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Keep Britain Tidy celebrates platinum anniversary with call to Wealden residents to pick up litter

Residents in Wealden are being encouraged to help celebrate the platinum anniversary of Keep Britain Tidy by supporting the annual Great British Spring Clean campaign.

Wealden District Council has joined forces with the Keep Britain Tidy campaign to highlight the importance of protecting the environment that ‘belongs to everyone’ as part of its latest campaign.

The campaign runs from 15-31 March and is calling for residents across Wealden to pick one bag, or more, of litter from streets, parks, beauty spots and beaches.

In partnership with Biffa, Wealden council is pleased to be supporting groups from around the district in their litter picking efforts through the supplying of equipment to the collection of the bags of litter.

This year’s campaign comes as Keep Britain Tidy marks its platinum anniversary, having been founded by Women’s Institute members in 1954. People can make a #PlatinumPledge to mark Keep Britain Tidy’s 70th year such as by picking 70 items, 70 bags, or spending 70 minutes in the great outdoors litter-picking.

Councillor Gareth Owen-Williams, said, “Protecting our environment is important and community-led litter picking groups are already set up across the district, which we are very appreciative of the hard work they do to keep our countryside, roadways and public spaces clean and tidy. This is a campaign which is open to the whole family, businesses,

or individuals. There are also several events happening across the district with some town and parish councils getting involved and organising local litter picks too.”

Keep Britain Tidy’s chief executive, Allison Ogden-Newton OBE, said, “The Great British Spring Clean simply would not be possible without the backing of our community partners. We are so grateful for the ongoing support from Wealden District Council.

“The Great British Spring Clean is a fantastic way for councils to support residents to really show their pride in where they live, and connect with like-minded people, while taking serious and immediate action to protect the environment on their doorstep.

“During this year’s campaign, we are highlighting that the environment belongs to everyone and that everyone is welcome to join in with our activities and 70th anniversary celebrations.

“Local authorities play a critical role in engaging and supporting volunteers on the ground. Whether it’s a pledge to pick one bag - or 70 for our anniversary - Wealden can feel proud to see their armies of #LitterHeroes volunteers carrying out these acts of kindness to make the district a cleaner, safer place for our future generations”.

The charity reports that last year that 96% of participants agreed that they felt they had made a difference to their local area and 84% agreed that the Great British Spring Clean helped them to feel inspired to do more to protect the environment.

Get involved in the Great British Spring Clean today by pledging at: www.keepbritaintidy.org/gbspringclean and using the hashtags #GBSpringClean #BigBagChallenge.

For further information and to get involved please contact recycling@wealden.gov.uk

Notes to editors

- The Great British Spring Clean is the country’s biggest mass-action environmental campaign, now in its ninth year.

- In 2023, 405 local authorities and town and parish councils took part, with 86 MPs also pledging support.
- #LitterHeroes across the country picked more than 400,000 bags of litter last year.
- This year's campaign is made possible thanks to media partner Clear Channel, as well as headline partner Calisen and supporting partners Coca-Cola, KFC, Mars Wrigley, McDonald's, Nestlé, Pepsi MAX and Walkers. We also thank players of People's Postcode Lottery for raising funds to support this campaign.

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