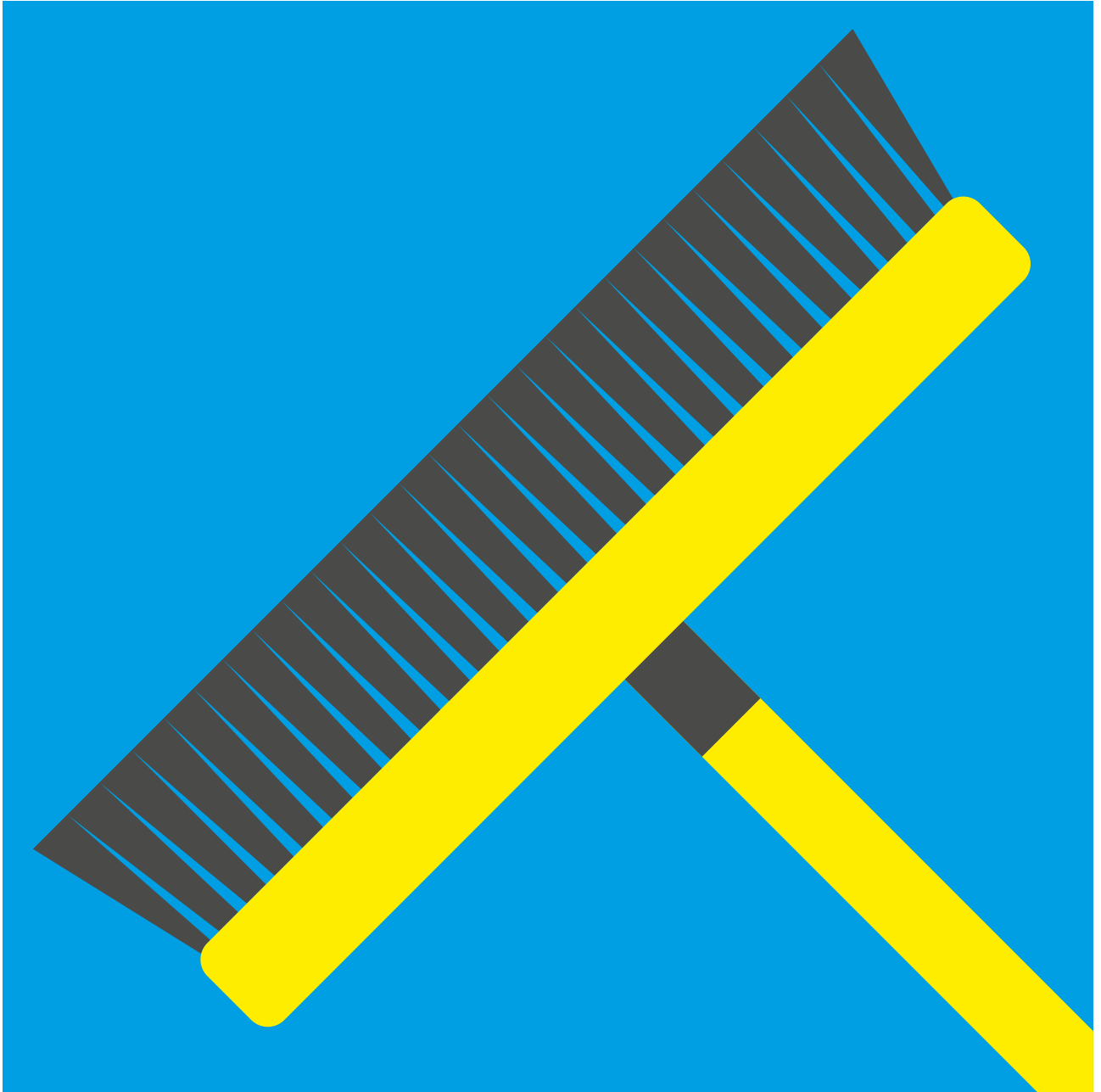




CAPITAL CLEAN-UP COMMUNITY TOOLKIT

MAYOR OF LONDON

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Introducing Capital Clean-up

Capital Clean-up is a partnership campaign led by the Mayor of London and supported by McDonald's to help Londoners green and clean their city.

