

20th January 2015

Environment Committee

Education Programme Update

Report of: Dawn Taylor – Business Support Services Manager

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 Over the past year the Council have been providing an education programme, working with schools and other key partners to raise awareness of the need to keep our Borough clean.
- 1.2 The programme was entered into the Clean Britain Awards, a National Awards Scheme for Council's that are seen to be providing high quality community programmes to increase awareness to local residents, especially young people, about a clean environment.
- 1.3 At the awards ceremony on 26th November 2015, the Council were awarded a 4 star commendation for the programme they provide. This was the first time the Council had been entered for the award, and was a great achievement for the Council to be represented at in a National competition.
- 1.4 Although the award was a commendation for the work that was being done, it was felt that this should be tested to see what residents felt about the Street Scene Services provided across the Borough. This was done through a short questionnaire run from September through to November. The results were very positive, and are detailed in Appendix A.
- 1.5 The Council will continue to work with other agencies from across the County, and a new campaign is being developed as part of the Clean Essex campaign for 2015.

2. Recommendation(s)

- 2.1 That Members note the success of the work being undertaken through the education programme to highlight the need to keep the Borough clean.**
- 2.2 To agree that a Full Environment/Awareness Action Plan be drafted to address an issues from the 2014 survey, for approval at the next meeting on 18th March 2015.**

3. Introduction and Background

Clean Britain Awards

- 3.1 The Street Scene team recently entered the 'Clean Britain Awards' run by the Chartered Institute of Waste Management (small Local Authority category – population of under 100,000). This year marked the milestone 25th year of the awards; the awards are to recognise excellence and best practice in street cleansing and local environmental quality. These prestigious awards reflect the importance of a clean and well maintained environment in promoting better quality of life in local communities and supporting economic development and prosperity.
- 3.2 To enter, Local Authorities had to submit an application completing sections indicating how improvements, projects and campaigns had impacted over the last twelve months (Aug 2013 to August 2014). These included:
- Litter (general/smoking related/dog fouling /chewing gum
 - Aesthetics (graffiti/fly posting/condition of street furniture
 - Waste issues (fly tipping/waste storage/efficiency of litter bins
 - Highways (detritus in channels and footways/natural obstructions/man made obstructions
- 3.3 The main emphasis from our entry was around the Litter Campaign in Secondary Schools that the team have been delivering and will be continuing to deliver in 2015, firstly with Year 7 students at Shenfield School, then returning to St Martins and Brentwood County High. We are hoping to roll this programme out yearly to new Year 7 students, the objective is to make the Awareness Assembly's fun, punchy, visual and hands on so that hopefully the pupils would enjoy, and take away what

they learnt with their family/friends and make them think twice about dropping litter, and reminding them they could be fined if caught.

- 3.4 The Clean Essex Campaign 'Love Essex' was included in the entry detailing how BBC was one of the partners in this litter campaign in the summer of 2014. In the fight against litter we joined forces with all the Essex Local Authorities, Essex County Council, MacDonaldis, KFC and Dominos restaurants in Essex, and Keep Britain Tidy group. Adverts advising littering is not pretty, cool, smart or classy were advertised all over Essex. The campaign was launched on 2nd June 2014 at Hylands Park, Chelmsford. During the campaign we undertook Litter Awareness Road Shows, litter picks and EHO's, and Essex Police Officers were out and about on 4th June in an operation to prevent fly tipping.
- 3.5 As well as regular Street Care and Grounds Team that have scheduled routes and tasks we advised about how this Council invested in a new team to enhance the tasks other teams carried out. The Neighbourhood Action Team – this team spends one week in each ward on a 15 week rota to carry out works identified by Ward Councillors (via residents, Parish Councils etc). The team has had very positive feedback from both Members and residents and the work that they carry out does make a visual difference within the wards.
- 3.6 The good work that the Countryside Volunteers carry out was also included advising that they are a dedicated group of around 25 volunteers who meet on Wednesdays and work on projects to improve the local woodlands and countryside through tasks such as clearing weeds and vegetation.
- 3.7 Brentwood Borough Council received a commendation certificate – awarded 4 stars in the Small Population category, for information the winners are detailed below:
 - Gold Award - Broxbourne Borough Council Silver Award –
 - Crawley Borough Council Bronze Award –
 - West Lindsey District Council

Resident Survey

- 3.8 We recently undertook a mini survey on-line regarding the services at The Depot (Appendix A). The results are very encouraging with the majority of participants being either 'satisfied' or 'very satisfied'. Officers within the Street Scene Dept will analyze the data and look at the dissatisfied

feedback responses to see where we can improve, it should be noted that most of the dissatisfied responses referred to services not provided by BBC, for example residents mentioned not turning street lights off, pot holes etc.

- 3.9 254 residents completed the optional survey (either on-line or face to face at recycling road shows') and the survey was on the website for a three month period between Sept to Nov 2014.
- 3.10 Officers will, in 2015, run another on-line survey (and paper copy at Recycling/Litter Road Shows) to continue to get feed back to enable us to ensure we are offering a good service to the residents of Brentwood.

Clean Essex Campaign

- 3.11 The Clean Essex Campaign will be continuing with a Litter Awareness theme with its partners in the summer of 2015. Details of the new campaign and events are still being developed and will be advertised when approved. The team would appreciate support from Members and Parish Councils to help organise community litter picks all over the Borough on the launch week. This will give the campaign a community feel, and get as many people involved as possible, encouraging them to 'love where they live'.
- 3.12 The 'Love Essex 2014' campaign has been selected as a shortlisted finalist at the Keep Britain Tidy Awards for the Diamond Jubilee Partnership Award, winners to be announced at Awards Ceremony on 12th February 2015.

4. Issue, Options and Analysis of Options

- 4.1 Officers will continue to develop schemes that raise awareness for a clean environment. This will, wherever possible, be in conjunction with our partners across Essex.

5. Reasons for Recommendation

- 5.1 To enable Members to be aware of the campaigns taking place, and the work being done to raise awareness.

6. Consultation

- 6.1 The results of the Street Scene consultation are detailed in Appendix A.

7. References to Corporate Plan

- 7.1 This is a key priority in the Corporate Plan, relating to partnership working and community involvement for keeping the Borough clean, green and tidy.

8. Implications

Financial Implications

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- 8.1 There are no direct financial implications arising from this report.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer and Head of Support Services

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- 8.2 None.

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

- 8.3 None.

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

- 9.1 None.

10. Appendices to this report

Appendix A - Street Scene Survey

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