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*For immediate release*

## **Shropshire gets a 'Green Clean'**

*In anticipation of the imminent deposit return system, the Campaign to Protect Rural England (CPRE) is calling for volunteers across Shropshire to take part in a nationwide clean-up of the countryside this September [1]*

After 10 years of campaigning, the announcement that England is to have a deposit return system earlier this year was a huge environmental win for CPRE in its fight against littered bottles and cans in the countryside. [2] Similar systems around the world boost recycle rates as high as 97%. [3]

Yet while we wait for the scheme to be put in place, England's countryside remains awash with empty bottles and cans, causing serious harm to our natural environments and wildlife. So throughout September CPRE is mobilising its network to encourage litter pickers to clear up the countryside as part of its nationwide 'Green Clean'. The aim is to collect as much rubbish as possible, and get it closer to the countryside we all want to see, before we have a deposit system that will prevent it from becoming littered with cans and bottles ever again.

**Maddy Haughton-Boakes, Litter Campaigner at the Campaign to Protect Rural England, said:**

'Our nationwide Green Clean will help ready the countryside for the introduction of a deposit return system, transforming it back to a beautiful, litter-free state. So long as the deposit system that the Government introduces is set up to collect all drinks containers – all materials of all sizes – this harmful littered eyesore could soon be a thing of the past.

'We want everyone across Shropshire to get out and get involved. Through the collective effort of local people and communities, who either live in or simply love the countryside, we can banish bottles and cans from our parks, fields and hedgerows for good.'

As well as collecting litter, CPRE and its team of Green Cleaners will record the quantity and type of litter they find. CPRE hopes the information recorded will inform the development of innovative solutions to England's litter problem through increasing recycling and changing behaviours to reduce litter levels further.

CPRE Shropshire is organising a 'Green Clean' in Telford & Wrekin and is encouraging everyone in the local area to get involved. Local volunteers will be meeting at the Dark Lane car park on 22<sup>nd</sup> September at 10:30am, setting off at 10:45am, with pickers, bags and high-viz jackets provided and free parking permits can also be given out on the morning.

Connor Furnival, volunteer at CPRE Shropshire, said:

“as part of CPRE’s Green Clean we will be holding a variety of litter picks across Shropshire to help collect data for this nationwide campaign, as well as cleaning Shropshire’s beautiful countryside at the same time. Although there is so much good work going on locally by so many organisations in Shropshire it cost the taxpayer £238,087 over 12 months between 2016/17. This equates to 4,514 fly-tips reported and removed in Shropshire and Telford & Wrekin over that period, we want to see these figures significantly reduced but we need your support”

**ENDS**

**Notes to Editor:**

1. Our litter pick will be at Telford Town Park on Saturday 22<sup>nd</sup> September 10:30am and setting off no later than 10:45am, pickers and bags will be provided. We will be meeting at the Dark Lane car park, postcode, TF4 3NZ Sign up here: [www.cpre.org.uk/greenclean](http://www.cpre.org.uk/greenclean)
2. [CPRE delighted by deposit return announcement](#)  
On 23 March 2018, the Government announced that it would be introducing a nationwide deposit return system for plastic and glass bottles, as well as aluminium cans. The introduction will help boost recycling rates and combat the plague of litter blighting our countryside.
3. [Deposit return – the past becomes the future](#)  
For countries such as Norway and Germany that already have a system in place, littered bottles and cans are a rare sight, as the deposit system means that they have a monetary value and people either want to return them to collect their deposit or pick up those containers discarded by others to collect those deposits. Many other countries and provinces around the world have also found a deposit return system to be the best way to capture drinks containers, and you may recall a similar initiative for glass bottles in England some years back. Thanks to the monetary incentive, such schemes wield an unrivalled return rate of between 70-98.5%, with an associated reduction in other container litter of up to 80%.