

CSR Project



Love My River Project Wigan, North West England.

About The Project

Love My River is a community led project developed by Groundwork CLM. Its primary objectives are to combat river pollution and create a legacy that will safeguard the future of its rivers for generations. It has made improvements to the River Chor and River Tawd in Lancashire so far. Ipsum is a proud supporter of this initiative and was pleased to offer volunteer assistance in the Douglas river cleanup as well as education to Wigan residents on how they, too, can protect the local waterways.

Riverside Clearing

Our volunteers began by clearing the nearby riverbank and performing Balsam Bashing, the primary non-chemical approach for controlling Himalayan balsam. Pulling or severing plants before they blossom and set seed. Enabling a decrease in the chance of reoccurrence. Himalayan balsam is a problematic plant. It competes with natural plants for space, light, nutrients, and pollinators, displacing other plants and decreasing biodiversity. Ipsum were also able to identify the Hogweed that we successfully eradicated before it endangered other volunteers. Although striking in appearance when grown, enormous hogweed is invasive and potentially hazardous. Chemicals in the sap can cause photodermatitis or photosensitivity, in which the skin becomes extremely sensitive to sunlight and may experience blistering, pigmentation, and long-lasting scarring, which is extremely dangerous for the general public who may be enticed to touch it due to its aesthetic appeal.



Collaborative Working

This project was executed by a diverse group of devoted individuals who frequently collaborate to preserve the long-term viability of our waterways. These individuals include our customers, such as United Utilities, our competitors, and other devoted members, such as Groundwork, local councils, the Environmental Agency, and many others, who collaborate to achieve a common objective. Together, we ensured that our aim was effectively communicated and attained.



Educating The Future

The project recognises that supporting clean-up efforts is simply the start. To achieve true sustainability, we must educate the future. By supporting United Utilities' 3 P's campaign, we educated school students and adults alike to understand how to care for local waterways. We explained that we should only flush pee, poo, and paper to keep the rivers in working order. In addition, we addressed numerous questions about the equipment used to aid in wastewater treatment. Future-proofing our "ageing" sector, we also taught younger generations on what working in the utilities industry entailed in the hopes of inspiring them to join the profession when the time is right.



Engaging Residents

Multiple interesting workshops were held throughout the day at the primary touch point location. Residents were urged to attend, converse, and pick up free items and educational materials that support our message and objective. The day also included arts and crafts activities for children, which inspired them to ask numerous questions regarding waterway health and the utilities industry.



Educating the Future



Collaborative Working



Understanding Environmental Challenges



Always doing the right thing



Valuing Diversity

