



Co-operative Councils

Innovation Network

COMMUNITY

Telford & Wrekin Council

Telford & Wrekin Council Street Champion

Context

“All neighbourhoods are a great place to live” is one of Telford & Wrekin Council’s corporate priority. To drive delivery of this, the Council has invested £45m in a “Pride in our Communities” programme which has delivered significant improvement in the physical infrastructure, developed community assets and supported our neighbourhood high streets.

Whilst the Council has made this investment, as a Co-operative Council we know delivering this priority can only be achieved in partnership with our communities. We want to support community groups and individuals to be active in their neighbourhood to build strong communities. To support this commitment, we have developed a series of volunteer programmes.

Telford Street Champions are an amazing team of volunteers who play an active role in their local community to keep it clean, safe and tidy. The Street Champion scheme was set up several years ago to enable local people to play an active role in their local communities and to help us ensure their local areas remain clean and safe places to live. It is a scheme for local people that take pride in their local communities.

There are currently just over 1200 Street Champions - quite literally an army of litter pickers. Whilst litter picking is a large part of the role, it can also involve getting involved with community events and by reporting environmental issues such as fly tipping or overhanging trees. We provide ongoing support to the Street Champions - they have a co-ordinator who processes applications, provides replacement kit, arranges bag collections, provides updated guidance and risk assessments, arranges group events and is there for support as and when it is needed. We provide Street Champions with a full litter picking kit- high viz vest for safety, rigger gloves, a bag opening hoop, a litter picker, blue bags for general waste and recently clear bags for recycling! This scheme is very popular with young people too and we encourage children to sign up with their parent or carer.

The Champions cover all public areas of Telford and Wrekin. Some focus more on their local neighbourhood area, whereas others go litter picking anywhere within the borough. There is no minimum amount of hours required, we simply ask that Street Champions do what they can and when they can. Whether that is one bag every month or one bag a day. Every bag collected makes a huge difference to an area.

People become Street Champions for many different reasons; enhancing their mental wellbeing, to clean up their local environment, to inspire younger generations, for the health benefits of going for a walk, to make friends and learn new skills. But together, the Champions are making Telford a better place to live.

Case Studies



Rob

My name is Rob, I'm a Telford Street Champion. I'm often joined by my 7 year old daughter Tillie, I also joint pick with other Street champions. I have been picking litter as a Street Champion since August 2020. I joined up after picking up litter on lock down walks during the first lockdown & becoming a Street Champion made total sense. It's not always the nicest hobby, but it's personally very rewarding & quite uplifting to see a cleaned up area looking good again.



Leon

Leon has a disability that affects his joints and muscles so can only go out on short walks. However it is amazing the contribution they make when they do go out and support us with clearing litter. It doesn't matter how much or how little you do it all makes a difference and is really satisfying too.



Claire

My name is Claire and I have been a volunteer Street Champion officially since 2020, but started picking up litter at the start of the last lockdown, when I started to notice litter was becoming a big problem. I do it because I want to live in a clean environment. We have so many lovely parks, and walks in the area and I want to enjoy it and want others to enjoy it litter free.

For further information contact:

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