



Great British Spring Clean 2019 Frequently Asked Questions

For the Public

1. Why should I get involved? Why do we need to pick-up litter?

Picture the scene. You are at the park, it's a glorious spring day, the sun is shining, there's a gentle breeze. Then you spot an empty crisp packet blowing around in the wind, cigarette butts next to the bench, an empty plastic bottles next to (but not in) the bin!

Not only does litter spoil the natural beauty of our environment, it also poses a threat to marine and wildlife. The RSPCA recorded more than 7,000 incidents of animals being injured as a result of litter in 2017 and we know that 80% of litter that ends up in the sea begins on land.

This spring, Keep Britain Tidy is calling on you to help improve the environment on our doorstep. We're aiming to inspire around half a million people to join forces - in partnership with community organisations, businesses and the government - to collect and safely dispose of litter from our streets, parks and beaches, recycling as much as possible.

2. When is the campaign?

This year, we have extended the campaign to run for almost 5 weeks. This is because of feedback from partners and volunteers who wanted to extend their efforts and do multiple cleans during the campaign. A longer campaign is also less likely to suffer from adverse weather conditions, such as the 2018 'Beast from the East'! Therefore, this year, we will start recruiting volunteers from the 26th January, and then we will start cleaning up from 22nd March up to the 23rd April 2019.

This means you can register as many clean-ups you like in this time, and get other people new to litter picking involved.

The Great Big School Clean also takes place from 22nd March up to the 23rd April 2019, with a day of action planned for the 22nd March 2019.

3. How can I get involved?

There are lots of ways you can get involved in the campaign this year. You can;

1. **Pledge** to do a smaller clean-up on your own – or even just to just do a few minutes while you are walking the dog, taking the kids to school or nipping to the shops
2. **Host** a clean-up which is either:
 - Private, just for you, your friends, family, community group or business
 - A public clean-up. This one is for our more experienced #LitterHeroes, Local Authority partners, and community groups to help the general public and first time litter pickers to get involved
3. **Join** an existing clean-up in your local area. For the less experienced, you can join the coming weeks, more and more events will be added to the map so if there is nothing in your area today, don't worry, there probably will be.



Simply choose how you want to get involved, and then head to the website to register;

<http://www.keepbritaintidy.org/get-involved/support-our-campaigns/great-british-spring-clean>

4. How do I register a private clean-up on the website?

Here you can register a clean-up, and make it private so only people you invite will be able to join your group. Just select the PRIVATE option when you are registering.

You will have access to a fully comprehensive guide with step-by-step information on how to organise your clean-up and great advice on running a successful clean-up and ensuring everyone stays safe. You can organise as many clean-ups as you want, at any number of locations, dates and times from 22nd March – 23rd April 2019.

5. How do I register a public clean-up on the website?

Simply select the PUBLIC option when registering your clean-up(s). This means that people will be able to see, click and join your event online. You can set the number of places, and then when the event is full, no more people will be able to join. When someone chooses to join your event you will receive an automated email containing their details. This means you can directly liaise with your volunteers over details like a meeting point, times, equipment and so you can keep an eye on the number of volunteers joining and close your event once it gets full!

Once registered you will have access to a dashboard which will contain all your event information including a fully comprehensive guide with step-by-step advice on how to organise your clean-up and great tips on running a successful clean-up and ensuring everyone stays safe.

We've written seven useful guides to different important aspects of the process such as registering your clean-up, finding a great location, promoting your clean-up (with social media templates you can use), information about equipment, collection and recycling, details of health and safety as well as public liability insurance, and information about spreading the word and reporting your impact.

So please do read through the guides which tell you everything you need to know about hosting a successful event. We are urging all hosts to return to the website after each event to let us know how much litter was successfully collected. We're hoping to keep count of how many people took part, how long they spent picking up litter, how many bags were collected, and what type of litter was gathered (i.e. how many bags each for plastic bottles, aluminium cans and general waste).

You can organise as many clean-ups as you want, at any number of locations, dates and times from 22nd March – 23rd April 2019.



6. How do I take part in an existing clean-up on the website?

Use the interactive map function online to search for public events in your area. In the coming weeks, more and more events will be added to the map so if there is nothing in your area today, don't worry, there probably will be.

