

The Clean Cornwall Newsletter



**clean
cornwall**

Issue 7

Welcome back for issue number seven of the Clean Cornwall Newsletter! This has been yet another big year for Clean Cornwall and for Cornwall's environment, with each new and increasing environmental threat being met with a wave of unrelenting volunteers, groups and organisations that have been more than willing to put in the time to protect our ecosystems.

As the year rolls to a close, read on to look back at some of Clean Cornwall's achievements this year, and other eco success stories that will continue to motivate environmentalists into the new year.

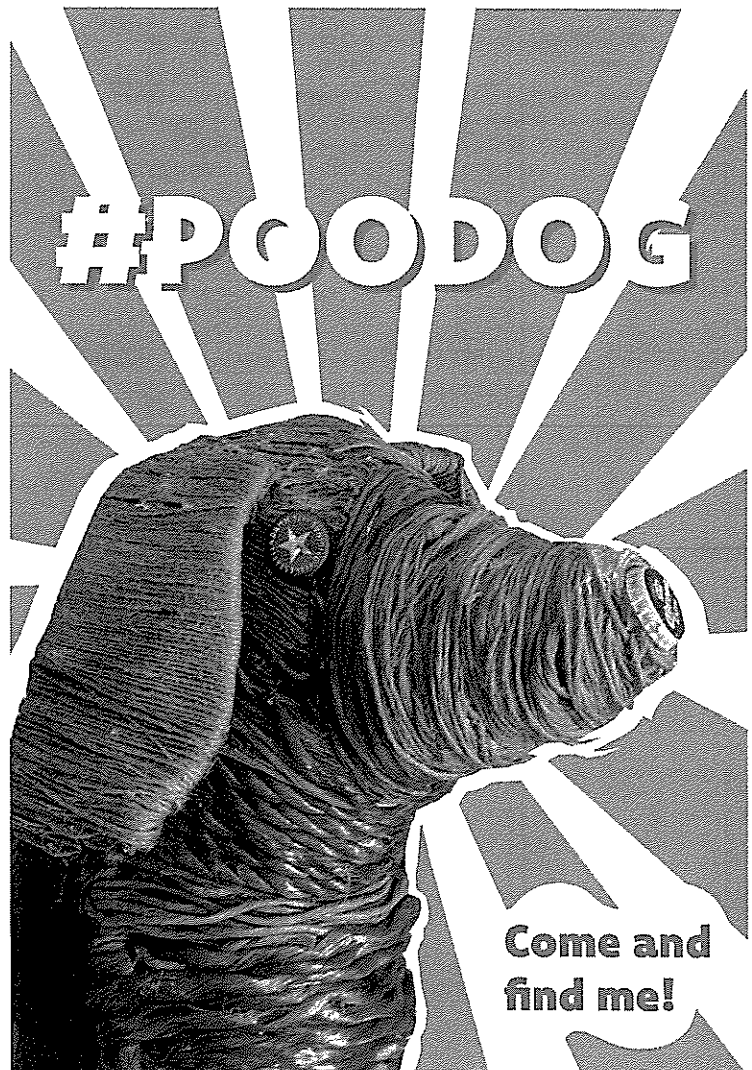
Poo Dog Hits Headlines!

Let's kickstart this issue with a check in on the Poo Dog project, which has now been featured on a number of news sources including [BBC News](#), [Yahoo News](#), [The Falmouth Packet](#), National Geographic, and even the [Australian](#)! He also got his time to shine on the radio, with appearances on the BBC Radio Cornwall and Heart.

The first Poo Dog received an extremely warm reception from the locals, with his QR code collar being scanned more than 100 times. Since his installation, the Clean Cornwall team has received several requests for Poo Dog sculptures to be installed in new locations across Cornwall, which has motivated us greatly to continue this project into the new year with new installations.

Thank you to everyone that has interacted with the project whether it be on social media, or heading out to see Poo Dog himself! We have yet to see if he has helped to reduce dog fouling, but we will be seeking feedback from the locals as the project progresses. Want to learn more about how and why Poo Dog was created? Head to our website to learn more and watch the Poo Dog promo video:

<https://www.cleancornwall.org/poo-dog>



Vote For Us In This Month's Discount Promo Codes Charity Poll!

Help us secure more funding for Clean Cornwall with one click!

