



# Case Study

## The Great British Spring Clean – March 2017

### The Great British Spring Clean

#### 1. Introduction

Keep Britain Tidy nationally launched another spring clean event after the phenomenal success of Clean for The Queen in 2016. They had lots of people asking about plans for 2017. So, they announce that they will run a brand new clean-up campaign for 2017, with a view to making this an annual fixture in the calendar.

#### 2. Background to the project.

The aim is to inspire even more people from clubs, communities, schools and businesses across the country to get active and help clean up their neighbourhoods. Keep Britain Tidy are looking to encourage activity throughout the month of March, with a particular focus on registering thousands of clean-up events over the long weekend from **3-5 March**.

#### 3. Vision for the project

As part of housing's Community Development policy this event was identified as an activity to be undertaken by the housing service department, above and beyond those usually expected of a landlord, which positively impact the lives of Dacorum residents. This supports Dacorum's corporate plan 2015 - 2020 as part of "a clean, safe and enjoyable environment" and "building strong and vibrant communities".

#### 4. Recommendations

The recommendations suggested before the start of the project were:

- to choose an area within the borough
- to invite ward Councillors and our involved tenants plus promoting this throughout the general public, local shops and community centres
- booking a community hub to support the litter pick - Leverstock Green Cricket club
- to organise equipment for the day making sure we meet Health & Safety standards
- to produce a Risk Assessment and signing sheet



## 5. Objectives

The objectives for the event were:

- to encourage the local residents to be active within the community creating community cohesion. (as per 'Get Involved' Strategy 2016-2020)
- to encourage local residents to take pride in the environment around them
- maintaining local environment and protecting wildlife around the area

## 7. Outcomes

We held the litter pick event on Saturday 4<sup>th</sup> March 2017 10am - 2pm giving everybody the opportunity for it to held in an appropriate venue and at a time that that allows a range of tenants to be able to attend. The event was attended by 24 local residents which included the portfolio holder for housing Councillor Margaret Griffiths as well as the ward Councillor's, three Dacorum staff and two staff from our maintenance partners Osborne.



We collected refuse bags: 20, recyclable bags: 17 which is a grand total of 37 rubbish bags, also we logged larger items on the Keep Britain Tidy App whilst on site.

Keep Britain Tidy - The totals for this year's Great British Spring Clean are

The clean-up removed an astonishing 513,060 bags of rubbish - enough to fill 70,000 wheelie bins - from our streets, parks, beaches and countryside.

This means that the 303,125 volunteers who took part in our biggest-ever clean-up cleared more than 1,500 tonnes of litter!

As a charity, Keep Britain Tidy depends on the support of its network of volunteers around the country and we would like to say a massive 'thank you' to everyone who supported the Great British Spring Clean.

