

105
SC



Bracknell Forest Lions

Special Edition - May 2024



SENTINEL



before



Litter Pick Success!



after



Read all about it!

Bracknell Forest Lions Litter Pick Success

**Do things for people
not because of who
they are or what
they do in return,
but because of who
you are.**



Bracknell Forest Lions are a small Club chartered in 1968 and still going today despite having almost folded twice in the past ten years. We are an active Club other small Clubs like ourselves will know that everyone must be an active member to even be able to run any activities when numbers are low.

However, our current signature activity suits our Club members really well- since lockdown our Club has been doing litter picking activities across the local area and for the past 18 months or so, we have organised these on a monthly basis. Sometimes we join other organisations who are doing litter picks to broaden our reach, and sometimes we do it on our own. We even had our Zone Chairman Li-on Andy Goffin joining us in April.



Why litter picking is great



- You can do it in any size group- even one person can make a difference;
- It's a wonderful service activity for the local community;
- It's very satisfying. You can see a difference with just an hour's volunteering;
- It requires no permissions or licenses and there's minimal expense;
- It is often supported by your local authority who will provide special bags, sometimes gloves and equipment, and will tell you where to leave the bags for collection;
- It's a very sociable activity which is great as a Club who often don't have time/ funds to do regular social activities: and

It's great for raising the profile of the Club and creating public awareness of who we are and what we do.

How we run our litter picking schedule

1. We choose one day a month (a weekend day as many of us are working parents) and set six months' worth of dates ahead of time.
2. We then post on social media about our litter picking and ask in local resident groups where they'd like to nominate for a tidy up.
3. We check our risk assessment to ensure it covers everything we need it to.
4. We email friends of the Club to see if anyone wants to join us.
5. Turn up on the day in Lions hi-vis and spend 90 minutes to two hours clearing up the local area.
6. We post photographs on social media, including going back to the individuals who originally asked us to target their local area.

Case Studies

George joined Bracknell Forest Lions after seeing the Club president out and about at a litter pick event run by some local councillors. He recognised the Lions logo from previously living in Zimbabwe where Lions are a huge and very well known organisation.



George said: " Walking to my local grocers store ahigh-vis drew my attention to someone picking up litter. Getting involved in the community has always been important to me so I asked for the person who she was. Lion Clare talked to me and her energy and passion made me think this is something I could really get into. A few months down the line, I am now a Lion and fully engaged in most activities of my local Club."

Bright Horizons Nursery followed Bracknell Forest Lions on Facebook and reached out early in 2024 to ask if the Lions would like to do a litter pick with their pre-school children. We jumped at the chance and are looking forwards to teaching the under-fives about litter picking safely in their local area and why it's so important.

Social media has been really important for our litter picking. One week before going out in April, we posted on our own Facebook page about our upcoming litter pick activity and shared in "We Love Bracknell" where more than 50,000 residents are members. We had 18 places suggested by local residents and the traffic on that social media post gave us 6,102 views and 415 post "engagements." After the litter pick event, we shared another post in the group, which received 24 "well done!" comments and brought a post reach of 7,791 and 650 engagements. This has meant that our page had a reach of 10,445 people that month, a huge uptick on its usual reach and over 10,000 local people now know more about who we are.

Top tips for litter picking:

- Buy decent long handled litter pickers. Your hands and your back will thank you;
- Your council will have their own way of marking bags to collect from litter picking, so get in touch with them to find out their way of doing it;
- Consider separating your litter into recyclable and non-recyclable material and recycling what you can yourselves.
- Don't collect broken glass since it rips through bags and can easily injure you. It's not worth the risk;
- Communicate with your local residents to find out where their bugbear areas are and tackle them, then TELL them. They will thank you!
- Ensure you're visible in person and on social media; and take "before" and "after" photos; and
- Get in touch with us if you'd like to see our risk assessment and briefing;

Enjoy!

Lion Clare Dowling

President,
Bracknell Forest Lions Club

