

FULL COUNCIL

6th March 2023

THE GREAT BRITISH SPRING CLEAN 2023

The Great British Spring Clean 2023, run by environmental charity Keep Britain Tidy, is a mass action litter-picking campaign that will take place from 17 March to 2 April.

It brings together individuals, community organisations, businesses and councils to make a difference to the environment on our doorstep, and we therefore believe it will be valuable for our staff, councillors and residents to get involved.

In 2022, 587 local authorities and town and parish councils took part across the country, and volunteers picked a colossal 449,406 bags!

As well as polluting our streets, parks and beaches, litter harms wildlife, domestic pets and cattle,

The Great British Spring Clean is a way for our people to really show their pride in where they live, while taking immediate action to protect the environment. After the 2022 campaign, 85% of people who took part said they felt more pride for their local area.

How local councillors can take part

Keep Britain Tidy wants to hear from any councillors taking part in the Great British Spring Clean. All those who sign up using a quick online form will receive a resource pack to help you engage your communities from 23 February, which includes social media assets, posters, a one-page overview of the campaign, a template press release, a template letter to schools and a game of litter bingo.

Purdah

The campaign will fall partly within the purdah period due to the upcoming elections. The charity has done as much as it can to avoid this issue, but many factors – including weather, grass cutting, school holidays and Easter bank holidays - affect the timing.

Councillors who sign up will be sent their free press and resources pack immediately and you then have until 23 March to promote the campaign and your involvement before purdah begins.

The Town Council can sign up too and can promote borrowing of litter picking equipment throughout the campaign until it ends on the 2 April.

Jonathan Parsons
Town Clerk