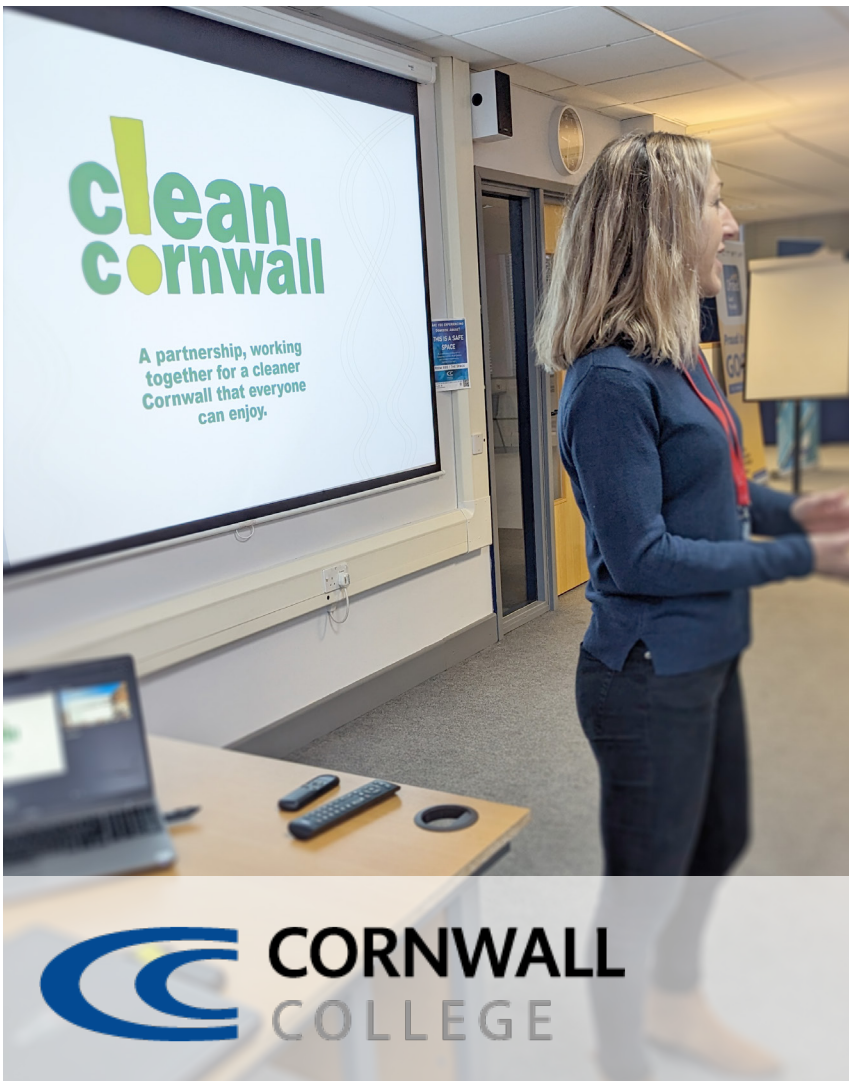


# CLEAN CORNWALL NEWSLETTER

Happy New Year from the Clean Cornwall team! We're looking forward to another year of progress and growth for Clean Cornwall, from school workshops to social media campaigns, we're hoping to reach more people than ever in 2023. Here's how we're taking action against litter and waste this year.



Issue 2



## Clean Cornwall in the Classroom

We kick-started this year with a visit to Cornwall College in St Austell, presenting to a fantastic group of Art and Design students. These clever creatives are the second group to take on our reusable litter picking bag project, aiming to reduce the amount of disposable plastic bin bags used when litter picking. We set them the challenge of designing a bag or container with separate categories for sorting litter whilst you pick, made from sustainable materials.

The students were fantastic - and asked some very thought provoking questions regarding litter, waste and how we can tackle it as a community. We can't wait to check back in see what they've come up with.

We will also be visiting Treleigh CP School in February, taking to the

classroom to talk about materials, and the differences between degradable and biodegradable. It is positively vital that our future generations have a strong appreciation for the environment and an understanding of the threats that face it- so we were delighted to be presented with these opportunities to share our knowledge and inspire young people to protect our planet for generations to come.

