

## SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

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**REPORT TO:** Environmental Services Portfolio Holder 9<sup>th</sup> November 2009  
**AUTHOR/S:** Executive Director (Operational Services) / Corporate Manager  
(Health and Environmental Services)

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### PROGRESS REPORT ON COMMUNITY CLEAN UP EVENTS

#### Purpose

1. This report informs the Portfolio Holder about proposals to establish a programme of at least ten Community Clean Up events per year throughout the District, which is one of the council's Actions for the period 2009/10, and seeks Portfolio Holder agreement.
2. This is not a key decision.

#### Background

3. As part of the development of the programme of Community Clean Up events, discussions regarding support and assistance have been held with The Tidy Britain Group (TBG) and Department for Environment, Food and Rural Affairs (DEFRA). TBG has been funded by DEFRA, with support of the Government Office, to provide selected council's with up to two days free support on issues relating to local environmental quality.
4. Historically, such support has been focussed on low performing authorities, but as these are tending to include environmental quality matters in their Local Area Agreements (LAA), the emphasis is now switching to those authorities who do not have LAA targets, such as this council, and who DEFRA feels confident would be able to use the support to best effect.
5. DEFRA has a high level of confidence in the council's NI 195 (environmental quality) returns and believes that the Community Clean Up initiative would be a very appropriate use of the limited support available. As a result SCDC has successfully applied to receive up to two days free support for the Community Clean Up initiative.

#### Considerations

6. TBG has extensive experience of supporting community clean up campaigns and events through their 'Big Tidy UP' initiative (<http://www.thebigtidyup.org/>). It is therefore proposed that South Cambridgeshire District Council's (SCDC) Community Clean Up initiative uses the Big Tidy Up format as a template.
7. All Parish Council's will be contacted in November and invited to a TBG facilitated stakeholder workshop, to be held in January 2010. They will also be asked to identify any other community groups who might also be interested in the initiative. The aim of the workshop will be to present the Community Clean Up initiative, explore and agree the scope of such events, the benefits, the support available and the commitment required with a view to signing up participants there and then.

8. The ten Community Clean Up events, each lasting usually one day, will then be coordinated to take place over a one-month period, namely March, in order to maximise the impact on the district and maximise positive media coverage. It is possible that specific interventions may take longer than one day depending on the issues encountered and the action required.
9. An outline plan is as follows:
- **Objective** – To develop and implement a programme 10 Community Clean Up events throughout the district
  - **Outcomes** – Improved village environment; customer satisfaction; partnership working; council reputation; community engagement; envirocrime awareness; self-sustaining community actions
  - **Partners** – SCDC environment services and community services, Cambridgeshire Police, Parish Councils/Community Groups, TBG/DEFRA, Cambridgeshire County Council Street Lighting, Charltons Autoparts
  - **Scope** – locally identified issues involving street cleansing and fly tipping hot spots, graffiti, fly posting, abandoned vehicles, street lighting/furniture defects
  - **Events** – Invitation November 2009 to stakeholder workshop, TBG facilitated stakeholder workshop January 2010, Environmental Audits & Community Clean Up events throughout March 2010
  - **Communications Plan** – Pre & post event publicity (Parish Magazines, posters, partner press releases, pre/post photographs)
  - **Resources** – Litter picking and graffiti cleaning equipment, protective gear and waste collection to be provided by SCDC; TBG to assist with promotional material and equipment
  - **Control** – project team formed to deliver initiative (project management - plan, risk and issues log)
  - **Risks** – lack of community support and engagement, health & safety, to be managed through project plan
  - **Evaluation** – Improvement in local environmental quality as measured by pre/post intervention local NI 195 survey, degree of positive media coverage, degree of community participation and partner representation, quantity of material collected

### Implications

10. Financial	Initiative to be funded through existing resources
Legal	The legal implications relating to any SCDC liability regarding health & safety issues and insurance cover for participating groups is being sought and will be managed through the project plan risk log
Staffing	No staffing implications have been identified at this time.
Risk Management	To be managed through dedicated risk management plan

Equal Opportunities	No equal opportunities implications have been identified at this time.
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**Consultations**

11. Consultations have been held with TBG/DEFRA. The proposed workshop will provide an opportunity to consult with Parish Councils and other partners on the Community Clean Up initiative

**Effect on Strategic Aims**

12.	<b>Commitment to ensuring that South Cambridgeshire continues to be a safe and healthy place for all.</b>
	<b>Commitment to making South Cambridgeshire a place in which residents can feel proud to live.</b>
	<b>Commitment to assisting provision for local jobs for all.</b>
	<b>Commitment to providing a voice for rural life.</b>
	The successful implementation of the Community Clean Up initiative will contribute to the council achieving its strategic aims.

**Conclusions/Summary**

13. The proposals for the Community Clean Up initiative will achieve a number of outcomes, in particular improvements in the local environment of the participating Parishes and an opportunity to create self-sustaining community action.

**Recommendations**

14. The Portfolio Holder is asked to agree the proposals for the Community Clean Up initiative as outlined in this report.

**Background Papers:** the following background papers were used in the preparation of this report: None

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