

CLEAN CORNWALL NEWSLETTER

With summer right around the corner, here at Clean Cornwall we're preparing for a busy season with increasing rates of litter and pollution inevitably affecting our county. Research has shown that the amount of litter present can increase up to 45% in Cornwall during spring and summer (Cornwall Council, 2019). This increase can have long lasting negative effects on our environment and local communities, reducing the quality of our natural habitats and diluting the natural beauty that Cornwall is renowned for.

Armed with litter pickers, education, thousands of willing volunteers and a constantly growing network of environmentally committed businesses, we are ready to protect Cornwall's environment this year.

The logo for Clean Cornwall, featuring the word "clean" in a bold, lowercase, green font above the word "cornwall" in a similar bold, lowercase, green font. A vertical green bar is positioned to the right of the text.

Summer Tourism, a Blessing and a Curse For Cornwall

Understandably, us Brits flock to the coast when we're graced with the rare treat of warm weather and sunshine. On a carefree sunny day, it becomes easier than ever to buy more than we need and leave it for someone else to clean up. Several studies have provided evidence that weather effects consumer habits, with a 2010 study from the Journal of Retailing and Consumer Services revealing that sunlight and temperature can have a direct effect on consumer spending, as varying weather conditions affect our mood and behaviour. It's also been stated that people purchase more food and drink in the summer than they tend to in winter (Agnew and Palutikof 1999; Roslow, Li and Nicholls 2000). These biological factors paired with our prevalent throwaway culture inevitably leads to more litter on the beaches and in our ecosystems each summer.

Despite this, Cornwall relies on tourism to keep its economy thriving throughout the year. It is essential that we hammer home the message that visitors and locals alike should **leave no trace** and **ditch the disposables** in order for Cornwall to remain an idyllic, naturally stunning location for years to come. Don't hesitate to report littering and fly tipping to the council when you see it.

Litter attracts litter, so one of the most effective ways you can reduce litter in your area is to regularly litter pick it! Register a litter pick with us this summer! It's a completely free and simple process to register, just head to our website and go to "Litter Picks".

"sunlight and temperature can have a direct effect on consumer spending"

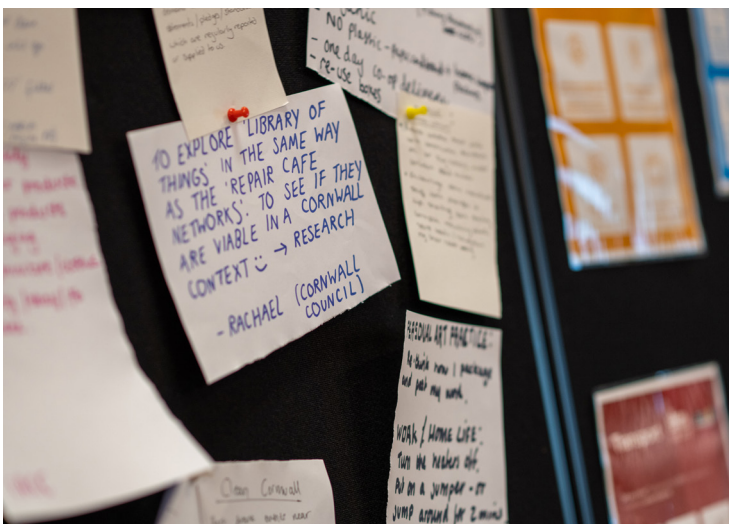
Our Third Official Change Maker Event

On the 26th April, the Change Makers network came together once more for our third official event, generously hosted by the Mount Pleasant Eco Park. The session was a resounding success, with each business in attendance producing an environmental pledge to showcase their willingness and plans to strive for a greener future.



Thank you to our fantastic speakers Delia Webb, Tina Robinson and Claire Wallerstein for highlighting the many environmental challenges that Cornwall's ecosystems are currently facing. It was concerning to learn more about the depletion of our local environment, but we were reminded of the urgency and importance of sustainability and conservation.

We'd also like to thank Chris Phillips from the University of Exeter for his enlightening presentation on circular economy, and how we can achieve it step-by-step. Chris has been supporting businesses and organisations for more than 20 years, with a focus on improving their carbon footprints and taking real steps towards net zero and improved sustainability. Chris' expertise was invaluable to the conversation, helping to inform our environmental pledges to be as realistic and achievable as possible.



