



‘Litter-pick your way Fit’

The benefits of environmental exercise

Presented By
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Alliance Environmental Services





Working in Partnership with



High Peak Borough Council
working for our community



STAFFORDSHIRE
moorlands
DISTRICT COUNCIL

ACHIEVING · EXCELLENCE

Who are we?

Alliance Environmental Services Ltd (AES) was set up as a Joint Venture company with High Peak Borough Council, Staffordshire Moorlands District Council and Ansa Environmental Services Ltd in August 2017.

The AES core objectives are to deliver high quality, efficient and cost-effective Waste, Fleet, Streets, Parks and Professional services.





Introduction to Pick Fit

A study by Public Health England stated that over 40% of surveyed adults had reportedly put on weight since the start of the Coronavirus pandemic.

Winter 2021 AES launched its new initiative, 'Pick-Fit'

'Litter-pick your way fit'

Get active, improve wellbeing and keep the environment clean





Where is Pick-Fit?

Pick-Fit is available to all residents of High Peak Borough Council and Staffordshire Moorlands District Council, which is over 87,000 households across the two areas.



Why Pick-Fit?

We have a dedicated crew of street cleaners who help keep the environment clean, but people are still dropping litter.

Pick-Fit offers residents the chance to get fit while helping clean and protect their local environment.

Litter has a huge impact on the environment. It not only tarnishes local parks and beauty spots, but wildlife will often suffer injuries or illness due to the things people discard.

Over 2 million pieces of litter are dropped in the UK every day!



Our aims.

1 INSPIRE

Communities to take action and keep their neighbourhoods clean

2 IMPROVE

Mental health and physical health while helping the planet

3 INCREASE

Footfall in struggling local leisure centre services

4 ENCOURAGE

People to get outdoors and get fit

5 REDUCE

Litter in our environment!

Helping participants stay active, happier, and healthier even after taking part.



What is Pick-Fit?

Aimed at Residents

Picking litter whilst walking

Family activity

Positive impact on community

Reward residents with vouchers



Our partnerships.

While Alliance Environmental Services funded the project, we worked closely with multiple departments within both High Peak and Staffordshire Moorlands Councils as well as the local leisure centre provider, Lex Leisure, to develop, advertise, and run the project.



VOUCHERS

Free swim and gym passes



BUDGET

Less than £7k to run, advertise and provide all elements of the campaign



COMMUNITY

Councillor led support



**Our
communications.**





LITTER PICK YOUR WAY FIT!



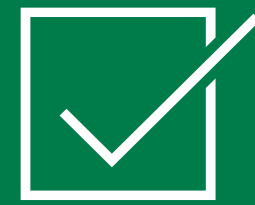
Improve physical fitness



Boost mental health and wellbeing



Help keep your local environment clean



Benefits local wildlife



Meet others in your community



How can Pick-Fit help you?

- Feel a sense of pride by helping your local community
 - Walking can reduce the risk of heart disease
 - Regular exercise offers plenty of mental health benefits
 - Earn yourself a free week at your local leisure centre
 - Improve the environment



LITTER PICK YOUR WAY FIT!

