



Press Release

Immediate Release

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Smethwick Rehabilitation Service Takes Part in National Environmental Campaign

Care workers at a rehabilitation hospital in the Black Country have joined together with patients to make a difference to the environment and take part in Keep Britain Tidy's Great British Spring Clean.

Thousands of volunteer 'Litter Heroes' in the Midlands– as well as other parts of the nation – are grabbing their litter-pickers as the country's biggest mass-action environmental campaign – the Great British Spring Clean – begins.

Cygnet Health Care service Cygnet Raglan House is a 25 bed high support inpatient rehabilitation service for women. The service is designed to provide an environment that promotes mental health recovery by focusing on space, personal privacy and dignity. Women admitted to the service often come from multiple placement breakdowns, failed treatment programmes or are stepping down from secure settings.

This year's Keep Britain Tidy campaign, now in its ninth year, runs from Friday, 15 to Sunday, 31 March and reminds the British public that the environment 'belongs to everyone', calling for us people to show pride in their communities by taking part in the mass action litter pick.

The Occupational Therapy Team and patients from Cygnet Raglan House took part in the campaign by having a local clean-up.

Cygnet Health Care Occupational Therapist Ryia Farrow said: "During the clean-up, we had insightful conversations about the litter we picked, the impact of fly-tipping on our environment, and ways to make a positive difference in our community. Laughter was abundant as we bonded over our shared mission to keep Smethwick clean and green.

"Together, we rolled up our sleeves and got to work, successfully removing a total of six bags of litter from our surroundings.

"Our service user's showed dedication, teamwork, and positive energy during the Great British Spring Clean. We look forward to future litter picking sessions."

Individuals, groups, or schools can pledge their support on the charity's website, even making a platinum pledge to honour the charity's 70th anniversary by picking 70 items, 70 bags, or spending 70 minutes in the great outdoors litter-picking.

This year's Great British Spring Clean organised by Keep Britain Tidy, drives home the fact that everyone shares responsibility for the environment. Litter-picking, a simple action, yields immediate results, as evidenced by 95% of participants feeling they made a local impact in 2023.

Keep Britain Tidy's Chief Executive, Allison Ogden-Newton OBE, said: "We're celebrating 70 years of taking action for the environment and it's our belief that the environment belongs to everyone.

"The Great British Spring Clean is the perfect time to shout about everything we've achieved together in the past seven decades and say a big thank you to the volunteers, staff and supporters who have made it possible.

"However, you choose to mark our 70th anniversary this Great British Spring Clean, your efforts will make a huge difference to the environment on your doorstep.

"The tireless work of our staff and volunteers has brought us a long way since 1954 – but now the planet needs us like never before as millions of tonnes of new and historic litter makes its way from the land into our waterways and oceans each year, causing catastrophic damage to our wildlife and natural habitats."

'Litter Heroes' up and down the country are being encouraged to make a pledge via the Keep Britain Tidy's website, www.keepbritaintidy.org.