep track of which MPs are friendly to our campaign.

Making it safe

- ❖ Carry out a risk assessment of the area you'll be litter picking in - you may want to use [this risk assessment form](#) as this gives helpful suggestions of things to consider. As a starter please make sure you consider the following and ensure you have controls in place to minimise the risks:

- Risk of injury from trips, falls and slips.
 - Impact of weather and how volunteers can protect themselves by wearing appropriate clothing or sun cream.
 - Risk from dangerous materials - volunteers should always wear gloves and always pick things up with a litter picker, never with their hands.
 - If children are attending the litter pick you'll need to advise any parents or guardians that they are responsible for keeping children safe at all times, particularly if you're going to be litter picking close to water.
- ❖ Please ensure you have public liability insurance. It is your responsibility to make sure you, as an organisation, are covered should anything go wrong on the day.

Please note that national CPRE holds no responsibility for any incidents or accidents that take place on your litter pick.

When sending out your volunteer briefing you should outline health and safety information highlighted through your risk assessment, drawing special attention to the guidance on risks from dangerous materials and that you, as an organisation, hold no responsibility for volunteers who do not follow the guidance. This information is included in the volunteer briefing in the 'Logistics' section below.

Logistics

- ❖ **Litter picking equipment:**
- Work out what equipment you will need for the event. For example, gloves, litter pickers, high-vis vests and two types of refuse bags - one for general waste and one for all the bottles and cans so that these can then be recycled - and possibly wheel barrows if you know the area you're heading to has some heavier or larger items.
 - Contact the Cleansing or Environmental Health department of your local council who should definitely be able to provide you with the two types of refuse sacks, and may have litter picking equipment you can borrow. When speaking to them you

should also let them know where the bags of litter and recycling will be left at the end of your event and therefore where and when the council can collect them.

- If the council don't have litter picking equipment you can borrow, you may consider investing in some for your branch. If so please see [this guidance](#) on where to purchase litter picking equipment.
- If you are approaching local businesses for sponsorship, equipment is the kind of thing those costs could cover.
- If you struggle to get the equipment for free or are unable to buy some please contact Maddy and we'll see if we can help. If we have to buy equipment for you, we'll need at least two weeks' notice before your event to ensure we can place the order in time for delivery.

❖ **Make plans to keep your litter pick green!**

- For example, make sure you and your volunteers bring pack lunches (it's always good to remind people to bring re-usable boxes rather than cling film), flasks of tea or coffee and refillable water bottles - and don't print unnecessary leaflets or materials.
- You might also want to ask someone to bake some biscuits as a treat for your litter pick's tea break.
- And remember to think about the way you and your volunteers get there - try to use public transport, walk or cycle, but if you need to drive, then arrange car shares.

❖ **Send volunteers a briefing a week before the litter pick.** See [this checklist](#) of things to cover in your brief and [this template volunteer information sheet](#) that should be sent to the volunteers.

❖ **Email the people taking part two days before the litter pick and again the day before.** In this email you may want to mention the weather forecast for the day, share any relevant news stories and remind them of the details of the litter pick, such as when and where you're meeting and what they need to bring.

❖ **Create a sign in and out sheet for volunteers.** To ensure you can keep track of where volunteers are and make sure everyone's safe, create a sign in sheet to take with you on

the day. This should have their name and space for them to sign their initials and time they arrive and leave. You should also create a record of everyone's contact numbers to take with you on the day (this is so you can contact them at the end of the pick if they are not present and haven't signed out).

Schedule for the day itself

The day of your Green Clean has arrived. These steps will help ensure you and your volunteers get the most out of the day!

1. Once you think everyone's arrived (maybe give five minutes after the meeting time to allow for late comers), welcome everyone and ask that they sign in using the attendance sheet you've made.
 - a. If anyone has turned up to the litter pick who hasn't registered online (we'll be sending you this information in advance of your litter pick) you'll need to get them to quickly fill out a form which will say they accept responsibility for themselves and that unless they say otherwise they're happy to be featured in any photos taken on the day. This will also be an opportunity to capture their data and find out if you are able to keep in touch with them. This form will be sent to you when the online registration form goes live on Thursday 2nd August.
2. Read out the [volunteer briefing](#) - even if you've sent this to them previously, it's good practice to remind everyone of the key health and safety information (for example, use sun cream, keep hydrated, remind everyone of the rules around sharp objects and using litter pickers), highlight who is responsible for first aid and the nicer things like what time you'll be breaking, the route and how to use the litter pickers!
3. If there are a lot of people at your litter pick you may want to separate everyone into groups and identify a few team leaders. Team leaders should keep an eye on the people in their group to make sure they're safe and are getting on well with their litter picking. You may also want team leaders to be responsible for other tasks for their group, such as first aid or sending out tweets and photos via social media.
4. Provide volunteers with their litter picking equipment including litter pickers, gloves and two refuse sacks (one for bottles and cans to be recycled and the other for general waste) and high-vis vests if you have them. Make it clear that people should be separating bottles

and cans into the right sack whilst they litter pick to save having to sort through general waste at the end.

5. Take lots of photos and videos during your litter pick - see our [social media and imagery guide](#) for tips on getting the best pictures. You may want to nominate someone to be on photo duty throughout the day if you don't have a photographer.
6. If you have a smart phone and signal then why not live tweet and share Facebook posts while you pick. There are example tweets and Facebook posts in the [social media and imagery guidelines](#). You can also encourage volunteers to post on social media whilst they're litter picking too and to share or re-tweet your posts.
7. We're really keen to capture people's personal experience of litter as well, so have created a space on the [litter data form](#) for this. While you're litter picking ask people for their comments about the impact of seeing the countryside blighted with litter and the rewards of working together to see it cleaned up. If possible try to get them to reflect on how a deposit system will work to help reduce litter. These quotes will be invaluable in getting across the human impact a deposit return system could have in our consultation response later this year. Make sure to capture their name, town and age to support their quote when we submit them as part of our consultation response. We will also be sending out a survey to all participants in October to ask for their feedback as part of our evaluation but it will be good to capture 'on the day' comments, too.
8. Once you've all finished clearing the litter from your designated littered spot, collect the bags together for sorting:
 - a. Put all the sacks together and empty out the bottles and cans sacks onto the ground
 - b. Separate them into piles of material types and then sizes
 - c. Count each type and size and record them on [this form](#)
 - d. Take a photo of all of it preferably with a piece of paper in the shot that says the date and location of your litter pick
 - e. Then pile everything back into the recycling sacks and leave them with your other sacks of litter, ready for your local council to collect at the designated spot
9. It's a good idea to make sure refreshments (biscuits and juice would do) are available at the end as a thank you to your volunteers - this will also give you more of a chance to talk

to volunteers and engage them with the rest of your branch's work in the area - and get a group shot of everyone at the end and let people know when you'll be in touch again and that National CPRE will be in touch with the national results in October.

10. When people start to leave, please make sure they sign out.

Thank you for being a part of CPRE's Green Clean.

We hope you found this pack useful in preparing for your litter pick.

We will be sending out a pack in August, nearer the time of your litter pick, with tips on following up with your volunteers and post-event publicity.

In the meantime, Maddy will be available for any questions or queries. Additionally, if you have held litter picks before and want to share some best practice tips with the rest of the CPRE network taking part in CPRE's Green Clean then please let Maddy know. We are currently looking into setting up a weekly conference call to facilitate this which will be held every Tuesday from 3-4pm. Information on dialling into this will be shared in due course.