



Corporate Partnership Guide

Litter is Rubbish! Make creating cleaner, safer and healthier communities and protecting the environment your business.



Hi There! Welcome to CleanupUK's Corporate Partnership Guide

As a charity, we establish partnerships with like-minded corporates to collaborate in tackling litter at this critical time when 2.25 million pieces are dropped in the UK every day alone. Litter is one of the most pressing social and environmental issues of our time due to its widespread and far-reaching impacts:

Environmental:

- Plastic kills 1 million seabirds, 100,000 sea mammals, turtles, and fish each year.
- 80% of marine plastics originate from land-based sources.
- Litter poisons ecosystems and contributes to climate change.

Community:

- Litter degrades areas, impacting the environment and residents' well-being.
- It signals neglect, creating divisions within communities.

How corporate partners help tackle litter:

Our corporate partners are **vital in our fight against litter**, offering financial support, participating in cleanups, and raising awareness. Together, we create cleaner, greener communities for people and the planet.

Why become a corporate partner:

Our tailored partnerships help corporates make a **meaningful impact on their local communities and environment** while achieving **CSR/ESG goals** and boosting **employee engagement**.



LOVE YOUR
LOCAL
AREA



Yoox Net-A-Porter

How Can We Partner?

STRATEGIC PARTNERSHIP

Work together to address specific litter issues in targeted areas or create unique, engaging ways to raise awareness and combat the litter crisis, while involving your teams throughout the process.

PAYROLL GIVING

An easy way for employees to provide direct support.

VOLUNTEERING

Opportunities are available for all our partners. We offer fully organised litter-picking sessions or remote support, including a bespoke "How To" guide and video.

CAUSE-RELATED MARKETING

Engage your customers with causes they care about. Boost sales and brand visibility by partnering with us to raise vital funds for CleanupUK and showcase your commitment to our cause.

CHARITY OF THE YEAR

Choose us as your Charity of the Year to create a tangible impact and gain access to our exclusive employee engagement initiatives.

FUNDRAISING

Organise fun and unique fundraising events, with resources provided to support your team members every step of the way.

SPONSORSHIP

Sponsor new litter-picking Champions, Hubs, equipment, or green space projects in the areas where you operate.

DONATION

Provide financial donations to support the vital work of CleanupUK in deprived communities.

Tracey Fuller, UK Head of Community Engagement and Impact at BNP Paribas:
“We love our new partnership with CleanupUK and share the same values as they do – to support our local communities and help create cleaner, healthier and safer spaces for everyone to enjoy.”



BNP Paribas – Mile End Park, London

What Will Your Organisation Get Out of a Partnership with CleanupUK?

The opportunity to..

- **Engage and empower your employees** with access to our fun and unique volunteering opportunities. We can plan your sessions in full or provide your teams with remote support to plan their own litter-picks.
- **Access to a range of charity partnership offerings** such as Lunch & Learn sessions, talks, post-session litter analysis, educational videos, case studies plus much more!
- **Achieve your ESG/CSR goals** through your direct support of local communities and by protecting the environment.
- **Receive recognition** with your organisation's logo on our website with a link to your website and social media posts detailing your support across our vibrant social media channels
- **Gain a trusted and reliable charity partner** and a dedicated Corporate Partnerships Manager, who will be there to support you through the partnership.
- **You will also make a real difference** by supporting our vital work in deprived communities in the areas where you are based.



H E A R F R O M A C O R P O R A T E P A R T N E R

The Barratt Foundation

In 2023, CleanupUK partnered with The Barratt Foundation, the charitable arm of Barratt Developments PLC. The Foundation has a focus on helping communities to thrive and this is why the Foundation chose to partner with CleanupUK, to help improve communities, benefitting both the environment and local residents.

Mark Rolfe, Chair of The Barratt Foundation, expressed pride in the partnership. Mark said

“We’re proud to be partnering with CleanupUK, who do so much good helping groups to tidy up their local area by providing all the equipment and advice that is needed for litter-picking. Cleaner communities benefit everyone, not just us but nature and wildlife too.”