Capital Clean-up also helps community organisations to clean-up their neighbourhoods by providing grants and kits.

Previous clean-up projects have included turning a dull green space into a community garden, removing litter from a park and creating colourful murals on tired looking buildings.

We offer grants to formal voluntary and community groups and Capital Clean-up kits to all groups. The kits have all the essential equipment you need to get your project started. Find out more at:

www.london.gov.uk/cleanup

In 2014 more than 3,500 volunteers helped smarten up their community through over 200 events across London covering an area the size of 104 football pitches. They collected nearly 3,000 bags of rubbish.

We're on Twitter

[@LDN_environment](https://twitter.com/LDN_environment)

[#CapitalCleanUp](https://twitter.com/CapitalCleanUp)





What kind of clean-up activity could you organise?

Talk to people

Perhaps you want to get rid of the graffiti in your local park, or give a well-known 'grot spot' some badly needed TLC. Whatever you think your area needs, one important thing to also do is talk to people. The simplest way to gain support, recruit volunteers and find out what people want to see is to ask the people who live near you. Ask your friends, family and neighbours what they'd like to see improved locally.

You could also find out local opinion and get support by asking local community forums, 'friends of groups' or neighbourhood panels. If you're planning a larger event, it might be useful to contact your local Police Safer Neighbourhood Team and local council. They may be able to offer you support and guidance, and even come along to help out at your event.

Project Planning

When you've decided what you want to do, you can start planning your clean-up. Careful planning is important. You must be clear about what you want to achieve and make sure that you have the resources in place to make your event a success.

Environmental assessment

An environmental assessment is a way of finding and recording problems affecting the local environment. It involves one or more people walking around the local area, noting down and taking pictures of any environmental problems they find. Common problems may include graffiti, dumped waste, spaces with a build-up of litter, overgrown trees and bushes. You could do something similar to see exactly what needs to be done in your neighbourhood.

Planning your Capital Clean-up

Permission from the landowner or managing authority

For all clean-up activities you will need to gain permission from the landowner or managing authority (unless you're the landowner) for your proposed activities (for example, the local council if your site is a borough managed park).

If you're planning a waterway clean-up, [Thames21](#) can advise you which organisations you'll need to notify ahead of your event. In some instances, this will be the [Canal and River Trust](#). (You'll find contact details for these organisations at the end of the Toolkit).

Waste collection

When planning your event, make sure you arrange for any waste to be collected. Your local council can help in all kinds of ways, including lending or donating equipment and removing the rubbish. Many London councils can arrange for waste to be collected free of charge on your clean-up day. Just ask your local council directly.

Materials and equipment

Think about what equipment you're going to need, be realistic about how much paint or how many litterpickers are necessary to do the job. Also,

consider the type of tools that you're going to use and whether they're suitable for your volunteers. Power tools may get the job done more quickly, but hand tools are far safer!

Fundraising

There are a number of ways to find extra funding for your project. Get in touch with your local council or nearby library as they'll know if there are any local grants or other sources of funding.

You could try approaching local businesses. For smaller businesses, speak to the owner and for larger businesses ask to talk to someone who works in community relations or 'CSR' team (corporate social responsibility).

Researching online is another way to find sources of grant funding. [Funding Central](#) is a good place to start. It's a free resource which lists thousands of funding and finance opportunities. Similarly, the [Big Lottery Fund's](#) 'funding finder' tool is a great way to identify the most suitable funding programme for your project.

We have included some links in the funding and material sources sections below which might be useful when looking for additional funding.



Recruiting volunteers

It is important to advertise for volunteers well in advance to make sure you get all the help you need. There are lots of places you can look for volunteers. As well as your friends, family and neighbours, you could try local schools, youth groups, older people's groups, disability forums, community centres and faith groups. It's a good idea to put up posters to advertise in local shops and supermarkets, libraries, community and leisure centres, even in the local pub! We have Capital Clean-up posters available, so please do get in contact via capitalclean-up@london.gov.uk if you'd like us to send you some. Also, use social media sites to communicate your plans and gain further support. Follow [@LDN_environment](https://twitter.com/LDN_environment) on Twitter and we'll help you to promote and celebrate your event, use [#CapitalCleanUp](https://twitter.com/CapitalCleanUp)

There are a number of free online networks where volunteers can be recruited. Please see the recruiting volunteers section on page 10 to find out more.

