



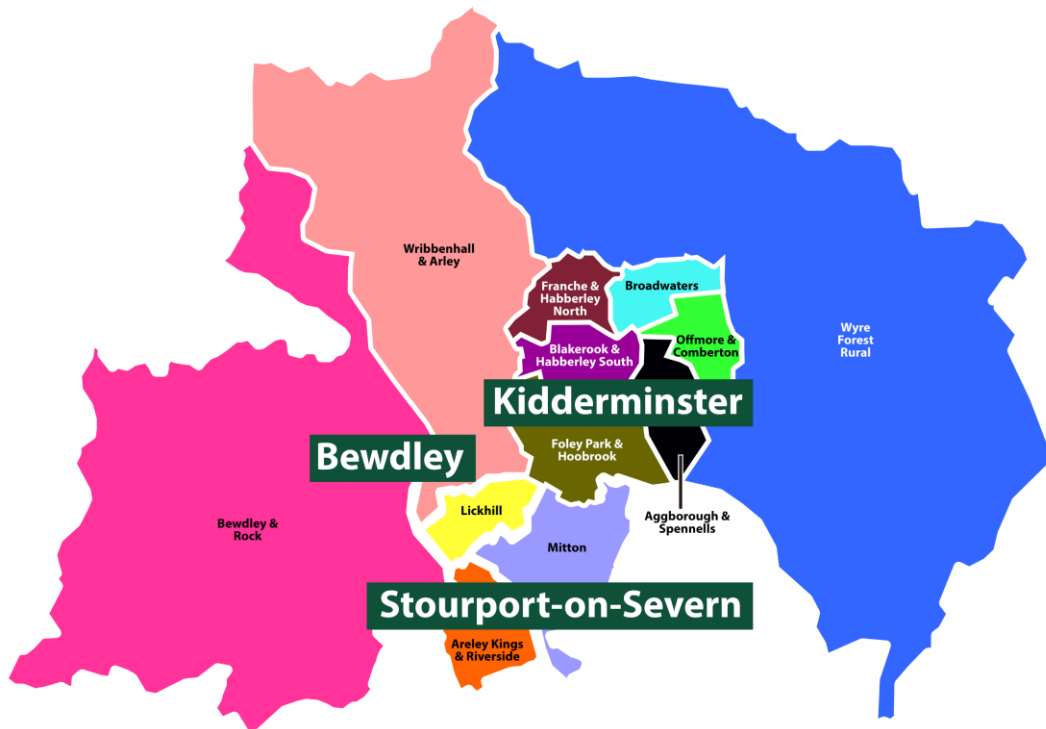
**Wyre Forest**  
District Council



# Adopt a Street

**Our volunteer litter picking  
initiative**

# Setting the Scene



**Location:** Wyre Forest District,  
Worcestershire



**Key Towns:** Kidderminster, Bewdley,  
and Stourport-on-Severn



**Population:** 101,600 residents



**Tourism:** Popular visitor  
destinations, especially in  
summer



# Adopt a Street - council objectives

## **Our vision**

A safe, vibrant and clean place to live, work and visit.

## **Key priority**

Invest more on clearing litter, particularly in summer months.



# Adopt a Street - at the Depot

- Strategic response to the community's desire for environmental action
- Initiative driven by Community & Environment Services
- Working with the front-line teams
- Collaboration with teams in other service areas



# Adopt a Street - the commitment starts at 'home'

- Leading by example and actively participating
- Enrolment of the local workforce and their families
- Engagement of Cabinet Members and Ward Councillors



# Community Satisfaction and Impact



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**Community Engagement**



**Annual Thank You Event**



**Community Litter Picks**



# Community Satisfaction and Impact



**Inclusive & Open to All**



**Listening & Valuing Volunteers**





# Community Satisfaction and Impact

"It's no good complaining if you won't do something about it".

"It makes me proud and happy with the place I live in"

"I want to walk my dog in a clean area and be proud of where I live".

"I get frustrated with the amount of litter and am aware that the council can't possibly litter pick every road regularly"

"To keep the area tidy, protect wildlife and bring some pride to an area".

"Litter is harmful for wildlife and depressing for people, We get exercise and have a chat and often laugh at what we find!"

"Giving back to the community, friendship and fun and mental wellbeing"



# Adopt a Street - influences service



**Consistent Volunteer Effort**



**Efficient Collection & Reporting**

# Adopt a Street - influences service



## Maximising resources

**1820 volunteer hours contributed**, equates to £24,460.80 in equivalent officer resources

**5200 bags collected (estimated)**, reducing workload for the roadside collection teams

**At the end of 2025 16%** of streets/roads in the District had been adopted



# Adopt a Street - a sustainable future



**Creating and investing in building a recognisable brand**



**Sustaining growth through ongoing investment**



**Adapting to new challenges and opportunities**



# Adopt a Street - a sustainable future



**Leveraging innovation for sustainability**



**Enhancing public engagement & awareness**



**Working with our partner agencies**



# Adopt a Street – award finalists



**Finalists in the LGC Awards 2025**



**Finalists in the APSE Awards 2025**



# To conclude the presentation - let's hear from some of our volunteers

<https://youtu.be/Gh2-5ybYG10>