FAMILY SWIMMING PASS

TEST FAMILY 1

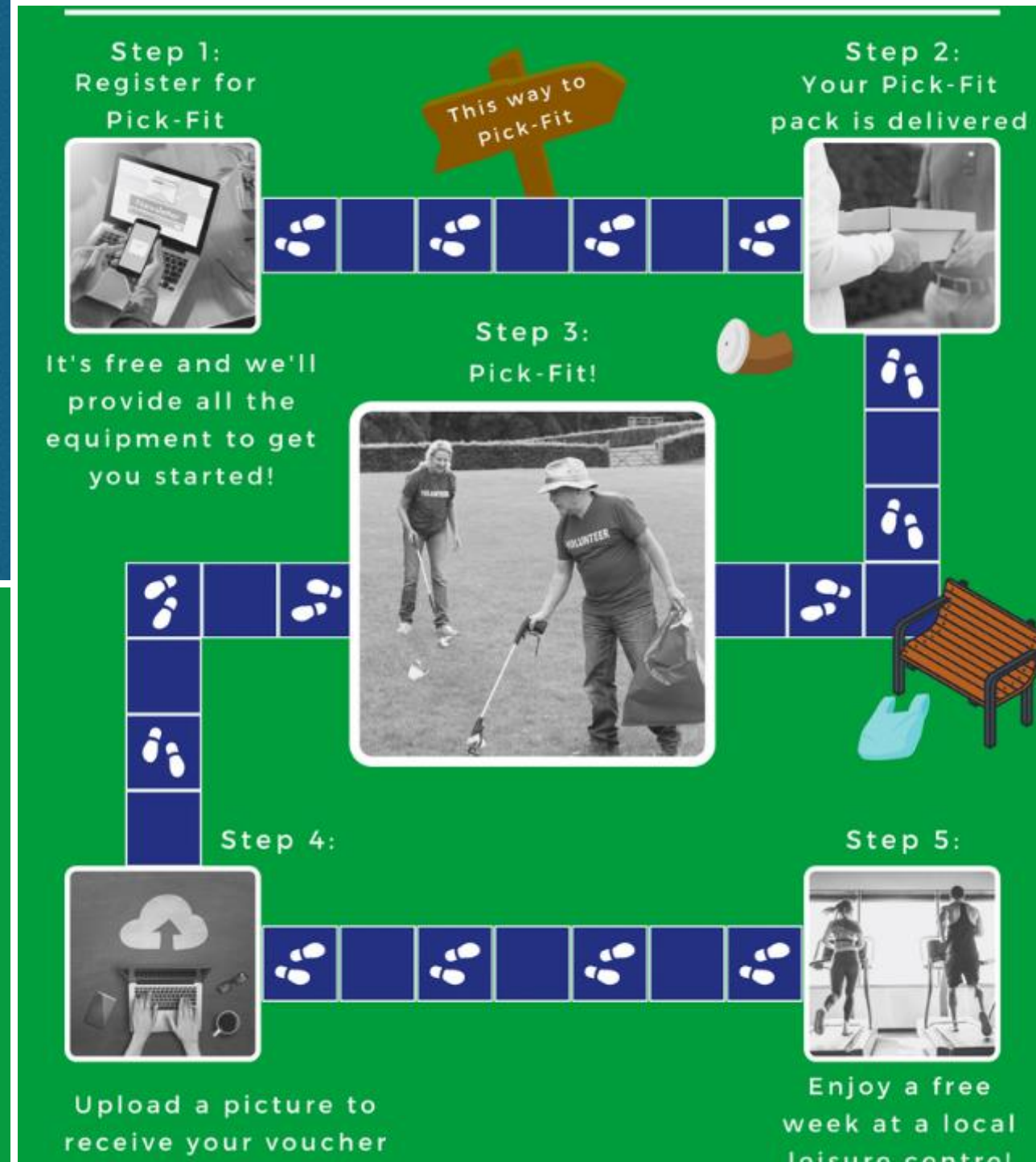
VOUCHER: HPSWIM0000

How to Pick-Fit

1

Sign up online:
www.staffsmoorlands.gov.uk/Pick-Fit

http://



LOVE FOOD:

Getting fit isn't just about exercise, a balanced, healthy diet is an important part of maintaining good health.

A balanced diet means you should eat a variety of foods such as: carbohydrates, fruits and vegetables, protein, dairy and healthy fats, to maintain a healthy body weight

If you need help maintaining a healthy diet, try using the NHS eat well guide:



EXERCISE YOUR MIND

Did you know regular exercise can help improve your mental health?

By getting outdoors and walking with Pick-Fit, you could help improve:

Manage stress and anxiety:

Being physically active gives your brain something to focus on. It can be a positive strategy for difficult times

Mood:

By releasing 'feel-good' hormones which give you more energy

Self-esteem:

Being active can make you feel better about yourself as you meet your goals

Sleep:

By making you feel more tired at the end of the day



REPORT FLY TIPPING



Fly-tipping is the illegal dumping of waste.

Please do not attempt to clear fly-tipping.

If you find or witness fly-tipping in action, record as many details about the incident and the waste as you can to report to the council.



How to Pick-Fit

1

Sign up online:
www.staffsmoorlands.gov.uk/Pick-Fit



2

Your Pick-Fit pack will be delivered



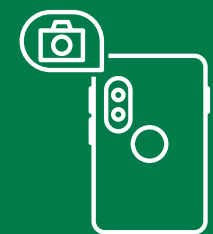
3

Pick-Fit! Chose where you want to litter-pick or follow one of our set routes!