Working with volunteers

Volunteers are vital to the success of any community project. However, without good communication and organisation it can be difficult to recruit volunteers and keep them coming back. When working with your volunteers, ensure that you:

- introduce your volunteers to the project and give a clear idea of what you're trying to achieve and what is expected of them.
- provide a safe volunteering environment - make sure any risks are identified, minimised and covered by adequate insurance.
- offer support - if you have a large project you could name supervisors to take responsibility for giving groups of volunteers the support they need.
- resolve difficulties - make sure your volunteers know who to raise any worries and problems with.
- ensure everyone feels welcome to volunteer.

The Mayor and Capital Clean-up is keen to find out about the volunteers who are involved in the scheme. We would therefore ask that the volunteers that participate in your clean-up complete the Diversity Monitoring Form in Appendix 1. Please return these forms to capitalclean-up@london.gov.uk

We have included a volunteer sign up form in Appendix 2. This form can be used to collect contact details of your volunteers which might be helpful when advertising future opportunities.





Health and safety

Health and safety is extremely important. Before your event make sure that you visit the site to carry out a simple risk assessment. This will identify any safety concerns and come up with ways reduce any risks to your volunteers. You can use the risk assessment form in this toolkit (appendix 3). To see more, visit the [Health & Safety Executive's website](#).

It's also essential that when you organise a project you know about your legal responsibilities. [The Event Safety Guide](#), published by the Health and Safety Executive, has all the information you need (see the section on small events).

First Aid

You must have first aid plans in place, especially if you're using hand tools like saws and hammers. It's a good idea to have a basic first aid kit with you on the day. We also recommend that there is at least one person with first aid training at your event. Make

sure that your volunteers are made aware of who the first aider is at the start. We also recommend that you tell volunteers where the nearest hospital with an A&E department is.

Sharps and other hazards

In the unlikely event syringes or other drug paraphernalia are unearthed during your clean-up, we strongly recommend that volunteers DO NOT attempt to move or get rid of them. Your local council's waste department should be alerted and will safely dispose of them. If there is no-one present from the local council at your clean-up, we advise you to call them to report this immediately. Ensure that your volunteers stay away from the area until the 'sharps' have been safely disposed of.

Public liability insurance

It is really important to make sure that you have adequate public liability insurance in place for your events. This insurance covers your liability against claims from the public while they're

attending / volunteering at your event. The level and cost of cover varies depending on your needs and the types of activities you're planning.

Having the right insurance will also reassure any third parties you might encounter when planning and gaining permissions for your clean-up activity. If you are working in partnership with a larger organisation, it is also worth checking to see if you're covered by their insurance policy. However, it's important to check the details of your partner's insurance before an event, as not all activities may be covered.

Many insurance companies offer insurance for community groups, so shop around to get the cover that best meets your needs. The Conservation Volunteers (TCV), have created a [guide about insurance](#) for community groups that are holding environmental events.

Other things to think about

Getting the basics right will really help people to enjoy your project. Don't forget to consider:

- the right clothing - no matter how much preparation you do, you can never guarantee the weather. Bad weather can really dampen volunteers' spirits, so make sure they come prepared for all conditions and, if possible, supply your volunteers with protective gloves (gloves are always included in the Capital Clean-up Kits)
- an easy place to meet - make sure your volunteers know when and where you're meeting, and exactly how to get there. If you've managed to get people to commit to volunteering, the last thing you want is for them to be unable to find the event or to be late.
- refreshments - food and drink can be a real morale booster for volunteers. If your budget can stretch to providing lunch, then great. If not, some basic refreshments at set break times will keep you and your volunteers going. Drinking water is essential
- toilets - make sure your volunteers know where to find them
- recycling, reuse and disposal - aim to recycle, reuse or compost as much as you can. It's a good idea to have different coloured bags for waste that you can recycle and waste you cannot. Do remember that all waste for recycling needs to be clean. Contact your local council's waste department to see if they can help with disposal. Most can collect and dispose of the waste at the end of your event, but always check in advance

Top tips

- Involve local people in every part of the project.
- Plan carefully to make sure you have all the resources you need.
- Do a full risk assessment.
- Provide clear information before an event.
- Supervise tasks and provide clear instructions to volunteers.
- Celebrate the successes of your project.