We're taking part in this month's charity poll, run by Discount Promo Codes. Discount Promo Codes is a free service that allows you to access discount coupons at the click of a button. They donate 20% of their net profits to charity, so users can save money while simultaneously donating to charity!

You can vote for Clean Cornwall this month to help us win a donation that will go towards keeping us running and providing Cornwall with free litter picking services and other environmental work and campaigns.

After voting, you can access discounts for thousands of well known retailers such as Sainsbury's, Argos, Easyjet and more. It's a win-win situation and we would massively appreciate your support! Here's the link to vote for us:

<https://www.discountpromocodes.co.uk/>

The poll should be at the top right of the page on web browser, and at the bottom on mobile.

Charity Poll

We donate 20% of our profits each month to a good cause. Please vote one of the charities below and help them win this months poll!

Clean Cornwall

UK Harvest

Cherry Trees

Man O War Season

It's that time of year again where litter pickers and beach goers across Cornwall will be stumbling across an influx of Portuguese Man o War washed ashore.

These alien-like creatures are a common find on Cornish beaches, brought in by strong winds. Despite their abundance on coasts all across the globe, we still know fairly little about their existence, behaviour and biology.

There is a common misconception that the Man O War is a species of jellyfish, however, they are actually *hydrozoans*, made up of small individual animals called zooids. These zooids each carry out a different role to sustain the animal, from flotation to hunting prey. They may look small and unassuming, but Men O War can grow tentacles up to 10m long that can be nearly invisible for unsuspecting prey and unlucky humans. (National Ocean Service, 2023)

If you come across a Man o War on one of your walks or litter picks, you should report it to the marine strandings hotline at 345 201 2626. You should also steer clear, as the Man O War sting can still function for weeks after the animal's death!

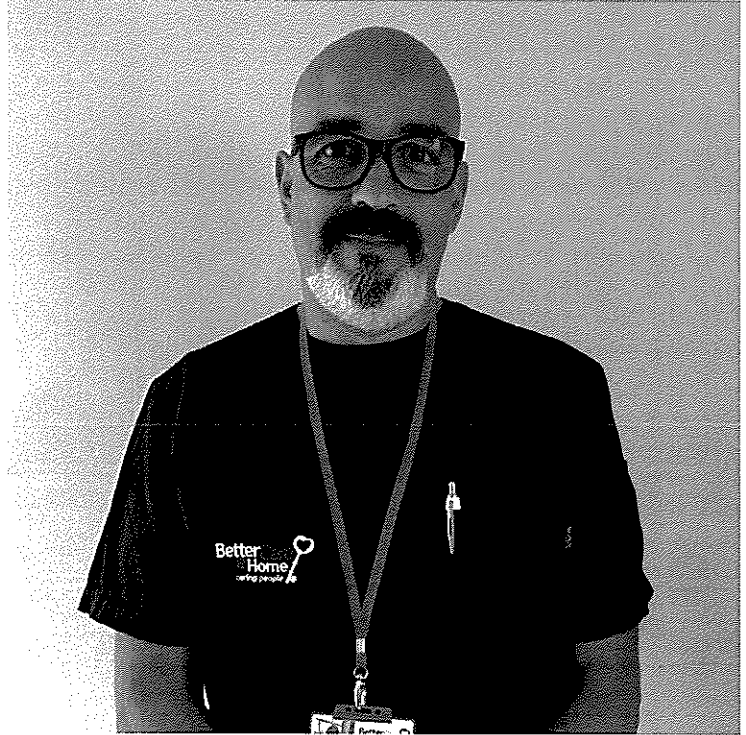


Better Care at Home West

Change Maker Spotlight by Rowan Jackson

Better Care at Home West are a Dorset based, family run domiciliary care company who look after people in their own homes. We provide care and support every day in order to maximise the quality of life of the people we look after and enable them to remain living at home independently.

Sustainability and our impact on the environment is incredibly important to us, but minimising our impact in this respect presents significant challenges. The work we do generates a lot of non-recyclable waste and much of this is unavoidable at present, due to the lack of sustainable alternatives – especially incontinence products. Our carers also use their own combustion-engined cars to travel between clients and clock up significant mileages each week. However, we're committed to doing all we can and these are some of the steps we've taken recently to try and become more sustainable as an organisation.



What makes us sustainable?

