

## Media Release

Friday 19 March 2010

### Keep it clean - urge Parnwell residents

A group of Parnwell residents have shown that they have had enough of the tide of rubbish bringing down the reputation of the local area and will come together to pick litter on Tuesday 23 March.

The group of volunteers will join forces with environmental volunteering charity BTCV (British Trust of Conservation Volunteers) who will provide equipment, such as litter picking tools, bags and gloves and practical support from professional staff.

Like everywhere else in the UK, Parnwell has its fair share of litter problems. But thanks to residents volunteering they have proved that they are prepared to do something about it.

Residents hope that through their actions they will show the rest of the community how big a problem litter is and that it is not acceptable in the neighbourhood, whilst also encouraging them to start disposing of it properly.

BTCV have a presence in Parnwell as part of the Parnwell Pride Project, aiming to create a better environment where people from all cultures feel valued, included and involved. BTCV work with Parnwell volunteers on the Pride in Parnwell Project, to:

- help residents gain skills and experience to develop and manage the estate's green spaces
- Increase environmental activity and awareness among residents
- Create physical environmental improvements to the estate

The Parnwell Pride Project and BTCV's work in the area name just a fragment of the many initiatives funded through the Fair Share Lottery in Parnwell.

Michael Charles, BTCV's Parnwell Project Officer said: "This clean up will show others in Parnwell that we care about the future of our local environment and that we are not prepared to live, work and play in an area that is blighted by rubbish. What is good about working together like this, is it creates a sense of community and for some of our younger volunteers it is their first taste of active citizenship."

The Parnwell volunteers will begin to tackle rubbish from Community House (74 Whittington, Parnwell) between 1pm and 3pm on Tuesday 23 March 2010. They are hoping that as many volunteers as possible will come and join them.

If you are interested in volunteering to become part of The Parnwell Pride project or any of BTCV's Parnwell activities, please contact Michael Charles on [m.charles@btcv.org.uk](mailto:m.charles@btcv.org.uk) or call 01733 563 642.

ENDS

### **Notes to Editors**

You are invited to send a photographer/reporter to this event.

On Tuesday 23 March, the Parnwell Big tidy up will begin at Community House, 74 Whittington, Parnwell at 1pm and will continue around the neighbourhood until 3pm.

### **Big Tidy Up**

BTCV is supporting the Big Tidy Up, the country's biggest ever litter tidy up, organised by Keep Britain Tidy. See [www.bigtidyup.org](http://www.bigtidyup.org)

Figures released by Keep Britain Tidy have revealed:

- That council taxpayers in the UK fork out £500m a year to clean the streets.
- Over 30m tonnes of litter are collected from our streets each year
- That thanks to the growing presence of dropped food, the UK rat population now stands at approximately sixty million
- People can be fined £80 for dropping litter. Last year 44,000 people were prosecuted

### **BTCV**

Inspiring People, Improving Places. BTCV is the UK's leading practical conservation charity. BTCV connects people with place, builds healthy, sustainable communities, and increases people's life skills. It aims to create a better environment where people from all cultures feel valued, included and involved. BTCV supports 140,000 volunteers a year taking hands-on action to improve their urban and rural environments, and a Community Network supports local groups. BTCV offers regular conservation tasks, UK and International Conservation Holidays, the BTCV Green Gym®, training opportunities and an on-line Shop making products and services accessible to all.

See [www.btcv.org.uk](http://www.btcv.org.uk), call: 01302 388 883 or email: [information@btcv.org.uk](mailto:information@btcv.org.uk) for further details.