



Tidal Thames Environment and Heritage Conference

The River Users' perspective: Using the river to bring about improvements to the environment

31 January 2019

PADDLE & PICK Active360



Why do paddle & pick?



Aesthetic, wildlife & pollution



harm to wildlife



visual / aesthetic
damage



pollution

Our office



Our office



What are we finding?



What are we finding?






What are we finding?




What's the attraction of Paddle & Pick?

A screenshot of a Google search results page for the query "active360 paddle and pick". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, navigation links for "Web", "Images", "Videos", and "News" are visible, with "Images" being the active tab. The results section displays a grid of 15 image thumbnails. The images depict various scenes related to stand-up paddleboarding (SUP) and environmental cleanup events. Some images show individuals paddling on rivers or canals, while others show groups of people participating in "paddle and pick" events, where they combine paddling with litter picking. One image shows a person in a red kayak with a dog on board. Another shows a person in a blue kayak with a dog. A group of people in bright green shirts are seen on a riverbank, likely participating in a cleanup. An "eventbrite" logo is visible in the bottom right corner of the image grid. The overall theme of the search results is recreational water sports combined with environmental stewardship.


Privacy, simplified.  




London's monthly's top 10



7 Street Food Markets in London You Probably Didn't Know



10 Places for Group Meals in London



Things To Do When Your Parents Visit

Five Places to Give Back While Getting Healthy

Run4Rene

This East London running crew is dedicated to supporting people affected by mental health issues. Whether you're having problems, want to check in on your health or just fancy meeting new friends, you can join their free weekly runs. Run4Rene frequently collaborate with The Outrunners, and together they recently launched the first Out Of Your Mind 10k fun run which has so far raised more than £5600 for The Samaritans and Alzheimer's Research UK.

Get on Board 2019/Paddle & Pick

From May, you can take part in Active 360's regular 'Paddle & Pick' SUP tours every month - cruising along London's waterways in style, while helping to rid the Thames of waste. On 21st June there will also be a massive group paddle to Richmond for Get On Board 2019, picking up plastic trash from the Thames on the way, with a party at the other end.

Parkrun

From 13 mates in a London park to 5 million runners worldwide, the parkrun success story is legendary (and heartwarming.) If you live in London, there's bound to be one of these free, timed 5ks happening somewhere near you every Saturday. You can run, or walk, and give back to the supportive and friendly parkrun community by volunteering as a marshal.

Green Gym

Plant trees, build ponds and sow seeds at these free outdoor sessions which combine conservation with unconventional fitness training. Spending time in nature has also been proven to reduce stress, so it's a win-win situation. Green Gyms take place across London and the UK.

MoreYoga

Accessible yoga brand MoreYoga, with branches across the city, run special Karma Community Classes every month. They are priced on a pay-as-you-can basis for locals, with inexperienced or new yogis very much welcome, and each class gives money back to a charity in the community.

Active360 Reviews

Visit Website

feefo

Customer Experience

4.8

Product Usage

4.8

Customer Reviews

About Company

About Feefo

Visit Website

Customer Review Score

★★★★★

20 reviews
2 months ago

'Best Place for SUP'

We've now done 3 SUP trips within A Day on the 7 of them with our dogs along the riveride. Everyone who been fed comfort with is extremely friendly. The level of tuition is excellent - they have gotten complete novices feeling comfortable on their boards and paddling confidently. This is a course always seems to be done by should you need any help or advice. It really comes across that everyone loves their jobs. There is a choice of venues - The Thames by Kent Bridge is fantastic, but there is a lot to be said for the quieter, calmer waters of the canal of Huddersford Lock. Should highly recommend to anyone, and we are looking forward to going again. - Read more

Private session for 2 adults and 1 child 170 year old

★★★★★

Date of purchase: 05/03/19

Share

Customer Experience

★★★★★

Rylee Chapman
2 months ago

'Fantastic day. Thanks guys and girls.'

Would absolutely recommend these guys very professional and understanding instructions/quick, good equipment and great location.

