

## 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 2021/22 being a difficult year a number of initiatives have been delivered through the Clean and Green initiative. An update on what has been achieved so far is shown in the appendix.

3. Financial implications

Any financial implications of the Clean and Green initiative can be contained within existing budgets.

**Recommendation**

**The Committee is asked to NOTE the Clean and Green activities which have taken place in 2021/22 and RESOLVE that:**

- 1) A revenue growth bid is submitted to the Finance and Resources Committee for the approval of £4,000 in the 2022/23 budgets to finance four green themed community engagement events.**
- 2) An annual litter audit is undertaken.**

Background papers

Nil

## APPENDIX

**1. Business Engagement: Community Clean Team**

There are nearly 5000 businesses subscribers to the 'Email Me' service. An 'Email Me' bulletin was sent to those businesses informing them of the Community Clean Team programme together with a call to action to get involved in the initiative.

A letter was also sent to 29 national retailer outlets within the Borough whose services and products may represent a proportion of the litter which is discarded. This includes supermarkets, national cafes and takeaway establishments. In addition to the letter this was followed up with a site visit to a number of the large multi nationals in the Borough to engage with the relevant managers on promoting the corporate social responsibility.

At the time of writing the report two managers indicated that they were interested in partnership working following a site visit. One establishment has contacted the Council to express their interest in participating in local litter picks following the receipt of the Community Clean Team letter. Equipment has been provided to this establishment to support their community work.

**2. Community Engagement: Community Clean Team**

Within the 2021/22 season over 20 individuals/groups have participated in local community litter picks. These activities range from a one off event to regular litter picks. In addition, engagement has been undertaken at the Broxtowe Green Festival and also a presentation on Green Futures to a local interest group. It is envisaged that now that COVID 19 measures are relaxing that face to face group presentations can once again start to be promoted and undertaken.

**3. Community Engagement: Broxtowe Green Festival Event**

Community and resident engagement is a key priority in the Climate Change and Green Future Strategy. The Broxtowe Green Festival event was held in the Inham Nook area of Chilwell on 25 September 2021. The event showcased local organisations involved in the promotion of the green agenda.

Officers present on the day reported that the event was very well attended and received. It is intended to build on the success of this inaugural event and undertake a Big Green Festival type event in each of the areas of Beeson, Eastwood, Kimberley and Stapleford in 2022/23. An annual budget of £4000 is needed to deliver four events. It is proposed that a growth bid is submitted to the Finance and Resource Committee that funds are allocated in 2022/23 for the financing of four community engagement events.

#### 4. Litter Audit

Following a request from Members at the last Environment and Climate Change Committee a litter audit was undertaken to establish what litter is the most prominent within our area. This was litter on the floor and not litter within the litter bin.

The litter audit was undertaken at the hotspot locations within the Borough by the Street Cleansing Teams and the Neighbourhood Wardens.

The table below shows the results of the litter audit:

Location	Litter on site
Stapleford Town Centre	Greggs McDonalds Costa Coffee KFC Burger King
Coventry lane, Stapleford	McDonalds Costa Coffee KFC
Montrose Court, Braddon Avenue, Melbourne Road, Stapleford	McDonalds Litter from the local newsagents (wrappers, cans and bottles)
A52 laybys	McDonalds Costa Coffee KFC Scratch cards
Toton/Attenborough –	McDonalds (especially in Attenborough) Costa Coffee
Nuthall/Kimberley –.	Definite difference in littering. Rubbish is being dumped from vehicles. General waste from food and drink including glass bottles, food packaging, beer cans, crisp packets
Eastwood	Greggs
Parks	General wrappers, cans and bottles Costa Coffee McDonalds
Beeston	KFC Costa Coffee Jacket Potato vendor

As appears evident from the above information McDonalds and Costa Coffee products are reported to be a major source of litter collected within the hot spot areas. This information will be used in further communications with the relevant establishments to:

- Draw their attention to the litter issues with regards their products.

- Engage positively with them to adopt measures to help support the clean-up in their local area.
- Engage positively with them to take appropriate steps to prevent the littering.

## **5. Green Rewards**

As previously reported the Green Rewards App is an online platform designed to incentivise and encourage residents to undertake positive environmental behaviour change. The programme has a clear carbon reduction focus and resident's carbon avoidance metrics can be captured on all the actions that have been undertaken. At the time of writing the report the anticipated launch date for Green Rewards is the 25 October 2021.

The Local Energy Hubs are working with Local Enterprise Partnerships and local government to gather Carbon Stories. These stories will be promoted as part of the domestic campaign for COP26.

Carbon stories are intended to inspire all aspects of society to make changes to achieve net zero carbon and adapt to climate change, showing 'what good looks like'. The carbon stories will be aimed at community groups, local authorities, businesses and the public.

The carbon stories will provide an opportunity for knowledge sharing and developing a narrative of how projects are contributing and raising ambition on net zero and other environmental issues such as biodiversity and nature, built environment, circular economy, finance, land use, food and agriculture and transport.

Local Enterprise Partnerships will submit 125 carbon stories to be published on a national platform by Carbon Copy. These carbon stories will be selected to show the breadth and variety of activity across the UK.

An application has been submitted to Carbon Copy for the Green Rewards Initiative to showcase the partnership working across Nottinghamshire with regards positively addressing Climate Change as well other associated environmental issues.