4

Let us know where to collect the waste: Send us a photo and location of where you've left the litter so our team can collect



5

We'll send you a voucher for a free week trial at the local leisure centre



6

Stay active! Book a slot on the leisure centre website and show your voucher when you arrive



7

Continue picking! You keep the pack for three months to continue litter-picking when you fancy!



8

Finished with your litter-pick pack? We'll be in touch to collect the equipment!





87,000 HOUSEHOLDS

Pick-Fit was open to all Staffordshire Moorlands and High Peak residents,



798 VOLUNTEERED

since scheme started



72 LEISURE PASSES

Trial passes to our local leisure centres have been given out



183 FAMILIES

Took part



64 SWIM PASSES

Provided to families



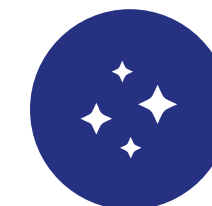
OVER 500 LITTER PICKS

Taken place by residents who signed up to Pick-Fit



3 TONNES OF LITTER

Our residents have collected over three tonnes of litter as part of the Pick-Fit scheme



CLEANER NEIGHBOURHOODS

Our communities are cleaner than ever.

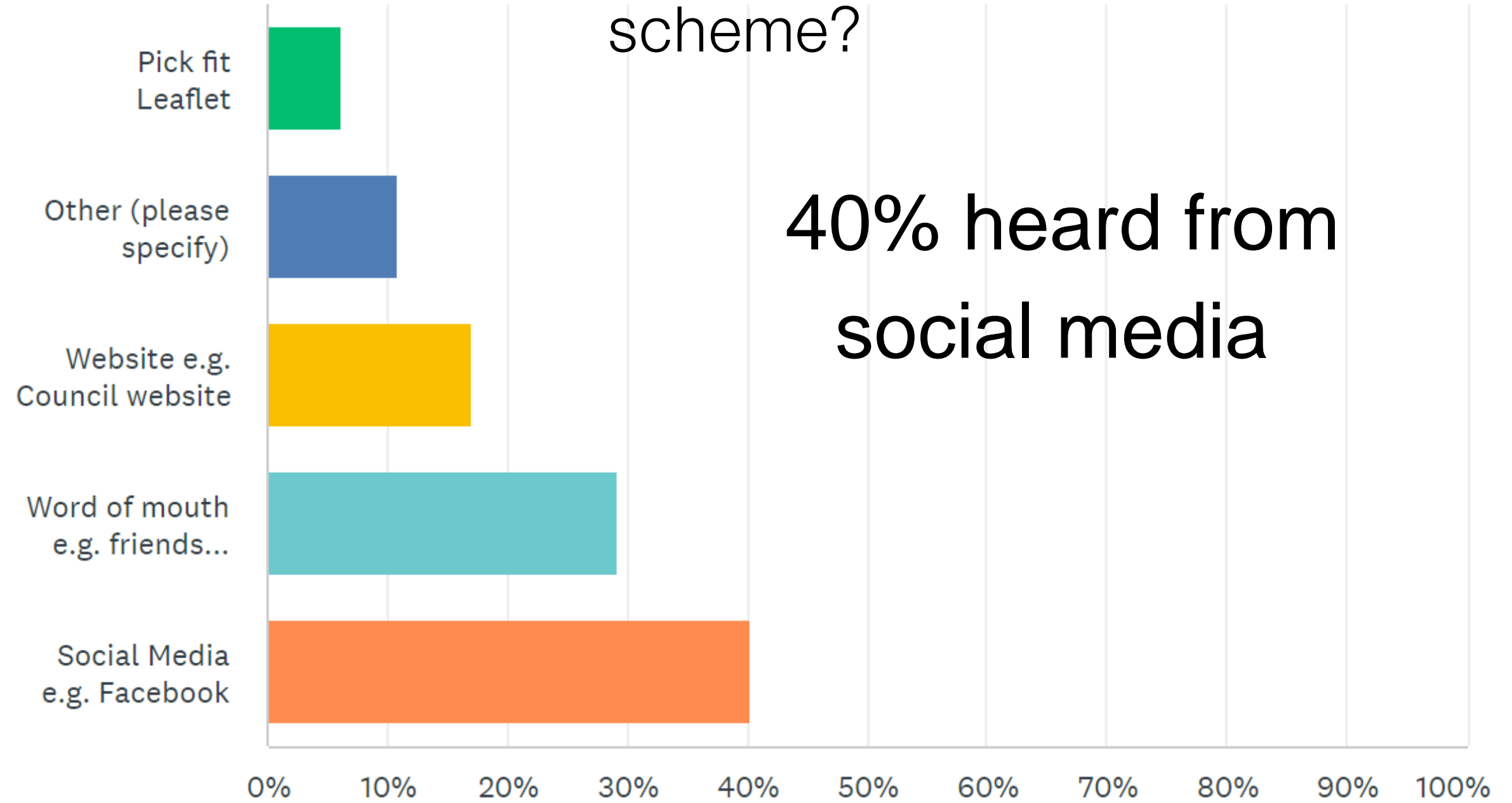
Our statistics.