We have taken a record of each pledge, and will be checking progress at our next official Change Maker event. We want to see real change happen in industries across Cornwall, brought about by environmentally conscious businesses working in unison. The Change Maker network now hosts 19 businesses, an undeniable victory for Cornwall's environment, and the thousands of fantastic volunteers that are supported by Clean Cornwall each year. Keep an eye on our website for more updates on the network.

Our Only World - Bringing plastic free water to Cornwall

Change Maker Spotlight by Tina Robinson



Aqua Tap, 12 Months On

Visit <https://www.ouronlyworld.org.uk/> for more.

Here at Our Only World, we are a very small charity comprising of a group of passionate volunteers. We would like to say thank you to our partners and volunteers who help us in all our projects. One of our most successful projects has been the installation of several Aqua Tap water refill stations all over Cornwall. Here's what we've achieved in the past 12 months:

We have sited 14 water units installed around Cornwall. Assuming a 10 year life span, this will save a potential 2.8 million plastic water bottles from entering our environment.

- The Enterprise Development Programme gave us funding for one year to develop the charity and participate in on line training sessions.

- We have a new partner, Sea-Changers who are funding communities to install water drinking units. We are now on their suppliers list and our aim is to deliver the best customer service possible.

- We are continually trying to make our unit more affordable by consulting with designers and metalworkers.

- We are actively seeking more customers and taking advice about marketing methods.

- Through our networking endeavours we have given presentations at Cornwall Wildlife Trust, Your Shore Conference, and have more planned FSB, TEVI, Acceleration Through Innovation, Clean Cornwall. Where we hope to showcase our unit and raise awareness about reducing single use plastic and the circular economy.



For the next 12 months, our goal is to provide the best customer service as possible, and evaluate that service, improve our present model and site as many units as possible around the country.

We also aim to develop our new design for launch later this year to increase awareness of the scourge of single use plastic

Please get in touch if you are interested in finding out more. Contact ouronlyworld@outlook.com. Visit our website to donate.

National Events

Getting up to date with this year's national litter picking events



The Great British Spring Clean (17th March - 2nd April)

As many of you may know, the Great British Spring Clean took place between the 17th March and the 2nd April this year, hosted by Keep Britain Tidy. Both individuals and groups from all over the country pledged to pick up at least one bag of litter throughout this period, leaving their local area better than they found it. This year, the results were incredibly impressive:

More than 400,000 bags of litter pledged

More than 8.5 million adults in the UK have done litter picking at least once in the past six months



The Great Big Green Week (10th June - 18th June)

If you missed out on the Great British Spring Clean, do not fret! There is plenty of time to get prepared for the Great Big Green Week in June. This event is the UK's biggest ever celebration of community action to tackle climate change and protect nature. From festivals to football matches, litter picks to letter writing - there is something for everyone at the Great Big Green Week. Every year, people come together to unleash a wave of support for action to protect the planet. Tens of thousands of people in every corner of the country celebrate the heartfelt, brave, everyday actions being taken to stand up for nature and fight climate change.

Last year, communities came together September 2022 to show how people everywhere are ready and willing to take action to tackle climate change. **Over a quarter of a million people got involved**, and national organisations, institutions, businesses and media outlets joined in, ultimately putting pressure on the government to up its game on climate change.

Visit the Great Big Green Week website to get involved or find and organise events near you:

<https://greatbiggreenweek.com/find-an-event/>

Check out the highlights from 2022's Great Big Green Week:

https://youtu.be/LTcM_ws1cKs

The Big Help Out (8th May)

The Big Help Out is a voluntary initiative supported by some of the UK's biggest volunteer organisations. On the 8th May, the Big Help Out called for volunteers all over the country to give up their time to volunteer for a variety of causes, including sustainability and the environment. Unfortunately, volunteer numbers for the event have dwindled this year, putting the project's future at risk. (The Observer, 2023). This record shortage of volunteers is an extreme concern for the wellbeing of our communities and our environment. If there was ever a time to get involved in the bettering of your local area, it's now.



The CRCC team put our money where our mouth is last week, taking part in the Big Help Out by cleaning the streets of Redruth. Our main office is based in Redruth, so we were shocked to find plenty of litter and several fly tipping sites just minutes from the town centre. We quickly collected 5 bags full of litter, leaving with a slight tan and a great sense of achievement. If you've never noticed litter around your workplace, it's time to look a bit closer and register a litter pick today, as we are yet to come across a single litter-free area in Cornwall. Thank you to all the CRCC staff that came along, it was really fulfilling to see different CRCC projects come together for a common cause that is quite literally close to home.



