

Councillors' Briefing Note No. 284

Service: Communities

Further enquiries to: Please contact your Community Engagement Manager

Date prepared: 08 March 2016



More than 1,500 volunteers help Clean for the Queen across Wiltshire

To prepare for the Queen's 90th birthday, thousands of people have been taking to the streets armed with litter pickers and purple bin bags to Clean for the Queen.

The event was launched by *Country Life* magazine and Keep Britain Tidy to rally volunteers across the country to clean up their local areas. In Wiltshire, over 1,500 volunteers of all ages from towns and villages across the county took part in more than 80 litter picks over the weekend (5-6 March).

With all but six rubbish collections now completed across the county – these will be completed today – a total of 1,694 full bags of rubbish have been collected, weighing 13.5 metric tonnes. The clean-up effort continues this weekend, with two litter picks due to take place, and seven scheduled for the following weekend.

Wiltshire Council acted as a distribution hub for Clean for the Queen rubbish collection sacks, and also distributed 180 litter pickers and 2,000 tabards to more than 80 different groups throughout the county. To help communities organise litter picks safely, a how to guide was produced, with step-by-step instructions on how to organise and safely run an event. This included information such as health and safety, risk assessments and public liability insurance, and was distributed to community groups by the Community Engagement Managers (CEMs).

As well as on the ground, the event was a huge success on social media, with more than 150,000 people reached over the weekend across the council's social media channels. [See the full story of the Clean for the Queen campaign on social media](#) and [view an image gallery of photos](#) from events up and down the county.

There has been extensive media coverage locally and nationally.

For more information regarding your local area, please contact your CEM.

