

Committee: Environment, Enforcement and Housing Committee	Date: 24 th September 2019
Subject: Litter Campaign Promotion	Wards Affected: All
Report of: Greg Campbell, Director of Operations	Public
Report Author/s: Name: Greg Campbell Telephone: 01277 312738 E-mail: greg.campbell@brentwood.gov.uk	For Decision

Summary

This report seeks to introduce a campaign to enforce the message across the borough to not drop litter.

It seeks to get young Brentwood children at primary schools engaged in the subject and educate them why it is important to protect the environment and not drop litter through a 'design a poster' competition.

This message will be complemented by factual posters based on costs to the residents of litter picking.

Recommendation(s)

Members are asked to:

R1. To agree to run a primary school competition to design a poster that promotes anti littering.

R2. That the Council complement this approach with its own design that informs the public of the cost of litter picking to the council. Exact messages to be worked up and agreed.

R3. The delivery of the above recommendations should be delegated to the Director of Operations in consultation with the Chair, and Vice Chair of E, E & H Cttee.

R4. The winning poster will be selected by the Mayor and a prize in vouchers of no more than £50 will be awarded.

Main Report

Introduction and Background

1. The Council are always looking for methods and ways to promote good behaviour that enable residents and visitors to have the best experience possible when in the borough. There are many ways we do this however this report concentrates on the promotion of methods to reduce the amount of litter dropped in all areas of life in the borough.
2. The Council already work with all other Essex Councils to reduce littering and various campaigns have been run over the years through the Essex Waste Group. This combined work will continue, and any decision made through this report will compliment any work they continue to deliver.
3. Reducing the amount of litter we see on our pavements, on our grass verges, in the roads is unsightly and costly to pick up. It is a visual horror that should not be tolerated however, rather than continue to remedy the situation, by clearing up after it has been thrown or dropped, the Council want to tackle the issue before it is thrown.
4. This requires a change in people's values and behaviours and although the proposal within this report will not deliver complete compliance it will, we hope, assist to change some people's values and behaviours. The proposal seeks to get young Brentwood children involved and therefore their parents.
5. The proposal is to run a poster competition open to all primary schools across the borough and choose a winning poster which will be displayed across the borough to encourage people not to litter.

Issue, Options and Analysis of Options

6. Street Cleaning spend a lot of time litter picking our verges and pavements.
7. Regrettably the litter issue never seems to go away; however, we can try to reduce the problem by constantly reminding the residents of the problem and that they should not litter.
8. This proposal in the report will deliver a visual reminder and a factual reminder related to cost.
9. We have seen in other locations for example Bournemouth and Penzance Councils that each of these have introduced poster campaigns. One a school competition and the other informative posters about the cost of the litter to pick

up. It is thought that similar campaigns could be organised and run in the Borough of Brentwood.

10. This report therefore seeks the following in principle with the details to be worked up by the 1st November

- To agree to run a primary school competition to design a poster that promotes anti littering
- That the Council complement this approach with its own design that informs the public of the cost of litter picking to the council. Exact messages to be worked up and agreed
- The delivery of the above recommendations should be delegated to the Director of Operations in consultation with the Chair, and Vice Chair of E, E & H Cttee
- The winning poster will be selected by the Mayor and a prize in vouchers of no more than £50 will be awarded

11. The cost to implement such a campaign will be based on the production of the posters and materials used to erect the posters. At this stage it is difficult to estimate an overall budget however it is estimated that the scheme will cost around £2,000.

Reasons for Recommendation

12. Promotes a healthy and clean borough.

13. Encourages children from an early age not to litter and why. This should also have an impact on their parents.

14. The Council will be seen to be doing something.

15. Assists with the Council's green agenda.

Consultation

16. No Consultation has at present been taken however any decision will be informed to the Essex Waste Group.

References to Corporate Plan

17. Encourage more people to become involved in the environmental aspects of their community.

18. Encourage residents to work with us to take responsibility for the environment and improve the cleanliness of our streets.

Implications

Financial Implications

Name/Title: Jacqueline Van Mellaerts, Director of Corporate Resources

Tel/Email: 01277 312829/jacqueline.vanmellaerts@brentwood.gov.uk

19. Budget Managers expect that this campaign will cost no more than £2k, due to signs and materials that need to be put in place. This does not include officer time which will be managed from existing resources, to run the campaign.

20. The campaign is expected to span financial years between 2019/20 and 2020/21. The campaign has not been budgeted for in 2019/20, so it will cause a pressure on resources within the general fund. However, it is intended that no additional budget will be required, and officers will work within existing budgets and monitored by the finance team. If an overspend does arise, then reserves can be used to fund this expenditure as it is a one off campaign, but this is not expected.

Legal Implications

Name & Title: Paula Harvey, Interim Head of Legal Services & Monitoring Officer

Tel & Email: 01277 312705/paula.harvey@brentwood.gov.uk

21. The recommendations are lawful and within the Council's powers and duties. The Council has duties within an existing legal framework to keep land clear of litter and refuse and the recommendations will help the Council to meet its statutory obligations.

Background Papers

None

Appendices to this report

None