Celebrating your Capital Clean-up

Recognising your achievements

Celebrating your project and recognising the efforts of your volunteers will make them feel valued and will also encourage them to volunteer again. Many groups like to celebrate the end of a project with a small social gathering, a BBQ, picnic or just a few cups of tea. This is a great way for volunteers to get to know each other better and for them to recognise their achievements after all the hard work.

Promoting your achievements in the media

Local journalists are always looking for stories that are of interest to the community. Projects that improve the local environment and bring people together are often popular in local press. The local paper may want to write a story about your project. They might even be interested in a regular feature to follow your progress – so why not suggest it?

We've included a template photography and film consent form in Appendix 4, template press release in Appendix 5, logos and text about CCU in Appendix 6 and a template letter to invite a local Councillor to your event in Appendix 7.

Social Media

You can get a lot of recognition by using your social media accounts to promote your good work. Why not tweet before and after pictures of your site, or a group photo of your volunteers at work.

Follow [@LDN_environment](#) on Twitter using [#CapitalCleanUp](#) and we'll help you to celebrate your achievements online.



Useful online resources

General Resources

The Keep Britain Tidy Campaign
www.lovewhereyoulive.org

CleanUpUK
www.cleanupuk.org.uk

An online reporting website for waste, download App
www.lovecleanstreets.com

Health & Safety Executive
www.hse.gov.uk

Event Safety Guide
www.hse.gov.uk/event-safety

A Guide About Insurance
www.tcv.org.uk/sites/default/files/community-network-guide.pdf

Waterway clean-up advice and support

Thames21 the leading waterway volunteering organisation in London
www.thames21.org.uk

The Canal & River Trust
www.canalrivertrust.org.uk

Recruiting Volunteers

There are a number of free networks you can use to recruit volunteers including:

Team London – The Major’s volunteering programme for London. To join, simply register as an organisation and then list your volunteering opportunities. Please include ‘Capital Clean-up’ in the title of your opportunity.
<https://speedvolunteer.london.gov.uk>

Project Dirt has its own cluster where projects can be promoted. You’ll need to join Project Dirt first, follow the CCU cluster and then create a project page.
www.projectdirt.com/cluster/capitalcleanup

Do-It brings people together to help communities through voluntary and community action. www.do-it.org.uk

Funding Sources

The Mayor of London’s Capital Clean-up grant scheme
www.london.gov.uk/cleanup

The Mayor of London’s Tree and Woodland Community Grant Scheme Programme
www.london.gov.uk/priorities/environment/greening-london/re-leaf/releaf-community-grant-scheme

Capital Growth, London’s food growing network provides information, training and support.
www.capitalgrowth.org

Neighbourhoods Green
www.neighbourhoodsgreen.org.uk/resources/funding

Funding Central
www.fundingcentral.org.uk

Big Lottery Fund
www.biglotteryfund.org.uk/funding/funding-finder

Awards For All
www.biglotteryfund.org.uk/funding/Awards-For-All

Biffaward
www.biffa-award.org

Waitrose Community Matters Scheme
www.waitrose.com/content/waitrose/en/home/inspiration/

community_matters.html

Crowd Funder
www.crowdfunder.co.uk

Energy Gardens
<http://energygarden.org.uk>

Project Dirt
www.projectdirt.com/project/8729

Material resources

Street Bank
<http://tinyurl.com/qxmpo58>

Tool shed - free recycled tools for community groups
www.conservaionfoundation.co.uk/project.php?id=3

Paint schemes – want to paint a mural or fence, investigate what’s available, for example
www.letscolour.co.uk
www.communityrepaint.org.uk/need-paint

Compost – check with your local council. What’s available may depend where you live. See
www.capitalgrowth.org/our_support/compost

