

EAST AYRSHIRE COUNCIL

IRVINE VALLEY LOCAL COMMITTEE - 6 FEBRUARY 2002

JUST BIN IT CAMPAIGN 2002

Report by the Director of Community Services

1. PURPOSE OF REPORT

1.1 To advise the Local Committee of the Just Bin It Campaign 2002.

2. BACKGROUND

2.1 Just Bin It! is a UK event sponsored by Tidy Britain Group and Keep Scotland Beautiful. The event occurs during the month of April each year.

2.2 The aim of Just Bin It! Is to encourage local communities to come together to tackle the problems of litter in their neighbourhoods through practical clean-up campaigns and other initiatives.

2.3 The event is co-ordinated by an Officers Working Group comprising officers of the various Council Departments.

2.4 Although a significant number of the events take place in April, it should be noted that some of the projects are ongoing and carry on throughout the year.

2.5 Previous years have seen events take place such as community clean-ups; removal of litter and fly tipping; collection and disposal of unwanted medicines; and schools competitions.

2.6 The Council provides support in the form of provision of protective gloves and sacks, waste collection and disposal facilities together with advice on Health and Safety where appropriate.

3. DISCUSSION

3.1 In 2001, the success of the event was hindered by the Foot and Mouth outbreak. It is believed that the 2002 event could much improve on the number of 2001 activities should the community be aware of the campaign and given the relevant support.

- 3.2 The Officers Group feel there are many sections of the community who wish to contribute to improving the state of cleanliness in East Ayrshire and wish to promote the campaign within these sectors.

4. FINANCIAL IMPLICATIONS

- 4.1 Provision of gloves, refuse sacks and waste disposal facilities will be accommodated within existing budgets approved for the Environmental Health and Waste Management service.

5. LEGAL IMPLICATIONS

- 5.1 Nil.

6. POLICY IMPLICATIONS

- 6.1 The Council is committed to promoting environmental awareness as established in the Environmental Strategy and Just Bin It! supports the strategy's objectives.

7. CONCLUSIONS

- 7.1 The community response to clean-up campaigns has been very positive in the past and it is anticipated that this support will continue.
- 7.2 It is felt that there is still untapped support within the community for the 2002 event and measures have been taken to contact Community Councils specifically and the community generally.

8. RECOMMENDATIONS

- 8.1 The Local Committee is invited to:-
- (i) note that the Council wishes to build on the success of previous clean-up campaigns;
 - (ii) support the Officers Working Group in improving links with community organisations with an interest in improving the quality of their local environment; and
 - (iii) otherwise note the report.

William Stafford
Director of Community Services

WS/MMB

11 JANUARY 2002

LIST OF BACKGROUND PAPERS

NIL

AGENDA