


Cramond Beach cleaned up today



A volunteer clean-up squad collected bags of rubbish – and had bags of fun – when they took to Cramond Beach today.

More than 215 people from Edinburgh and beyond came out in force to do their bit for the first ever Marks & Spencer (M&S) and Marine Conservation Society (MCS) Big Beach Clean-up. Around 75 school children, 80 local volunteers and 60 staff from Marks & Spencer put themselves forward as beach cleaners for the day and helped to protect our sealife by collecting an impressive 350kg of rubbish. And we can spot an MSP and a councillor in the photo too – can you?

Amongst the items found were false teeth, sofa cushions, a lantern, bike tyres, a bike seat, a football, golf ball and volleyball and a bracelet charm. 

Barbara Heslop, M&S head of region, Scotland East, said: “It was great to see so many people of all ages coming out to do their bit for the environment, and we relished the chance to get out onto the beach along with customers to help. We’d like to extend a huge thank-you to everyone who rolled their sleeves up and helped clean up Cramond Beach.”

M&S customers who registered in advance to take part were thanked for their hard work with a money-off at M&S voucher and some free M&S snacks on the day of the clean. Beach cleaners were also treated to a free barbecue and kids’ games organised by the National Schools Partnership.

The Cramond Beach event was one of over 100 beach cleans scheduled to take place this weekend with thousands expected to take part. Further details can be found

at www.mcsuk.org/foreverfish.

The M&S Big Beach Clean-up is part of M&S' Forever Fish campaign which is funded by the 5p carrier bag charge in M&S food halls. Since its introduction in 2008, the charge has reduced carrier bag use by 80 per cent and raised over £4 million for charity.

Customers can find out more at www.marksandspencer.com/plana and follow the event on twitter (@marksandspencer or search #beachclean) and facebook (www.facebook.com/marksandspencer). And the MSP in the photo is Colin Keir. The councillor is Norrie Work who represents Almond Ward.