London Waste - www.londonwaste.co.uk/community/compost

www.veolia.co.uk/london/services/services/what-we-do

Refreshments – vouchers may be available from local supermarkets

Diversity Monitoring Form

1. Your gender

☐ Male ☐ Female ☐ Prefer not to say

2. Age group

☐ Under 18 ☐ 18-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ Over 60

3. Ethnic group

Asian or Asian British

☐ Bangladeshi ☐ Chinese ☐ Indian ☐ Pakistani
☐ Any other Asian background. Please specify

Black or Black British

☐ African ☐ Caribbean
☐ Any other Black background. Please specify

Mixed

☐ Asian & White ☐ Black African & White ☐ Black Caribbean & White
☐ Any other Mixed background. Please specify

White

☐ British (English / Northern Irish / Scottish / Welsh) ☐ Gypsy or Irish Traveller ☐ Irish
☐ Any other white background. Please specify

Other

☐ Any other ethnic group. Please specify

4. Do you consider yourself to have a disability

☐ Yes ☐ No ☐ Prefer not to say

All information supplied will remain secure and confidential. Your details will only be used for research purposes and will not be passed on to any third parties or used for marketing purposes in accordance with the Data Protection Act 1998.

Volunteer Sign-up Sheet

Project name	
Event / activity type	
Location	
Date	

[illegible]

Risk Assessment Form

Site/area:

Name and position of person carrying out risk assessment:

Signature:

Date:

Identification of hazards	Risk level				Control procedure to reduce risk	Level of risk after implementation of control procedures			
	High	Med	Low	N/A		High	Med	Low	N/A
Containers, gas bottles or large cans									
Local environmental conditions									
Hazardous waste									
Sharp objects									
Heavy objects									
Dead/injured animals									
Animal faeces									
Asbestos									
Other									

People especially at risk

For example younger children

Risk = severity x likelihood

Severity rating	Likelihood
0 = No injury or illness	0 = Zero to very low
1 = First aid injury or illness	1 = Very unlikely
2 = Minor injury or illness	2 = Unlikely
3 = Over 3 day injury or illness	3 = Likely
4 = Major injury or illness	4 = Very likely
5 = Fatality or permanent disability	5 = Almost certain

Press Release Template

Get set to clean up [name of area here]

The Mayor Boris Johnson, in partnership with McDonald's is once again urging Londoners to grab litter-picks, gardening gloves, and paintbrushes and transform their neighbourhoods, as he re-launches his 'Capital Clean-up' campaign this summer.

Join the Capital Clean-up!

[Name of area ie: Lambeth] residents are invited to help spruce up [area being cleaned up] at event between [times start and finish] and [full address]. This event will be run by [name of organisation to go here]. Participants will be [give brief details of task here ie: clean up canal network. Also let them know if you will be providing anything extra like refreshments and snacks]. More information about this event can be found at [give info here of where they can find out more]

[Space for community member quote here about what project is and why people should come i.e.: Friends of Tooting Common Treasurer Simon Hemsley said: "We're trying to rally as many people as possible to give up a few hours of their time to help us clean up Tooting Graveney Wood. It's a really beautiful open space that is being spoilt by litter and rubbish and we want to restore it to its best for everyone in the community to enjoy."]

In summer 2014, more than 3,500 volunteers took part in over 200 Capital Clean-up events, collected a staggering 2,500 sacks of litter, and helped spruce-up around 740,000 square metres of the capital. Equivalent to 104 football pitches!

The Capital Clean-up campaign encourages Londoners do their bit by identifying things they can do to rejuvenate neglected parts of the city. Activities can be anything that residents identify as a priority in their area and in the past have included clean-ups of waterways, litter picks, creating new gardens and murals, habitat restoration and graffiti removal.

Mayor of London Boris Johnson said: "It's been fantastic to see an army of volunteers getting stuck in, giving up their free-time to spruce up their neighbourhoods. Keeping London looking at its best through Capital Clean-up is something that everyone can play their part in, so I urge people to find out about this latest round of local events."

