

Take practical action



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News Release

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PRETTY. AWFUL.

That's the verdict of <CPRE X-shire> on the state of the countryside. The Campaign to Protect Rural England (CPRE) [1] is so appalled at today's rising tide of litter and fly-tipping in rural areas that it has launched *Stop the Drop* [2], an ambitious new three-year campaign.

The aim of the campaign is to highlight the impact that litter has on the beauty of our countryside, and to encourage people to demand better and more concentrated action on litter and fly-tipping from local authorities, central government and other groups.

Launching the campaign, Bill Bryson, CPRE President, said: 'Litter is becoming the default condition of the English countryside. It is time that we – all of us – did something about this. The landscape is too lovely to trash. That is why we have launched *Stop the Drop*, to try to make England's countryside what it was almost everywhere until very recently and what most of us still want it to be – a place of cherished beauty and sometimes utter perfection.'

The problem of litter is huge, and growing. In the UK, an estimated 25 million tonnes a year are dropped – almost entirely made up of food and drink packaging. This is as heavy as 62,500 jumbo jets. And the amount of litter dropped yearly in the UK has increased by 500% since the 1960s [3]. Statistics around fly-tipping are just as shocking: there were 2.6 million incidents in England in 2006-7 – up 5% on the previous year [4].

Clearing up litter and fly-tipping costs us over £600 million each year and ruins the appearance of too much of our countryside. Everyone who cares about the countryside is being encouraged to help CPRE *Stop the Drop* through getting involved in the campaign by:

- going to the campaign website, www.cpre.org.uk to find out more;
- joining a clean-up day in their local area; and
- emailing and writing to the relevant authorities to demand clean-up action.

If you would like to do something about litter in your local area, why not join <CPRE X-shire's> clean-up day. <Add details of what, when, where, what to bring, contact details etc here>.

NOTES FOR EDITORS

1. CPRE, the Campaign to Protect Rural England, is a charity which promotes the beauty, tranquillity and diversity of rural England. We advocate positive solutions for the long-term future of the countryside. Founded in 1926, we have 60,000 supporters and a branch in every county. President: Bill Bryson Patron: Her Majesty The Queen. www.cpre.org.uk
2. *Stop the Drop* was launched by CPRE on 16 April 2008. Full campaign information and materials are available at www.cpre.org.uk; including an introduction and video footage from Bill Bryson's litter pick in Durham. Details of how to contact litter authorities, posters, postcards, case studies, information about how to spread the word, take practical action and be a campaigner locally are all available online
3. According to data from the Highways Agency – see www.highways.gov.uk/knowledge/12043.aspx
4. Local authority performance results on litter and fly-tipping are available at www.cpre.org.uk

FOR FURTHER INFORMATION

Include your phone number here and make sure you can be reached at any time – day or evening.

You can include information about your local group here