

Email shoot

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Empowering young environmental champions: The Great British Spring Clean 2024

In a collaborative effort with Wiltshire Council, *idverde* supported 44 schools across Wiltshire and their #LittleHeroes by organising litter-picking groups as part of The Great British Spring Clean 2024. The aim was to instil a sense of environmental stewardship among the #LittleHeroes by providing them with free litter-picking kits to use during their first event and to inspire ongoing community clean-up activities throughout the year.

To motivate participation in The Great British Spring Clean 2024 each participating school received a complimentary litter-picking kit delivered in advance of their scheduled event. Furthermore, *idverde* arranged for the collection of filled litter bags post-event, if needed.

The customised litter-picking kit for schools includes 10 children's litter pickers, 10 high-visibility vests, 10 pairs of gloves, and a kit bag, along with an additional pack of 10 children's litter pickers.

Schools that successfully carried out their planned litter-picking event are eligible to enter a draw to win a Bear Litter Bin, generously donated by Wiltshire Council.



One such school that took part was St John's Catholic School Wingfield Road, Trowbridge, Wiltshire.



Kay Eaton, High Level Teaching Assistant (HLTA) at St Johns commented:

“St Johns Helping Hands team joined up with a class from KS1 to litter pick along Wingfield Road in Trowbridge as part of the Great British Spring Clean.

The children were wonderful ambassadors of St Johns and were described as "Local Heros" by one member of the public”.

Litter remains a big problem across the country, not only is it unsightly, but it devalues local areas, pollutes the environment, causes harm to residents and wildlife, and is expensive to remove, which ultimately costs council taxpayers money. Councils in England spend more than £700 million on street cleaning services every year, with Wiltshire Council spending £1.5 million. Therefore, it is important to dispose of litter responsibly by recycling, reusing, or simply putting it in the bin.



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About idverde

idverde is Europe's leading provider of grounds maintenance services and landscape creation projects, with an annual turnover of €700m and in excess of 10,000 colleagues operating throughout France, the UK, Germany, Denmark, Switzerland and the Netherlands. The company offers a holistic range of services to support the creation, maintenance and management of landscapes throughout the UK, working with both public and private sector clients to deliver bespoke solutions for each project's unique challenges. idverde's clients in the UK include more than 200 public bodies and 55 housing associations, The Royal Parks in London, the Queen Elizabeth Olympic Park, Glasgow Airport and more than 100 blue-chip private sector businesses such as Vivo and Veolia.

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