The campaign is part of the Mayor's Team London Speed Volunteering programme which encourages Londoners to do something great for their city. Capital Clean-up is a partnership campaign, led by the Mayor and supported by McDonald's. Capital Clean-up works with a number of other organisations to help clean-up London including: Thames 21; CleanupUK; Keep Britain Tidy; The Environment Agency and London Councils.

You can find out about the groups taking part in Capital Clean-up this summer on our website www.london.gov.uk/cleanup. The next round of clean-up grants and kits will be available in January so keep your eyes on our website for information or email us capitalclean-up@london.gov.uk

To find out more about Team London Speed Volunteering and other volunteering opportunities in your area visit the Team London Speed Volunteering website <https://speedvolunteer.london.gov.uk>

[Add more information about your community group/organisation and a link to your webpage with details of your Capital Clean-up]

ENDS:

Notes to editors:

- Groundwork London is the chosen delivery partner for the Mayor's Capital Clean-up Campaign.
- For more information about the Mayor's Capital Clean-up, please contact capitalclean-up@london.gov.uk or visit www.london.gov.uk/cleanup
- Community spirited volunteers were one of the highlights of summer 2012. The Mayor wants to encourage even more Londoners to do something great for their city by joining Team London Speed Volunteering and volunteering in their local community. To search for opportunities go to <https://speedvolunteer.london.gov.uk>

Photography and Film Consent Form

NAME OF PROJECT / LOCATION / DATE

This project is promoted through photography and films. These may appear in any of our promotional materials in different formats including websites. Please note that websites can be seen worldwide and not just in the UK where UK law applies. Photographs and films may also be released to the media.

I give my consent for my image to be used in publicity materials

☐

In photo captions please use (delete as appropriate): Full name / First name only / No name

Print name

Date of birth (if 16 or under)

Contact Telephone No

Signature

Under 16?

If you are under 16 years old please ask a parent/guardian/accompanying adult to sign below and return to **INSERT YOUR DETAILS**

I give my consent for the young person named above to be photographed and filmed for use in publicity materials

☐

In photo captions please use (delete as appropriate): Full name / First name only / No name

Print name of parent / guardian /accompanying adult

Signature of parent / guardian / accompanying adult

Questions?

If you have any questions or wish to withdraw consent please contact
INSERT YOUR DETAILS

Please note, once photographs and films are used they cannot be recalled; withdrawing consent will mean your photograph will no longer be used in **further** materials.

Promotional Text and Images

1 line options

Join the Capital Clean-up and help spruce up your city. Find out how to [get involved now](#). [\[link to your webpage with further details about your local Capital Clean up event\]](#)

Fancy the chance to get out and about this summer, meet new people and spruce up your neighbourhood? Find out how to get involved now. [\[link to your webpage with further details about your local Capital Clean up event\]](#)

Paragraph

Capital Clean-up has helped thousands of Londoners spruce up their city, from tidying up nature reserves to removing litter from woods. This year we are [\[insert aim and name of project\]](#), so why not get involved. [\[link to your webpage with further details about your local Capital Clean-up event\]](#)

