



Mold Spring Clean

Glanhad Blyyddol yr Wyddgrug



Mold Spring Clean
2011

Aim of Mold Spring Clean

To undertake an environmental makeover within Mold that enhances the town and overall community pride.

Mold Spring Clean is a
Cittaslow Mold initiative



Objectives

- Clean up Mold!



springy needs **YOU!**



**mold
spring
clean**
glanhau'r
gwanwyn
yr wyddgrug

2017

Objectives

- **Community involvement initiative**

- EVA (Environmental Visual Audit)
- Consult with right stakeholders – who knows?
- Engage with LA – must be on-side.
- Identify projects - match activity to capability
- Acquire equipment & other resources
- Have a Plan!
- Risk Assessment & Insurance
- Briefings
- Monitor & Collect Data
- Report Back



Objectives

- **Generate community pride & interest**
 - community participation is **THE** priority
 - marketing & communication strategy
 - brand development (Springy...)
 - appeal / call to action
 - sustainability for longer term
 - environmental messages
 - modify & change behaviour



Results

- **Clean Up...**

(2011) 90% town litter picked, planters / beds made over, bollards / benches painted, specific areas refreshed, fly tipping removed, river cleaned, new footpaths created, etc...

- **Community involvement initiative**

Year 1 – 350+, Year 2 – 650+, Year 3 – **over 800** volunteers

From **ALL** sectors of community

Schools, community groups and organisations engaged

- **Community Pride & Interest**

Springy “friends” & followers – strong brand recognition.

Press articles, forums, discussion, awards

Environmental interest & activity

Modified behaviour

Desire to do more....



Learning

- Leadership & organisation – Steering Group
- Engage with the LA & KWT – politicians & officers
- Must be intelligence-led.
- Have a plan, objectives & milestones – start early!
- You need some funding.
- Use existing organisations & their resources.
- Create momentum – marketing & branding is critical.
- Celebrate success – provide recognition
- Be ambitious and think “future” ...
- Have a *Can Do* attitude – **“Just Do it!”**



And finally, Springy says...



A big hug to
all in AMT for
my invite!