

HOLDING A BEACH CLEAN

GUIDANCE DOCUMENT



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ABOUT CLEAN COASTS

Clean Coasts is a charity programme, run through the Environmental Education Unit of An Taisce, which engages communities in the protection of Ireland's beaches, seas and marine life. Clean Coasts is proudly sponsored by the Department of Housing, Planning and Local Government and Fáilte Ireland.

Since 2003, Clean Coasts has been working with communities to help protect and care for Ireland's waterways, coastline, seas, ocean and marine life. Clean Coasts thrives to create tangible and immediate improvements to Ireland's coastal environment, involving thousands of volunteers removing large quantities of marine litter from our coastline each year.

Clean Coasts has grown from strength to strength and now includes two main national clean-up drives, as well as other initiatives, including the Green Coast Award, the Love Your Coast Photography competition, the Clean Coasts Roadshows for coastal communities and the Ocean Hero Awards. All these initiatives are aimed at celebrating the beauty of our coast and the efforts of our volunteers across all of Ireland.

WORLD OCEAN DAY & CLEAN COASTS BIRTHDAY



In June this year, Clean Coasts celebrates its 20th birthday! We can't think of a better way to mark this special occasion than by doing something to protect our coast and celebrating our amazing groups and volunteers around Ireland for the work they do and efforts they put in making a difference.

For this reason, we want to say a huge thank you for requesting a clean-up kit and committing to doing a clean-up in honour of World Ocean Day this year to celebrate this milestone with us!

World Ocean Day is celebrated annually on June 8th to highlight the important role the ocean has for our life and the planet. For 2023, the focus of World Ocean Day will be on the 30x30 campaign meaning that for us to create a healthy ocean with abundant wildlife and to stabilize our climate, it's crucial that 30% of our planet's lands, waters, and ocean are protected by the year 2030.

Marine litter has become a global problem for humans and marine life alike. Making sure litter is collected and disposed of properly at the source is vital for a cleaner ocean and a greener world for all of us to enjoy. For the past 20 years, Clean Coasts has been working with communities to help protect and care for Ireland's waterways, coastline, seas, ocean and marine life.



So, whether this is the first time you are joining one of our initiatives, or you have been with us since 2003, we are delighted to have you on board and want you to know your contribution is so important!

In this guide you will find some useful information on how to organise your World Ocean Day clean-up and promote it, as well as some health and safety guidelines. If you have any questions, get in touch at cleancoasts@eeu.antisce.org.

We can't wait to see the amazing work you do to celebrate World Ocean Day on June 8th. Make sure to tag us in your clean ups @cleancoasts and use the hashtag #WorldOceanDay so we can catch them all.

Best of luck!

ORGANISING YOUR CLEAN-UP EVENT

To organise a clean-up, please follow the steps below:

1. Choose an area you think would benefit from a clean-up.
2. Pick a date/dates when you would like your event to take place.
3. **Notify your Local Authority of the time/date of the clean-up, if possible, a week in advance to facilitate the efficient management of all rubbish and recyclables after the event.**
4. Complete your risk assessment. Once you have selected your site you need to complete a risk assessment to ensure it is safe to do beach assessment on. If there are hazards on the site please select a different site or ensure you direct your volunteers away from any hazards or concerns on the day of the clean up. If you have any questions or concerns on this you can speak with your regional Clean Coasts Officer.
5. Organise your equipment in advance. You can get branded bags from Local Authority and/or Clean Coasts, An Taisce. Additional to this they can also provide you with gloves and other clean up items if they are available, such as litter pickers, clean up bibs, first aid kit and sharps boxes.



6. It is essential that all volunteers wear gloves. It's always a good idea to ask people to bring their own as many people will have gardening/outdoor gloves and often prefer to use their own.
7. Water. It's always a good idea to bring an extra bottle of water in case some volunteers forgot.
8. On the day of the clean up it is a good idea to arrive early and do a quick review of site to ensure no particular hazards are now on site. The Health and Safety Checklist in this document will provide guidance on this.
9. Once your volunteers gather please give a health and safety talk, see Health and Safety Checklist for suggestions on what to mention here. If you are unsure of what advice to provide to your volunteers please contact your regional Clean Coasts Officer for assistance.
10. At the end of your clean up please ensure the bags are all properly tied and left in a spot agreed with Local Authority. If you are unclear where to leave the bags, ensure that it is somewhere they can be seen, accessible for collection and that they are not within the tidal area of the coast.

