

Sandbach Clean Team



Newsletter no 18

July 2009



The Clean Team at the Festival

Sandbach Clean Team put over the message of reducing litter with this year's Transport Festival entry.

Specifically targeting customers of fast food outlets, the float was prepared by Ken Simpson and Dick Macaulay, with the help of Luke Smith, a junior member of the Clean Team, who decorated the bin.

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Waitrose

Waitrose customers support the Clean Team

Waitrose customers used their tokens during April this year to provide £335 from Waitrose's monthly 'Community Matters' fund.

Many thanks to both Waitrose and their customers for their generosity.

The Clean Team Wants to Know!

Two surveys have recently been undertaken, the first to find out more about our members' opinions and the second to see what local businesses think about litter and recycling. The full results of these surveys can be found on our website:

www.sandbach-cleanteam.co.uk

Survey of Members' Views

The recent survey of members was extremely useful and provided a great deal of valuable information that will help the committee with planning for the future.

Over 40% of our members responded! Many thanks to Mark Cook who carried out all the work on this survey. A summary of the findings is below:

- The highest number of areas and routes picked by one member is 4.
- 80.8% of the membership is over 51 years of age.
- 4 hours 44 minutes is the average time each member litter picks per month.
- The monetary value of our litter picking is approximately **£55,000 per annum** (at £8 per hour and assuming all members are active litter pickers).
- One member picks litter for an amazing **30 hours per month!**
- 69.7% of the people who attend the monthly

litter picks would like to meet up for refreshments afterwards.

- Word of mouth is the best way of getting new members.
- 76% of the members are very satisfied with the Clean Team litter picking equipment.
- 44.68% (21 people) have confirmed that they will attend the 2009 AGM.
- Most people who visit the website do so for dates of forthcoming events.
- 3 members would like to become further involved in the Clean Team. 59.7% of the members have adopted their own route or area to litter pick.
- 11.5% just do the monthly pick.
- 23% pick an area or route at random or just identify a littered route and area and do that.
- 42.85% of the respondents attend the monthly pick as and when they can.
- 51.06% of members have visited the website.

INFORMATION on the Clean Team can be obtained from Dick Macaulay on 01270 765549, or d.macaulay@talk21.com or from the website: <http://www.sandbach-cleanteam.co.uk>

Business Survey

This survey was commissioned by Sandbach Clean Team through The Sandbach Partnership, and funded jointly between Sandbach Town Council and the NWDA through The Sandbach Partnership. It had the following objectives:

1. To develop a greater awareness amongst the Sandbach businesses of their responsibilities regarding recycling and the reduction of litter.
2. To reduce the amount of litter that businesses create directly from their operations.
3. To increase the amount of recycling undertaken by businesses within Sandbach.
4. To reduce the amount of litter that businesses within Sandbach generate indirectly through the actions of their customers.

Again we had an excellent response, with a 30% of the 300+ businesses in Sandbach responding. We will be working with both Sandbach Town Council and Streetscape to take these findings forward.

Some key findings:

- 62% feel that the streets of Sandbach are very clean or clean.
- There is limited awareness of the fines that can be imposed on those who create litter, with 63% aware of the fine for an individual dropping litter, but only 39% aware of the business fine for the same offence.
- 80% of businesses who recycle paper, recycle about 74%, despite the fact that recycling facilities are limited.
- Whilst 88% of businesses support a reduction in the number of plastic bags used by consumers, only 15% would contribute to a Sandbach reusable bag scheme.
- Whilst 51 different types of business responded there were limited replies from newsagents, take-away shops and off-licences.
- There is strong agreement that litter leaves areas looking unsightly and encourages more litter.
- 81% feel the person who dropped the litter should pick it up. Combined with the information on fines some form of educational programme may be appropriate.

AGM



At the Clean Team AGM, members received an update on Streetscape and new arrangements for recycling and waste collection in Cheshire East from Phil Sherratt, Head of Environmental Services at Cheshire East.

Dick Macaulay also gave a brief summary of the recent surveys of members and local businesses.

Four members were elected to the committee: Sue Jones, Keith Haines, Mark Cook and Guy Morrison.

Jacki Foden was re-elected as chair, and Pam Buckley as treasurer. Ken Simpson did not stand again and was thanked for all his work on the committee over the past two years.

Looking to the Future

Sue Jones and Ken Simpson have been working with Sandbach High School to help develop an allotment. They also arranged for the Clean Team to supply the equipment for a litter pick conducted by the School on 23rd May.

Jacki Foden and Dick Macaulay attended a meeting with Wheelock Beavers on 1st June: a special Litter Champions session, ending with a litter pick all round the car park.

The enthusiasm of the young people we work with is most heartening and we welcome all requests to continue with this area of our work.

Future Litter Picks

Saturday 11th July (also Brereton)

Saturday 12th September.