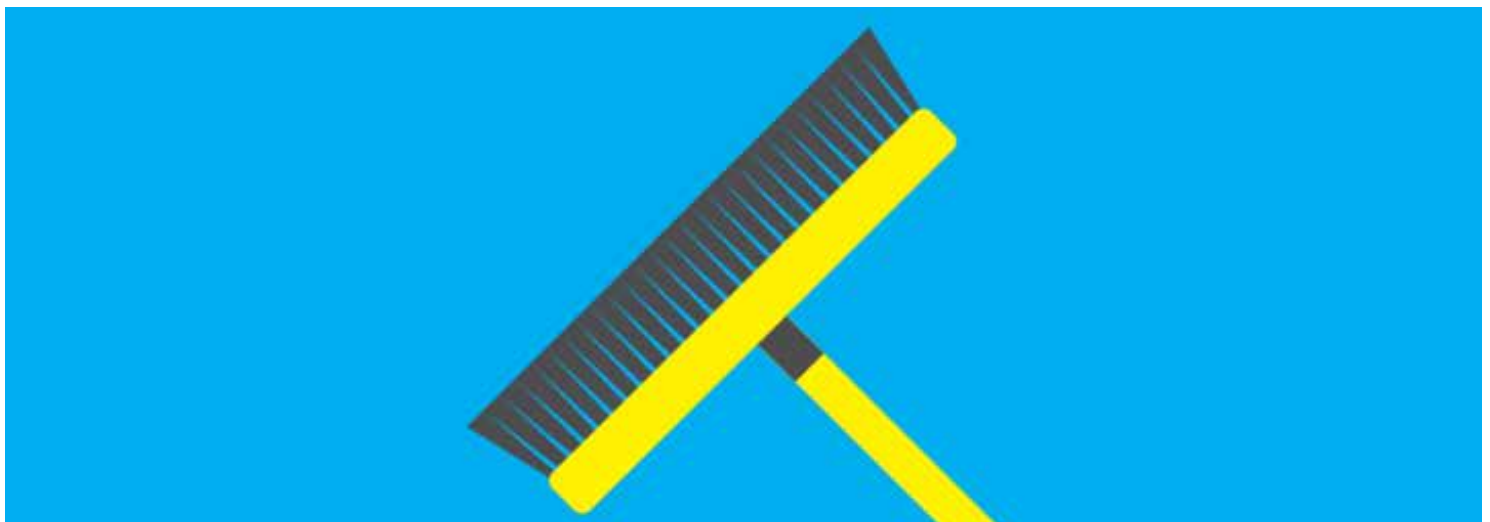
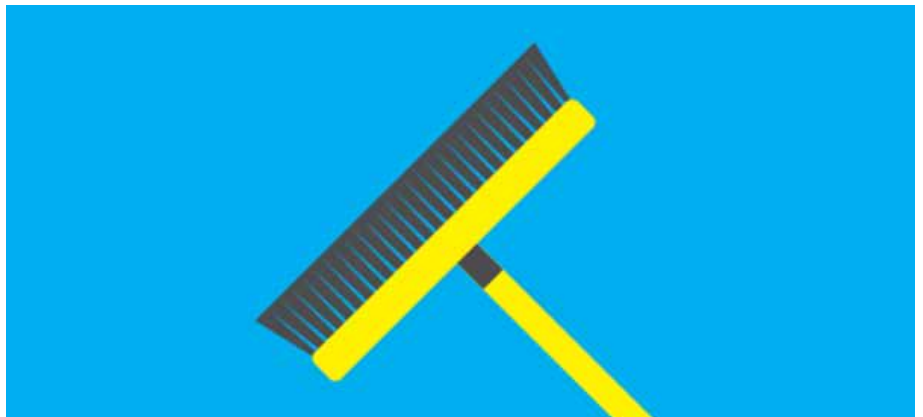
About Capital Clean-up

Capital Clean-up [\[link to \[www.london.gov.uk/cleanup\]\(http://www.london.gov.uk/cleanup\)\]](#) is a partnership campaign led by the Mayor of London 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.

Copy line for materials produced to promote events – e.g. posters and flyers

This event is part of Capital Clean-up – a partnership campaign led by the Mayor of London with support from McDonald's.

Image files:



Councillor Invite Letter Template

[Your name]
[Your organisation name]
[Your address]
[Your email address]

[Name of Councillor – you can find details of your local Councilwlor online [here](#)]
[Address]
[Date]

Dear Cllr [Surname],

I am writing to inform your that [organisation name] will be holding a [clean-up / celebration event] on [date and time] at [location] as part of the Mayor of London's Capital Clean-up Programme.

We would be delighted if you could join us to [insert information on what you'd like help with from your local councillor].

Capital Clean-up is a partnership campaign led by the Mayor of London and supported by McDonald's to help Londoners green and clean their city.

Should you wish to find out more about this opportunity, or to accept our invitation, please contact me on my email address above. I look forward to hearing from you.

Yours sincerely

[Your signature]
[Your name]

Please consider the environment before printing this document.
If printing is necessary try to use double sided printing or use
scrap paper where appropriate.

Contact:



www.london.gov.uk/cleanup



020 7983 5582



capitalclean-up@london.gov.uk



[#CapitalCleanUp](https://www.twitter.com/LDN_environment)