



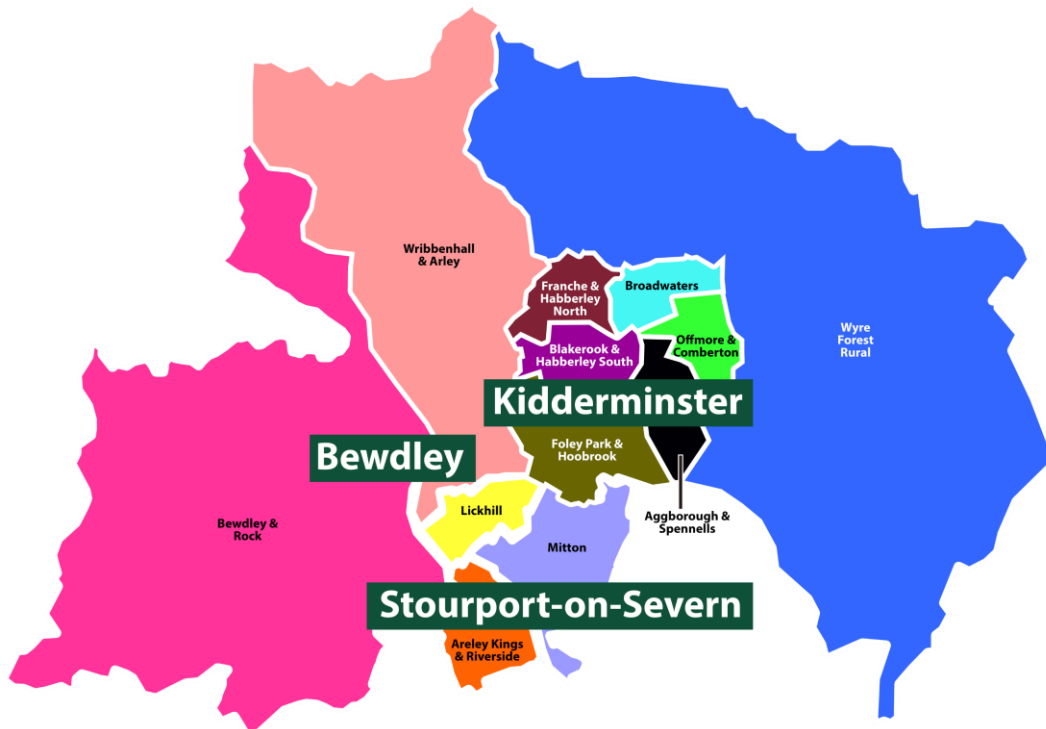
Wyre Forest
District Council



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



Community Satisfaction and Impact



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"



Let's hear from some of our volunteers

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

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

16% of streets/roads in the District have 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

