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GREAT BRITISH SPRING CLEAN 2023... WILL YOU JOIN US?

The Great British Spring Clean 2023 is back, and we'd like to ask for your support for this year's mass action campaign, which takes place from 17 March to 2 April.

At Keep Britain Tidy, we believe that every act to protect the environment, no matter how small, makes a difference.

And so, when hundreds of thousands of #LitterHeroes are inspired by their town or parish council to join forces and take the same action at the same time, the difference they make is huge.

Last year 587 town and parish councils and local authorities took part!

Please let us know your council will support the Great British Spring Clean by pledging online now.

**LET US KNOW YOU'RE TAKING PART
NOW!**

GREAT BRITISH SPRING CLEAN RESOURCES



We are pleased to confirm that once you sign up you will be able to register your interest in receiving our special digital resource pack for town and parish councils.

Your Great British Spring Clean resources will be made available from late February and include:

- A one-page overview of the campaign
- Template communications to your community for your website/e-mails/newsletters, and a template letter to your town/parish councillors
- A key messages and sample social media posts document
- Artwork for your Twitter, Instagram and Facebook accounts
- Certificate of participation
- Empty Belly Posters

- A mini resource pack for your councillors with a How To guide and sample social media posts.

We hope these tools will help you celebrate and speak about this important campaign.

[SIGN UP TO GET YOUR RESOURCES LINK](#)

SUPPORTING STREET CHAMPIONS



Our friends at Dacorum Borough Council have been busy! The borough has over 1,000 registered litter picking volunteers in its Dacorum Street Champion scheme which sees new registrants given their own litter picking kit to keep and use in their own time.

This year the council is organising three litter picking events for the Dacorum Street Champions to take part in on the three Saturdays during the GBSC, in various litter hot spots. A spokesman said: "Usually the volunteers litter-pick independently in their own time, so we're excited to bring the volunteers together to encourage them to get to know each other and support one another during the picks."

The authority also has lots of litter picking sticks it loans out and will be encouraging schools, community groups, businesses and families to borrow them over the GBSC. We already have three groups who have booked up the

equipment over part of the campaign period. Council staff will also be offering talks to school groups, Brownies and Scouts about litter and the importance of recycling.

#PRIDEINPLACE



This year we will be focusing on the pride our #LitterHeroes have for their local community.

New research for Keep Britain Tidy reveals that more than 8.5 million adults in the UK have done litter-picking at least once in the past six months. That's a million more people than watched the end of the hit BBC series, Happy Valley!

Watch our video above to see how different groups play their part in the campaign.

[FIND OUT MORE](#)

CONSIDERING THE PURDAH PERIOD



We are aware the purdah period ahead of the May elections may affect how and when our local authority and town or parish council partners choose to communicate about the campaign, and that limited communications for an extended period may pose challenges. Here is all the information and considerations we have made to help as best we can.

We brought our Great British Spring Clean period as far forward as possible to provide some days during the campaign before purdah starts, however we had to consider other factors such as the weather, grass cutting, school holidays and Easter bank holidays.

We understand purdah begins around the 23 March, which means there are six days – 17 to 22 March – in which officials and local authorities observing purdah can participate in the campaign.

There are other opportunities outside of this window too, as we will start promoting the campaign - and open pledges - from early February, which means local authorities can signpost to our site and the events for the weeks leading up to the official launch.

We therefore encourage organisations affected by purdah to use the time before the campaign to promote it.

In partnership with



Media partner



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