Applicant:
Braunstone Foundation (T/A b-inspired)

Proposal:
Braunstone Clean-Up Campaign, 2011

Amount Requested:
£2,486.60

This can be broken down as follows:-

Item	Cost £	Estimate or actual cost?
Publicity costs	500	estimate
Refreshments for volunteers at clean-up's	600	actual
Bulbs	100	estimate
Poop scoop bags	100	actual
Paint and primer materials	1186.80	actual
Total	**2,486.80**	

Summary:

The funding is being requested on behalf of the **Braunstone Clean-Up Group**, which is a Task Group of the Braunstone Neighbourhood Management Board.

The group has excellent input and support from local residents, volunteers and the following service providers:
Housing Services
Parks Services
Grounds maintenance
Waste Management
Environmental Crime Team
Ward Councillors
Police
Riverside Housing
LHA/ASRA
St. Peters Church
Friends of Highway Spinney
Probation Service
City Wardens
Biffa
TNG
Lloyds-TSB (staff volunteer action day)

The group carries out campaign work throughout the year to improve the local environment via direct action such as litter picks, Park and green space clean-ups, arranging the installation of recycling banks and dog waste bins and

regular articles in the Braunstone Alert giving eco/green tips to local residents and constantly reminding them of the services that are their to help e.g. recycling, bulk collections and waste management. The group pulls its resources together and works in a co-ordinated way to have a maximum impact and has seen great successes in reducing dog-fouling nuisance, improving dramatically the recycling rates in the area, improving Parks and green spaces and improving resident's satisfaction with levels of litter and graffiti.

The group met at the end of January to plan a campaign of activities for 2011, which includes:

- Supporting the ONE Clean Leicester campaign by organising environmental awareness sessions through classes in local primary Schools and at Coffee mornings at the BRITE Centre in March
- Repeat of the BIG Spring Clean-Up day on Braunstone Park, which has been successful for the last 2 years. This year taking place on the 01st June, 2011
- Re-painting the railings along the underpasses on Benbow Rise and Gallards Hill, in conjunction with the Community Payback Team at the Probation Service.
- Organising the annual 'Make a Difference Day' that will prune back the shrubbery, clear litter, tidy up and plant spring bulbs on the green verges on Wynthorpe Rise.

The group will also continue to publicise its work in the Alert and encourage local residents to take pride in their area and clean-up after themselves and their Dogs and to make the most of the services that are available to them to improve the local environment. We will as ever promote our work through city wide media such as Leicester Mercury, BBC Radio Leicester and Citizens Eye.

If awarded, this grant would contribute towards the cost of:

o **publicising the events and activities through the re-printing of posters we had designed via a competition with local School children**
o **additional insert pages in the Alert to advertise the campaign and events**
o **providing refreshments for volunteers that help out at events**
o **purchasing bulbs and other landscaping materials needed**
o **distributing small packs of free poop scoop bags to encourage Dog owners to get into the habit of cleaning-up after their Dogs**
o **Purchasing specialist paint and primer materials needed to paint the railings along the underpasses**

All the members of the group provide their services free and very often provide transport, materials and equipment as well. We also approach private companies for sponsorship and donations.

In terms of measuring the impact of our project work, we have been lucky to be able to track improvements via the Estate Survey carried out by Housing Services annually; which has shown huge improvements in recycling rates, litter reduction, graffiti reduction, dog fouling nuisance and bulk collection increases.

Our aim is to carry on measuring our results through these surveys and seeing year on year improvements.