

Capital Clean-up 2015

Case Study



www.london.gov.uk/cleanup

This summer the Mayor of London supported over 70 enthusiastic Community Groups, Charities, Residents Associations and Schools (amongst others) who were committed to make the capital a cleaner, greener and more pleasant place to live, work and visit.

PROJECT **HENDON GROVE CLEAN-UP**

GROUP **NORTH WEST LONDON CLEAN UP**

GRANT / KIT **KIT**

Removal of litter and fly-tipped waste along leafy path.

Hendon Grove is a wooded alleyway which suffered from large amounts of litter and fly tipping. This created an eyesore on what should be a pleasant, green lane. There was a large amount of antisocial activity in the area as evidenced by some of the litter found.

North West London Clean-up ran a number of different events to remove the large amount of waste that had accumulated. Televisions, sleeping bags and an old mattress are just some of the items which were removed, as well as a large amount of empty drink cans. The group were assisted by the nearby University of Middlesex, who provided further equipment for the events.

In addition to high visibility vests, litterpickers and other equipment that were included in the kit, Capital Clean-up supported the group by providing vouchers which helped them to purchase shovels, brushes and wheelbarrows to help with the clean-up.

The success of the original events on Hendon Grove led to further litterpicks being carried out in the surrounding area, which were well supported by a range of community members. The group now run regular events in the area. They have also been invited by the university to attend fresher's fairs to provide volunteering opportunities. A Keep Hendon Tidy campaign, in partnership with the Council, university and local businesses, is also in the planning stages.

Daniella Levene of the group has said:

"Everyone who has got involved in the clean ups has mentioned how good it is to help the local community and improve the environment ... the volunteers all feel that they are making a positive impact on the environment, and many of them have been regularly volunteering at the events. Many people have noticed a difference the overall environment."

No of Volunteers	59
No of events	7
Volunteer hours contributed	168
Waste Removed	15 ½ tonnes
Area	Over 100m ²

Before



After



Capital Clean-up is a partnership campaign led by the Mayor to help Londoners work together to spruce up their city. It is supported by McDonald's and is part of the Mayor's wider Team London volunteering programme.