

## Latest beach clean meets CSR ambitions

3 years ago



With FM companies and clients increasingly engaged in corporate social responsibility (CSR) tasks, the cleaning of beaches and rivers has emerged as one of the most popular initiatives.

One of the most recent of these took place last week at Cullercoats Bay in Tynemouth, described as one of the most polluted beaches in the UK, with aim of cleaning up litter from the coast.

It involved the joint efforts of sustainable tissue provider Oceans and Mediaworks.

As a supporter of the [Marine Conservation Society](#), Oceans stated that it wanted to get involved with the campaign to help improve the UK's coastal areas. By joining the beach clean, company stated that it was able to make a difference to the Tyneside area and take a step in the right direction to protecting the world's oceans.

This year marks the 30<sup>th</sup> anniversary of the Great British Beach Clean, with thousands of companies and individuals getting together to take part in beach cleans and litter surveys across the UK. With over 100 beach cleans already organised, Oceans stated that it was proud to contribute to the growing number of volunteers.

Marketing manager Jordan Kelly said: "This is a campaign close to Oceans' heart. Partnering with Mediaworks, we were able to thoroughly comb over the Cullercoats Bay area for litter. This beach clean is one of many taking part in the Marine Conservation Society's Great British Beach Clean this year.

"It is our aim to help protect our oceans and ,making sure the rubbish left on beaches is cleared is one step in ensuring the safety of marine life, both near the coast and deeper into the oceans. It is astonishing what you can find hidden in the sand of your local beach.

“For many, a dropped sock or smouldering disposable BBQ is easy to forget on the beach. But the effects this can have on the environment, and marine life, are detrimental. No one wants to visit the beach and find litter, let alone our aquatic life. Making sure you’re properly disposing of rubbish, and taking all items with you, can help maintain a cleaner environment for all.”

The beach clean resulted in more than 300 items collected, with the team managing to pull everything from a nappy to Bicos from the sand.