

Royal Borough of Windsor and Maidenhead News Release

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Photo opportunity

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Latest Adopt-a-Street notches up two firsts

Cliveden View Youth Project becomes the first youth group in the borough to join the council's Adopt-a-Street scheme – by adopting a field!

This double first will be launched by Cllr Christine Bateson, lead member for community partnerships and consultation at Shifford Crescent, Maidenhead, on **Wednesday 8 September**. Adopt-a-Street encourages residents to volunteer to care for their communities and local environment by collecting litter and helping to keep streets clean and tidy.

Supported by youth worker Kathryn Armstrong and local community wardens, young One Housing Group residents are coming together to tidy up and 'adopt' the field which is barely used and make it a nice, attractive place where local residents choose to spend time. The youngsters are also learning more about recycling and how to keep their local community litter-free and safe for all.

Cllr Bateson, said: "The word is really spreading about the benefits of Adopt-a-Street and I am delighted that One Housing Group's local youth group has come on board. Community involvement is key to the scheme's success and embodies the ideals of The Big Society with this innovative idea to adopt a field. I am sure the young people will make a real difference to the local area and show that Adopt-a-Street (or field!) really works."

Cllr Colin Rayner, lead member for highways and streetcare, said: "This latest addition to the Adopt-a-Street family is great – having a local youth group taking part is testament to the work of the community wardens who work with all members of the community.

"Adopt-a-Street is a perfect way of reinforcing the council's zero tolerance policy on litter and complements and enhances the council's regular street cleaning schedule. We are also hopeful that the Adopt-a-Street programme could eventually include grit bins and possibly also snow clearance."

Kathryn Armstrong, said: "When we heard about the Adopt-a-Street initiative we wanted to do something a bit different. Adopting the field behind our youth centre seemed like the perfect choice.

"In future we hope to gain funding to install a multi-use play area for children and some benches to further improve the space and encourage residents of all ages to regularly use and enjoy it."

Cliveden View Youth joins St Edward's Royal Free Ecumenical, Larchfield Primary and Dedworth Green First Schools in the successful Adopt-a-Street scheme.

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Photo opportunity:

Photographers and reporters are welcome to attend the launch of the field adoption at **4.30pm** on **Wednesday 8 September** at Shifford Crescent, Maidenhead. Present will be Cllr Christine Bateson, members of Cliveden View Youth Project, borough streetcare officers, community wardens, Kathryn Armstrong, youth worker at One Housing Group and young One Housing Group residents.