

# Campaign Plan Review

## Area Board: Royal Wootton Bassett and Cricklade

### Autumn 2018 Review

<b>Priorities raised by local community</b>	<ul style="list-style-type: none"><li>• School litter - students dropping litter. Also reducing specific litter such as cigarette butts</li><li>• Recycling in schools and pre-schools</li><li>• Family awareness and engagement</li></ul>
<b>Aims &amp; objectives of campaign in Royal Wootton Bassett &amp; Cricklade Community Area</b>	<ul style="list-style-type: none"><li>• Decrease litter in parks and school thoroughfares</li><li>• Improve school and pre-school recycling and decrease waste</li><li>• Community Education - increase general knowledge around what is and what isn't recyclable in Wiltshire</li></ul>
<b>Key Stakeholders &amp; community organisations and 'Project Bank' ideas to link with</b>	<ul style="list-style-type: none"><li>• Royal Wootton Bassett Town Council</li><li>• Cricklade Town Council</li><li>• Lyneham and Bradenstoke Parish Council</li><li>• M.O.D</li><li>• Men's Shed – in particular Wildlife garden features for 'In Bloom' competition and Furniture Upcycling workshops</li><li>• Community Together</li><li>• Rotary Club of Royal Wootton Bassett</li><li>• Community Litter Pickers</li><li>• Oak &amp; Furrows</li><li>• Green Square &amp; other Housing Associations</li><li>• Lyneham Primary School</li><li>• Cricklade Festival</li></ul>

**Intended  
Outputs of  
campaign in  
Royal  
Wootton  
Bassett and  
Cricklade  
Community  
Area**

**Community:**

- Three Community Workshops: RWB Shed, Upcycled Gardening and another to be decided

Cricklade Toiletries workshop, RWB Toiletries workshop, Cricklade Christmas Crafts, RWB Christmas Crafts, Bassett House Christmas Crafts, Tour of Wiltshire's Materials Recycling Facility & Landfill site x2 (total = seven).

We met with the RWB Shed group and discussed organising activities including a Repair Café but agreed this wasn't a focus for the group at the current time – if this changes in future, we offered to return and support the group to deliver this activity.

We're organising a screening of the film 'Plastic Oceans' to facilitate setting up of a RWB Green Group (planned for February 2019).

- Four recycling information & display stands, one in each area  
2017 Cricklade Festival, 2017 Purton Village Centre Open Day, Wild Connections Festival of Flight, Sept 2017 RWB & Cricklade Area Board in RWB, 2017 Brinkworth Show, RWB Sainsbury's lobby, Cricklade Bloomers Grand Opening, 2017 Recycling Week RWB Library lobby, Nov 2017 RWB & Cricklade Area Board at REME Lyneham, Nov 2017 Cricklade Gardening Club, Cricklade Country Market, RWB Farmers Market, 2017 Cricklade Bloomers Wreath Making, Jan 2018 RWB & Cricklade Area Board in RWB, Mar 2018 RWB & Cricklade Area Board in RWB, 2018 RWB Litter Pick, Talk to RWB & District Rotary Club, 2018 RWB Carnival (total = eighteen).

**Families:**

- 18 June 2017 - Cricklade Festival *Attended*
- 23 July 2017 - Upcycling stand and Swap Shop at Car boot  
*Postponed but attended 15/7/18*

Also: Summer Reading Challenge waste workshop at RWB Library, Halloween crafts in RWB Library, Halloween crafts Pumpkin carving & soup making at MOD Lyneham Community Centre, RWB Christmas Lights Switch-on 'Drop the Rubbish Attitude' litter & recycling campaign, Waste Free Lunch at MOD Lyneham Community Centre, Spring Fun in RWB Library, Nibbles & Nature with Friends of Dance Common, Cricklade.

**Children/Young people:**

- Access six schools – one per Councillor division  
**RWB Academy:** Waste Water workshop, Litter & Recycling Assembly, 'Drop the Rubbish Attitude' Assembly, 'Drop the Rubbish Attitude' workshops x3, Waste Free Living Assembly, supported RWB Shed upcycled bird box session

# Recycle for Wiltshire Joint Venture

## Intended Outputs of campaign in Royal Wootton Bassett and Cricklade Community Area cont.

**Lyneham Primary School:** Forest School tasters x3, Assembly, waste workshops x7

**St Bartholemew's Primary School:** Assembly, waste workshops x4, waste audit and Waste Watchers Reward Card scheme, Forest School session, Book Swap Shop, Staff Training

**St Mary's School Purton :** After School Club waste workshops x2

**Broad Hinton Primary School :** waste workshops x4, After School Club waste workshops x2, Assembly & Waste Watcher Reward Card Scheme, Waste Watcher Setting Award achieved.

**Lydiard Millicent Primary School :** waste workshops x2

**Noremarsh Primary School:** waste workshop  
(total = seven schools)

- Access four Pre-schools

**MOD Lyneham Community Centre** Coffee Morning

**Little Stars Babes and Tots Group, St Barts Church Hall:** waste workshops x2,

**Thames Pre-school, Cricklade:** waste workshops x3, Staff Training & Christmas Fair

**Sunny Days Nursery in Lyneham:** waste workshops x2, Staff Training,

**Lydiard Millicent Pre-school:** waste workshops x2, Staff Training,

**Broad Town Preschool:** waste workshops x2

**Royal Wootton Bassett Children's Centre:** Family Events x2

**Learning Curve Pre-school, Royal Wootton Bassett:** waste workshop  
(total = four Pre-schools)

- Liaise with Community Mentoring And Support (CEMA) to work with Lyneham and Royal Wootton Bassett youth groups

Attempted to contact CEMA and other youth groups without success

Delivered: Purton and Lydiard Scout Group waste workshop, Cricklade Beavers waste workshop, Cricklade Cubs waste workshop x2, Lyneham Rainbows waste workshop, RWB Brownies 4<sup>th</sup> Group waste workshop and RWB Brownies 3<sup>rd</sup> Group waste workshop, RWB Rainbows waste workshop

**Contacts:**

<b>Children</b>	<b>= 4306</b>
<b>Adults</b>	<b>= 1690</b>
<b>Total</b>	<b>= 5996</b>

**Volunteering: Volunteers = 6 Volunteer hours = 33**

Wiltshire Wildlife Trust is a Company Limited by Guarantee and registered as a charity. No. 266202

Registered Office: Elm Tree Court, Long Street, Devizes, Wiltshire, SN10 1NJ.

Limited Company No. 730536

T: (01380) 725670 E: [rethinkrubbish@wiltshirewildlife.org](mailto:rethinkrubbish@wiltshirewildlife.org) W: [www.wiltshirewildlife.org](http://www.wiltshirewildlife.org)

 [facebook.com/WiltsWasteWatch](https://www.facebook.com/WiltsWasteWatch)

 @SlimBinsWilts



Working in partnership with

**Wiltshire Council**  
Where everybody matters