2hr beginners trip (Elswordth ait via Kew Gardens)

★★★★★

PORT OF LONDON AUTHORITY



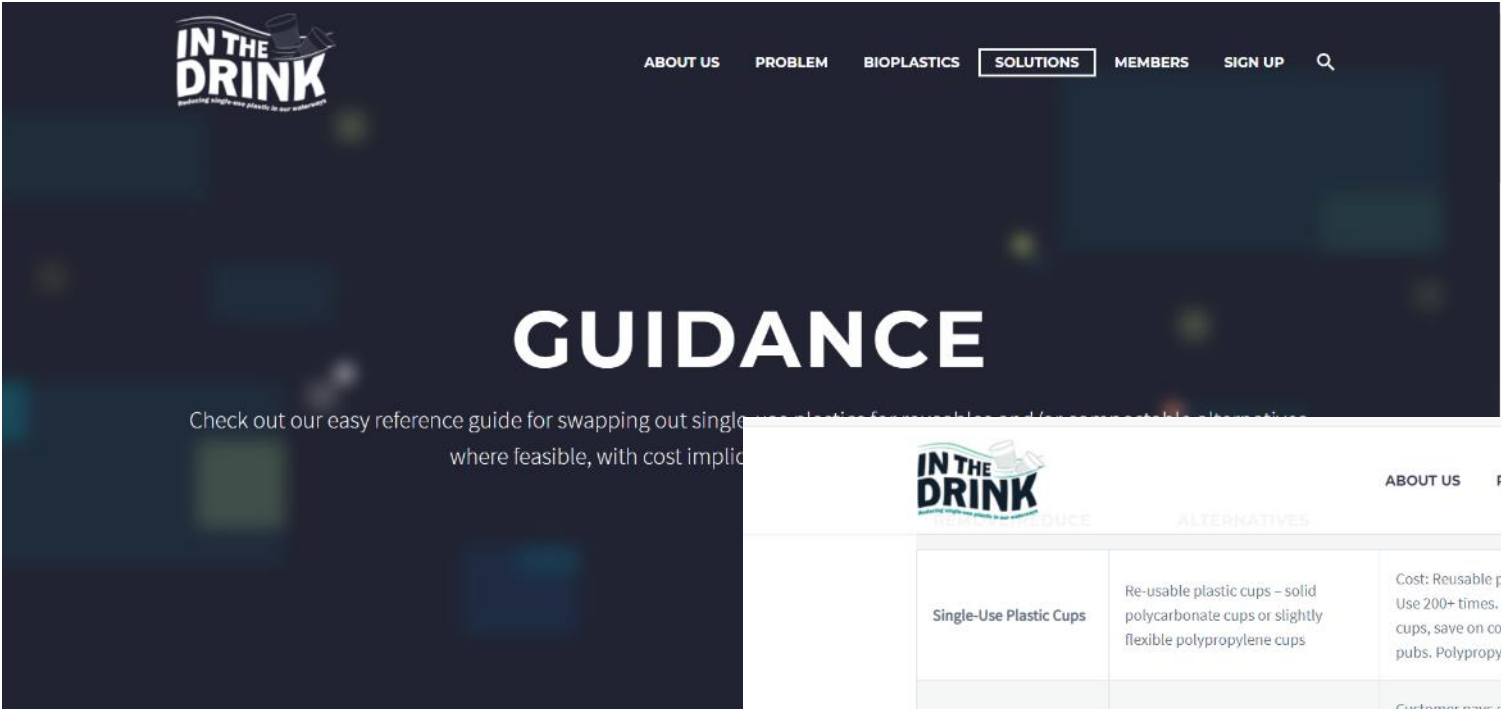
Thames Vision 2035

“The Thames Vision can widen the awareness of the campaign (‘Cleaner Thames’), drawing in other Vision stakeholders ... to reduce or give up single use plastic or dispose of them responsibly.”

