

MEETING PAPER

Subject: Keep Britain Tidy Network Awards – Love Parks

Meeting:

Date:

~~CONFIDENTIAL~~/NON CONFIDENTIAL

Background/Introduction

On 9th February 2023, the Communications Officer represented Lowestoft Town Council at the Keep Britain Tidy Network Awards in Liverpool. Lowestoft Town Council had been shortlisted as a Finalist in the “Love Parks” category for its social media campaign during Love Parks Week 2022 (July/August 2022). The award was given to Southend-on-Sea City Council in what was a very close category.

Other awards at the event included #LitterHeroes Award, Young #LitterHeroes Award and Community Engagement Award amongst other awards. The event gave some great details on ways that other places are working to keep their open spaces and streets tidy and to encourage community participation and pride in what is taking place, some of which could be used to inspire our own engagement.

Details

A full list of the awards and the winners can be found on the Keep Britain Tidy website: <https://www.keepbritaintidy.org/network-conference-and-awards-2023>

There are also short video clips which were played at the Awards before each category to show what each nominee did. The winners have had their videos shared on Twitter with unlisted videos (you can only watch them via the links.

Outstanding Service Delivery Award: Hull City Council <https://www.youtube.com/watch?v=5Wx7rCY_pnM>

Environmental Campaign of the Year: London Borough of Hackney <https://www.youtube.com/watch?v=cSvupiSbHXE>

Team of the Year: City of Westminster and Veolia Environmental Services <https://www.youtube.com/watch?v=rQva-gsv9g8>

Young #LitterHero Award: Khalsa Primary School <https://www.youtube.com/watch?v=9JzYwv0hkaE>

Great British Spring Clean Award: Dover District Council <https://www.youtube.com/watch?v=rIJ7QCEv9iM>

#LitterHeroes Award: Mike Hawes from Walsall Council <https://www.youtube.com/watch?v=OYbsEeBKjGk>

Excellence in Enforcement: David Collins from Royal Borough of Greenwich <https://www.youtube.com/watch?v=W2LJn4pGGqI>

Love Parks: Southend-on-Sea City Council <https://www.youtube.com/watch?v=91oSO-bYKz0>

Community Engagement: Allerdale Borough Council <https://www.youtube.com/watch?v=ySbztYi8r28>

These are all worth a watch to see what is taking place in other parts of the country.

Outside of the winners, there were some other interesting initiatives being run by other councils, especially around the topics of litter-picking, fly-tipping and waste management. These included:

* Pop-up “grime stores” to showcase the amount of litter picked in an area. This encouraged people to talk about the issues if waste and get passionate about keeping areas tidy
* Encouraging Community-led initiatives by offering support/supplies to help with litterpicks. “One bag makes a big difference” was a popular slogan for this. By facilitating community-led initiatives, large numbers of volunteers have been reported across councils as members of the public take ownership of the project and have community pride.
* Encouraging schools/youth groups to be Young #LitterHeroes
* City of London run an “Ashtray Plant” initiative to highlight both the effect of smoking on people’s health but also the amount of litter cigarette butts create. These take the form of an art installation in flower beds with a plaque explaining the damage cigarettes cause to plants in a ‘light-touch’ way.

Recommendations/Decision

There are no specific actions that need to be taken at this stage as this event was more to network and find out about what is going on around the country. Any ideas discovered could be used as a basis to create our own initiatives and awareness campaigns to improve LTC-owned open spaces. This message could then be spread across the town with engagement and collaboration from other parties.

It is recommended that the relevant committees and sub-committees consider