

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Report to Cabinet

12 February 2019

TITLE:	Support for Keep Britain Tidy campaign
EXECUTIVE COUNCILLOR:	Councillor Forrester- Portfolio Holder for the Environment
CONTACT OFFICER:	Nicola Kemp – Operations Manager (Contract Management)
WARDS INVOLVED:	(All Wards);

1. Reason for the Report

- 1.1 To inform Cabinet of the plans of this Council, to promote the Keep Britain Tidy (KBT) Great British Spring Clean 2019.

2. Recommendation

- 2.1 That Cabinet supports the enhanced promotional activities which will be undertaken to support and encourage more residents and local groups to get involved in the campaign.

3. Executive Summary

- 3.1 The Council has been advised that the Keep Britain Tidy “Great British Spring Clean” will run from 22 March to 23 April 2019.
- 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 we plan to increase our involvement through increased promotion of the campaign, which we hope will encourage new residents and groups to take part in the event, ensuring that we provide support to more community groups than we have before.
- 3.4 Officers from SMDC 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 our Corporate Plan aim to create a safer and healthier environment for our residents to live and work in.

3.6 The cost of this more concentrated campaign has been calculated at approximately £1200.

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. **Alternative Options**

5.1 Cabinet 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)

Andrew Stokes

Executive Director (Transformation) and Chief Finance Officer

Web Links and Background Papers

<https://www.keepbritaintidy.org/get-involved/support-our-campaigns/great-british-spring-clean>

Location

Contact details

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6. Detail

- 6.1 SMDC 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.
- 6.2 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.
- 6.3 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.
- 6.4 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.
- 6.5 The most popular campaign supported by SMDC to date was “Clean for the Queen” in 2016 when we supported 8 different groups and loaned out 102 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.
- 6.6 To our knowledge around 60 community litter picks are undertaken each year in the Moorlands. The vast majority of these are where one or more individuals undertake litter picking activities regularly. The groups we are aware of are:
- Biddulph Moor – a pair of volunteers twice monthly,
 - Rudyard - single volunteer monthly,
 - Wetley Rocks - single volunteer weekly,
 - Swythamley - team of 4-6 cleaning the whole area over 3 weekends in March
 - Cllr Forrester (Alton area) - 6 – 10 volunteers over 3 weekends spaced out over the spring an summer,
 - Longnor – litter pick group once a year

7. 2019 Great British Spring Clean

- 7.1 For 2019, KBT is calling for us all 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.

- 7.2 This year we are 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.
- 7.3 Staffordshire Moorlands District Council has already been registered as a supporter of the campaign.
- 7.4 Officers from SMDC 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 our Corporate Plan aim to create a safer and healthier environment for our residents to live and work in.
- 7.5 Officers will contact all known litter picking groups, town and parish councils and will seek to develop new links with organisations such as Parkwood, who deliver Walking for Health on our behalf in the Moorlands, U3A walking groups, 'Friends of' local parks, and other known community groups.
- 7.6 Due to the Council having elections in May 2019, purdah starts on 20th March, Officers will take this into account in regards to any publicity undertaken during the Great British Spring Clean period.
- 7.7 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)