

## WASTE &amp; STREET SCENE PROMOTION – PROJECT PLAN 2016/17

	PROJECT	ACTION(S)	KEY EVENTS
1	Recycling Communications	<ul style="list-style-type: none"> <li>• Develop &amp; deliver a communications plan aiming to:</li> <li>• maximise use of recycling services</li> <li>• maximise quality of recyclate collected</li> <li>• remind residents of TMBC's policies &amp; procedures re side waste, boundary collection, containers for green waste, managing food waste, etc</li> <li>• Include use of social media to promote messages and address issues raised by residents throughout the year</li> </ul>	<ul style="list-style-type: none"> <li>• Composting leaflet – April 2016 - <b>completed</b></li> <li>• Energy-from-waste leaflet – July 2016 - <b>completed</b></li> <li>• Material-specific leaflet – October 2016 – <b>Food Waste</b></li> <li>• Material-specific leaflet – January 2017 - <b>Paper</b></li> <li>• “Thank You For Recycling” leaflet – April 2017</li> <li>• Social Media campaign from July 2016 onwards</li> </ul>
2	Working with communities	<ul style="list-style-type: none"> <li>• Continue to promote the Love Where You Live campaign in communities throughout the Borough</li> <li>• “Snodland Goes Cleaner” Campaign. - assist the community group develop and implement a range of street scene initiatives</li> <li>• Continue to support community initiatives such as the Larkfield Angels, Ditton Community Action Group, Tonbridge Angels Community Group and East Malling Wombles</li> <li>• Promote and facilitate activities during Love Parks Week (15-24 July), working with Leisure Services colleagues and local community groups</li> </ul>	<ul style="list-style-type: none"> <li>• Sunday 24 July – Fun Dog Show, Tonbridge Racecourse</li> <li>• Community Clean up – Leybourne Lakes CP</li> </ul>

			<ul style="list-style-type: none"> <li>• Bag &amp; Flag – Haysden Country Park</li> </ul>
3	Street Monitors Scheme	<ul style="list-style-type: none"> <li>• Continue to promote the Street Monitors Scheme</li> <li>• Arrange for ongoing “training” of new and existing street monitors</li> <li>• Promote the “Eyes and Ears” scheme to TMBC employees.</li> </ul>	
4	Tackling litter & fly tipping	<ul style="list-style-type: none"> <li>• Maintain litter &amp; fly tipping enforcement activities in targeted “hot spot” areas in order to achieve reductions in levels of litter</li> <li>• Work with PCSOs, Community Wardens, Social Housing providers and Parish Councils to increase public awareness of the legal and social implications of littering &amp; fly tipping</li> </ul>	<ul style="list-style-type: none"> <li>• Joint “stop &amp; search” events with Police and neighbouring authorities targeting scrap metal and waste carriers – minimum of 4 per year (dates tbc)</li> <li>• Joint litter/Anti-Social Behaviour patrols with Police targeting high street locations at key times during the year (such as Euro 2016 tournament and Christmas)</li> </ul>
5	Reducing dog fouling	<ul style="list-style-type: none"> <li>• Develop a targeted programme of “Bag &amp; Flag” promotion and enforcement activities in identified “hot-spot” areas</li> <li>• Work with PCSOs, Community Wardens, Social Housing providers and Parish Councils to increase public awareness of the legal and social implications of dog fouling.</li> </ul>	<ul style="list-style-type: none"> <li>• Programme of dog show events – Summer 2016:</li> <li>• Sunday 24 July – Tonbridge Racecourse</li> <li>• Sunday 7 August – Kings Hill Sports Park</li> <li>• Saturday 27 August – Wouldham Recreation Ground</li> </ul>
6	Work with schools to promote responsible behaviour relating to litter	<ul style="list-style-type: none"> <li>• Carry out visits to schools, at all levels, by the Environmental Projects Officer, Litter Enforcement Officer and Dog Warden</li> </ul>	<ul style="list-style-type: none"> <li>• Programme of school &amp; community group visits September 2016 to July 2017</li> </ul>

	and other environmental offences	<ul style="list-style-type: none"> <li>• Work with the Youth Forum to develop youth engagement in Cleaner Borough activities</li> <li>• Promote &amp; support the “Eco-Schools” project</li> </ul>	
7	Community clean-up events	<ul style="list-style-type: none"> <li>• Promote and provide assistance to community groups, schools, parish councils and businesses for “Bash-the-Trash” events</li> <li>• Promote and participate in the LGA’s “Keep Britain Tidy” national clean-up initiatives, as well as other national and regional initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Keep Britain Tidy’s national campaign for 2016 was “Clean For The Queen” – next national initiative due Spring 2017 (tbc)</li> </ul>
8	Business waste	<ul style="list-style-type: none"> <li>• Assist in the promotion of the Voluntary Code of Practice on Litter from businesses through various community groups – existing initiatives in Larkfield, East Malling, Ditton &amp; Snodland</li> </ul>	