# Clean Cornwall 2023 Statistics

## 1852+

Bags of litter collected

## 3066+

Volunteer registrations

## 271

Litter picks registered

## 98

Unique locations picked

Our statistics this year were higher than we previously predicted! Thanks to a few last minute statistics submissions, we now know that nearly 2000 bags full of litter have been removed from Cornwall's irreplaceable ecosystems thanks to our brilliant volunteers.

We are extremely grateful to everyone that gave up their time and effort to keep Cornwall Clean last year, as you can see, every piece of litter collected can add up to a huge sum! Almost 100 unique locations around Cornwall have benefitted from your efforts. Here are some of the benefits that these areas may have received thanks to your hard work:

- **Reducing the chance of more litter being dropped (Cialdini et al, 1990)**
- **Less pollution and toxins entering our water systems, particularly in coastal areas (Schnieder et al, 2011)**
- **Potential reduction in crime when areas appear less littered after being cleaned (Medway et al, 2016)**

Not to mention the groups and communities that have been brought together with the common goal of protecting our environment and taking pride in our county's stunning natural beauty and biodiversity. We hope not only to smash these figures this year, but to reduce the amount of litter being dropped through educational projects, social media campaigns and seminars with Cornish businesses. Together, we can continue to bring about a shift in behaviour, and nurture a strong sense of environmental responsibility in our local communities.

Our figures are based on results that our volunteers and groups send in to us, we thank all those who have reported back to us, but we know that many groups never get round to sending their statistics in, so we urge everyone to report their findings as these results give us the evidence we need to initiate change. Here's the link to send in your litter picking statistics: <https://www.cleancornwall.org/record-statistics>

If you would like to help us learn more about littering in Cornwall, you can fill out our Pick a Litter Mile App using your smartphone or computer. This app helps us to create a more detailed map of litter in Cornwall - highlighting the specific types of litter being dropped and the locations with the highest rates of littering. Here's the link to the app:

<https://eu.jotform.com/app/221384007485354>

Every submission helps!



# What's in the Works?

## Dog Mess Think Tank

After a productive brainstorming session in our last Dog Mess Think Tank - we will be continuing the discussion this year. Thank you everyone that joined the session. In the previous talk, we managed to identify some of the worst areas in Cornwall for dog mess and discussed potential solutions to discourage this unpleasant issue. In response, we will be designing some Clean Cornwall anti-dog-mess signs for testing over the coming weeks. Our designs will be inspired by successful signage campaigns by Keep Britain Tidy that have been proven to reduce dog mess in other areas of Britain. We will also be researching simple dog-poo-bag dispensers (with biodegradable bags of course) to encourage people to pick it up and bin it.



## Clean Cornwall on the National Lottery's New Year's Eve Big Bash

The Clean Cornwall team featured on the National Lottery's New Year's Eve Big Bash this year! We were really excited to see our litter picking New Year's resolution on the big screen! You can watch it on ITVX using this link: <https://www.itv.com/watch/the-national-lotterys-new-years-eve-big-bash/10a3803>

We're featured at 1 hour and 26 minutes.

## Updates on the Litter Picking Bag Project with Falmouth University

Marcie Russell - a Sustainable Product Design student from Falmouth University has taken on our reusable litter picking bag project! She showcased some excellent progress in our latest meeting, including some hands-on research with local litter picking groups to identify their design needs. She also produced a very sleek no-stitch prototype bag to be further developed. We've been incredibly impressed with her work so far and we will be checking in again soon to see how the design has evolved. We hope to showcase some photos of her work in our next newsletter issue.

Thank you Marcie for your hard work so far!

