

**28<sup>th</sup> June 2017**

**Environment & Enforcement Committee**

**Recycling Road Shows and Campaign Update**

**Report of:** Dawn Taylor – Business Support Services Manager

**Wards Affected:** All wards

**This report is:** Public

**1. Executive Summary**

- 1.1 This report is to notify Members of the forthcoming Recycling events planned for the summer period. Officers will raise awareness of recycling by answering questions, providing advice and handing out rolls of recycling sacks and food waste bags to residents.
- 1.2 To support the Love Essex 2017 campaign (made up of representatives from 14 Local Authorities from Essex and Essex County Council - (Cleaner Greener Group). Previously the group has undertaken successful Litter Awareness Campaigns working alongside their partners such as MacDonald's, Dominos, Keep Britain Tidy and Essex County Council. This year the group's focus will be on fly-tipping; and primarily regarding raising awareness about the Duty of Care for householders when disposing of their household waste.

This campaign further complements the 'Stop Fly-tipping' flyer produced by Environmental Health, which was delivered earlier this year to every resident with their Council Tax letter.

**2. Recommendations**

- 2.1 **Members to agree the arrangements for the forthcoming Recycling Road Show events to be held during the summer months of 2017.**
- 2.2 **Members to agree to actively participate in supporting the events and the Duty of Care Campaign.**

### **3. Introduction and Background**

3.1 Officers from Street Scene regularly take their Recycling and Litter Awareness Road Shows to venues within the Borough to promote and raise the profile of recycling as well as encouraging people to take responsibility for reducing litter. The events planned for this summer season are detailed below: -

- Friday 16<sup>th</sup> June 2017 – 11am – 1pm adj to Chapel High Ruins, High Street, Brentwood
- Friday 14<sup>th</sup> July 2017 – 11am – 1pm adj to Chapel High Ruins, High Street, Brentwood
- Friday 4<sup>th</sup> August 2017 - our Recycling stand will be at the Community Services Fun Day at West Horndon – between 11am – 2pm
- Friday 18<sup>th</sup> August 2017 – our Recycling stand will be at Community Services Fun Day at King Georges Playing Fields – between 11 am – 2pm
- Friday 1<sup>st</sup> September 2017 - our stand will be at Community Services Fun Day at King Georges Playing Fields between 11am – 2pm

The Love Essex campaign is in the process of being finalised and will run alongside the national Keep Britain Tidy campaign “Crime not to Care”, with a launch date planned for early September 2017. Full details of the campaign and Brentwood Borough Council’s involvement locally will be circulated once finalised.

### **4. Issue, Options and Analysis of Options**

4.1 Through the personal approach of face to face engagement at road shows with residents it is possible to give more targeted information and receive useful feedback from residents, which other communication techniques such as leaflet drops cannot achieve on their own. It gives Officers an opportunity to ensure residents fully understand the Council’s recycling and waste collections and services, and to address any barriers to recycling. It is also an opportunity for residents to stock up on orange sacks and food waste bags to enable them to continue recycling.

- 4.2 The Fly-tipping awareness campaign aims to raise householders awareness that everyone has a “Duty of Care” by law to ensure that only those with an authorised Environmental Agency permits can dispose of your unwanted waste, and that the owner of the waste could be fined up to £5,000 if they have not complied with the “Duty of Care” obligations.
- 4.3 By joining forces with the other Local Authorities in Essex in supporting the Crime not Care Campaign that Keep Britain Tidy are promoting nationally it is hoped that the message will reach more people than undertaking individual campaigns within each area.

## **5. Reasons for Recommendation**

- 5.1 Holding road shows can assist in helping to increase recycling and to encourage a change of behaviour for those who think it is acceptable to drop litter; as well as answering questions residents may have.
- 5.2 To raise residents awareness about Householders “Duty of Care” for disposing their rubbish responsibly.

## **6. References to Corporate Plan**

- 6.1 The approval of the recommendations will benefit the street scene and environment: -
- Focus on reducing waste of all kinds by promoting either re-use or recycling.
  - Run Community clean campaigns to improve neighbourhoods.
  - In partnership with the whole community, we aim to make the Borough an even better place to live, work and visit.

## **7. Implications**

### **7.1 Financial Implications**

**Name & Title:** Jacqueline Van Mellaerts, Financial Services Manager  
**Tel & Email:** 01277 312 829 jacqueline.vanmellaerts@brentwood.gov.uk

The costs of holding the roads shows will be utilised within existing budgets allocated to the Street Scene Services.

The road shows will potentially reduce the amount of Fly Tipping that occurs in the Borough, therefore reducing the costs and time incurred in responding to the Fly Tips.

The promotion of recycling will also help to reduce the costs of recycling by potentially increasing the income it receives from collecting it.

## 7.2 **Legal Implications**

**Name & Title:** Daniel Toohey, Head of Legal Services and Monitoring Officer.

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There are no legal implications arising from this report.

## 7.3 **Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

No additional Health & Safety risks above normal working operations.

## 8. **Background Papers** (include their location and identify whether any are exempt or protected by copyright)

8.1 None.

### **Report Author Contact Details:**

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