The Litter Picking Bag Project

Sneak Peak with Special Thanks to Poggesi Umbrella Specialists

We'd like to say a huge thank you to Richard Eisler from Poggesi for generously donating materials for our litter picking bag project.

Richard provided us with plenty of material, reclaimed from used pub umbrellas. This acrylic fabric is durable, waterproof and ideal for our litter picking bags, and has been sent off to our fantastic Sustainable Product Design student Marcie Russell for manufacture. Here are some sneak peaks from Marcie's latest prototype. Keep an eye on our website for updates on the final design!

If you are looking for a small amount of reclaimed, durable material for a project, or a bespoke outdoor umbrella, drop an email to cornwall@poggesi.co.uk to learn more or head to <https://www.poggesi.co.uk/>

Poggesi
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Pictured: Marcie's latest prototype, paired with a bamboo litter picker also designed by Marcie.

Learning with Clean Cornwall

Highlights from our recent visit to Sennen School

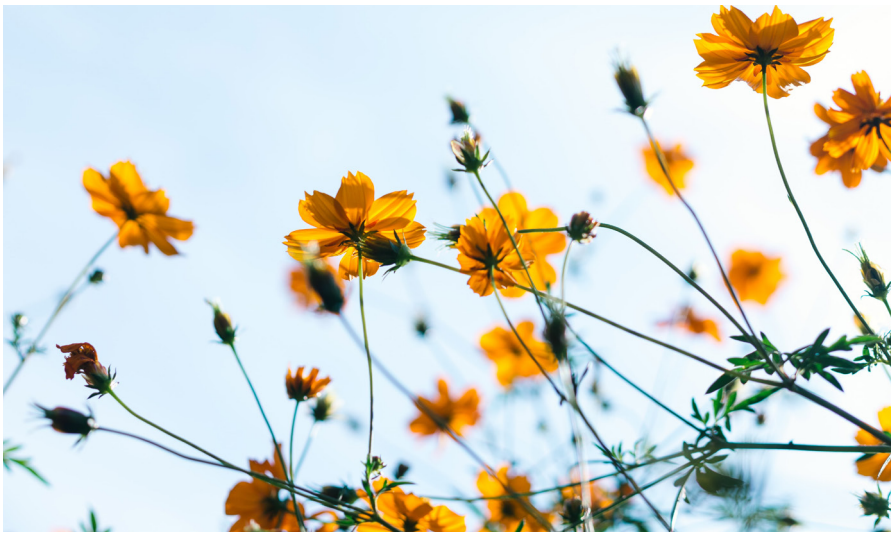


The Clean Cornwall Team recently took to the classroom again, bringing our presentation to Sennen School to learn more about litter and its effect on the environment. We were yet again blown away by the pupils' existing knowledge of different materials and their environmental impacts. We ended the session with a litter pick of the school grounds and surrounding areas, finding a surprising amount of litter hidden amongst Sennen's stunning scenery.

A common theme among every school visit we've taken part in has been the younger generation's passion for taking care of our planet. You would be hard pressed to find this level of enthusiasm from even our most experienced volunteers, it's both devastating and heartwarming to meet young students that have grown up with an environmental meltdown looming over their futures, yet still have unwavering hope and optimism for the future of our planet.



Matt Nott from One Blue Eye Cornwall also visited the school, bringing his fantastic plastic recycling workshop, turning bottle caps into colourful coronation carabiners for the students to take home. It was a fantastic day overall, with the pupils leaving with smiles on their faces, more knowledge about their planet and a sense of achievement and pride.



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<https://www.linkedin.com/company/clean-cornwall-charity/>

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

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

The Change Maker Network

Special thanks to our Change Maker businesses:

Agile PR & Communications Ltd
Barratt Homes
Better Care at Home West Ltd.
Biffa
Brooks Estates Ltd
Cloudbove (SWbroadband)
Cornish Lithium
Elmswood House
Funny Faces
Henry Orchard and sons Ltd
Maker with Rame

Our Only World
Pendennis Shipyard
Sharps Brewery
St Austell Brewery
Suez
SupplyESChange
The Rick Stein Group
Tregoad Holiday Park

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



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