THAMES21

registered charity number 1103997

The River Thames - it's our business.

Corporate Social Responsibility opportunities with Thames21.

"Coca-Cola has been proud to take part in Thames21's team challenge clean-ups since 2006.

With offices close to the Thames River at Hammersmith, it's a perfect opportunity for our staff to give something back to the local community as part of our corporate social responsibility commitments in GB.

The Thames21 team are always enthusiastic and capable leaders throughout - from fitting the event into the low tides in our area to providing quotes of support for local press opportunities and helping us have fun as we're making a difference to our river environment."

Liz Lowe, Citizenship Manager, Coca-Cola Great Britain.

Thames21 and your business

Thames21, London's leading waterways charity, offers a range of waterside activities to the city's business community.

Our events are practical, outdoors and involve lots of hands-on activity. Volunteers need no prior experience to participate, however a moderate level of physical fitness is advised.

Our team building events on the rivers and canals of London will provide benefits not only to your staff and colleagues who participate, but also to the local environment and neighbouring communities who will enjoy and appreciate the lasting changes you make.

Whilst the structure of Thames21's rivers and canals events vary, the benefits remain the same for you and your staff:

- lasting and tangible environmental improvement
- enhancing relationships with the local community
- educate about practical ways to improve the environment
- opportunity to raise your local media profile
- team-building in a non-office environment
- increased staff morale
- opportunity for departments to meet and work together

We regularly work with London companies of all sizes and sectors to improve many sites on London's waterways, including:

Accor Services
Bank of New York Mellon
Betfair
Coca-Cola
Bloomberg
Disney
Feel Good Drinks
Fulham Football Club
Jumeirah
Laing O'Rourke
M&G
Marriott Hotel
Starbucks
Sumitomo
Unilever

"On behalf of everyone at ING Real Estate I just wanted to say what a good time we all had at our Thames21 river clean-up event. It was great to feel we made a difference, albeit quite small, to the overall cleanliness of the Thames!

I enjoyed digging up tyres and shopping trolleys and was amazed at the amount of rubbish down there. The Thames21 team were great at running the event, thank you for organising the event."

(ING Real Estate Investment Management)

Before working with a new company Thames21 may request to see the company's environmental policy. Thames21 will not work with organisations whose actions cause water pollution, either in the UK or anywhere else in the world.

The clean-up event

Whether you choose to improve a local river or canal, the day will begin with a full briefing about the work being done and the reasons why. Introductory briefings will be modified to suit your group's objectives or focus.

Equipment and collection

All protective equipment will be provided by Thames21, including industry standard safety boots and gloves, and these will arrive at the event location prior to the start. Additionally, we will coordinate litter collection and removal at the event's close.

Administration

Thames21 will provide a full risk assessment of the chosen site in advance of the event and on the day itself to take into account any change to the conditions. We will also provide full insurance cover for the activities being done by the group.

Group size and ability

Our events can cater for group sizes between 10 and 450 individuals. A reasonable level of general fitness is required to participate in all our events. If members of your group have physical disabilities or sensitive medical conditions that might prevent them taking part in the main activity, please let us know in advance and we will find other ways of involving them in your team effort.

Co-branding and promotion

Thames21 will be happy to work with you to create event specific branding items (reusable water bottles, t-shirts, banners, flags) sourced at competitively low prices with co-branding and environmental messages relating to the event. Additionally Thames21 can provide quotes of support for your group's activity for use in the media.

Community and environment benefits

The benefits of participating in Thames21 clean-up events are numerous. The rivers benefit in terms of improved aesthetics and environmental quality with the removal of litter. Litter from London's rivers is washed out to sea where it contributes to the growing problem of marine litter pollution throughout the North Atlantic. Graffiti removal events see canal areas, perceived as threatening in the local area, transformed into a shared resource for the local community.

The local community, which values the waterways as an open space, will also benefit from these improvements. Many of the areas in which we work suffer from high levels of deprivation, and rivers and canals provide the only open space for people to relax and unwind, or to get involved in more active pursuits such as sailing, angling or canoeing.

Costings and staff support

Thames21 must charge businesses for running bespoke events. As a charity we have very limited resources, and therefore the revenue from corporate groups helps us to continue to provide activities in local communities across London for free. We support a group with learning disabilities in Ealing and we work with people from Fairbridge - an organisation that helps disadvantaged young people. We have good links with various London colleges and carry out education work with schools in Barking and Bromley by Bow. We also work with many local communities including groups in Ladywell Fields, Lewisham and Thornton Heath.

Our events package includes all planning, preparation time and site visits. Additionally all costs include equipment and clothing, adequate staff provision on the day, rubbish removal and cleaning of equipment after the event. As a result we have a minimum charge for most events irrespective of the number of people involved.

"As an example - a Thames foreshore event for a group of 50 people would start at £2500, with a full day tributary river or canal event costing between £3300 and £3800 for a similar-sized group."

However because of the bespoke nature of the events that we can provide it is advisable to discuss your requirements in more detail so that we can tailor a package to suit your group. For instance, groups of less than 20 may be combined with a group from another company on the same date to reduce costs.

River clean-ups

Thames21's rivers events take place on the tidal River Thames (up to Teddington Lock in Richmond) and its tributaries throughout the city. These can form part of a regular effort to maintain a chosen site (Adopt-a-River) or as a one off volunteering day.

Timings and location

We will work with you to identify a suitable site based on your group size and location if you choose to do a river clean-up. Events usually involve around 3 hours of work at low tide, with about 45 minutes either side for health and safety briefings and kit on and off. On the Thames we are constrained by tide times, but events on tributaries can be made longer if required.

Canal clean-ups

Thames21's canal events take place on the areas immediately surrounding London's canals and activities can include graffiti, vegetation or litter removal to improve the area. These can be part of an ongoing effort (Adopt-a-Canal) or as a one off volunteering day. Volunteers reclaim derelict areas for wildlife, improve existing green spaces or cut back overgrown vegetation which can make towpath areas feel intimidating.

Timings and location

We will work with you to identify a suitable site based on your group size and location if you choose to do a canal clean-up. Events can vary in length depending on your requirements and the site's needs. All participants will usually be required to wear high visibility vests when working on or around canal areas.

Additional ways your company can support the work of Thames21

Charity of the year

Several companies in London choose to nominate Thames21 as their charity of the year and help raise vital funds to support the work we do through events, concerts, raffles and auctions. Thames21 staff are available to come and speak to your employees and colleagues as part of this nomination.

Sponsorship Opportunities

There are many opportunities for companies to align their brand with the vital work Thames21 carries out to improve waterways across London . A wide range of sponsorship options are available, which could include, but are not limited to: The supply of practical materials, from wellington boots to vehicles, marketing tools such as web design and support for annual reviews.

Specific programmes

Additionally, Thames21 works with a range of corporate partners to deliver specifically funded projects in particular geographic or subject areas. For instance, the Bexley Riverkeeper Volunteer programme supported by Cory Environmental, and the Thames21 Education Programme supported by Old Mutual.

For more information

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