Active360: In the drink getting riverside businesses to stop using single use plastics



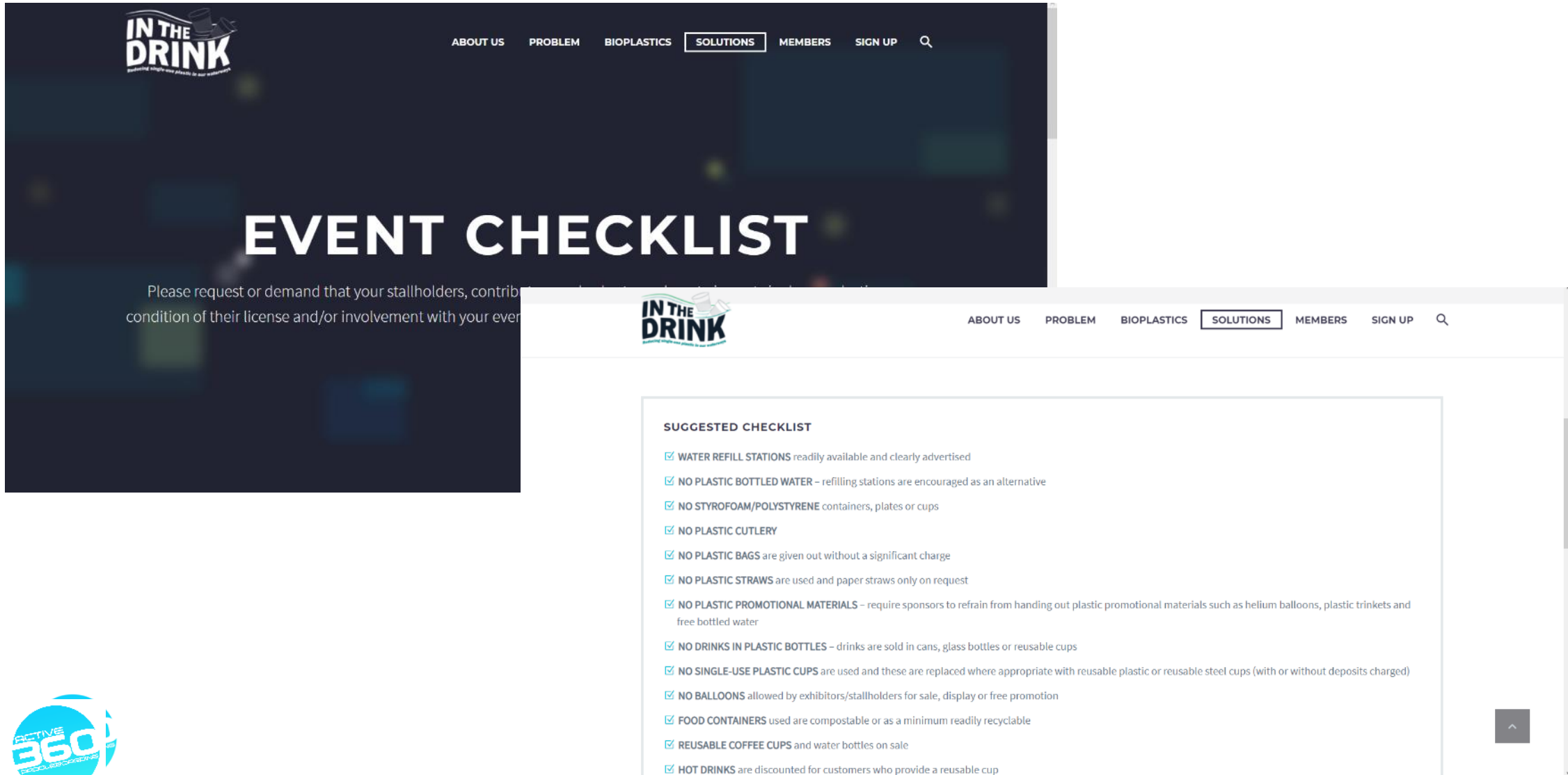
In The Drink: Guidance for swapping out single-use plastics



