

Love Your Magnificent Severn 2019

#LYMag7 is back, cleaning up Shropshire's rivers!

Following an official campaign launch on the 2nd June at the Shrewsbury River Festival we will be embarking on a 3 day journey from the 11th through 13th June covering the River Severn starting at Shrewsbury and carrying on all the way to Bridgnorth.



The aim of this journey will be to use canoes and coracles (which we have made ourselves!) to once again retrieve litter from the river and we will be recording everything we take out. Last time we litter picked over 5000 pieces of litter! Members of the public are encouraged to join us for sections of the river that they feel capable of covering to help out with the litter pick.



Once we are able to compare 2019 records to 2018 records we will be able to establish litter hotspots and better be able to tackle the land based side of the issue. Another key part in the fight against plastics in recognising that sometimes we cannot litter pick our rivers clean, micro-plastics must be tackled in an entirely separate manner, at source.

In a study performed on the River Tame in Denton last year there were concentrations of up to 517,000 plastic particles per square metre showing the extent of the threat British rivers are under. In developing a brand new app, riverhealthchecker.com, Shropshire Wildlife



Trust are handing the capability to locate unhealthy parts of our river to those that live upon it's very banks. Armed with a new weapon in the fight against micro-plastics we will utilise an increased knowledge of the river health to better inform our policy and work with local businesses to change the way we act on land to change the health of our river.

Funded by Shropshire Middle Severn Catchment Partnership



Support us on these dates!

2nd June – Campaign launch at the Shrewsbury River Festival, a chance to get to see our coracles up close and potentially have a go inside the craft itself. Also an excellent opportunity to meet the team that will be taking on all three days of litter picking.

11th June – Starting in Shrewsbury we will be working extensively between the Welsh Bridge and the weir with potentially a little wander up the Rea before making our way to Attingham Park as our final destination.

12th June – Setting off from Attingham Park we will be working our way down to Ironbridge and tackling some of the most beautiful parts of the river that also have major issues in terms of litter and pollution. Likely to finish the day with a blast down Jackfield Rapids!

13th June – Final stretch of the journey, paddle from Ironbridge to Bridgnorth to meet up with Environment Agency and the local SWT branch.

23rd June – Whittington Castle Green Day – we will be litter picking the moat [also a tributary of the River Perry and celebrating the end of the #LYMag7 campaign

Or register your own river clean-up via
rivershub@shropshirewildlifetrust.org.uk

Love your Magnificent Severn 2019 – Campaign contacts:

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How you can get involved – Love Your Magnificent Severn 2019



Thanks to our sponsors at LYRECO we have 20 community litter picking kits to give away, first come first served....

We are hoping that inspired individuals and groups in Shropshire will organise their own river litter pick this summer. We are aiming to clean up as much of the 3846 miles of watercourse as possible with the help of folk across the County. If you plan to conduct your own river litter picking activities within Shropshire, related to the SWT Love Your Magnificent Severn River Litter Pick project, please register on our website:

<https://www.shropshirewildlifetrust.org.uk/rivers/love-your-magnificent-severn>

or email direct: rivershub@shropshirewildlifetrust.org.uk

We will then send you a generic River Litter Pick risk assessment and other guidance on promoting your activity and staying safe. Please be aware that these activities carry an element of risk. You will also receive a Survey form, it is most important to take the time to find out what and then where this litter is coming from to tackle this major problem at source.

By registering your river clean up event you help us track which water bodies will be worked on and where, who's involved, and how it will be undertaken. Once you've finished your litter pick, please do send details on the amounts collected and where you went (and photos, where possible!). This will help us build a map and tally the grand total of everyone's efforts!

We are happy to attend your session(s) to take photos or video footage to show off your activity and for future promotion of SWT projects. We would also welcome any photos/video you take of the session(s).

Please note that these river litter picking activities are only covered by SWT insurance where the person(s) undertaking the activity are SWT staff or signed up as volunteers, and are following SWT guidelines and Risk Assessments. Under-18s must be accompanied by an adult. If you are a member of the general public or are part of another group or organisation, do get in touch and we will see how we can support you.

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