

CHESHIRE EAST COUNCIL

Cabinet

Date of Meeting: 9th February 2016
Report of: Steph Cordon, Head of Communities
Subject/Title: Clean for The Queen 2016
Portfolio Holder: Councillor L Gilbert, Communities

1. Report Summary

- 1.1 To ask for approval for supporting the Clean for The Queen campaign, due to take place on March 4th, 5th and 6th 2016 in the run up to the Queen's 90th birthday on 21st April 2016. Support to be made both financially and through an active media and communications campaign.
- 1.2 Supporting this campaign provides an opportunity to reach all communities across Cheshire East, putting residents first and allowing residents to take pride in the areas in which they live. This promotes self-sustainability and civic pride.
- 1.3 Cabinet are being asked to make the decision to ensure maximum publicity of the campaign through traditional channels and via social media to stimulate conversation, maximise opportunities for people to get involved with Clean for The Queen and to learn about other community involvement opportunities.

2. Recommendation

- 2.1 To actively promote and publicise, through the Council's communications and media team, the Clean for The Queen campaign and associated resources made available through the Clean for The Queen Local Authority Resource Pack. This pack includes logos, posters, links to websites to order discounted items, briefing note for elected members and marketing and media support.
- 2.2 The campaign will encourage all communities across Cheshire East to get involved with the national campaign to Clean for The Queen and join forces with litter charities across the whole of the Country. Groups specifically targeted will include: existing clean teams, schools, colleges and the university, uniformed groups, faith groups, voluntary and community groups and individuals who want to come together to be a part of the largest litter blitz throughout the UK.
- 2.3 To make available a small grants fund totalling £7,000 to allow people to apply, through a simple application process, for a litter picking pack

consisting of 6 litter pickers, 6 bag hoops, 6 high visibility vests, a quantity of bin liners and a box of disposable gloves. This funding would allow for 100 packs to be made available to the community of Cheshire East.

- 2.4 The litter picking packs will be retained by the groups to continue to clean their local areas. Information will be provided on how to formalise their group into a clean team or to join an existing clean team and provide a legacy beyond the Clean for The Queen campaign.
- 2.5 Applications for and distribution of the litter packs will be managed by the Partnerships and Communities Team in-conjunction with ANSA Environmental Services. The application will be judged against a set of principles for groups coming together to use the equipment for the campaign and to continue to use it once the initial Clean for The Queen campaign has been completed. Principles will include committing to using the equipment during the period of 4th, 5th and 6th March, agreeing to provide before and after photographs of the area cleaned and committing to the consideration of either completing on-going clean-ups of their local area or joining an existing clean team.

3. Other Options Considered

- 3.1. Communities are able to directly purchase 'tidy packs' and litter picking equipment direct from the organisations supporting the campaign, however the low cost packs focus more on publicity materials, with litter picking equipment being very costly. Focussing on a communications and media campaign only is an option but will not provide the same opportunities as giving access to full litter picking equipment packs, provided free of charge by the Council, for ongoing community use.

4. Reasons for Recommendation

- 4.1 To encourage existing clean teams to take part, along with other established groups and to inspire residents to come together to tackle the litter in their neighbourhoods.
- 4.2 To establish a record of those people coming together to provide further information on how they can continue to be active in their neighbourhoods and to provide support and information for these potential community champions and leaders.
- 4.3 Both options are fully supported by ANSA who have agreed to supply rubbish sacks free of charge. ANSA will also arrange to collect the bags of rubbish as well as provide information on how people can take the rubbish collected to dispose of correctly to encourage ongoing community resilience and self-support.

5 Background/Chronology

- 5.1 Clean for the Queen was launched in association with Country Life Magazine and is supported in part by the Garfield Weston Foundation. Other supporters include Keep Britain Tidy, Clean Up Britain and Campaign to Protect Rural England.
- 5.2 The campaign has been launched to provide a gift for Her Majesty The Queen as she celebrates her 90th birthday on 21st April 2016. The gift, that will benefit us all, is to rally an army of volunteers across the whole of the country to clean their local areas and in the most monumental of all litter clear-ups.
- 5.3 The first national anti-litter campaign was carried out in 1953, the year of The Queen's coronation, and this was swiftly followed by the establishment of Keep Britain Tidy (and by extension Keep Scotland Beautiful, Keep Wales Tidy and Keep Northern Ireland Beautiful). How appropriate it is then, in the year of The Queen's 90th birthday, that we should all band together to attempt the biggest clean-up in history.
- 5.4 It is hoped that these activities will leave a legacy, that they will encourage more people to reduce their litter habit and to help us all to live more sustainably.

6 Wards Affected and Local Ward Members

- 6.1 The recommendations relate to all wards within Cheshire East

7 Implications of Recommendation

7.1 Policy Implications

- 7.1.1 There are no negative policy implications.

7.2 Legal Implications

- 7.2.1 The Council has the powers to award grants to organisations using its general power of competence in section 1 of the Localism Act 2011. In exercising the power the Council must satisfy its public law duties. In essence this means that in making the decision the Council must have taken into account only relevant considerations, followed procedural requirements, acted for proper motives and not acted unreasonably.
- 7.2.2 An application process to distribute grant funding against set criteria is a clear statement of the criteria that the Council is applying and is essential to rebut any challenge to its decision making process.
- 7.2.3 Conditions may also be imposed requiring that organisations report back to the Council upon expenditure of the grant funds and other outcomes achieved.

7.2.4 Grant funding based on an application process satisfies the Council's public law duties.

7.3 Financial Implications

7.3.1 The total cost of the project is £7,000. This will be funded from the existing Partnerships projects budget.

7.4 Equality Implications

7.4.1 There are no negative equality implications as the campaign is open to all across Cheshire East to apply to.

7.5 Rural Community Implications

7.5.1 The campaign will help to bring rural communities together and could result in new voluntary or community groups coming together.

7.6 Human Resources Implications

7.6.1 No extra personnel will be required to support this campaign as it will be supported by existing communications and media officers and partnerships officers.

7.7 Public Health Implications

7.7.1 Supporting the campaign will give a positive health outcome as people will come together outdoors, receiving fresh air and exercise and will meet other, like-minded, community members.

7.8 Other Implications (Please Specify)

7.8.1 There will be a positive impact on the environment as the campaign aims to clean up many areas across Cheshire East.

8 Risk Management

8.1 Not supporting the campaign could pose a risk to the Council's outcomes in supporting the voluntary and community sector. The campaign provides an opportunity to bring communities together to form new voluntary and community groups for a relatively small financial outlay.

8.2 There is a risk that the campaign could not be successful across Cheshire East, or indeed across the Country, and that communities may not apply for the litter picking packs. This is a small risk and, with the number of litter picking groups across Cheshire East, the equipment can be used by these already established groups as their existing equipment requires replacement.

9 Access to Information/Bibliography

9.1 Further information can be found at www.cleanforthequeen.co.uk

10 Contact Information

Contact details for this report are as follows:-

Name:	Steph Cordon
Designation:	Head of Communities
Tel. No.:	01270 686401
Email:	steph.cordon@cheshireeast.gov.uk