Non-Native Species, Local Action Groups– Tuesday 26th-27th January 2011

Thames21

Mobilising Volunteers

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1994: The National Rivers Authority and Tidy Britain Group sets up Thamesclean galvanising community action

1998: Thames21 formed
- strengthening partnership working
- creating collective responsibility

2004: Charity Charitable Status, Thames21 Ltd
8,578 volunteers in total (4,951 previous year) up 73%.

731 young people volunteered (385 in previous year) an 89% increase.

**RIVERS**
- 103 river clean-ups (74 the previous year)

- Total litter removed from rivers was 867.12 metres cubed (425.5 metres cubed in previous year) 104% rise in amount of litter removed.

**CANALS**
- 70 canal clean-ups (23 the previous year)
The Motivation – Aquatic litter
Recruiting new volunteers
Flash Mob the foreshore
The Volunteer Experience
Supporting Volunteers
Long-term Commitment
Local Council Support
The Cleaner Thames Challenge
The Cleaner Thames Challenge