LITTER CAMPAIGN IN CONJUNCTION WITH KEEP BRITAIN TIDY

1.0 Purpose of the report:

1.1 To consider a major litter campaign in conjunction with Keep Britain Tidy (KBT), developing a five-year strategy and plan for a ‘litter free Blackpool’, aspiring to become Britain’s cleanest seaside resort by 2020.

2.0 Recommendation(s):

2.1 To agree to work in conjunction with Keep Britain Tidy in producing a five year strategy and plan for a ‘litter free Blackpool’ and to become Britain’s cleanest seaside resort by 2020.

3.0 Reasons for recommendation(s):

3.1 Blackpool as a resort is resurgent, with in excess of 13 million visits being recorded annually over the last three years, with the catalyst being the significant investment in the Promenade and attractions and in addition the comprehensive events and activity programme the town has developed. Dealing with litter is becoming more challenging and it is important as public resources reduce, the Council has a plan as to how the Council is going to encourage residents, businesses and visitors alike, to ‘do the right thing’ in relation to litter.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council’s approved budget? Yes
3.3 Other alternative options to be considered:

To continue to reduce resources without involving stakeholders in how we can all contribute to ensure our town is the best and cleanest it can possibly be, would be short-sighted and result in a decline in the environment of the town.

4.0 Council Priority:

4.1 The relevant Council Priority is:

“Deliver quality services through a professional, well-rewarded and motivated workforce.”

5.0 Background Information

5.1 Blackpool is the country’s number one seaside holiday destination, with visitor figures far in excess of any other resort in the country; in excess of 13 million visits. Investment in the infrastructure and events programme of the town by the Council and private sector has certainly paid off. Although, this success must be seen against the range of challenges the town faces as a result of deprivation and transience, which in addressing with a diminishing resource and public purse is becoming more and more difficult.

5.2 Litter and waste is one such challenge, with the reduction in resources ongoing, it is now vital that a better way of working with residents and businesses is considered and turned into a plan of action. If all concerned can embrace the concept of a ‘litter free Blackpool’ and the aspiration to be the ‘cleanest seaside resort’ by 2020, then even with a diminishing resource we can improve the cleanliness of our town.

5.3 Working in conjunction with Keep Britain Tidy to engage and involve all concerned, the aim would be to develop a strategy and plan that is about a new way of working and in particular reducing the amount of litter dropped and fly-tipped and increasing the amount recycled and in particular brought back into reuse.

5.4 Key to this is trying to make it easier for people to ‘do the right thing’, in relation to the disposal of waste.

5.5 Also, to encourage people and businesses to be good citizens and neighbours, taking pride in their area and the town and reporting inappropriate behaviour and creating the conditions for those who want to help keep the town we love clean, by providing them with the advice and tools to do so.
5.6 Keep Britain Tidy is the leading expert on cleaner and greener places and has almost 60 years of knowledge and experience working in this area through their research, campaigns, programmes and engagement activities.

5.7 Their involvement will be related to the following:

- Intelligence gathering
- Developing an overarching brand
- Stakeholders engagement
- Strategy and Action Plan Development

5.8 In terms of engaging with local people and businesses, feedback will also be sought in relation to enforcement and whether this should be more robust. In many cities and towns, enforcement companies now operate warning and issuing fixed penalty notices to people blatantly littering with disregard for the place and environment.

5.9 This will ensure a holistic approach is being taken in terms of involving, encouraging, educating and empowering people to be a part of the vision and delivery. Also if people believe that, even with all the support and measures in place, people are still prepared to blight our environment and town with litter and waste discarded inappropriately, then support for the introduction of a more robust enforcement action is likely to be high.

5.10 Keep Britain Tidy would carry out the works identified and continue as is currently the case to work in partnership with Blackpool to achieve better outcomes in relation to litter and waste.

5.11 The aim would be for a strategy and plan to be launched in January 2016 for a ‘Litter Free Blackpool’, aiming to be the Britain’s cleanest seaside resort by 2020.

5.12 Keep Britain Tidy is the leading expert on cleaner and greener place, and has almost 60 years of knowledge and experience in the area, through their research, campaigns, programmes and engagement activities. Keep Britain Tidy developed and has undertaken the Department for Environment, Food and Rural Affairs commissioned annual Local Environmental Quality Survey of England since 2001.

5.13 Does the information submitted include any exempt information? No

5.14 List of Appendices:

None
6.0 Legal considerations:

6.1 The Council’s Legal Services section will be appraised of public opinion in relation to enforcement and involved in any proposals should a more robust approach be required.

6.2 Keep Britain Tidy will be appointed to undertake the commission through a direct award. The Service Director and the Head of Procurement will authorize an exception to contract procurement rules on the grounds that there is no benefit to the Council in undertaking a competition process.

7.0 Human Resources considerations:

7.1 The Waste and Cleansing team will work with Keep Britain Tidy.

8.0 Equalities considerations:

8.1 Robust process to ensure all interests, abilities, ages and backgrounds have the opportunity to be involved in the process.

9.0 Financial considerations:

9.1 Keep Britain Tidy to be commissioned to work with Blackpool Council in relation to the development of a Strategy and Plan, costing £24,500, which will be met from Waste and Cleansing Services. This is seen as a spend to save, with the aim being to reduce the level of inappropriate behaviour in relation to litter and waste.

10.0 Risk management considerations:

10.1 The risk is a do nothing, with a reducing resource, potentially resulting in a litter blighted environment.

An audit and baseline assessment will be carried out, in order to assess progress.

11.0 Ethical considerations:

11.1 Transparency of process.

12.0 Internal/ External Consultation undertaken:

12.1 Consultation has taken place with: Cllr Maria Kirkland, Cabinet Member for Third Sector Engagement and Development; Visit Blackpool; Blackpool Taxi Drivers Association; Blackpool Transport Services; N-Vision and Low Vision; Police.
13.0 Background papers:

None

14.1 Key decision information:

14.2 Is this a key decision? No

14.3 If so, Forward Plan reference number:

14.4 If a key decision, is the decision required in less than five days? N/A

14.5 If yes, please describe the reason for urgency:

15.0 Call-in information:

15.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

15.2 If yes, please give reason:

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

16.0 Scrutiny Committee Chairman (where appropriate):

Date informed: N/A Date approved: N/A

17.0 Declarations of interest (if applicable):

17.1 None
18.0 Executive decision:

18.1 The Deputy Leader of the Council agreed the recommendation as outlined above namely:

To agree to work in conjunction with Keep Britain Tidy in producing a five year strategy and plan for a ‘litter free Blackpool’ and to become Britain’s cleanest seaside resort by 2020.

18.2 Date of Decision:

5th October 2015

19.0 Reason(s) for decision:

Blackpool as a resort is resurgent, with in excess of 13 million visits being recorded annually over the last three years, with the catalyst being the significant investment in the Promenade and attractions and in addition the comprehensive events and activity programme the town has developed. Dealing with litter is becoming more challenging and it is important as public resources reduce, the Council has a plan as to how the Council is going to encourage residents, businesses and visitors alike, to ‘do the right thing’ in relation to litter.

19.1 Date Decision published:

5th October 2015

20.0 Executive Members in attendance:

20.1

21.0 Call-in:

21.1

22.0 Notes:

22.1