

CLEAN CORNWALL NEWSLETTER

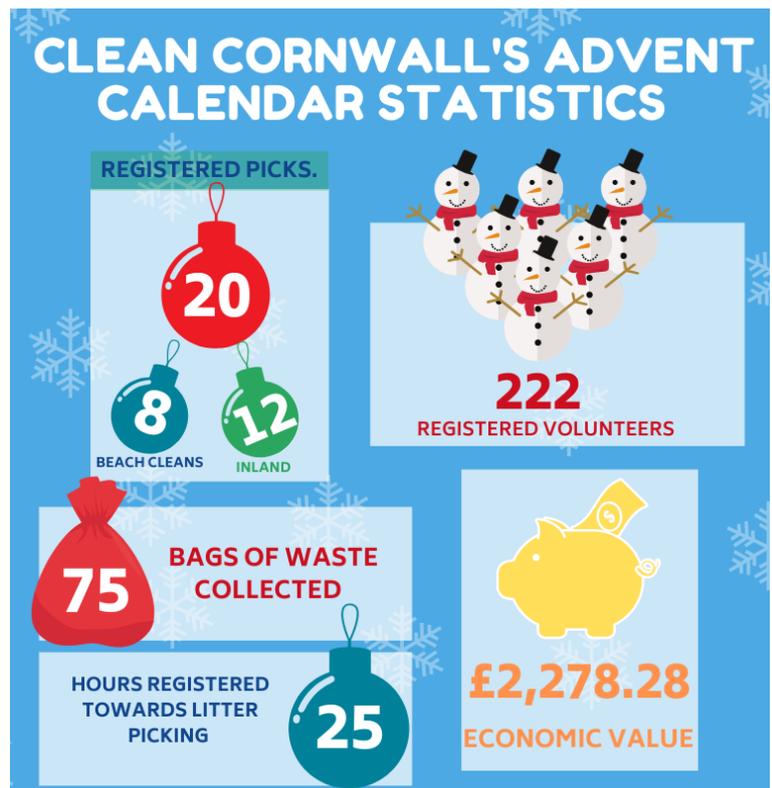
JANUARY 2020

CLEAN CORNWALL'S ADVENT CALENDAR

Throughout December, Clean Cornwall ran their Advent Calendar Campaign. The aim of the campaign was to ensure the continuation of picks throughout the month and to raise awareness of the volunteers who give up their time to keep Cornwall litter free. The campaign saw 20 registered litter picks, 4x the amount from previous Decembers. From the 20 litter picks 60% were completed inland, and 40% took place at a beach.

Despite the very wet and stormy conditions December brought us, the campaign saw 222 volunteers take part, collecting 75 bags of litter. Cigarette butts, Takeaway packaging and Polystyrene were the top 3 items found.

This campaign "allowed groups to join up with other local groups to bring the community together" and "helped demonstrate the importance of litter picking through the winter when conditions are stormy". Clean Cornwall would like to say a huge thank you to both event organisers and volunteers for making this campaign a success.





We're watching you!

WE'RE WATCHING YOU

Dog fouling will be high on Cornwall Council's #Litterless agenda this January. The authority will pilot Keep Britain Tidy's 'We're watching you' anti dog fouling campaign here in Cornwall.

The campaign has reduced dog fouling by up to 75% in Portsmouth and other places, according to a Keep Britain Tidy report. Cornwall Council's aim with the pilot is to see if it's as effective here before rolling it out more widely. The Council has paid for 'We're watching you' signage and monitoring forms for 13 towns and Parish Councils to test at dog fouling hotspots. The concept is based on evidence that dog owners are less likely to pick up after their pets if they think no one is watching, and that dog fouling increases in the winter when it gets darker earlier.

Pilot areas will be: Torpoint, Chacewater, Lanner, Launceton, Newquay, Camborne, Saltash, St Austell, Tywardreath and Par, Falmouth, St Blazey and Alverton school Penzance. If the campaign is successful, the Council will look at rolling it out more widely, providing signage to more town and Parish Councils and also to interested community groups.

Keep an eye out on social media for Cornwall's 'We're watching you' campaign and please share social media posts.

CORNWALL COUNCIL'S SUSTAINABLE CHRISTMAS

To kick start the festive period, Clean Cornwall attended Cornwall Council's Sustainable Christmas event held at County Hall. Alongside the Cornwall Council's Waste Engagement team, Clean Cornwall were there to offer advice and share tips on how to create a zero waste Christmas. As Cornwall threw away an extra 1,841 tonnes of stuff last Christmas (2019), the message and importance of reduce, reuse and recycle during this festive period was communicated throughout the event.



PARTNERSHIP MEETING:

The next partnership meeting will be held on Thursday 20th February 2020. The location is to be confirmed, this will be sent out ASAP