

TONBRIDGE & MALLING BOROUGH COUNCIL
LOCAL ENVIRONMENTAL MANAGEMENT ADVISORY BOARD

02 March 2015

Report of the Director of Street Scene and Leisure

Part 1- Public

Matters for Information

1 "LOVE WHERE YOU LIVE" CAMPAIGN

1.1 Background

1.1.1 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.

1.1.2 The LWYL campaign aims to:

- inspire and enable everyone to take action to reduce littering and improve the quality of local places;
- 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 Achievements

1.2.1 "Love Kent – Hate Litter" Roadside Litter Campaign

The Kent Resource Partnership supported the pilot for the Love Kent Hate Litter Campaign in June last year. 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 over 30 Love Where You Live events (equating to at least one event each day of the campaign month). The campaign includes a radio campaign on Heart FM with a call to action for local volunteer activity. The campaign ran again in November 2014 and in February 2015. See Annex 1 for February's activities within TMBC.

1.2.2 Litter Code of Practice for Businesses

- 1.2.3 The Voluntary Litter Code in Larkfield is celebrating ongoing success at keeping Larkfield clean and recognising the 25 businesses that ask their customers to use litter bins and clean up around their premises. The scheme was initiated by committed Street Monitor, Mr Stuart Ollson 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. The litter code model has been adopted in East Malling, Ditton and Snodland.
- 1.2.4 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 cleanliness in the town is much higher which has resulted with new business interests, such as the new Marks & Spencer food outlet and the development of the Bull public House into a larger Cooperative store. The first tranche of certificates recognising the efforts of 10 of the businesses to date were awarded in January, with more to follow.
- 1.2.5 The Tonbridge Town Team are currently looking to link the scheme in with the Tonbridge Loyalty Card.

1.2.6 **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. Last October we supported the national Keep Britain Tidy (KBT) Jubilee 'Wombles' in partnership with Waitrose. We worked locally with the Kent County Council Community Wardens to celebrate 60 years of KBT and the return of the Wombles to clear up some much loved areas. We have:

- operated on two occasions along the River Medway in Tonbridge
- cleaned out of Nevill Park Lake in Snodland
- litter picked around Mills Road in Aylesford with MCCH Tuck by Truck social enterprise
- tidied up Taddington Valley, Walderslade
- and cleaned up Kings Hill with the award winning East Malling Wombles.

The Medway Valley Countryside Partnership (MVCP), as part of their Thursday Action Group (TAG) spent the day cleaning out Brungers Pond in Darenth Avenue, Tonbridge in support of Love Parks Week last July. A new Brungers Pond Action Group, comprised of local residents held their first event in February and continue to be supported as part of our Love Where You Live campaign.

It was recently announced by DCLG ministers that a national “Spring Clean” day of action will be held on Saturday 21 March. It is not yet clear who is leading on this nationally, but the Environmental Projects Coordinator will keep our network of Street Monitors, Community Groups and Parish Councils updated and generate support for the national campaign within TMBC.

1.2.8 Responsible Dog Ownership

- 1.2.6 As part of the national ‘Love Parks Week’ last Summer, TMBC hosted a Responsible Dog Ownership event and Fun Dog Show led by Ward Security Dog Warden and Beths Dog Show in Tonbridge Racecourse on 27 July. The event attracted over 250 people and 84 dogs.
- 1.2.7 The Waste & Street Scene team worked in partnership with Circle Housing Russet to host a dog information day in East Malling to highlight the change in legislation for dangerous dogs and the legal requirements on dog owners for micro-chipping their dogs by 2016.
- 1.2.8 The Snodland Dog Show in September attracted over 350 visitors and 120 canine companions. As part of this event we promoted responsible dog ownership with advice on good dog behaviour, dog fouling, free micro-chipping in partnership with Dogs Trust and promotion of the ‘Yellow Dog Scheme’. This scheme encourages owners of dogs who need their space to use a yellow collar or lead, or tie a yellow ribbon to their lead. This includes dogs that are unwell, old & grumpy or just nervous of other dogs or people.
- 1.2.9 Following our successful Big Scoop Campaign in 10 hotspots across the borough we also carried out a further event in Leybourne.
- 1.2.10 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 in the Spring and throughout the year to help keep our parks and open spaces a safe and enjoyable experience for our residents and visitors.

1.2.11 Wild About Gardens in Partnership with Kent Wildlife Trust

For the eighth year running, TMBC is working in partnership with Kent Wildlife Trust to support wildlife-friendly gardening across the county. The scheme is free to enter, which includes special awards for schools, community gardens, water-wise and bat-friendly gardens. The ceremony was hosted at Hadlow College in November with 25 winning gardens awarded.

1.3 Educational Talks, Presentations and Events

- 1.3.1 The team have an ongoing programme of educational talks and presentations for all audiences throughout the year. Recently we have spoken at the Parish Partnership Panel and visited Hadlow Primary School and Holmesdsale Technology College in Snodland.
- 1.3.2 The team also supported the Tonbridge Dragon Boat event with another outing on the Mayors Love Boat, and Tonbridge Half Marathon used the Love Where You Live branding on the public bins and several runners sported LWYL t-shirts.

1.4 Workplace Wellbeing and Kent Healthy Business Award

- 1.4.1 As part of her shared role with Environmental Health, the Environmental Projects Coordinator also leads on TMBC's Workplace Health Initiatives. Working with major organisations such as Circle Housing Russet, South East Water and Clancy Docwra offers her further opportunities for businesses to become involved in the LWYL campaign and the Litter Code of practice.
- 1.4.2 Her efforts have assisted Circle Housing Russet to become the first – and to date only - business in the whole of Kent to be given the Kent Healthy Business Award. Amongst the activities they provided for staff as part of their award assessment was to become involved in community clean up events, engaging with their local communities and encouraging their own tenants to "Love Where You Live"

1.5 Legal Implications

- 1.5.1 None

1.6 Financial and Value for Money Considerations

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

1.7 Risk Assessment

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

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Background papers:

Nil

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