



CLEAN FOR THE QUEEN

Clean for the Queen is a campaign by Country Life Magazine in partnership with Keep Britain Tidy which aims to have a national clean up in time for The Queen's 90th Birthday in 2016.

About 2.25 million pieces of litter are dropped on the streets of the UK every day with thirty million tons of rubbish collected from England's streets each year.

Here in Fareham alone we collect over 700 tonnes of street litter from our litter bins and streets each year across the Borough.

It is hoped an army of volunteers across the country will rally together to help clean up their local areas and will include a special clean-up weekend on March 4–6.

Local proposals

The Council is committed to environmental quality and encouraging community participation and an event such as this presents an ideal opportunity to further engage and involve as many local groups as possible in the lead up to the Queen's Birthday with Fareham's focus for an organised event taking place on **Friday 4 March**.

Although we endeavor to liaise with as many groups as possible there will be schools groups and other voluntary organisations that will be doing their own thing on a number of other dates. Where possible we shall offer support to these groups, profile their activities and provide a service to pick up litter collected or provide litter sacks etc.

Target groups

The focus for contact with local groups has initially been through those we have worked with in previous years and those whom have played part in the 'Love Where You Live' initiative. We have also had direct contact from groups keen to become involved.

Schools have been contacted by the national organisers directly and locally through contact with the following organisations.

To date we have been made aware of the following groups whom are carrying out litter picking and clean up events:

- Brookfield School
- Northern Junior School
- Redlands Primary School
- The Litter Action Group
- Carillion Facilities Management
- Southern Co-ops
- Portchester Community Association
- Skillforce
- Fareham in Bloom Volunteers
- Lockswood WI.

Main event location

Previous sites that have been cleaned as part of 'Love where you live' have included Hillson drive and Fareham Northwest Centre in 2014 and Fort Fareham, Fareham South, in 2015.

The cleanliness of the Borough is generally of a high standard, so finding a location for an event needs to be one where a positive and possibly permanent improvement can be made and sustained with the support of the local community.

Portchester Car park and Precinct area has a number of tired and empty shrub beds that would greatly benefit from replanting.

Help to do so has been offered from Portchester Community Association (PCA) with the support of Carillion Facilities Management.



Friday 4 March

To focus the activities on this day with the Council's cleansing and Grounds maintenance teams working with PCA and Carillion would clear and prepare the ground ready for replanting of the shrub beds.

- A litter pick of the car park and precinct areas will take place where we will encourage the participation of volunteers.
- The car park gullies would be cleaned and weeds removed.
- There are two seats in the car park that would be re-varnished.
- Replace rusted posts on car park signage.
- Place bollards to side of shrub bed that is being driven over.

- The Council's parks team and Fareham in Bloom volunteers will do the replanting.
- The raised bed in the precinct area would have the planting gaps filled and be re-varnished.

Sponsorship

We are currently in liaison with the Portchester Traders Association to secure sponsorship for refreshments on the day and help with funding for the shrubs.

Marketing and promotion

The tidy Britain group has produced a Local authority Resource Pack which assists participants with guidance for marketing and event direction.

In liaison with the Council's communications departments we will use the template posters, logos and templates to achieve consistency in the branding. This will be used in notice boards, via social media and press releases in the lead up the event.

T shirts to raise awareness along with branded waste bags have been secured.



We will also be using social media such as Facebook and Twitter to engage with the wider community, where we will ask them to nominate any area that they feel might be in the need of attention.