We have been using fully biodegradable wet wipes for several years now and encourage staff to utilise reusable flannels wherever possible. We have been unable to find viable alternatives to many of the incontinence products we use, as they need to be able to perform near miraculous feats of absorbency. But we now opt for the most absorbent version in most cases – even though they cost more, in order to reduce the number of items used each day that ultimately end up in landfill.

We regularly do washing for our clients and have a blanket policy of never exceeding 30 degrees when using washing machines. We also use non biological detergents and eco cycles. We encourage all our clients to have

their boilers serviced annually and ensure that thermostats are set correctly in order to minimise wasted energy. This also applies to lighting in homes and care plans include tasks to switch off anything unnecessary.

Our organisation became paperless some years ago and all of our client and staff documentation is now stored online which has vastly reduced our reliance on written documentation and the impact associated with storage, disposal and restocking client's homes.

In terms of reducing the impact of car journeys, encourage shared travel have a dedicated double client run where two staff are able to share a single car for their entire shift.



We encourage staff who live significant distances from the office to join staff meetings online via and always provide a Zoom option to facilitate this. Minimizing travel applies to managers too, and they are encouraged to work from home regularly. Our organisation encourages staff to keep their vehicles well-maintained and regularly advances them the money to make this possible .

Despite employing nearly 20 staff and providing nearly 300 hours of care each week we have resisted the temptation to take on business premises and instead operate from a single room in the owners home. It's clear that we have a really long way to go in terms of making homecare greener, but we are determined to do all we can. Our plans for the future include the introduction of electric pool vehicles when they become more affordable and also becoming early adopters of sustainable adult slip pads and pullups as soon as suitable products become available.



Want to learn more about Better Care at Home? Head to our website at <https://www.bettercareathome.co.uk/> or get in touch by email at care@bettercareathome.co.uk



Join the Change Maker Network today!

As we move into a new year, does your business need to ask:

- How can your environmental impact be minimised or improved?
- How can your organisation contribute positively to society?

We would like to invite you to help us tackle the waste crisis we are all facing by inviting you to become a Clean Cornwall Change Maker. This year alone, Clean Cornwall has facilitated the collection of thousands of bags of rubbish from Cornwall's towns, villages, beaches and green spaces. Worryingly, we are seeing the problem of litter become worse year on year, we think it really is time for us all to take note and make real steps to mitigate the problem.

It's incredibly quick and easy to join, and your business will gain access to exclusive discounts and resources to help you take steps towards improved sustainability. Get in touch today or head to our website at <https://www.cleancornwall.org/change-makers> to sign up and learn more.

A Visit to The Cornwall Energy Recovery Centre

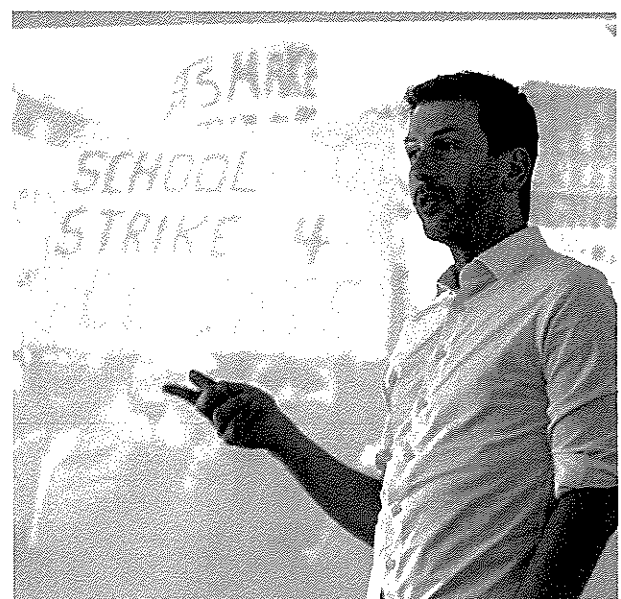
Updates from our latest Change Maker Event, bringing together businesses and sustainability experts for collaboration and discussion



On the 22nd September, we hosted our most recent official Change Maker business event, bringing together our network of environmentally conscious businesses for discussion, learning and networking. We were generously hosted by SUEZ, who gave us an in-depth tour of the facility answering any questions we had along the way. It was fantastic to see potential landfill being utilised to help power homes in Cornwall, and to learn more about the logistics of this method of energy production. We were joined by two fantastic speakers, Ashleigh Smith from Circular & Co and Steffen Boehm from the University of Exeter. Ashleigh Smith, Brand Strategy and Marketing Manager for Circular & Co, gave a superb presentation. She shared the story of Circular & Co's journey towards circularity and improved sustainability. We learned the backstory behind the creation of the iconic Circular & Co recycled plastic coffee cups, and the next steps and challenges that Circular & Co will be tackling to improve their sustainability even further.