Survey Results



How did you hear about the Pick Fit scheme?



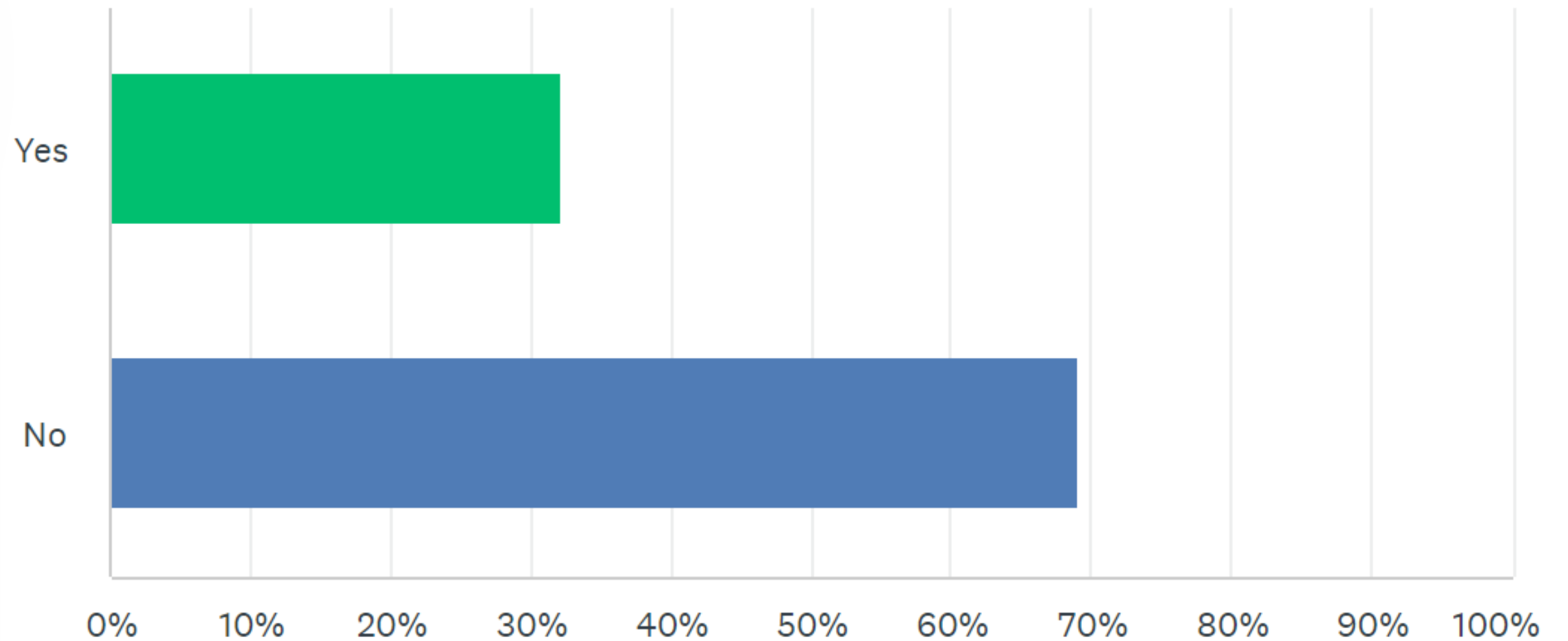
40% heard from social media



Survey Results



