



OXFORD ROAD TRADERS ASSOCIATION THE BIG CLEAN-UP

Dear Oxford Road Traders

The Oxford road Traders Association aims to make The Oxford Road, Reading a keen go to area for shoppers and regular new visitors.

With that in mind, we are launching a 'lead by example' campaign to bring the business community together to keep their area of the street and neighbourhoods clean! by selecting a specific day and stretch of the Oxford Road to give a business spring clean. **Find out more.**

This campaign is designed to empower and motivate local business owners to work together with others in their area and to encourage a persistency and commitment to cleaning up their neighbourhoods!

The whole business community stands to benefit from a clean and tidy environment!

This is one way of showing the outside observant world that we are adopting a strict code of conduct when it comes to maintaining our business cleanliness.

If you would like to get involved in this campaign or to find out about the other incentives we have planned to rejuvenate and empower our business environment then visit www.oxfordroad-reading.co.uk

AGENDA FOR THE ORTA BIG CLEAN

1: START PLANNING!

ACTION POINTS:

You can work independently or with local neighbourhood watch/community centres. It may be worthwhile contacting your local council and informing them if they have equipment or can provide a litter run once you have finished.

Decide on the area that you will clean, whether it is your business or a local business you use.

Contact us to collect leaflets to distribute in the local area to get support and publicise the campaign

Utilise Social Media to invite local people to come and take part, even if it is just to help sponsor the project to other businesses as you clean your own. This includes marketing the activity via posters in shops or leaflet distribution (Download the free toolkit here)

Purchase necessary items or encourage others to donate items to you (See items list at footer).

Reach out to your local media with a Press Release and approach local journalists to join you for this activity.

- ☑ Make sure you are ready to film your activities (see Media and Footage guidance in toolkit)

2: TAKE ACTION

ACTION POINTS:

Meet at the designated meeting point. TBC The Campaign Team Leader should deliver a brief of what the activity consists of.

Work in groups per shop. You can/should engage with passersby and inform them of the reasons why you are doing this project (Give them a Oxford Road Traders leaflet).

Check before cleaning anyone's shopfront or path, knock on their door and explain what you are doing. (Give them a Oxford Road Traders leaflet)

Request before an after video feedback or pictures from shop owners.

Get formal feedback interviews with residents, team volunteers and with the campaign organiser.

3: FOLLOW UP

ACTION POINTS:

Once you have completed the activity, assemble the team together and get a brief feedback from them all.

Footage is pivotal because through it, we can motivate other businesses along the Oxford Road to do the same activity.

Upload videos and pictures onto social media using hashtags #OxfordRoad, #ORTACleanUp and email a copy to us at oxfordrdtraders@gmail.com.

THINGS YOU'LL NEED FOR THIS CAMPAIGN

- Litter pickers/broom
- Garden gloves (thick gloves)
- Black bin bags
- Dust pan and brush

If you are interested in taking part in **OXFORD ROAD - THE BIG CLEAN UP** then please email oxfordrdtraders@gmail.com or call 07947 571 514.

Thank you for your time.

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