Steffen Boehm, contributor, author and editor for several sustainability publications including "Ecocultures: Blueprints for Sustainable Communities" gave us an insightful presentation into activism in the workplace and professional settings. Steffen helped to pinpoint the fine line between activism and greenwashing when stating a company's environmental commitments. It was inspiring and motivating to learn more about how we as individuals can create a professional environment where activism is encouraged, recognised and implemented into the structure of the organisation.

The event as a whole sparked some great discussions that will undoubtedly spill into our next event, as we ran out of time!. We're excited for the next time we can bring this fantastic network together to learn more and collaborate. Your business could be at our next event! [Sign up today.](#)



Clean Cornwall 2023 Stats Roundup

A year with Clean Cornwall in numbers

As the year draws to a close, we've rounded up the numbers that represent the achievements of the Clean Cornwall Team, our fantastic volunteer base and our project collaborators and partners.



1088+

Bags of litter recorded by volunteers

That's over one thousand bags full of litter removed from our fragile ecosystems and processed accordingly. This figure doesn't include the groups that forgot to send in their stats, so we expect the true figure to be closer to 2000 based on previous years' averages.



220

Litter picks registered across Cornwall

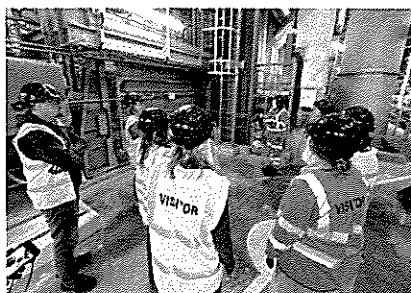
The 18th March was our busiest day for litter picks, with 7 litter picks taking place at once in 7 unique locations!



3771

Volunteer registrations from the 1st January to 16th November

Clean Cornwall's services supported thousands of volunteers to get active, socialise and protect our environment.



22

Businesses joined the Change Makers sustainable network in total.

Clean Cornwall brought the network together twice this year with sustainability experts.



6

Nurseries, schools and colleges provided with interactive educational workshops.

Working with more than 730 students to improve environmental education and awareness.



Inform The Blue Litter Project

Help us to protect Cornwall's blue spaces

Do you regularly access Cornwall's blue spaces? This includes the sea, coves, bays, rivers and lakes. If the answer is yes, then your expertise could help to inform our ambitious new project to facilitate the collection of more litter from our remote and isolated marine spaces. If you are a member of the marine leisure industry, or a hobbyist that regularly:

- Surfs
- Kayaks
- Paddleboards
- Boats / sails
- Dives / snorkels

Then please take 2 minutes to complete our [launch survey](#). The survey is very simple to complete, and you don't have to leave any personal details if you don't want to. Every submission helps us to identify how Clean Cornwall can make marine litter picking more accessible and achievable.



The Mounts Bay Eco Blitz

Getting stuck in with the local community

The Mounts Bay Eco Blitz was a resounding success! Organised by Delia from the Cornish Plastic Pollution Coalition and staff members from Mounts Bay Academy, this large scale litter pick collected a whopping 18 bags of litter from the school grounds with the help of 36 volunteers.

Students, staff and volunteers alike combined their efforts for a full day of litter picking, with the equipment provided by Clean Cornwall. Despite the hard work, there was an uplifting atmosphere brought by all the lovely people that took time out of their weekends to get stuck in helping their community.

From whacking weeds to foraging for plastic, we left the grounds looking noticeably cleaner and ready for the students' return after half term.

Thank you to everyone that attended despite the pouring rain and cloudy skies! And thank you to Biffa for promptly collecting the rubbish afterwards. This was a fantastic event and a great opportunity to give back to Cornwall's communities.