REDUCE			ALTERNATIVES			COSTS/POTENTIAL SAVINGS		
Single-Use Plastic Cups			Re-usable plastic cups – solid polycarbonate cups or slightly flexible polypropylene cups			Cost: Reusable pint cups 50p-80p vs. 2p per single use pint cup. Wash hard plastic cups in-house. Use 200+ times. Cost tilts into a cost saving after approx. 25 uses. Save on storage space of single-use cups, save on commercial waste disposal costs. Polycarbonate may be best suited to fixed venue pubs. Polypropylene may be best suited to temporary outdoor venues/festivals.		
			Cup deposit scheme using reusable plastic cups			Customer pays extra £1 deposit for reusable plastic cup on first purchase of drink. Customer brings cup back to bar for refill or receives fresh cup. Deposit returned upon final return of the cup OR customer can keep + deposit retained by venue resulting in profit on each unreturned cup. Deposit schemes keep your venue tidier, saving you staff costs on clearing glasses.		
			Stainless steel pint cups			Cost: £4-5 per cup. Re-usability unlimited. Brand & sell.		
			Bioplastic PLA cups – single use cups with appearance of conventional clear single-use plastic cup			Approx. 3x cost conventional single-use plastic cup. But environmental sustainability is limited closed/secure perimeter events with all cups collected and require disposal by waste management contractor with access to anaerobic digestion facilities. Read more here.		
Plastic Straws – Do you really need them anyway?			Paper straws			Approx. 3 times the cost, but in situations when only provided on request, anecdotal evidence from publicans is that this results in uptake of only around 30% of customers.		



In The Drink: Guidance for businesses - Events



The screenshot displays the 'In The Drink' website's 'EVENT CHECKLIST' page. The website has a dark blue header with the 'IN THE DRINK' logo on the left and navigation links (ABOUT US, PROBLEM, BIOPLASTICS, SOLUTIONS, MEMBERS, SIGN UP) and a search icon on the right. The 'SOLUTIONS' link is highlighted. The main content area has a dark blue background with the title 'EVENT CHECKLIST' in large white letters. Below the title, a paragraph reads: 'Please request or demand that your stallholders, contribute to the condition of their license and/or involvement with your event'. The checklist itself is titled 'SUGGESTED CHECKLIST' and contains 13 items, each with a green checkmark icon. The items are: WATER REFILL STATIONS, NO PLASTIC BOTTLED WATER, NO STYROFOAM/POLYSTYRENE, NO PLASTIC CUTLERY, NO PLASTIC BAGS, NO PLASTIC STRAWS, NO PLASTIC PROMOTIONAL MATERIALS, NO DRINKS IN PLASTIC BOTTLES, NO SINGLE-USE PLASTIC CUPS, NO BALLOONS, FOOD CONTAINERS, REUSABLE COFFEE CUPS, and HOT DRINKS. The bottom of the page features a blue circular logo on the left and the 'PORT OF LONDON AUTHORITY' logo on the right.

IN THE DRINK
REDUCING SINGLE-USE PLASTICS IN OUR INDUSTRY

ABOUT US PROBLEM BIOPLASTICS **SOLUTIONS** MEMBERS SIGN UP

EVENT CHECKLIST

Please request or demand that your stallholders, contribute to the condition of their license and/or involvement with your event

IN THE DRINK
REDUCING SINGLE-USE PLASTICS IN OUR INDUSTRY

ABOUT US PROBLEM BIOPLASTICS **SOLUTIONS** MEMBERS SIGN UP

SUGGESTED CHECKLIST

- ☒ **WATER REFILL STATIONS** readily available and clearly advertised
- ☒ **NO PLASTIC BOTTLED WATER** – refilling stations are encouraged as an alternative
- ☒ **NO STYROFOAM/POLYSTYRENE** containers, plates or cups
- ☒ **NO PLASTIC CUTLERY**
- ☒ **NO PLASTIC BAGS** are given out without a significant charge
- ☒ **NO PLASTIC STRAWS** are used and paper straws only on request
- ☒ **NO PLASTIC PROMOTIONAL MATERIALS** – require sponsors to refrain from handing out plastic promotional materials such as helium balloons, plastic trinkets and free bottled water
- ☒ **NO DRINKS IN PLASTIC BOTTLES** – drinks are sold in cans, glass bottles or reusable cups
- ☒ **NO SINGLE-USE PLASTIC CUPS** are used and these are replaced where appropriate with reusable plastic or reusable steel cups (with or without deposits charged)
- ☒ **NO BALLOONS** allowed by exhibitors/stallholders for sale, display or free promotion
- ☒ **FOOD CONTAINERS** used are compostable or as a minimum readily recyclable
- ☒ **REUSABLE COFFEE CUPS** and water bottles on sale
- ☒ **HOT DRINKS** are discounted for customers who provide a reusable cup