STEP 1: Click the join button below

STEP 2: Search for events near you by using the search bar

STEP 3: Email the clean-up host and register your interest They should get back to you and let you know if there is space on their event for you to join, the location and any equipment you need to bring. Usually, hosts arrange to borrow equipment.

At the clean-up, the host should run you through some basics with you:

- How to stay safe during the clean-up and how to avoid hazards
- How to separate the litter you collect in to three bags; one for plastic bottles, one for aluminium cans and one for general waste

If there isn't a public clean-up in your area, or they are all full, fret not. You can still register to create your own, private clean-up, or 'pledge' to do a smaller clean on your own.

7. How do I get the equipment I need to take part?

Many local authorities will have equipment you can borrow, such as litter pickers, bags and gloves. When you register your clean up you will be able to find the contact details of your nearest local authority.

You can also buy low cost equipment from your local Wilko store. From litter-pickers to bags and high-vis vests to hand sanitiser (housed in #GBSpringClean branded display units), from 4th February 2019 volunteers will be able to grab affordable equipment for their clean-up from any Wilko store nationwide or online at wilko.com

8. Where do I order bags?

We have a limited number of fully recyclable branded bags available for local authorities, partners and ambassadors. Recyclable bags will also be sale at Wilko stores from the 4th Feb 2019. You can order bags on your personal dashboard on our website.

9. I'd like to do more, can I raise money during my clean for Keep Britain Tidy?

Keep Britain Tidy is an independent environmental charity, and we rely donations from corporations and the general public to fund the important work we do campaigning for the environment on your doorstep. If you would like to ask your friends, family, co-workers or employers to support your clean-up, you can do so via Just Giving. Every penny you raise will be used to directly fund campaigns and volunteer efforts up and down the UK, in our mission to eliminate litter, end waste and improve public space.

<https://www.justgiving.com/keepbritaintidy>



10. What resources are available to support my involvement?

Once you register on the website you will get access to a dashboard where you will find a whole host of help and resources. We've written useful guides to cover different important aspects of the process such as; registering your clean-up, finding a great location, promoting your clean-up (with social media templates you can use), information about equipment, collection and recycling, details of health and safety as well as public liability insurance, and information about spreading the word and reporting your impact.

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11. What do I do with the litter I collect?

If you are taking part as a pledge, doing an individual pick or collecting smaller amounts of litter, please take the litter home with you and dispose of it there. Remembering to recycle anything that can be- check with your local authority what is recyclable in your local area.

If you are hosting a public or private clean, information relating to your local authority will be displayed as part of the registration process. They will advise how to deal with the litter after your clean. Usually your local authority will pick it up after your clean has finished if you let them know where it is.

12. Who is sponsoring this years campaign?

The Great British Spring Clean 2019, in partnership with the Daily Mail, is made possible thanks to headline sponsor Wilko and is supported by players of People's Postcode Lottery. The campaign is also supported by Clear Channel, M&S, Coca-Cola, Mars Wrigley Confectionery, Walkers, Greggs, McDonald's UK, Kärcher and Costa Coffee, with special thanks to Helping Hand.

13. Why do Keep Britain Tidy work with brands that are littered?

Keep Britain Tidy has ambitious aims, which we cannot achieve alone. In order to be impactful, we must work with partners – across government, businesses and communities - to understand and tackle environmental issues. Every corporate partner we work with is committed to helping achieve these goals, and does not bias Keep Britain Tidy's approach to speaking frankly about the issues.



14. Why do Keep Britain Tidy work with the Daily Mail?

Ten years ago, Keep Britain Tidy alongside other NGOs and the Mail launched a trailblazing campaign to rid Britain of the scourge of plastic supermarket bags. This campaign was a resounding success and saw the introduction of the plastic bag tax which resulted in 9 billion fewer plastic bags being used in the UK.

Since then, we have worked together on a number of campaigns including 2018's Great Plastic Pick-up.

This year, we want The Great British Spring Clean to reach more participants than ever before, so we're thrilled to have the Mail on board to help us reach more people than ever before with our message.