PROMOTING YOUR CLEAN-UP

Social media channels, such as Facebook, Twitter and Instagram, are a great tool to engage with current and potential volunteers.

Social media can be seen as a minefield by groups, but used appropriately, it can be a great way of sharing experiences, learning and connecting with people who can assist you in your mission. Whether you are looking for additional volunteers to join your clean-ups, or you simply want to share with your network the results of your clean-up event, social media are a great asset.

Like in real life, your groups approach online should be positive, educational and inclusive. This doesn't mean you shy away from the facts or the reality, but too much negativity turns people off wanting to be involved.

FACEBOOK



Facebook is great for connecting with the people who live nearby and the demographic that usually participates in beach cleans. It will probably be your most important tool.

Creating events is one of the key functions to attract new volunteers.*

Sample Facebook Posts

Announcing a beach clean: "Do you want to make an immediate and tangible difference for our coast? Join us on [date] at [time] for a beach clean at [name] beach. Meeting point is [details]
@CleanCoasts @[your county council]"

Thanking volunteers: "A big [thank you/shout out] to the [XX] volunteers who joined us for our beach clean at [name] beach. [XX] bags of marine litter were removed. Well done!
@CleanCoasts @[your county council]"

*How to create a Facebook event

A Facebook Event is a great way to promote an event such as a clean-up. Don't forget to add Clean Coasts as a co-host, if you want your event to appear on our Facebook page too, for more visibility.

1. On the left hand side of your page you will find an "Events" section, just under your name. Click on it and then click on "Create Event". Here, indicate whether the event is online or in person.
2. Insert the name of the event, date & time and set the Privacy option to Public, if you want other people to join you.
3. Fill in the rest of the information, including location, description and an event cover photo.
4. In the last tab, just under the "Cover Photo" section, you can add Clean Coasts as a co-host for your beach clean. Simply click on "Event settings" and type "Clean Coasts" in the co-host box.

TWITTER



Twitter can be a great platform for connecting in with influential stakeholders in your region for example journalists and media organisations, fundraising and grant initiatives, government departments, NGOs.

Using hashtags can really help you spread your message.

Sample Twitter Posts

Announcing a beach clean: "Do you want to make an immediate and tangible difference for our coast? Join us on [date] at [time] for a #beachclean at [name] beach. Meeting point is [details] @CleanCoasts @[your county council] #[your county] @[Local News Outlets]"

Thanking volunteers: "A big [thank you/shout out] to the [XX] volunteers who joined us for our #beachclean at [name] beach. [XX] bags of marine litter were removed. Well done! @CleanCoasts @[your county council] #[your county] @[Local News Outlets]"

INSTAGRAM



Instagram, whilst great for the creative types, it isn't very good at getting your message beyond your follower group, which can be slow and laborious to build up.

However, Instagram is good for connecting to a slightly younger cohort and it is also perfect to visually show the impact of your beach clean.

Tips for Instagram

The caption of your posts on Instagram, can be the same as Facebook, however, here are some tips on how to get a bigger reach on this platform:

- Use hashtags from your local area, such as the name of your town, your county, your local beach and any other ones used by local tourists and environmental organisations. Why not also create your own group hashtag?
- Always include your location when you share a post - this will help people find you
- Tag @cleancoasts in your stories, so we can reshare them and promote your work
- Get creative with your shots: take funny group shots, try to capture the landscape, take pictures of interesting marine litter items you come across, etc...
- Share videos!



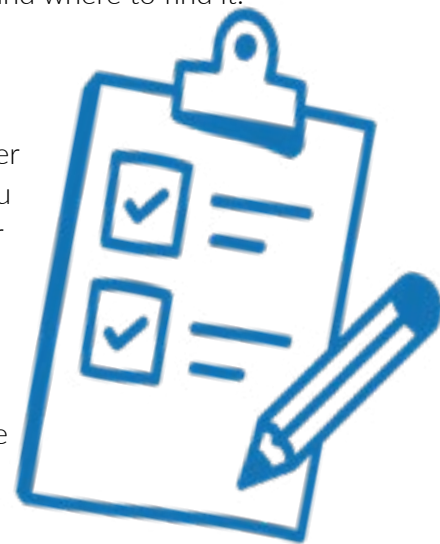
FIND US & TAG US:

Facebook: [@CleanCoasts](#)
Twitter: [@CleanCoasts](#)
Instagram: [@cleancoasts](#)
TikTok: [@cleancoasts](#)
YouTube: [Clean Coasts Ireland](#)
Linkedin: [Clean Coasts](#)



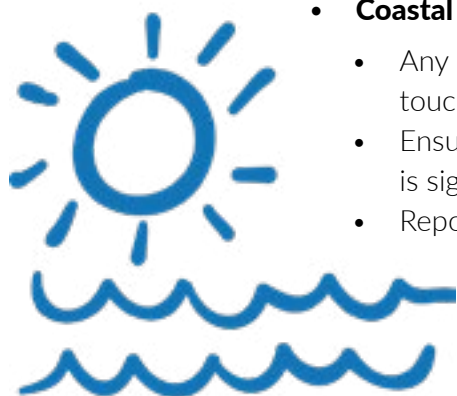
HEALTH AND SAFETY CHECKLIST

- Designate the **Safety Officer** and inform volunteers who that person is and provide contact details of the Safety Officer.
- **Survey site** beforehand to determine specific hazards. We have provided you with a Health and Safety Risk Assessment on the next page, please complete this before you do your clean-up.
- Please ensure a **safety briefing** is given before all clean-ups, especially for new volunteers.
- Ensure that all volunteers are aware of who is responsible for the **First Aid kit** and where to find it.
- Wear good rubberised gloves to keep hands clean.
- **Wear High Visibility clothing** – Be Safe Be Seen.
- Each group should have litter pickers and sacks.
- **Hygiene:** Please use hand gel before and after the clean-up. Always use a litter picker or a shovel when picking up litter and never put your hands where you cannot see them. Wash your hands after clean-up and before eating, drinking or smoking and avoid touching face or eyes when working.
- **Beware of sharp objects**, such as broken glass and syringes. Report to Safety officer - any such items should be removed by adults only and placed in a sharps box, not rubbish bags.
- **Caution:** Persons under 18 years should be supervised by a ratio of at least one adult to every five children.
- **Road Traffic:** Stay off roads where possible. High visibility clothing will help you be seen, but it does not make you bulletproof.
- **Manual handling:** If something is heavy don't struggle, please ask for help.
- **Weather:** Please adhere to any weather warnings that are in place at the location of the clean-up.
- Ensure that one member of the clean-up has a working mobile and check that there is signal before starting the clean-up.
- **Water clean-ups:** Never enter the water when working in a canal or river clean-ups. Never work on your own. Use "Buddy" system and ensure that a number of people are with you when cleaning canals or river.
 - Anyone using kayaks or canoes must be trained and experienced.
 - Do not try to access areas that are difficult.
 - Beware of Weil's disease. If you feel flu like, consult a Doctor immediately



• Coastal Clean-ups:

- Any containers or drums that look as if they may be hazardous should not be touched. Keep people away and contact the coastguard or county council.
- Ensure that one member of the clean-up has a working mobile and check that there is signal before starting the clean-up.
- Report all accidents to the Safety Officer.



RISK ASSESSMENT

Please complete the following form before you do your clean-up, to ensure you are aware of any hazards and are completing your clean-up in a safe area.

The following form should be completed for each risk associated with a planned activity so that risks and precautions are identified and understood. This form should also be used as guidance for Health and Safety briefings prior to any projects/activities undertaken at beach area.

NAME:
GROUP:
LOCATION:

Have all members received a Health and Safety Briefing?		Is there clean water on site or are antiseptic wipes available?	
Where is the nearest phone?		Is there a throw line on site?	
Is there a First Aid kit available?		Is there a sharps box available? (for syringes, etc)	

What is the potential hazard?	Probability of risk High/Medium/Low	Severity of injury High/Medium/Low	What precautions could be taken to lessen the risk?	Is the risk acceptable, i.e. should the project/activity go ahead? YES / NO
E.g. Cuts and scrapes	Medium/Low	Low	All volunteers wear gloves Provision of a sharps box for broken glass etc	YES

RISK ASSESSMENT

What is the potential hazard?	Probability of risk High/Medium/Low	Severity of injury High/Medium/Low	What precautions could be taken to lessen the risk?	Is the risk acceptable, i.e. should the project/activity go ahead? YES / NO