PORT OF LONDON AUTHORITY

Thames Litter Strategy

4) Behavioural change through education and outreach

“... Data that has been collected on the types of litter in the Thames consistently shows that the vast majority is food and drinks packaging such as plastic bottles. ... create a culture in London where it is totally unacceptable to drop litter...”

Active360: Paddle & Pick getting people to understand where litter is ending up (in our rivers & canals). Encouraging them not to litter and to look at their use of plastic at home work, school etc and make changes.

Active360: From the start canal clean-ups to Paddle & Pick



Andy Parsons

Paul Hyman, Active360 founder

Everyone knows that plastic is bad news for the environment. But way before London venues started banning straws, Paul Hyman was tackling plastic pollution in the city's waterways. A keen watersports enthusiast, he launched **Active360** in 2011 with his friend and co-founder Sambit Mohapatra. 'The idea was to set up a sports company that looked at every aspect: from coaching to the sport's relationship with the water and its protection,' says Hyman.

They decided to focus on SUP (stand-up paddleboarding) and in the company's first year they organised canal clean-ups at Brentford Lock using canoes, SUP boards and kayaks. This has evolved into regular Paddle & Pick events where attendees pluck rubbish out of London's waterways while paddling around. 'Clean-ups are good because they bring people face-to-face with the problem and get them interested,' says Hyman.

However, he noticed that the plastic pollution kept returning. That's what his latest initiative, In the Drink, is all about. 'We realised that the only way forward was to tackle plastic pollution at source, so we established a project to help rid the Thames of single-use plastic cups being discarded by riverside bars and boats.'

Hyman hopes it will be the driving force to encourage London venues to shift towards reusable cups: 'The Thames is one of the most iconic rivers in the world. We can't afford to let it be ruined.'

Nominated by: Dhruv Boruah, Time Out reader

'Paul works tirelessly to reduce the amount of plastic in the River Thames and other waterways. He's leading the charge and supporting others to reduce plastic pollution.'



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Meet the Londoners making our city a better place

We asked readers and friends of Time Out to nominate off-the-radar heroes we should know about



Active360 & the Whale Company: Educating the next generation



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School Program

'Education is the most powerful weapon which you can use to change the world.' Nelson Mandela

We will be launching our full schools program from Spring 2019. There are 3 stages to the program:

1. Assembly or motivational talk
2. Experience – Paddle and Pick – in partnership with [Active 360](#)
3. Action – turning waste into a resource – bottle boards workshop / bicycle shredder and 3D printer

To find out more or to invite The Whale Company to your school please email info@thewhalecompany.org.



Assembly



Paddle and Pick

2. Experience – Paddle and Pick

The highlight of the program is getting onto the water and learning how to stand up paddle. The Whale Company has partnered with [Active 360](#), the SUP club at the forefront of developing SUP in London. SUP is the world's fastest growing water sport; it is a great workout that builds fitness and core strength whilst developing confidence, independence and determination. SUP is a sport that enables people to connect with nature and there is no coincidence that it is fast becoming associated with protecting the environment because when you go paddling you do not want to see pollution. The impact is powerful and will initiate change.

Participants learn how to SUP before going on a SUP clean up on the river / canals. Any recyclable plastic is then used to create something new.

3. Action – Workshops to turn waste into a resource

The impact of hands on learning has been well recorded by multiple leading educational academic publications as having raised students' performance, motivation and attitudes related to a subject. In our case the practical effect of building something out of "waste" will leave a memory of how to have a personal impact in this area.



