

HIGH PEAK BOROUGH COUNCIL

Report to The Executive

14 February 2019

TITLE:	High Peak Borough Council support for Keep Britain Tidy Campaign
EXECUTIVE COUNCILLOR:	Councillor Thrane- Executive Councillor for Finance and Operational Services
CONTACT OFFICER:	Nicola Kemp – Operations Manager (Contract Management)
WARDS INVOLVED:	Non Specific

Appendices Attached:

Appendix 1 – Keep Britain Tidy Great British Spring Clean invite letter

1. Reason for the Report

- 1.1 The purpose of this report is to inform the Executive of the plans of this Council, to promote the Keep Britain Tidy (KBT) Great British Spring Clean 2019.

2. Recommendation

- 2.1 That the Executive:

- Supports the enhanced promotional activities which will be undertaken to support and encourage more residents and local groups to get involved in the campaign; and
- Notes the proposed review of litter bin provision which will be undertaken during the campaign.

3. Executive Summary

- 3.1 The Council has been advised that the Keep Britain Tidy “Great British Spring Clean” will run from 22nd March to 23rd April 2019. See Appendix 1.
- 3.2 The Council has historically supported annual events such as this through the provision of litter picking sticks and refuse bags for community groups wishing to take part in litter picking campaigns.

- 3.3 This year it is planned to increase the Council's involvement through increased promotion of the campaign, which will encourage new residents and groups to take part in the event, provided that appropriate support is given to the community groups that wish to get involved.
- 3.4 Officers from HPBC and AES will work with the Council's Communications Team to develop a focussed media campaign using Facebook, Twitter, our website and local media. The campaign will promote the national spring clean event and seek to encourage more residents or groups to take part in the scheme, thus supporting the Corporate Plan aim to create a safer and healthier environment for our residents to live and work in.
- 3.5 During the campaign the Council proposed to liaise with the community groups in order to support the review of litter bin provision throughout the borough.

4. How this report links to Corporate Priorities

- 4.1 Supporting the Great British Spring Clean links to the following Corporate Priorities:
- To help create a safer and healthier environment for our residents to live and work in, and
 - To protect and improve the environment.

5. Options

- 5.1 The Committee has two options:
1. To support the proposal of increased communication to encourage more residents and groups to take part in the Great British Spring Clean (**Recommended**)
 2. To not support for the proposal of increased communication to encourage more community groups to take part in the Great British Spring Clean (Not recommended)

6. Implications

6.1 Community Safety - (Crime and Disorder Act 1998)
None

6.2 Workforce
None

6.3 Equality and Diversity/Equality Impact Assessment
The report has been prepared in accordance with the Council's Diversity and Equality Policy

- 6.4 Financial Considerations
The cost of the campaign participation will be met from existing budgets
- 6.5 Legal
None
- 6.6 Sustainability
None
- 6.7 Internal and External Consultation
None
- 6.8 Risk Assessment
Not applicable

ANDREW P STOKES
Executive Director (Transformation) & Chief Finance Officer

<u>Web Links and Background Papers</u>	<u>Location</u>	<u>Contact details</u>
Various background working papers	Buxton Town Hall	Nicola Kemp Operational Manager - Contracts

7. Background and Introduction

7.1 The Council's street cleansing service is focused upon ensuring that the Council achieves its corporate objective of the "Provision of high quality public amenities, clean streets and environmental health".

7.2 In fulfilling their function the service undertakes the following:

- Litter pick 265 sq. km of open space per year
- Empty 673 litter bins, which we empty over 116,700 times per year:
 - 28% twice daily or daily
 - 37% 2 or 3 times per week
 - 31% weekly
 - 4% daily in summer, 3 times per week in winter (Hope Valley)
- Sweep and litter pick over 710 km of pavements per year:
 - 1.5% daily
 - 9.5% weekly sweep, 3 weekly litter pick
 - 33% fortnightly
 - 56% 4 times per year
- Sweep over 7,710km of highway channels per year:
 - 4% weekly
 - 15% monthly
 - 63.5% four times per year
 - 10% twice per year
 - 7.5% annually

7.3 These functions will be transferring to Alliance Environmental Services (AES) from 1st April 2019 who will become responsible for their effective delivery.

