

## Report of the Executive Director

**CLEAN AND GREEN**1. Purpose of report

To update Members on the progress of the 'Clean and Green' initiative.

2. Background

The Clean and Green Initiative supports the Councils corporate vision of 'a greener, safer, healthier Broxtowe where everyone prospers' and to 'protect the environment for the future'

Despite 2020/21 being a difficult year a number of initiatives have been delivered through the Clean and Green initiative. A breakdown of what has been achieved in 2020/21 is shown in the appendix.

With the easing of lockdown measures and the conception of the new norm it is envisaged that the Clean and Green Initiative will build momentum and further engagement with residents and stakeholder groups can resume.

3. Financial implications

Any financial implications of the Clean and Green initiative including the purchase of the Resident Engagement Platform (see appendix section 4) can be contained within existing budgets.

**Recommendation**

**The Committee is asked to NOTE the Clean and Green activities which have taken place and RESOLVE that the purchase of the Resident Engagement Platform be approved.**

Background papers

Nil

## APPENDIX

**1. Bulky Collection Weeks**

As part of the Clean and Green initiative four free bulky waste week were provided over the below dates:

- w/c 7 December 2020
- w/c 25 January 2021
- w/c 1 February 2021
- w/c 22 February 2021

These weeks were extremely popular with most slots being booked up within the first day. Over the four weeks a total of 641 properties were serviced and around 55 tonnes of residual waste and 266 electrical items were collected.

As experienced across most Nottinghamshire Districts the bulky waste services has experienced increased demand in 2020/21. Therefore, the Clean and Green funds were used strategically to put in additional bulky waste collection days for the paid service to reduce the lead times down and provide an improved service for residents.

**2. Litter Picking**

An intermediary litter pick of the section of the A610 which spans from the layby below the motorway island to first bridge Eastwood bound was undertaken in March 2021. This stretch is prone to queuing traffic and as a results is a hotspot for litter.

Though the entire stretch of the A610 within the Borough is litter picked twice a year for 2021/22 the Clean and Green budget will be reviewed to see whether it is feasible within the budgetary constraints to expand the section litter picked as part of the intermediary works.

**3. Community Clean Teams Initiative**

For a significant proportion of 2020/21 lockdown measures have been in place which have restricted the community in their efforts to participate in litter picking events and taking pride in their local area. However, it is very pleasing to report that a number of local individuals and community groups have been inspiring and have rose to the challenge.

Twenty-nine individuals or groups have contacted the Council to request resources to facilitate their desire to help keep the Borough clean. The efforts of these volunteers supports the delivery of the street cleansing service allowing them to concentrate their efforts on other areas within the Borough.

Stakeholder engagement is key to making a difference to the environment where we live and work. Lockdown measures have allowed residents to experience the

real the value of the outdoor spaces and our local environment. As these measures are eased our efforts will be increased to engage with our community on keeping the Borough clean and protecting the environment for the future.

#### **4. Resident Engagement Platform**

As part of the Clean and Green initiative and linking into the Green Future Programme Communication Campaign the Council is working with other Nottinghamshire Local Authorities to investigate the provision of a Resident Engagement Platform. The mobile telephone application (APP) will allow residents to collect reward points based on changes in their own behaviour in relation to Climate Change and sustainability. Although not confirmed as yet the rewards may be used to prioritise Council environmental projects in their community e.g. Bulb Planting, Meadow Planting or Tree Planting, or may linked to local businesses where a reward may provide a discount for a cup of coffee or other item.

It is recommended that the APP be purchased on a trial basis for an initial period of one year. The cost is expected to be a maximum of £5,000 and can be accommodated with Member agreement within the existing Clean and Green budget. It is hoped that subject to the Members' decision this evening that the APP will be ready for residents to use prior to the United Nations Climate Change Conference (COP 26) starting on 1 November 2021.