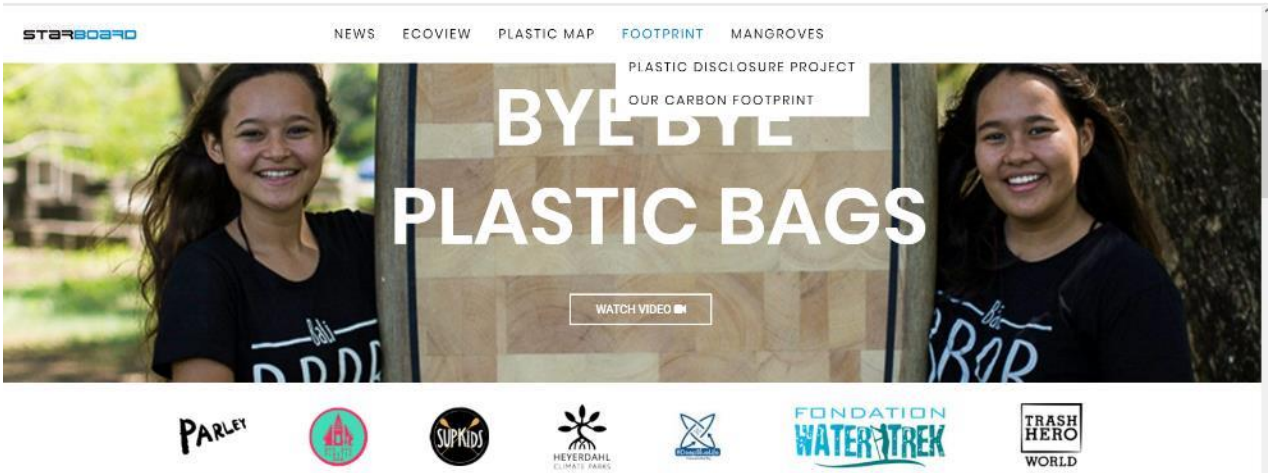
Litter Strategy for England

We will:

- ask businesses to think about designing their products and packaging in ways which will reduce litter

Active360: Partnership with Starboard committed to reducing it's packaging to minimal amount of plastic

Active 360 & Starboard partnership



What next for Active360 Paddle & Pick activities

Increase our corporate Paddle & Pick events and bookings

Increase our community Paddle & Pick sessions

- Looking for a partnership to sponsor regular sessions on the Thames
- We offer monthly free paddle & pick sessions at our Paddington site in the summer months.

Merchant
Square
Paddington

Paddle & Pick events and bookings

mond
explore



VITY & ENVIRONMENT | BUSINESS & SERVICES | SHOPPING & LEISURE | NEWS & EVENTS | STAKEHOLDERS | LOYALT

mond Paddle Boarders and Volunteers Collect 2 ter



Latest News



On Thursday 21st June, 90 paddle boarders plus litter picking groups of around 40 adults and school children collected an estimated 200 kg of plastic waste and litter from the river and towpath between Kew Bridge and Richmond.

It was part of Get On Board, an event being run by Be Richmond, in association with paddle board company [Active360](#), to highlight the problem of plastic pollution in our freshwater system which in turn leads to contamination of the oceans.

Be Richmond Chairman Erick Kervao said:

"This great event brought together people from all aspects of Richmond life; businesses, workers, residents, schools and visitors, to show that not only do we care about our environment, we are prepared to do something about it"

The litter collection along the towpath was led by Colin Cooper, Chief Executive of South West London Environment Network.

[Carlos de Souza and Carolyn Newton of the Whale Company](#) joined the paddlers on boards made out of plastic bottles as part of their marathon 300km paddle to raise awareness of plastic pollution in our waterways and deliver a 'Message in a Bottle' to Parliament.

The event also saw the launch of [In The Drink](#) a new initiative with riverside pubs/bars to reduce the number of single-use plastic cups in London's waterways.



THANK YOU

To organise a Paddle & Pick email:

Vanessa Celosse | vanessa@active360.co.uk

For more information on Active360 and our partners:

www.active360.co.uk

www.inthedrink.org.uk

www.thewhalecompany.org

www.blue.star-board.com

