

Press Release: Ludlow Cardboard Christmas Avalanche

More than 1000 Shropshire people brought their cardboard to one of Cardboard Christmas's 5 collection points in Ludlow or Shrewsbury on Saturday 5th January. The organisers raised over £400 for local charities and sent a strong message to Shropshire Council that recycling of kerbside separated cardboard needs to be reinstated.

This year's charities were Severn Hospice, Hope House Children's Hospice and Friendly Neighbours. Ludlow "Pride of Place", South Shropshire Furniture Scheme and Cae Post ran the Ludlow scheme on Saturday 5th January.

Ludlow Cardboard Christmas was promoted by posters, on websites, photographs, on the radio (Eric Smith of BBC Radio Shropshire interviewed Alan Stewart), by press release and by word of mouth. On the day, we had at South Shropshire Furniture Scheme (SSFS), the Ludlow Cardboard Christmas point, we had 8 volunteers in high-visibility jackets, taking about a tonne of cardboard from over 40 cars (many bringing from a number of households), black taxis, plus a number of pedestrians. We had a SSFS van and 2 staff for part of the day too.



Photograph c/o Ludlow Advertiser: Viv Parry, Pete Davies (Cae Post), Alan Stewart, Steve Hunt (both Ludlow "Pride of Place") and Shane Everall (SSFS), all helping out at the Cardboard Christmas collection point.

Alan Stewart (Project Manager of the Ludlow Cardboard Christmas) explained "We'd like to thank volunteers from Ludlow "Pride of Place", South Shropshire Furniture Scheme, Cae Post and the people of Ludlow who brought us the cardboard."

Simon Magill (Manager of the Re-use Centre) said "South Shropshire Furniture Scheme is a dynamic social enterprise and charity. We are passionate about relieving poverty, protecting the environment by recycling as much as possible, to prevent landfill, enabling the disadvantaged and encouraging a thriving social enterprise sector."

Shrewsbury (led by Transition Town Shrewsbury) ran their second year of Cardboard Christmas and there, volunteers collected from streets, schools and offices across Shrewsbury harvesting of cardboard from more than 250 homes. On the big day itself, over 50 volunteers were collecting cardboard in Shrewsbury.

Cardboard makes up about 10% by weight of all household rubbish and every tonne of cardboard recycled saves 17 trees, 2 cubic metres of landfill space and 4,000 kilowatt hours of electricity. It saves Shropshire Council's landfill cost, bringing an income to offset our Council Tax.

David Carrant, head of Ludlow 21 said: "Well done Ludlow "Pride of Place", Furniture Scheme and Cae Post! This has been a brilliant example of 'community co-operation' across your different organisations for the benefit of Ludlow people and to demonstrate the sustainable use of resources."

The Cardboard Christmas team have put together a free guide, funded by the Shropshire Community Recycling Ltd (SCRL) which details all the county's bring banks and has ideas to cut down your cardboard miles. "Keeping Cardboard Out of Landfill; A guide for Shropshire" is at www.transitiontownshrewsbury.org.uk on the internet.

Ludlow "Pride of Place" is a group of volunteers who meet at the Buttermarket, Broad Street, Ludlow at 10:20 am on the last Saturday of every month to recycle and litter pick (followed by coffee and a friendly chat) and our website is at www.LudlowPrideofPlace.org.uk on the internet. New members (>16) very welcome.

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