# Say Goodbye to Disposable Takeaway Packaging!

This month, a ban on certain single use plastics has been passed in England. The ban covers the following single use items:

- Plastic bowls
- Plastics plates
- Plastic trays
- Plastic cutlery
- Ballon sticks
- Polystyrene cups
- Certain plastic food containers

From October 2023, people will no longer be able to buy these products from any business. This is a really positive step in the right direction of eliminating single use plastic and protecting our delicate ecosystems. It's encouraging to finally see our government taking action - considering that the UK is set to miss many of its environmental pledges including the key nature pledge to protect 30% of land and sea by 2030 (The Guardian, 2022)



To celebrate this shift away from our instant, throwaway culture, we are beginning research to potentially release our own reusable takeaway containers that we could provide to people in Cornwall. Going to the chippy shouldn't cost the Earth, and we'd like to make it as easy as possible for people to bring their own containers: **reduce** unnecessary waste by **refusing** to buy single use items whenever possible.



# BROOKS ESTATES

SUSTAINABLE PROPERTY MANAGEMENT

## Change-Maker Business Spotlight by Rain Brooks

Becoming a Clean Cornwall Change-maker business was an obvious and easy decision for us here at Brooks Estates Ltd.

Brooks Estates is a Cornwall-based management agency, and our ethos centres on sustainability and community, with proactive, forward-thinking, long-term strategies that ensure the developments in our care achieve their environmental ambitions as well as providing healthy places to live.



At Brooks Estates we recognise that developers aren't just offering individual homes when new sites are delivered, but they are providing entire new communities.

We proactively support and encourage community on the developments that we manage, offering sustainability events, projects and workshops and hosting regular resident engagement days. We ensure that all residents receive welcome packs and communication, whether their property is purchased, rented or provided through a Local Authority.

We feel that this sense of community means that we can collectively tackle issues such as litter, waste management, composting and more, and we can also deliver community projects such as growing areas, orchards and habitat-friendly planting. We know that when we engage with the immediate community of the development, and the wider community that it forms a part of, we have the opportunity to make a real difference.

Brooks Estates regularly organises local beach cleans and litter picks to reinvest in the local environment, and volunteer days to reinvest in the local community. We partner with various local sustainability organisations who we work closely with to support local projects and we aim to utilise the open spaces that we are responsible for to encourage and support wildlife, ecosystems and carbon reduction techniques.



All of our online communication and web space is hosted using carbon neutral servers, our communal electricity supplies are placed onto renewable energy contracts, any printed materials are produced on fully recycled, compostable materials and printed using carbon neutral printing facilities and we even send a packet of bee-friendly seeds with our welcome packs to offset the delivery carbon footprint and support the bees in our residents' gardens.



Sustainability and biodiversity are becoming more and more prevalent in the development world, with ever evolving planning requirements reflecting the importance of natural habitats and open spaces. At Brooks Estates we collaborate with environmental consultants and conservation partners, and we enforce environmentally-aware maintenance contracts as standard.

We are fully conversant with the implementation of Environmental Management requirements and sympathetic site management. We provide full support with biodiversity net gain strategies, reporting and management. Whether the development is in the early stages of delivery, an ongoing project or has been completed for some time - we conduct full sustainability site assessments and liaise with our team of specialists to ensure that we maximise the common areas for targeted growth and thriving wildlife habitats. This means that the positive environmental measures are not only effected at the point of delivery, but are continued, enhanced and guaranteed into the future of the development when stewardship of the common areas is placed in our hands.

Brooks Estates is an estates management company with a difference. We believe in homes, not houses and deliver this through people-friendly, planet-friendly management. If you'd like to know more about what we do, please feel free to get in touch:

**Email:** [hello@brooksestates.co.uk](mailto:hello@brooksestates.co.uk)

**Visit our website:** <http://www.brooksestates.co.uk>

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Clean Cornwall is supported by the Cornwall Rural Community Charity, dedicated to supporting and strengthening Cornwall's Communities to improve quality of life.





## Arrange a Litter Pick

You can organise your own litter pick using the form on our website:

<https://www.cleancornwall.org/litter-picks>

Got a question? Get in touch:

**Email:** [clean.cornwall@cornwallrcc.org.uk](mailto:clean.cornwall@cornwallrcc.org.uk)

**Website:** <https://www.cleancornwall.org/contact>

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