

# GREAT BRITISH SPRING CLEAN 2021

## LOCAL AUTHORITY KEY MESSAGES AND SOCIAL MEDIA GUIDE

Welcome to your key messages and social media guide, designed to help you plan communications and encourage people to get involved!



# WHAT'S IT ALL ABOUT?

Over the past year, our outdoor spaces and places have mattered to us more than ever. This spring, Keep Britain Tidy are calling on you to join on our #MillionMileMission to clean up the country and show some love for those special places that helped us through lockdown.

Taking place 28th May - 13th June 2021, we're aiming to inspire #LitterHeroes across the country - in partnership with community organisations, businesses and the government - to collect and safely dispose of litter from our streets, parks and beaches, recycling as much as possible.

## WHY THE #MILLIONMILEMISSION?

The lockdown staple of "one hour's exercise" gets a new purpose: if the average person walks one mile in 20 minutes, then you could travel three miles in an hour.

If 250,000 people pledged to pick up litter for an hour and 20 minutes each, we would have litter picked for a million miles - that's to the moon and back twice!

Visit [keepbritaintidy.org](https://www.KeepBritainTidy.org) for more details and to pledge to pick!

# SOCIAL MEDIA GUIDANCE

## PARTNERSHIP ANNOUNCEMENT

We want to create as much noise as possible to drive people to pledge to take part.

Here are some sample social media posts to help you announce your involvement with the #GBSpringClean:

- *Be part of the pick for @KeepBritainTidy's #GBSpringClean, from 28th May to 13th June and show some love for the places that helped us through lockdown: [keepbritaintidy.org/GBSpringClean](https://keepbritaintidy.org/GBSpringClean) #MillionMileMission*
- *We're proud to support @KeepBritainTidy with their #GBSpringClean campaign #MillionMileMission. Find out more and join the pick: [keepbritaintidy.org/GBSpringClean](https://keepbritaintidy.org/GBSpringClean)*
- *We're proud to be a partner for @KeepBritainTidy's #GBSpringClean from 28th May to 13th June - because what's good for the environment is good for our mental and physical health too. [keepbritaintidy.org/GBSpringClean](https://keepbritaintidy.org/GBSpringClean) #MillionMileMission*



**#GBSPRINGCLEAN**  
**#LITTERHEROES**  
**#MILLIONMILEMISSION**

# SOCIAL MEDIA GUIDANCE

There are plenty of opportunities for engaging and motivational social media posts surrounding the Great British Spring Clean. Reflecting on our key messages, here are some suggestions:

## TAKING CARE OF THE ENVIRONMENT, TAKING CARE OF OURSELVES

There is a strong link between staying active and maintaining positive mental health, but small acts of kindness - to our planet and ourselves - can improve our surroundings and our mood.

Following our 2020 campaign, we were pleased to discover that 51% of volunteers agreed that it helped them to be more active, and 79% said volunteering helped improve their mood: the benefits of litter-picking extend further than the environment.

- *Love where you live: 78% of last years' volunteers said that taking part in the #GBSpringClean helped them feel more pride for their local area. Improve the environment on your doorstep and take part 28th May - 13th June this year. [keepbritaintidy.org/GBSpringClean](https://keepbritaintidy.org/GBSpringClean) #MillionMileMission*
- *What is good for the environment is good for our mental and physical health too. Pledge to help us pick in the #GBSpringClean with @KeepBritainTidy and show some love to the spaces that have supported us all during lockdown. [keepbritaintidy.org/GBSpringClean](https://keepbritaintidy.org/GBSpringClean) #MillionMileMission*
- *79% of #LitterHeroes said that volunteering on last year's #GBSpringClean helped improve their mood, and 43% said they felt less isolated. We're proud to be partners of @KeepBritainTidy's #MillionMileMission 2021. Join us: [keepbritaintidy.org/GBSpringClean](https://keepbritaintidy.org/GBSpringClean)*

**#GBSPRINGCLEAN #LITTERHEROES #MILLIONMILEMISSION**

# SOCIAL MEDIA GUIDANCE



## LITTER HARMS WILDLIFE

The RSPCA have partnered with Keep Britain Tidy for many years on the Great British Spring Clean.

- *In 2020, the @RSPCA\_official recorded over 8,000 incidents of animals injured by litter. Let's clean up and make it safer for our wildlife. #GBSpringClean #LitterHeroes [keepbritaintidy.org/GBSpringClean](https://www.keepbritaintidy.org/GBSpringClean)*

## THE COST OF LITTER

Our research shows that people are more likely to drop litter where litter is present. This is costing nearly £1 billion a year to clean up.

- *It costs nearly £1 billion a year to clean up litter from the nation's streets, parks and beaches. Pledge now to take part in @KeepBritainTidy's #GBSpringClean and love where you live. [keepbritaintidy.org/GBSpringClean](https://www.keepbritaintidy.org/GBSpringClean) #MillionMileMission*

**#GBSPRINGCLEAN #LITTERHEROES #MILLIONMILEMISSION**

# SOCIAL MEDIA GUIDANCE

## THE POWER OF COLLECTIVE ACTION

The Great British Spring Clean is the nation's biggest mass-action environmental campaign, and in 2019 we saw more than half a million #LitterHeroes collect nearly a million bags of litter - equating to 4,308 tons.

- *We're proud to be a partner of @KeepBritainTidy's mass action environmental campaign #GBSpringClean 28th May - 13th June. [keepbritaintidy.org/GBSpringClean](https://www.keepbritaintidy.org/GBSpringClean) #MillionMileMission*
- *In 2019 we helped remove 957,377 bags of litter from the environment. This year, we're aiming for even more! Join us on @keepbritaintidy's #MillionMileMission and the #GBSpringClean 28th May - 13th June. [keepbritaintidy.org/GBSpringClean](https://www.keepbritaintidy.org/GBSpringClean)*
- *Are you joining us at the #GBSpringClean? Part of carrying out a safe clean-up is having the right equipment, and this year you can buy your own equipment directly from @KeepBritainTidy. Visit [keepbritaintidy.org/GBSpringClean](https://www.keepbritaintidy.org/GBSpringClean) for more information and to pledge*

Whether life has returned to normal, or we are still taking precautions to protect ourselves and others, we will provide all advice and support needed for participants to take part in the Great British Spring Clean 2021. This year, for the first time, we are offering clean-up equipment directly from Keep Britain Tidy.

**#GBSPRINGCLEAN #LITTERHEROES #MILLIONMILEMISSION**



We would love for you to share all the exciting things happening during the campaign using the #GBSpringClean #LitterHeroes and #MillionMileMission hashtags.

You can also send us photos and videos of what you get up to. If you have any interesting case studies then we would love to hear them! Get in touch: [enquiries@keepbritaintidy.org](mailto:enquiries@keepbritaintidy.org)

We are looking for content that is impactful and has raised awareness of the litter and plastic epidemic during GBSC. This could be through video, photography or graphic design!