

Walsall Community Litter Watch

Corporate Activities and Opportunities For Walsall Businesses



Working towards a cleaner, greener Walsall



Walsall Council

Barhale



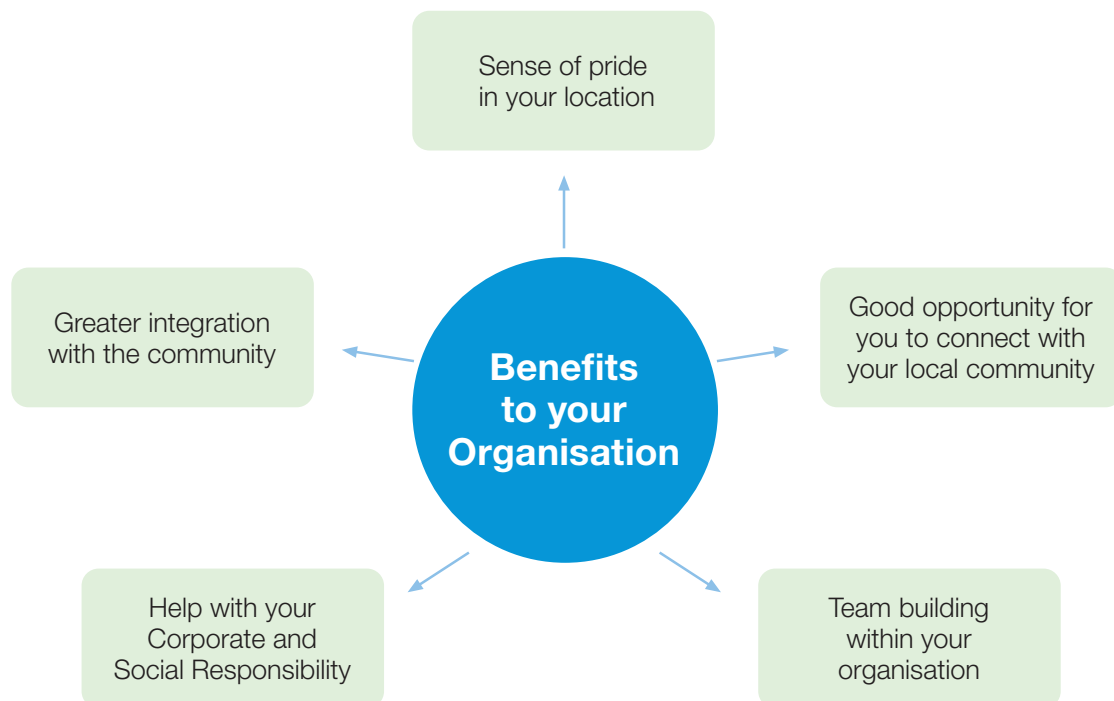
Introduction

At present litter costs Walsall tax payers approximately £1.5 million per year to clean the streets of Walsall. Walsall Community Litter Watch aims to tackle litter by working with residents, schools and businesses in order to work towards a cleaner, greener Walsall.

This document outlines the benefits to your organisation becoming involved, along with the different activities and opportunities that your business can participate in to help make this happen.

Why should my organisation be involved?

There are a number of benefits for your organisation to get involved in helping to support the local community in tackling the issue of litter. These include:



There are also a number of marketing opportunities for your organisation, these include:



Opportunities available to you

1) Walsall Community Litter Watch Charter

The Litter Charter aims to achieve a cleaner greener Walsall.



Walsall Community Litter watch is asking businesses to:

- Identify how, when and where the worst litter problems arise
- Work in partnership with other agencies to solve these issues

Potential actions could be as simple as putting up posters in windows to discourage customers from littering, storing waste correctly and keeping the premises and surrounding area clean.

