



# FIRST LADY

Club President **Julia Bradbury** celebrates a milestone birthday mid-pandemic and reveals more about a post-lockdown litter campaign

**At the end** of July, I was celebrating. I had chalked up 50 years, and of course I had no idea I would be marking a milestone birthday in such unusual circumstances.

The plan was to be bobbing around the Aegean sea with my family, on holiday on the Greek island of Spetses - a family favourite. Lockdown measures put paid to that, and we opted for a last-minute sun-filled sojourn to Devon instead. There aren't many similarities between Devon and Greece - the olives aren't the same for a start - but they don't call it the English Riviera for nothing. We had a glorious 14 days exploring the countryside, going for walks, talking to sheep and cooling off with ice creams on the beach, often in the blazing sunshine. I've always said that my best birthday present by far was my son Zeph who was born two days before I turned 40, and having all my little ones (my twin girls have come along since Z) around me for this big birthday meant I could have been anywhere and I'd have been happy.

This coronavirus lockdown is easing now and it's becoming possible to get back out there and do the things we love. It will also contribute to a new way of life for so many of us.

One of the aspects that has caught my attention throughout the last few months has been the clamouring to emerge from this pandemic as a more socially and environmentally responsible society. We've probably all seen accounts of how discarded PPE (personal protective equipment) has ended up as litter on land, or even - disgracefully - in the oceans. One article I read suggested that there are more face masks in the Med than jellyfish at the moment. Won't it be devastating if one of the lasting effects of Covid-19 is - literally - a rubbish pandemic? Well, not on my watch!

This year, as in previous years, I'm heading up Keep Britain Tidy's Great British September Clean Campaign, encouraging everyone to do a little litter picking for the good of the nation. And I'm pleased to say the Camping and Caravanning Club, along with other likeminded companies, is supporting the campaign again, which re-boots in September after a slight Covid delay.

All it takes is a few minutes of your time but feel free to dedicate as much energy as you



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can, to go around collecting items of litter from your local area - or any area you happen to be visiting at the time. The website I run with my sister Gina - [theoutdoorguide.co.uk](http://theoutdoorguide.co.uk) - is giving away reusable canvas litter bags that will help you collect the stuff. Just visit the site to find out how to get hold of one.

Equally, check out how you can officially get your community involved in the September Clean by heading to [keepbritaintidy.org](http://keepbritaintidy.org) - there's loads of information on there about how to get your own clean-up organised or how to pledge to do your own 15-minute (or more) litter-pick. It's really worthwhile, in that good old-fashioned makes-you-feel-good kind of way.

Most important, there's a lot of advice on the Keep Britain Tidy website on how to ensure your litter collection observes the very latest coronavirus guidance.

This is a great activity to do in your 'bubble', maybe with children or grandchildren. And just think about it, it's a great opportunity for our Club members - who always appreciate clean, well looked after places anyway - to give something back to the places they travel to.

The campaign will have started by the time you read this and lasts until 27 September. Let's all do our bit to help, and maybe afterwards that more socially and environmentally responsible society we're hoping for won't seem as much of a pipe dream. I will thank you for it, and so will future generations.

This is my major focus for now, but in other news, it won't be long until I start filming a new series for ITV, once again extolling the benefits of exploring our beautiful green spaces and appreciating nature! I'll tell you more about that in the January 2021 magazine, but it's due to air early next year. Something to look forward to.

Until then stay safe and I hope you manage to take part in a litter pick or two in the meantime.

To make you smile here are some photos of a special tongue-in-cheek birthday magazine of my own that the Club put together, showing just some of the highlights we've celebrated together over the past seven years. Thanks team! 🎉