New “Habitiles” To Be Installed at Falmouth Harbour

Using design to protect our coastal areas and create habitats for wildlife

New tiles are set to be installed at Falmouth Harbour to provide additional habitats for our marine and coastal wildlife. The tiles will be attached to the east wall of Cornwall Council owned, Church Street Car Park in an effort to improve biodiversity and provide more space for Cornwall’s wildlife to thrive in. The installation comes as a result of collaboration between Cornwall Council, the environmental charity Our Only World, SeaChangers, The Matthew Good Foundation and ARC Marine - whose designs have recently earned them a nomination for the Earth Shot Prize.

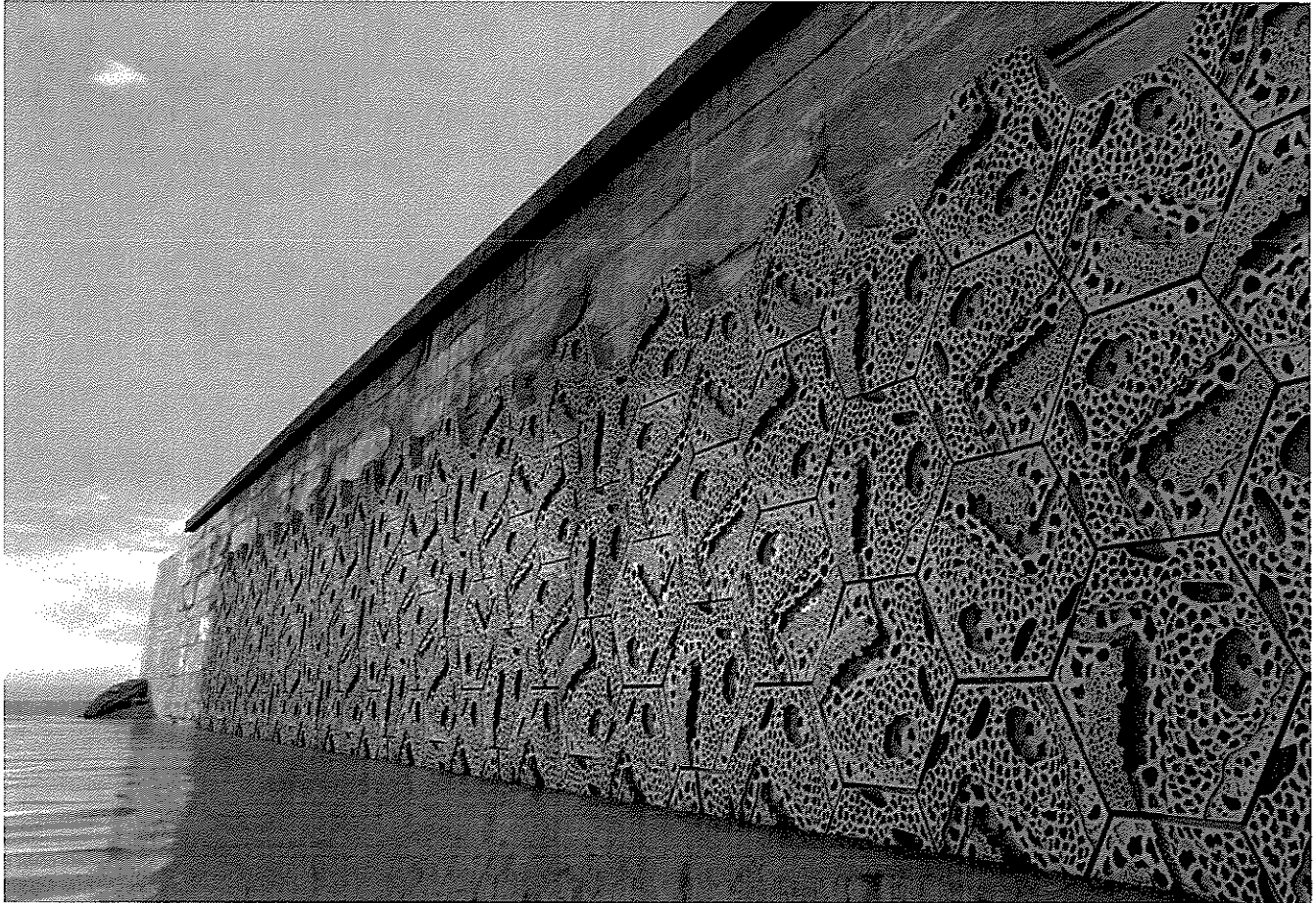


Fig: A CGI Rendering of the Habitiles Seawall from ARC Marine

The textured designs, created by ARC Marine are manufactured locally in Truro using the waste by products from the granite and quarrying industries. They are made primarily from concrete - also produced by ARC Marine - that has 91% reduced emissions when compared with Ordinary Portland Cement (OPC), leaves no toxic residue and will soon be certified carbon neutral. (Technology Catalogue, 2023)