When you sign up to the Litter Charter you have pledged to help by:

- Promoting the anti-litter message to help change public behaviours regarding litter
- Reviewing and reducing packaging
- Managing and collecting litter generated from the business
- Keeping your shop frontage free of litter
- Disposing of business waste responsibly

Clean and Green will support your business in the following ways:

- Provide equipment, free of charge, to assist you in keeping your business frontages clean and tidy
- Provision of campaign materials to put in and around your place of work e.g. campaign stickers/posters
- Provide an education service to promote the anti-litter message
- A point of contact for you to liaise with to support your businesses efforts
- Promotion of your businesses efforts in assisting us on the Council website and social media pages
- Offer opportunities to become involved with national campaigns e.g. Keep Britain Tidy, Great British Spring Clean
- Free advertising on Walsall Council bins on your high street/local district centre.

2) Employee Volunteer Hours

If your business has a volunteer policy you can encourage your employees to participate in our community litter picking events that are led by our Volunteer Coordinators. These can be found by visiting www.walsallbins.co.uk. Alternatively we can organise an event to take place specifically for your employees.

3) Team Building Workshop

Clean and Green can provide an alternative team building workshop looking at different aspects of tackling litter and the amount of waste that we produce as a nation. This is done through the delivery of interactive workshops on topics such as recycling. These workshops will end with a litter pick. Alternatively please tell us what topics and activities you would like included and we can tailor the sessions to your needs.

4) Sponsorship of new litter bins

Your business could purchase litter bins that will be installed within parks, play areas, greenspaces and on streets. The emptying of these bins will then be added to the to Clean and Green's schedules. To promote your business for the purchase of a bin we will insert a poster with your company name and logo thanking you for the purchase. We will also promote this through both print and social media as well as on our Council web pages.

Ballot Box Cigarette Bins: Businesses could purchase bins and have them place outside of their shop/building. These could be used to gain ideas and help with promoting goods they have. Also backs the bin the butt campaign led by Keep Britain Tidy.

**Please enquire for costings at
cleanandgreen@walsall.gov.uk
or by calling us on 01922 653344**



5) Adoption of Community Litter Picking Groups

Would your business like to make stronger links within the community where you are located? We have a number of voluntary community litter picking groups operating throughout Walsall Borough that you could potentially adopt. The adoption of a community litter picking group will provide your business with a number of opportunities to promote and support the fantastic work that our volunteers are doing. These opportunities include attending community litter picking events, assisting them to tackle the litter issues within their neighbourhood and/or providing a small financial contribution directly to the group to help them continue with their good work. A financial contribution can help provide your adopted group with essential equipment e.g. litter pickers, hi-visibility jackets, gloves etc. and/or training opportunities such as sharps awareness/handling, health and safety etc.

Your organisation will be promoted through the group's social media and print media channels and opportunities are available for you to have your logo present on the litter picking groups promotional material, social media and web pages and on their hi-visibility jackets.

Please enquire for costings at cleanandgreen@walsall.gov.uk or by calling us on 01922 653344



6) Adoption of a Local School

Similarly to above your business has the opportunity to make stronger links within your community helping to support your local school. This will provide your business with a number of opportunities to encourage younger people within Walsall to look after their environment.

A financial contribution can help provide a school with essential equipment e.g. litter pickers, hi-visibility jackets, gloves etc. helping them to educate their students on the impact that litter has on their community.

Your organisation will be promoted through the schools social media and print media channels and opportunities are available for you to have your logo present on their hi-visibility jackets.

Please enquire for costings at cleanandgreen@walsall.gov.uk or by calling us on 01922 653344

7) Sponsorship of annual Pride in Your Patch Celebration Event

Clean and Green host an annual Pride in Your Patch Celebration event to acknowledge and thank volunteers for all of their hard work. This is a showcasing event for individuals, community groups, schools and businesses to share the activities, events and projects they have delivered over the previous 12 months.

Sponsorship money will go towards costs involved with organising the event such as venue, refreshments, promotional materials (posters, adverts, programmes etc.). Your business logo will appear on all promotional materials, given a section in the programme and the opportunity to deliver a presentation at the event. You will also be promoted within all print and social media correspondence.



**For more information please contact Clean and Green,
asking to speak to one of the Volunteer Coordinators:**

Telephone: 01922 653344

Email: cleanandgreen@walsall.gov.uk

