



Press Release

FOR IMMEDIATE RELEASE
27.05.21

REF CLEAN

The Great British Spring Clean is starting – get involved and make your street sparkle!

Rushcliffe Borough Council is reminding residents and businesses alike this year's Great British Spring Clean starts tomorrow (May 28) and there's still plenty of time for groups and individuals to get involved to sparkle their streets, parks and open spaces.

The annual campaign, run by the charity Keep Britain Tidy, aims to help all to further clear their local communities of litter with support from the authority.

Anyone can join the effort that runs nationally until June 13 and volunteer to litter pick in their community for as little or as long as they can give.

All the necessary COVID secure equipment is available from the Council's grounds maintenance partners Streetwise Environmental Services Limited by calling 0115 914 8408 or emailing streetwise@streetwiseenvironmental.co.uk.

Rushcliffe Borough Council's Cabinet Portfolio Holder for Environment and Safety Cllr Rob Inglis said: "We thank the many volunteers who already litter pick their local communities regularly and help keep our streets, parks and open spaces even tidier.

"There are those who don't take pride in where they live and blight our towns and villages with rubbish and we continue to work with Waste Investigations Support & Enforcement (WISE) to identify and fine where necessary those who litter or fly-tip.

“Now, with safety in mind, we are asking even more groups and individuals to join the national effort and arrange a litter pick from tomorrow through to June 13 and help take greater pride in their communities to combat the irresponsible actions of a few.

“We encourage any groups to socially distance in order to maintain safety during any litter pick and all the advice and support you need is available by emailing media@rushcliffe.gov.uk and we thank you in advance for helping make Rushcliffe a great place.”

Groups all over the Borough are looking to take part including one team from Cropwell Bishop who work tirelessly on keeping their local community clean and tidy.

Group Coordinator Sue Ward said: “We would love for more groups and individuals from all over Rushcliffe to come and take part in the Great British Spring Clean this year.

“In our group we all take pride in where we live and volunteers lend a hand in making our local spaces look even better for everyone’s benefit.”

In addition to the regular clean-up, ‘Keep Britain Tidy’ has launched the #millionmilemission, which aims to clear 1 million miles of waste from the UK, of which over 500,000 miles has already been pledged.

Town and Parish councils are also being contacted and encouraged to take part and help to achieve the milestone.

To find out more about the Great British Spring Clean visit www.keepbritaintidy.org

- ENDS -

NOTE TO EDITORS

For information please contact the Rushcliffe press office on 0115 9148 555 or media@rushcliffe.gov.uk

For the latest news and events, follow [@rushcliffe on Twitter](https://twitter.com/rushcliffe) or [Rushcliffe on Facebook](https://www.facebook.com/rushcliffe) or go to [the council's website](http://www.rushcliffe.gov.uk).