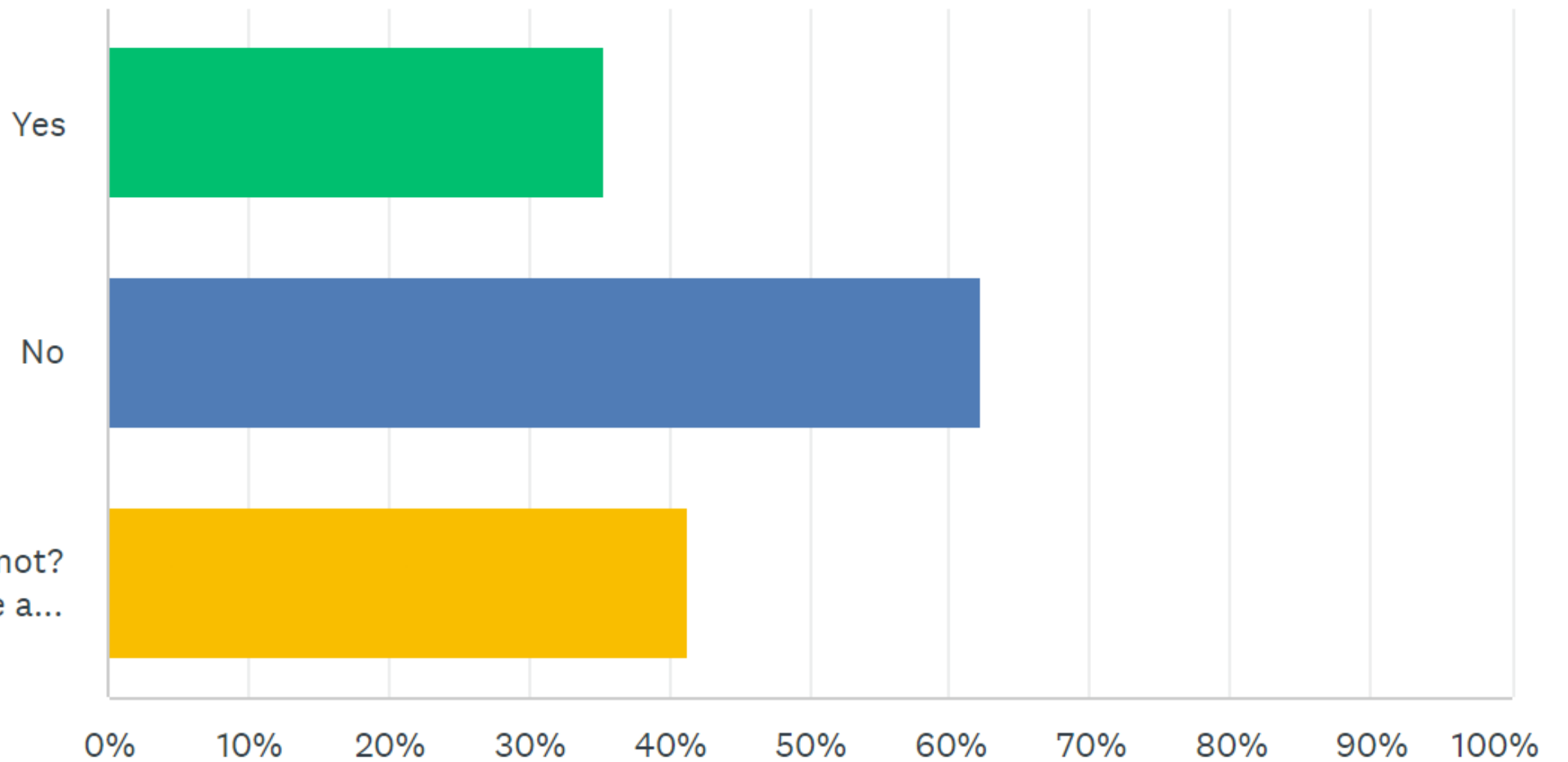
Was the Gym voucher an incentive for signing up?



Survey Results



Did you request the Gym/Swim voucher?

