

Get involved



Canal & River Plastic Pollution Awareness Events

Plastic pollution is a growing problem around the world and right here in London. Plastic, particularly single use plastic, threatens the health of our rivers, lakes, oceans, marine life and eventually human life. We want to create a cleaner, healthier environment to benefit all of us. Are you on board?

Team events with a difference – SUP & waterway clean-up



At Active360, we organise regular waterway clean-up events throughout the year. Together with the [Plastic Ocean Festival](#), we are now pleased to offer companies opportunities to carry out their own clean-up events using stand-up paddleboards and canoes. These events can be fully customised to fit your organisation's objectives and timetable.

Get involved in an important environmental project, which benefits everyone and draws attention to the problem of plastic waste polluting our waterways. It will show you the scale of the problem first-hand. At the same time, it's sure to be an unforgettable experience. Your team will have a fun time on water, learn new skills and experience the world's fastest growing watersport, SUP, right here in London.



Format

We suggest a 2.5-hour event, which includes a paddleboarding lesson followed by 1.5 hours of clearing up plastic waste. These sessions can be run on the canal at Paddington or on the Thames at Kew Bridge. Both venues feature attractive stretches of water, which regrettably commonly suffer from serious plastic litter problems.

Stand-up paddleboarding is a great team building activity and Active360 are the most experienced SUP school in London. Health and safety is a major priority. SUP is a very accessible sport, popular with people of all ages and provides a great workout to develop fitness and core strength. At our Paddington venue, we have open canoes in addition to paddleboards, if preferred.

You can customise the event in terms of activities, timings and itinerary. You could, for example, add a SUP trip or feature a short film, such as [Paddle Pickers](#), as an intro to the local waterway plastic pollution issues at a nearby venue.

We photograph the events on water, so you will get a selection of good images for media release. With your permission, we'd be happy to mention your efforts positively in our social media channels.



Costs

The standard plastic clean-up event includes:

- A 1-hour SUP lesson
- 1.5 hours of clean-up of waterways or foreshore
- All equipment including: boards, paddles, wetsuits (essential in winter sessions but not often required in summer) and buoyancy aids

Example pricing (excl. VAT):

- 10 people for 2.5 hours £450
- 20 people for 2.5 hours £795
- 30 people for 2.5 hours £1275

The above costs are a guide and we are happy to organise an event to suit your needs and budget. Our clean-up events are self-financing. Any profits will be used to progress other environmental events and projects.

Watersports have considerable costs attached – expensive equipment, trained instructors, insurance etc.



New project for 2018

Plastic pollution on riverside and in the river has received media coverage, but there has been hardly any discussion of the many plastic bags and debris hanging from trees along the river. This gets washed in with the tides and generally stays for years. It spoils the look of the riverside and eventually breaks down into microplastics.

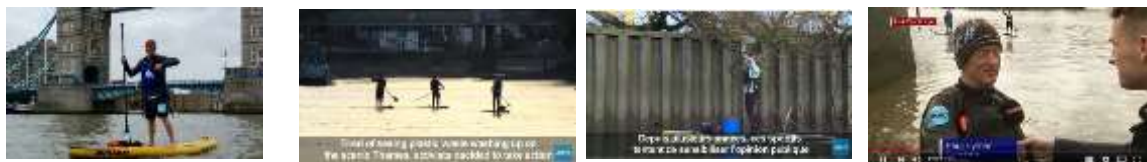
We plan to photograph, geo map and clear as much of the debris as possible over the next few years, particularly in the worst affected areas on the Thames from Isleworth downriver to Putney.

This will make a great fun project on the river, providing new information to set out the scale of the problem and setting a starting point to look for solutions.



Recent media coverage

Some of our clean-up campaigns on London's waterways in the media in early 2018:



We realise cleaning up plastic from the water or shoreline is not a solution to marine plastic pollution. Tackling the real issue requires all of us to reject over-packaged goods, companies to stop over-packaging and to look for alternative ways to protect goods. The government needs to enable incentives to companies by increasing tax on packaging and to consumers by making reusable vessels, e.g. refillable coffee cups and water bottles, more feasible. We are involved in several campaigns and schemes to address the problem at source. Let us know if you are interested in getting involved in positive ways for the environment.

About us

You will of course want to be sure you are arranging your session with the best people to look after your group. Active360 are at the forefront of developing SUP in London since 2011. We are passionate about encouraging and enabling people to get actively involved in protecting our waterways through the sport.



We are also keen to keep improving the way we present and introduce SUP, so we invite our customers to share their experience and feedback after using our services. We use an independent review site called [Feefo](#) for this. You can also see additional customer reviews on [TripAdvisor](#), [Google](#) and [Facebook](#).

Please contact us to request a bespoke proposal:

Email: info@active360.co.uk
Phone: 020 33935360

Every single person can do something about plastic – there are simple ways to refuse, reduce, reuse and recycle. We can all create more impact by being active advocates and get our friends and family on board!