The tiles are designed to encourage the growth of seaweeds, which can increase the number of small invertebrates growing and living around the habitat. The textured design is an excellent alternative to the smooth finish of typical seawalls which have very few nooks and crannies for marine plants and organisms to inhabit. Increasing biodiversity by using designs such as these can have a plethora of positive environmental and economic effects for the area. This benefits can include improving water quality, encouraging eco-tourism, increasing stakeholder interest in ocean conservation.

More tile solutions are set to be placed in locations across Cornwall in the future, including Mevagissey and Port Isaac. If you would like to support the project, you can find out more at: <https://www.ouronlyworld.org.uk/sealive/>

Boo to Plastic Halloween Campaign

Speaking out against plastic waste this Halloween

This year, we urged communities to avoid falling for the temptation of single-use Halloween themed products. The "Boo to Plastic" campaign was launched in an effort to reduce litter, minimise waste and improve Cornwall's collective environmental impact over the Halloween period. The campaign took place across several social media platforms including Facebook, Twitter and Instagram with the hashtag #bootoplastic, encouraging everyone to share their reused costumes, plastic free treats and examples of unnecessary plastic products to avoid.

Surveys conducted by Fairyland Trust and Hubbub in 2019 revealed that 83% of Halloween costumes being sold online are made from oil-based plastics- which are very rarely recycled - with just 1% of clothing textiles being recycled into new clothes. Previous research by Hubbub also revealed that 7 million Halloween costumes are disposed of each year, indicating that 2,079 tonnes of plastic waste is generated in the UK each year by Halloween costumes alone.

The problem doesn't end with clothing. Halloween decorations sold by the million each year are equally pervasive and disposable. For example, many may not be aware that the faux cobwebs that can be picked up at a number of stores during Halloween are most commonly made from polyester - an oil-based plastic. Following Halloween festivities, these plastic cobwebs have been found embedded in wild bird nests in countries around the world including Australia and the UK. These cobwebs in particular closely mimic the natural nesting materials that many species of birds rely on, making it easy for animals to become entangled or ingest them, ultimately harming our already depleted wild animal populations for the sake of a one-time-use party decoration.

We were very vocal last year about how wasteful Halloween is, from individually wrapped sweets to costumes you will never wear again, the whole holiday is plagued by single use products. This year was no different as we continued to encourage communities to resist the temptation of cheap plastic junk, protect our environment and save their money for something that isn't going straight in the bin on the 1st of November. We are extremely thankful to the hundreds of volunteers across Cornwall that undoubtedly tried their best to remove this litter from our paths, towns, rivers and oceans in the days following the holiday.



Find Poo Dog Two!

Poo Dog Two has been officially planted! He's in yet another reported fouling hotspot - which we can definitely confirm as we had to carefully tread past several messes just to install him! He's yet again constructed almost entirely from reclaimed materials. His body was formed from secondhand chicken wire, his fur coat is made from used fishing gear and his daring accessory is a discarded inflatable pool toy found in Falmouth!

Poo Dog Two has been installed approximately 20 miles from his precursor on the Northern coast of Cornwall. Give his QR code a scan if you spot him and tag us on social media!



**FOLLOW US
ON SOCIAL
MEDIA**



Arrange a Litter Pick

You can organise your own litter pick completely free using the form on our website to loan equipment, arrange litter collection, recruit volunteers and more:

<https://www.cleancornwall.org/litter-picks>

Got a question? Get in touch:

Email: clean.cornwall@cornwallrcc.org.uk

Website: <https://www.cleancornwall.org/contact>



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Join The Change Maker Network

Learn more about how your business can join our growing network to evidence your business' environmental responsibility and gain access to exclusive discounts, promotion and sustainability events run by the Clean Cornwall Team. Head to our website to get involved and learn more:

<https://www.cleancornwall.org/change-makers>

Clean Cornwall is supported by the Cornwall Rural Community Charity, dedicated to supporting and strengthening Cornwall's Communities to improve quality of life.



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