

**PRESS RELEASE & PHOTO CALL**  
**27 April 2006**



## **REWARD FOR CHILDREN'S LITTER DRAWINGS**

Children are to be rewarded for their efforts to encourage a cleaner, greener and tidier neighbourhood at an event on Friday, April 28.

Eighty youngsters from Weston Coyney Infants School and the Kidzone Youth Club in Coalville produced drawings on the theme of "clean, green and tidy". Of these, 32 drawings were selected to be featured on two new bins that will now be placed at key points on the estate.

The new bins will be unveiled alongside an exhibition of the drawings and information about looking after the local environment by Rob Ffello, MP for Stoke-on-Trent South on Friday.

A total of 260 goody bags will be distributed to children who took part and to other children at the school and youth club. The contents of the goody bags have been donated by local businesses. They include Tile Giant of Longton, who provided an Easter egg for each child; Adgiftsonline, Walkers Non Such, Staffordshire Housing Association and Tesco Meir Park.

Local engineering consultancy firm Hydrock Consultants, which is one of RENEW North Staffordshire's professional services suppliers, will also donate £260 to the Kidzone Youth Club on the day.

The bins – located outside the community centre and at the Coalville Place shops - have been provided by RENEW North Staffordshire.

The initiative forms part of Stoke-on-Trent City Council's Tidy Stoke campaign.

Coalville estate is currently undergoing major regeneration with the building of new homes to replace unpopular former Coal Board housing. A masterplan for the future of the estate was supported by 82 per cent of local people. The plan is being delivered by a partnership led by Riverside Housing Association, working together with Stoke-on-Trent City Council and RENEW North Staffordshire.

Hardial Bhogal, director of RENEW North Staffordshire, said: "Children in Coalville have produced some great drawings to show how important it is to them that their local environment is kept clean and tidy. Hopefully now everyone in the neighbourhood will learn to use the bin for their rubbish."

### **Ends**

You are invited to send a reporter and photographer/film crew to Coalville Community Centre, West Street, for the event which takes place between 3.45pm and 4.15pm on Friday, April 28.

For more information please contact Michael Howard at Staniforth\ on 0161 919 8495 or 07876 590829, [michael.howard@staniforth.co.uk](mailto:michael.howard@staniforth.co.uk)

### **Notes to editors**

1. RENEW North Staffordshire is the housing market renewal pathfinder for Stoke-on-Trent, Newcastle-under-Lyme and Biddulph East. Our aim is to help make North Staffordshire a thriving, diverse conurbation where people want to live, work, invest and study. We do this by working with communities and partners to:
  - balance housing supply and demand
  - retain and attract population
  - provide quality housing that meets the aspirations of existing and new residents
  - transform the environment and make the best of our heritage and green space
  - support economic regeneration.
2. The RENEW North Staffordshire team can be contacted by the public on 01782 232024 or [renew@stoke.gov.uk](mailto:renew@stoke.gov.uk). Further information can be found on the website: [www.renewnorthstaffs.gov.uk](http://www.renewnorthstaffs.gov.uk).