

TONBRIDGE & MALLING BOROUGH COUNCIL

HOUSING and ENVIRONMENT SERVICES ADVISORY BOARD

20 July 2015

Report of the Director of Street Scene, Leisure and Technical Services

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 "LOVE WHERE YOU LIVE" CAMPAIGN

Summary

This report details the past successes and future initiatives involved in the Love Where You Live (LWYL) campaign, which was launched in 2011 in partnership with Keep Britain Tidy. It also presents the proposed Cleaner Borough Action Plan for Members' consideration and endorsement.

1.1 Background

1.1.1 The LWYL campaign aims to:

- inspire and enable everyone to take action to reduce littering and improve the quality of the local area;
- engage with people to change their behaviour and drive local action by fostering pride and understanding;
- raise the profile of the importance of caring for local places to improve individuals' quality of life; and
- encourage, support and bring together Leaders, Government, business, media and civil society to improve the cleanliness of the country.

1.2 "Love Kent – Hate Litter" Roadside Litter Campaign

1.2.1 The Kent Resource Partnership (KRP) supported the pilot for the Love Kent Hate Litter Campaign in June and November 2014 and again in February this year. The campaign included a radio campaign on Heart FM with a call to action for local volunteer activity. It was a huge success with Social Media engagement across the county of over 1.5 million people. TMBC ensured a high level of local involvement with more than 70 Love Where You Live events over the three campaign periods.

- 1.2.2 The campaign is due to run again between 13 July and 13 September, with radio advertising funded by the KRP. Love Where You Live events confirmed so far within TMBC are detailed in **Annex 1**.
- 1.2.2 In addition to the radio advertising, TMBC are again using increased roadside litter signage to promote the campaign. The current “Take Your Litter Home” signs are being replaced during this Summer stage of the campaign with a new message, urging motorists not to litter – “Have a great Summer, Not a Rubbish One – Take Your Litter Home”.

1.3 Litter Code of Practice for Businesses

- 1.3.2 The Voluntary Litter Code in Larkfield has had ongoing success at keeping Larkfield clean and recognising the 25 businesses, including Tesco Lunsford Lane, that ask their customers to use litter bins and have staff clean up around their premises. The scheme was initiated by committed Street Monitor, Mr Stuart Olsson of Larkfield Neighbourhood Watch in partnership with the Borough Council, East Malling & Larkfield Parish Council and Kent Police. There is a clear link between littering and anti-social behaviour. Businesses are awarded a certificate after one year of attained and maintained standards. This litter code model has now been adopted in East Malling, Ditton and Snodland.
- 1.3.3 The Snodland Goes Cleaner group have also adopted this Code and have so far signed up 45 businesses in the town to commit to doing their bit to keep Snodland clean. Snodland Town Council reported that perception of both businesses and residents of the cleanliness in the town is much higher than it has been over the years. The second tranche of certificates recognising the efforts of a further ten businesses were awarded in June, with more to follow.
- 1.3.4 The Tonbridge Town Team are currently looking to link the scheme in with the Tonbridge Loyalty Card, and the Council’s Economic Regeneration Officer is discussing the scheme with businesses in other locations within the Borough.

1.4 Bash the Trash Events and National Campaigns

- 1.2.7 We host and support over 60 “bash the trash” community clean up events each year through our wealth of voluntary groups throughout the borough.
- 1.2.8 It was announced by DCLG ministers that a national “Spring Clean” day of action was to be held on Saturday 21 March. A number of clean up events were held on and around that day, including a thorough clean up of Woodlands Walk by residents, TMBC officers and Members.

1.2.8 Responsible Dog Ownership

- 1.3.5 At the time of writing this report, we are engaged with the national campaign aimed at reducing levels of dog fouling, the Big Scoop. Various fouling hot spots across the borough are being targeted by Bag & Flag events, where deposits are

bagged up in bright yellow bags and left in situ for up to 24 hours in order to raise awareness of the fouling problem in those areas. Residents, Community wardens and councillors have all played a part in these local initiatives, driven by residents' desires to improve their play areas and school routes.

- 1.3.6 We have significantly reduced the number of dog fouling incidents across the borough by up to 80% in some areas through campaigning, promotion, effective cleansing and enforcement. However, we recognise that a few irresponsible dog owners can cause problems in an area and recognise that we need to maintain the momentum of these initiatives. Further proactive initiatives will continue throughout the summer months to help keep our parks and open spaces a safe and enjoyable experience for our residents and visitors.

1.4 Street Monitor Scheme & Guidance Booklet

- 1.4.1 Currently over 300 volunteers are part of the Street Monitor scheme. These residents act as the eyes and ears in their neighbourhood, and report Street Scene issues to the relevant authority.
- 1.4.2 The guidance booklet provided to them by the Environmental Projects Coordinator has just been updated, both to act as a refresher and to provide up-to-date details of online report forms, email contacts and telephone numbers for the various agencies concerned. Whilst not attempting to be an exhaustive directory of every issue that might be encountered, it gives guidance on the most common issues raised by our residents and where the responsibility for the matter may not be clear.
- 1.4.3 The guidance has also been circulated to members and Parish Councils who should find it a useful resource when trying to identify which organisation deals with Street Scene issues. Currently TMBC's IT section are developing a redesign of the website, and once completed this guidance will be made available as an online resource with live links to online report forms.

1.5 Cleaner Borough Campaign

- 1.5.1 Each year the Waste & Street Scene Team work to a programme of activities agreed by Members which forms the Cleaner Borough Campaign Action Plan. As well as Love Where You Live initiatives, the action plan includes other aspects such as targeted enforcement, educational talks, responsible dog ownership and the Street Monitor scheme.
- 1.5.2 As well as broader ongoing actions, such as the promotion of the Street Monitor scheme, a number of key specific events throughout the year are scheduled into the action plan, such as Love Parks Week. This enables all promotional, educational and enforcement activities to focus on those particular issues at that time.

1.5.3 The proposed action plan for 2015/16 is attached at **Annex 2** for Members approval and endorsement.

1.6 Legal Implications

1.6.1 None

1.7 Financial and Value for Money Considerations

1.7.1 All activities and initiatives outlined in this report were carried out within existing Street Scene & Health budgets.

1.8 Risk Assessment

1.8.1 The broad principles of risk assessment are applied to all areas outlined in the report and assist in determining priorities.

1.9 Equality Impact Assessment

1.10 The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

1.11 Policy Considerations

1.11.1 Community, Communications, Healthy Lifestyles

1.12 Recommendations

CABINET IS RECOMMENDED NOTE and ENDORSE the projects and progress across a wide range of Cleaner Borough Campaign and Love Where You Live initiatives.

The Director of Street Scene, Leisure and Technical Services confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

Nil

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