We asked Sonal Henderson, The Barratt Foundation’s Partnerships & Projects Manager, how this collaboration has benefitted Barratt Developments PLC employees. Sonal said:

“The partnership has been a great opportunity to boost employee volunteering within Barratt Developments and support employee engagement. It has enabled Barratt Divisions to make a tangible difference in the communities in which they build, work and live by making them cleaner and safer. It has also been great for employee wellbeing, getting colleagues out into the fresh air to create a cleaner and greener environment, whilst forming connections with each other, nature and the community”.



THE BARRATT FOUNDATION



Who are CleanupUK

CleanupUK is a passionate charity with a big heart and an even bigger goal – to create a UK where everybody has access to litter-free spaces.

CleanupUK plays a pivotal role in curbing and preventing litter by focusing on fostering behaviour change. Through leading by example and empowering local volunteers to establish and maintain litter-picking groups, our efforts target two fundamental reasons behind littering: the notion that it's acceptable because others do it and the belief that an area is already littered, so further littering doesn't matter.

We focus on social cohesion, connecting people and helping to create a greater sense of pride in local areas.

We make litter-picking a fun, community activity, motivating and enabling people to do something to improve the places they care about.



How CleanupUK Are Delivering Impact

Community Cleanup Hubs

Community Cleanup Hubs address the harmful, far-reaching impact of litter in the depletion of England's most disadvantaged areas.

We set up partnerships with local organisations nationwide to establish Community Cleanup Hubs in areas needing attention. These Cleanup Hubs are equipped with essential litter-picking gear, which is made available for free borrowing to their network of individuals and anyone else in the community.

We currently have over 82 Cleanup hubs across England – we aim to create Cleanup Hubs in the 100 most deprived areas of England.

Supporting litter-picking groups UK-wide

In addition to our Cleanup Hubs in deprived areas, we also unite and support like-minded individuals UK-wide to set up and sustain their own litter-picking groups to clean up their communities. We offer a step-by-step guide and a range of other resources on our website, to help people start litter picking locally and attract new members. Groups also get to join the extensive CleanupUK network, where they can share all the amazing work that they are doing.



Meet Helen - A Community Champion

Helen is the heart and soul behind many environmental activities at Jubilee Crescent Cleanup Hub in Radford, Coventry. As the Cleanup Hub Coordinator, she is remarkable at keeping her community clean and connected. Not only is she an active litter picker, but Helen is also a passionate volunteer for various environmental organisations, leading by example and inspiring others to do the same.

Helen's litter-picking journey began during lockdown, initially to get outdoors. But for Helen, it's about more than just picking up litter—it's about rekindling community spirit where people look out for each other, are friends with their neighbours and take care of the spaces they share. She hopes to pass on these values to the children and young people she works with at the Jubilee Community Centre, hoping to instill in them a love for their environment just as she was taught.

One of Helen's proudest achievements was organising the Radford Big Tidy, a large-scale cleanup event that brought together community groups, litter-pickers, and local businesses. This united effort targeted a long-standing fly-tipping hotspot in Jubilee Crescent, an area notorious for anti-social behaviour.



★ ★ ★
**LITTER PICKING
MINDFULNESS**
★ ★ ★

“The Big Tidy, was a great success! We filled an entire truck with waste which has already made a massive improvement to the area” While there's still more to be done, the success of the event proved that when people come together, they can create real, lasting change. Helen is now working hard to encourage even more volunteers to join her mission and continue transforming Jubilee Crescent.



Get In Touch

If you want to join us in the fight against litter then we want to hear from you!

Please email the Corporate Partnership Team: corporate@cleanupuk.org.uk



Roisin O’Gorman
Corporate Partnerships Lead
roisin@cleanupuk.org.uk

Sammy Wright
Corporate Partnership Executive
samantha.wright@cleanupuk.org.uk



Thank you for taking the time to read about our Corporate Partnership offering.

