



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Street Champions

Presented by: David Maiden

Background

- Telford & Wrekin Street Champions scheme was first set up back in 2013 as part of the Council's 'Pride in Our Community' campaign.
- Community Services took over the scheme in 2017 and at that point we had 400 volunteers. The scheme to an army of now **over 1900 Street Champions**.
- This includes individuals, families and work place volunteers
- Over the years we have used a partnership approach to encourage as many people as possible to get involved
- A manifesto pledge to increase the number of Street Champions to 2,000 by the end of 2026/27

What Street Champions can do:

- Litter picking
- Reporting environmental issues via My Telford:
www.telford.gov.uk/mytelford
- Supporting community events/projects that improve the local environment
- Supporting awareness raising campaigns
- Linking in with the work of local Parish and Town Councils



Benefits for the Council

- Street Champions act as our eyes and ears out in communities
- They help reduce the need for additional public spending on street cleaning.
- They act as role models across the borough
- Through partnership working we are improving the borough's overall environmental health



Benefits for our volunteers

- A sense of purpose and achievement
- Getting outdoors – staying active
- Community connection
- For some it can be an entry into employment
- Feeling valued and appreciated



Challenges

- Boundaries – Volunteers need to understand what they can and cannot do.
- Costs, all volunteers recruited are provided with equipment, approximately £31 per volunteer to sign up + ongoing costs
- Communication. We have so many volunteers it's simply not practical to bring them together for regular meetings. We use various methods to engage with our volunteers including emails, newsletters and dedicated Facebook chat group for volunteers to share ideas and connect with one another.

Junior Street Champions



Pupils pick up lesson about litter



Family and workplace sign ups

Introduced in 2024:





Employee volunteering

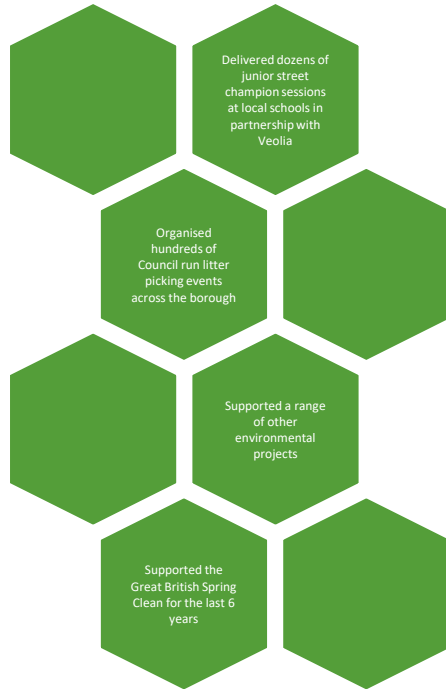
Figures and future targets

During our last elections, the Council made a commitment to increase the number of Street Champions to **2,000 by the end of 2026/27**

- Total number of street champions overall: **1908**
- Broken down this consists of:
 - 1490 individual sign ups
 - 253 family sign ups
 - 165 workplace sign ups



Achievements over the years



Thanking our volunteers



Questions

??????

