

FENLAND DISTRICT COUNCIL

PRESS RELEASE

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Fenland backs Keep Britain Tidy's million-mile mission to clean up the country

Fenland residents are being urged to help clear up litter in their neighbourhoods as Keep Britain Tidy launches its Great British Spring Clean.

In the past 12 months, people have relied on the places close to home – such as local parks and open green countryside – as somewhere to escape during lockdown, to exercise and to play.

Now Fenland District Council has pledged its support for Keep Britain Tidy's annual campaign and is asking local communities to do their bit and clear up the litter that can blight these places as part of its Great British Spring Clean.

The campaign, which runs from 28 May to 13 June 2021, calls on the public to become 'litter heroes' and help the charity to achieve its aim this year of a million miles of litter-picking. So far, more than 740,000 miles have been pledged towards the million-mile mission.

Fenland District Council's Street Pride team will support anyone who wishes to get involved in the campaign, including:

- Providing equipment, such as litter pickers, bags and hi-vis vests, and practical advice to help make jobs quicker and easier
- Collecting and disposing of waste collected from 'Spring Clean' events and recycling as much of it as possible

Anyone interested in holding their own litter-picking event and borrowing equipment can contact the Council's Street Pride coordinator Rebecca Robinett on 01354 654321 or email: streetpride@fenland.gov.uk

A number of the district's volunteer Street Pride groups will also be holding group litter-picks. Under current guidance, you can litter pick in groups of up to 30 people.

Cllr Peter Murphy, Fenland District Council's Portfolio Holder responsible for parks and open spaces, said: "Over the past year, our parks and open spaces have been more important to residents than ever so it's only right that we all play our part to keep them clean, green and free from litter so that everyone can continue to enjoy them at their very best.

"We're huge supporters of the Great British Spring Clean and are delighted that so many of our volunteers take part year after year. If anyone would like to hold their own litter-picking event and help Keep Britain Tidy to reach its million-mile mission, we would be more than happy to lend equipment – so do get in touch!"

Keep Britain Tidy Chief Executive Allison Ogden-Newton said: "The Great British Spring Clean would not be possible without the support of local authorities, including Fenland District Council.

“We have all spent a lot more time in our local area in the past year and have come to realise just how important our local park or green space is for our mental and physical health.

“We need to care for these spaces and the Great British Spring Clean is an opportunity for everyone to take a small action that, collectively, can make a big difference.

“Whether you commit to do five minutes or five hours, every single pledge will help us reach our million-mile target and clear many tonnes of litter pollution from our environment.”

You can pledge to get involved today at: www.keepbritaintidy.org/gbspringclean

Notes to editors

The Great British Spring Clean, run by environmental charity Keep Britain Tidy, is the country’s biggest mass-action environmental campaign and is now in its sixth year.

In 2019, 563,163 volunteers collected 997,377 bags of litter, weighing around 4,308 tons. In 2020, 289 local authorities and 407 town and parish councils took part, with 216 MPs also pledging support.

The Great British Spring Clean 2021, in partnership with the Daily Mail, is made possible thanks to headline sponsors Mars Wrigley and *Nestlé*, and is supported by players of People’s Postcode Lottery. The campaign is also supported by Clear Channel, Red Bull, KFC, Mc Donald’s, PepsiMAX and Walkers, and the Garfield Weston Foundation.

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For more information contact Fenland District Council press office on 01354 622226