

Committee: Environment

Agenda Item

Date: 8 June 2010

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Title: Civic Pride Campaign

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Item for decision

Summary

1. The council is starting a campaign about anti-littering and wider issues around taking pride in where we live. This report outlines some of the initiatives that will be involved in the campaign.

Recommendations

2. That members approve the proposal to undertake a nine month to year long civic pride campaign and,
3. Although officers will attempt to deliver the campaign within existing resources, members are asked to approve a budget allocation of a maximum of £15,000 from the Business Development Reserve to pay for additional promotional materials and/or temporary staff support if required.

Background Papers

4. The following papers were referred to by the author in the preparation of this report and are available for inspection from the author of the report.

Keep Britain Tidy Website
CPRE website
IDeA Knowledge message boards

Impact

- 5.

Communication/Consultation	The campaign will be widely publicised through means including local media, council publications, website, promotional materials
Community Safety	Clean areas are perceived as safer environments.
Equalities	None
Finance	Officers will initiate the campaign but a budgetary provision may be needed for material and a part time post to co-ordinate

	the campaign.
Health and Safety	None
Human Rights/Legal Implications	Enforcement work around fly-tipping and abandoned vehicles will be relevant to this campaign
Sustainability	None
Ward-specific impacts	None
Workforce/Workplace	Officers will attempt to run the campaign with existing resources. However, it may be necessary to recruit temporary help should this prove to be impossible. See below for information.

Situation

6. The campaign will encourage residents to take pride in where they live – both in terms of the cleanliness of their local areas and also in terms of being proud of their village/town and their district. It is recognised that most people in our district behave responsibly, but our environment can be spoilt by a small minority.
7. There are several drivers for this campaign. Through consultation on the Corporate Plan, “Keeping our streets and open spaces clean and safe” was the community’s fifth-highest priority.
8. In the Corporate Plan for 2010 to 2015, there are two priorities which such a campaign could help deliver:

Keeping our streets and spaces clean – Implement the incremental review of street cleaning carried out in 2009-10 so as to make best use of available resource. Work with businesses to minimise the impact of their business on the street scene;

and

Keeping our streets and spaces safe – Raise awareness of environmental crime and, in partnership with town and parish councils, enforce the Clean Neighbourhoods and Environment Act including tackling issues such as littering, fly-tipping, fly-posting, graffiti and abandoned vehicles

9. While the district scored top or second top in Essex for many of the national indicators through the Place Survey, it was only fifth in the county for the percentage of people who were satisfied or fairly satisfied with public land being kept clear of litter and refuse.

10. The Leader of the council has expressed a desire to increase publicity around the issue of litter and wider notions of civic pride.
11. Litter is unsightly and costly to deal with and investing in prevention of littering is an efficient way of tackling the issue. The campaign will raise the profile of the anti-littering message and engage with the community.
12. Other councils that have run civic pride campaigns have come to the issue from a position of wanting to improve community cohesion. This is not however an issue that particularly affects the Uttlesford district, as borne out by the results of the Place Survey.
13. However, there is still merit in encouraging wider ideas of civic responsibility and civic pride during the campaign.
14. In terms of enforcement action, the council is active in the removal of abandoned or untaxed vehicles and investigation of fly tipping, which can help demonstrate how it is tackling issues around the cleanliness of public land.
15. To minimise the costs of the campaign we would work in partnership with national campaigns and draw on the support of the community. Uttlesford has a long established arrangement to support parish councils in their community litter picks and this campaign will build on and encourage greater participation in litter picks and other events, including at least one district-wide litter pick day during the course of the campaign.
16. Key events that will feature in the campaign include:
 - World-Cup themed recycling drive (materials available from Keep Britain Tidy)
 - Poster competition for primary schools (winning entries to be used as posters by the council)
 - Media competition for secondary schools (winning entries to feature on the council's website and perhaps at Saffron Screen)
 - Coordination of at least one district-wide Big Clean-Up – councillors to provide liaison with their respective parish councils
 - Publicity of successful fly tipping prosecutions and removal of abandoned vehicles
 - Promoting people's pride in their community through the Community Achievement Awards
 - A photographic competition for amateur photographers, capturing favourite places in the district or places which the photographer feels capture the essence of the district
 - Working with landowners to advise them of their responsibilities towards their land

- Further promotion/awareness raising of dog fouling laws

17. Officers will initiate the campaign and will try to run it within existing staff and monetary resources. However, should it prove that the campaign cannot be delivered without either external staff support and/or extra money for promotional items, it is suggested the funds could be made available from the Business Development Reserve (established by using the 2009/10 LABGI award of £42,346).

18. The only other reserves under the control of the Environment Committee are the Waste Management Reserve (£82k, uncommitted) and Energy Efficiency Reserve (£91k, committed). The intentions behind the Civic Pride proposals in this report are consistent with the decision to earmark LABGI monies to support the local economy. A maximum budget of £15,000 is proposed.

19. Further discussions will be held between officers following committee approval to establish branding and final scoping/timetable of the campaign.

Risk Analysis

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Risk	Likelihood	Impact	Mitigating actions
The council has insufficient resources to deliver the campaign	3 – Street scene, communications and enforcement resources are already limited	3 – The campaign could prove to be less effective if insufficient time is spent on it	The ability to use the extra funding identified if necessary will greatly reduce the likelihood of this risk
The community does not respond to the messages of the campaign	1 – Most people in the district are rightly proud of where they live. Uttlesford enjoys excellent community cohesion and issues such as littering are the responsibility of only a minority	2 – The campaign does not lead to any improvement in the cleanliness of streets and open spaces	The campaign features a mixture of short and longer term actions which will deliver the key messages to a variety of audiences in a variety of ways

1 = Little or no risk or impact

2 = Some risk or impact – action may be necessary.

3 = Significant risk or impact – action required

4 = Near certainty of risk occurring, catastrophic effect or failure of project.