

Wiltshire Council Information Item

Subject:	Clean-Up Wilts campaign and the Great British Spring Clean
Officer Contact Details:	Your Community Engagement Manager (CEM)

This year phase two of the county-wide Clean-Up Wilts campaign will be implemented.

The campaign, which was launched last October, focused on targeting fly-tipping across the county as its first phase.

This year the campaign focuses on litter from food-on-the-go, chewing gum and cigarette butts and community litter picks as part of supporting the national Great British Spring Clean, which takes place on the weekend of 2 to 4 March (2018). Over the last two years – communities across Wiltshire have participated in the litter picks and more than 30 tonnes of litter has been collected.

As a result of this participation, Wiltshire Council has been shortlisted as a finalist in the Keep Britain Tidy Network Awards – Local Authority Award category. The shortlisting is based on the evidence of the strong community spirit that prevails in Wiltshire, which was clearly demonstrated last year on the weekend of the 2017 Great British Spring Clean (Friday 3 to Sunday 5 March).

More than 3,200 volunteers took part in litter picks across the county, giving up their time to help make their communities a better place to live. In all, 152 litter picks took place throughout the county during the weekend, and the volunteers collected 3,025 bags of rubbish, with 18.15 tonnes collected in total.

The award winner will be announced on 8 February. Just being a finalist is recognition of what makes Wiltshire unique. It would be great if this year's Great British Spring Clean event could be another success.

It would of course be much better if people didn't drop litter in the first place and that we didn't have to spend more than £2.5 million each year collecting this rubbish. Wiltshire is a beautiful county and we want to keep it that way.

We will hear more about the Clean-Up Wilts campaign and this year Big Spring Clean on tonight's agenda.