



CLEAN & GREEN COMMITTEE

26th February 2024

REPORT TITLE:	The Great British Spring Clean
REPORT OF:	Director of Environment
REPORT IS FOR:	Decision
WARDS:	ALL

REPORT SUMMARY

The Great British Spring Clean is the nation's biggest mass-action environmental campaign. In 2024, the campaign returns from 15th March to 31st March.

The promotion of the Great British Spring Clean provides an opportunity for the Council to highlight the works that it undertakes and raise the awareness of littering campaigns.

It is proposed that as part of the campaign the Council takes an active role by: firstly, promoting its own volunteer litter pick days with the County Parks; and secondly, diverting existing resources to deliver a deep-litter picking and cleaning of the 'gateways' to the Borough.

RECOMMENDATION

R1 – To approve the cleansing schedule of 'gateway' sites as set out in paragraph 2.5

R2 – To approve the promotion of the Great British Spring Clean and provide support as set out in paragraph 2.4

SUPPORTING INFORMATION

1.0 REASON FOR RECOMMENDATION

1.1 The promotion of the Great British Spring Clean provides an opportunity for the Council to highlight the works that it undertakes and raise the awareness of littering campaigns.

2.0 BACKGROUND INFORMATION

2.1 The Great British Spring Clean is the nation's biggest mass-action environmental campaign. In 2024, the campaign returns from 15th March to 31st March. The scheme

is promoted by Keep Britain Tidy, with those signing up pledging to pick more than 400,000 bags throughout the campaign period in 2023.

2.2 As a Local Authority the Council can provide support, by agreeing to lend equipment, co-ordinate the collection of litter collected, and by providing Keep Britain Tidy with contact details of a nominated person that can be shared upon their website.

2.4 It is proposed that as part of the campaign the Council takes an active role by: firstly, promoting its own volunteer litter pick days with the County Parks; and secondly, diverting existing resources to deliver a deep-litter picking and cleaning of the 'gateways' to the Borough. The targeting of the 'gateways' will provide a visible and positive outcome, and address sites that are not suitable for community volunteers to undertake.

2.5 The proposed 'Gateway' sites and actions are listed below:

- **Brook Street (A1023)**– *The Clean up around the 'triangle' at the junction of the entrance to the roundabout, the sweeping of channels and the central islands from the roundabout to Nags Head Lane. A deep cleanse and litter pick of the slip road adjacent to the Shell Garage.*
- **Rayleigh Road/London Road (A129)** – *The Sweeping of the channels and traffic islands from Hutton Village to the boundary of the Borough.*
- **Chelmsford Road** – *From the A12 to Alexander Lane, deep litter pick - channels and traffic islands to be swept*
- **Ongar Road (A128)** – *From Kelvendon Hatch, Eagle Lane to Pilgrims Hatch, Coxtie Green Road – deep litter pick - channels and traffic islands to be swept*
- **Warley Street (B186)** – *From the A127 to Bird Lane – deep litter pick and channels swept*

2.6 To achieve the above list of works in the two-week period of the Great British Spring Clean promotion, it is proposed that the Neighbourhood Action Team will postpone the usual schedule of work, effectively moving and delaying the existing schedule by a two-week period.

2.7 It should be noted that the majority of the cleansing work would be usually scheduled to be undertaken throughout the year, rather than condensed into a succinct period. The proposed works would be in addition to any existing schedule, so would in effect be an additional cleaning of these targeted areas.

3.0 OTHER OPTIONS CONSIDERED

3.1 To continue with the schedule of existing programme of works and to not undertake these additional cleansing tasks.

4.0 RELEVANT RISKS

4.1 That the additional work cannot be completed in the time allocated. It has been estimated that the works are achievable, providing there isn't additional 'deep cleaning of gateway sites' requested and incorporated.

5.0 ENGAGEMENT/CONSULTATION

5.1 None undertaken.

6.0 FINANCIAL IMPLICATIONS

6.1 There are no direct financial implications arising from the report.

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7.0 LEGAL/GOVERNANCE IMPLICATIONS

7.1 There are no direct legal or governance implications arising from the report.

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8.0 ECONOMIC IMPLICATIONS

8.1 There are no direct economic implications arising from the report.

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9.0 EQUALITY & HEALTH IMPLICATIONS

9.1 The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:

- a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful .
- b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
- c) Foster good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.

The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).

The proposals in this report will not have a disproportionate adverse impact on anybody with a protected characteristic.

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10.0 ENVIRONMENTAL IMPACT

10.1 There are no direct environmental implications arising from the report.

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APPENDICES

None

BACKGROUND PAPERS

None