



IN THE BAG The clean-up gang found car parts and even reading glasses scattered on Whitley Bay beach

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DEDICATED volunteers have taken part in a mass clean-up of Whitley Bay beach.

The clean-up, organised by Californian wine company Barefoot Wines and Surfers Against Sewage, was part of the Barefoot Wines Beach Rescue Project – a nationwide effort to make Britain's coastline clean, safe and "barefoot friendly".

Almost 100 people, including young musicians and surfers, took part in the clean-up on Friday, collecting more than a dozen kilos of rubbish – ranging from crisp packets and drink bottles to copper piping, reading glasses and even abandoned car parts.

"Barefooter" representative Alistair Feest, said that, despite it being a nationwide project, the North East's beaches have been a focal point in the company's forethoughts.

He said: "The North East has some beautiful beaches and some very enthusiastic communities around them.

"So we were delighted to be able to visit four of them over the bank holiday weekend on the Barefoot Wine Beach Rescue Project.

"There were lots of members of the surfing community among the hundred or so volunteers at our Whitley Bay beach clean.

"All summer on the national Barefoot Wine Beach Rescue Project we've had fantastic support from the surfing community and Whitley Bay was no different."

But amassing almost 100 volunteers is no mean feat, with the company going to great lengths to recruit volunteers for the project.

Alistair added: "Our Barefooters visited Whitley Bay several weeks ahead of the beach clean and spread the word throughout the local community."

"In addition, we worked with Surfers Against Sewage, our partners on the Barefoot Wine Beach Rescue Pro-

Clean-up team hits the beach



MUCKING IN The big clean-up had 100 volunteers

ject, and volunteers registered online to come down and make Whitley Bay 'barefoot friendly'."

Volunteers were treated to a BBQ on

the beach as a reward for their efforts, as well as a performance by singer songwriters Harriet Danby and Rich Thomas.

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