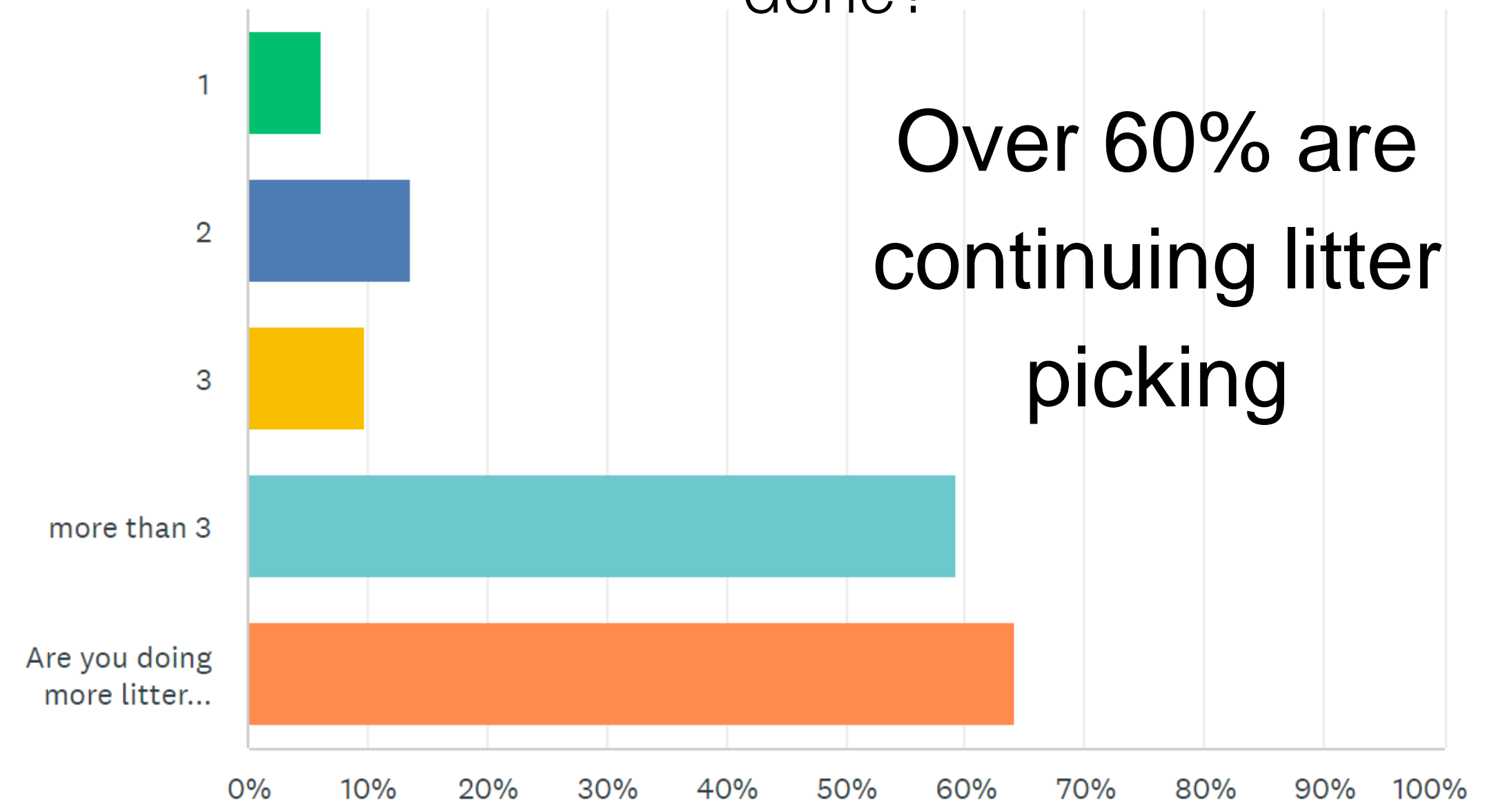




Survey Results



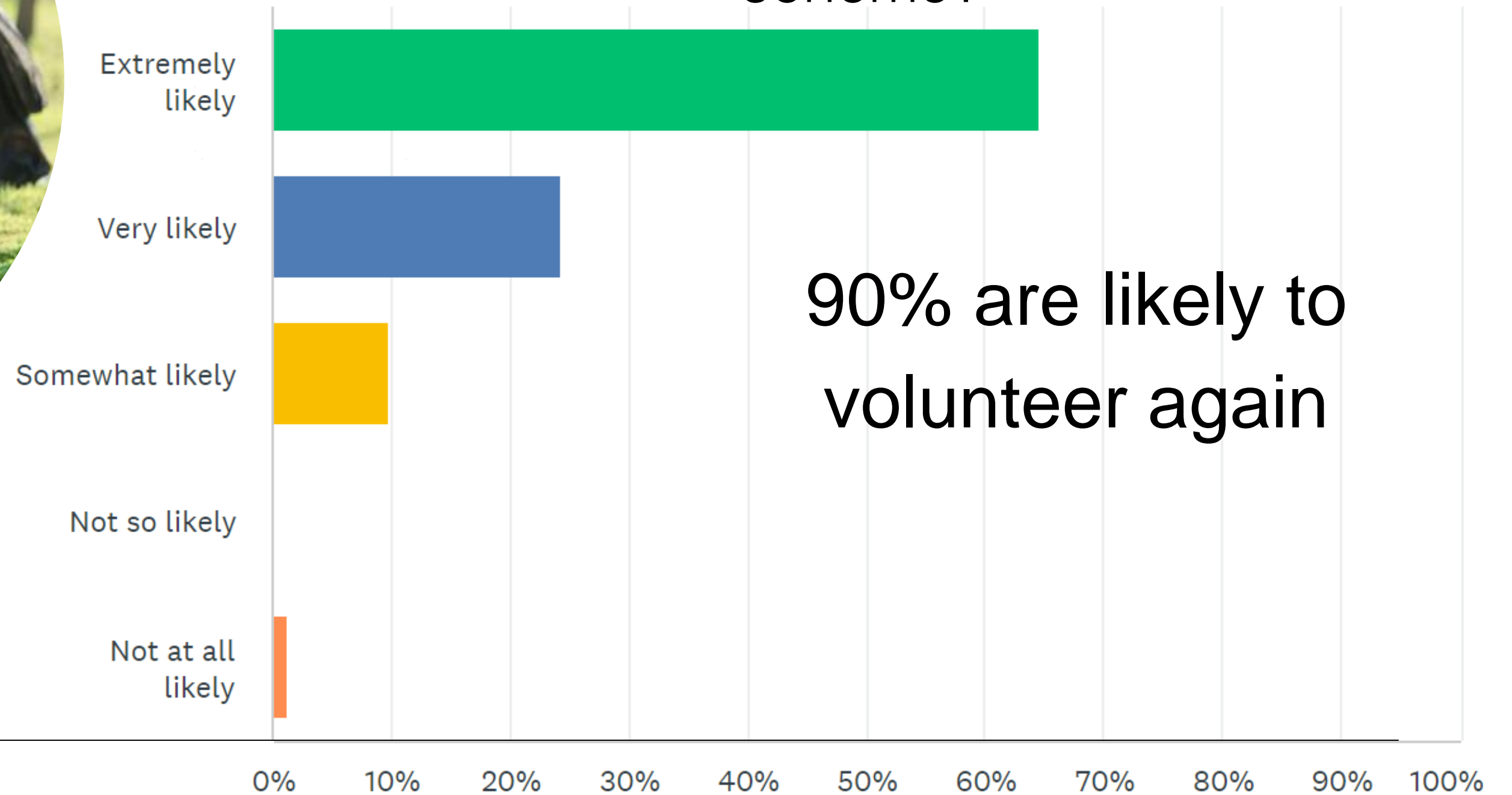
How many litter picks have you done?



Survey Results



How likely are you to volunteer again for a similar scheme?