7.4 In addition to delivering the core functions, the Council regularly supports community groups, town and parish councils wishing to undertake community litter picks at various times of the year. The provided support normally takes the form of provision of litter picking sticks, provision of refuse sacks and the collection of collected waste after the event from an agreed location. Often the groups keep the resources provided to enable them to take part in future events.

7.5 The Council where possible links up with national litter picking events, these are generally developed by Keep Britain Tidy (KBT), a national charity focusing on litter in the UK.

7.6 The Council has been invited to take part in the 2019 KBT "Great British Spring Clean", event which this year it has been announced will run from 22 March to 23 April 2019. The purpose of this report is to confirm the Council's participation and to explore the opportunities to further improve the street cleansing service.

8 Litter Picking Campaigns / Activities

8.1 KBT has over the years promoted various litter related campaigns

concentrating on different types of litter and other unwanted deposits left as a result of human activities. Campaigns include “There’s no such thing as the dog poo fairy” which focussed on dog fouling, “Don’t be a Tosser” focussing on litter thrown from vehicles, and “Clean for the Queen” in 2016 as part of the Queen’s 90th Birthday celebrations.

8.2 In recent years the focus of KBT’s annual litter picking event has shifted to a “Great British Spring Clean”, which this year it has been announced will run from 22 March to 23 April 2019.

8.3 The most popular campaign supported by HPBC to date was “Clean for the Queen” in 2016 when the Council supported 7 different groups and loaned out 129 litter sticks. This was despite heavy snow on the day when several events had to be abandoned and rescheduled for a week or two later. A number of the groups kept their equipment and have gone on hold regular events.

8.4 The Council is aware of around 70 community litter picks which are undertaken each year in the High Peak. The vast majority of these are where one or more individuals undertake litter picking on a weekly basis. The groups we are aware of in the High Peak are:

- Hope - pair of volunteers weekly
- Buxton Group - 4- 8 volunteers monthly
- New Mills – litter pick team 3 – 20 volunteers, 4 times a year
- Chapel en le Frith - up to 20 volunteers, 3 -4 times a year
- Cllr Kelly team - 6-10 volunteers 3-4 times a year

9. 2019 Great British Spring Clean

9.1 For 2019, KBT is calling for people to help improve the environment on our doorstep. The aim is to inspire around half a million people to join forces in partnership with community organisations, businesses and the government to collect and safely dispose of single-use plastic from our streets, parks and beaches, recycling as much as possible.

9.2 This year the Council is keen to support KBT by encouraging as many groups as possible to register their litter picking events on the KBT website (<https://www.keepbritaintidy.org/get-involved/support-our-campaigns/great-british-spring-clean>) and hold them, not just during the allotted Spring Clean timescale, but throughout the year.

9.3 High Peak Borough Council has already been registered as a supporter of the campaign.

9.4 Officers from HPBC and AES will work with the Council’s Communications Team to develop a focussed media campaign using Facebook, Twitter, our website and local media. The campaign will promote the national spring clean event and seek to encourage more residents or groups to take part in the scheme, thus supporting the delivery of the Corporate Plan aim to create a safer and healthier environment for our residents to live and work in.

- 9.5 It is proposed to contact all known litter picking groups, town and parish councils and will seek to develop new links with organisations such as Be Well, who deliver Walking for Health on our behalf in the High Peak, U3A walking groups, 'Friends of' local parks, and other known community groups.
- 9.6 Due to the Council having elections in May 2019, purdah starts on 20th March, this will be taken into account in regards to any publicity undertaken during the Great British Spring Clean period.
- 9.7 The anticipated cost of this more concentrated campaign can be absorbed within existing budgets and is approximately £1,200, broken down as follows:
- Provision of litter picking sticks (£850 per 100)
 - Provision of refuse sacks for the collected litter (£120 per 1,000)
 - Paid for Facebook advertising (£200)

10 Additional Service Assessment

- 10.1 During the campaign the Council proposed to liaise with the community groups in order to assess the location of the litter bins provided throughout the district. This information will be used to conduct of formal review of those provided by the Council in order to ensure that they are located appropriately.