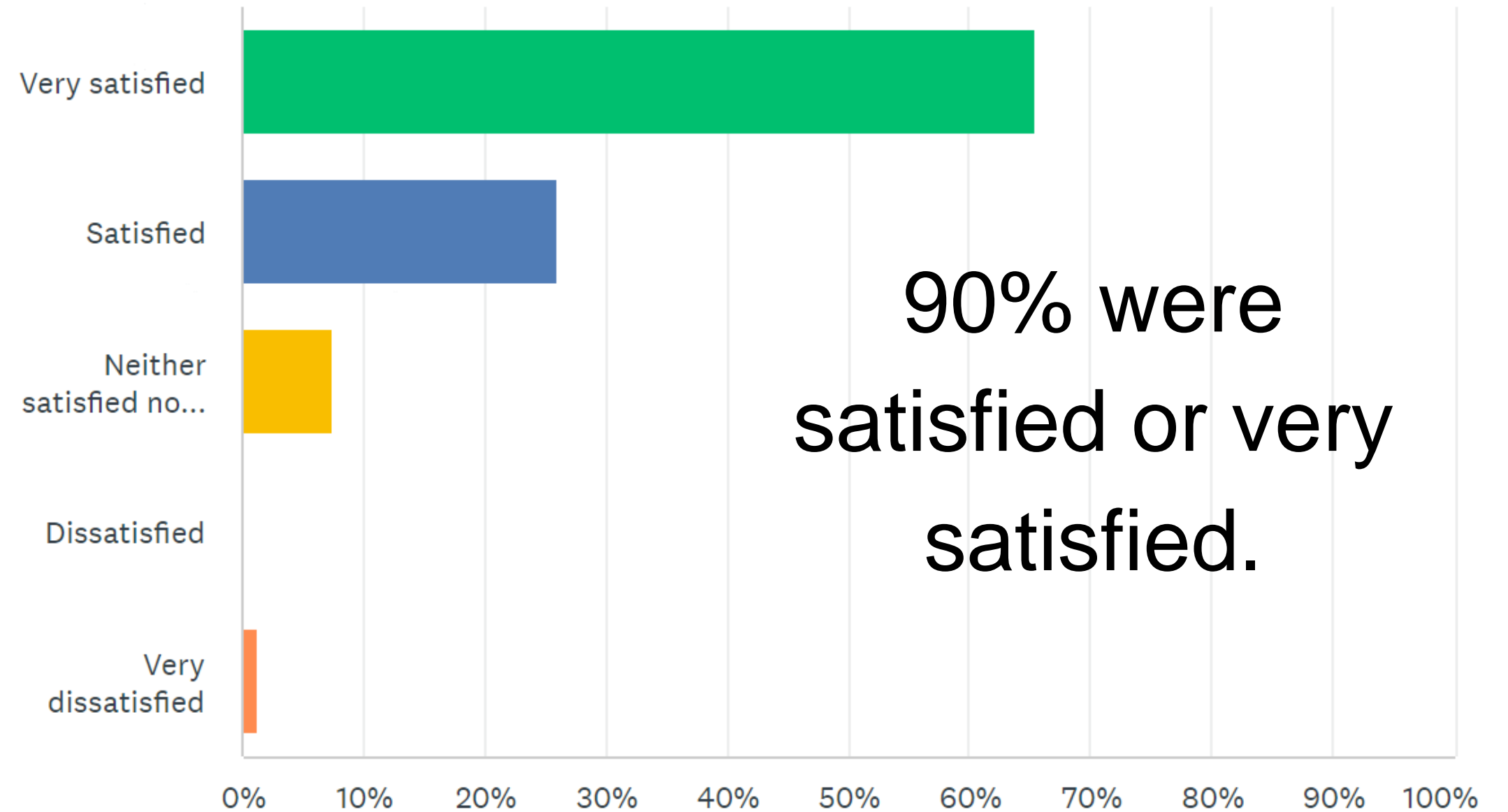
90% are likely to volunteer again



Survey Results



How satisfied are you with your experience?



Feedback



“

We're so excited to get started. Our aim is to get all young people in our town involved. It's a great campaign to help residents get outdoors and help keep the place clean.

- Youth Matters community group, High Peak

”



Feedback



“

I'd like to say thank you for the Pick-Fit scheme. We have been collecting litter for some time with our own gloves and bags etc. but to have loan of proper tools to help keep where we live clean and tidy has been great. It's sad the amount of litter that is dropped and Pick-Fit is a good opportunity to teach my children that it's wrong to litter and it gets them outside!

”



Feedback



“

My kids absolutely love litter picking! We have been doing it about once a month on our road and find it incredibly satisfying. It's nice to be thanked for it to from passers by!

Monkey Survey

”

“

Would be great to join community litter picks that are child friendly routes as my 7 year old wants to litter pick we usually just collect stuff as we walk round but we could be doing more

”



Pick - Fit expanding to other authorities



Get fit with Pick-Fit,
earn a day pass at
Everybody Health & Leisure
and feel more active



Check out the Cheshire East
website to find out more about
Pick-Fit

ansa

everybody



Future plans

- Separate recycling - providing clear bags.
- Working with more community groups.
- Developing Street champions.
- Rewarding loyalty for continuing e.g. more vouchers.
- Engagement - community and school talks.



Thank you for your time.

Any questions?

