

Report of: Jane Maxwell – Area Leader, ENE Communities Team

**Report to: Inner East Community Committee – Burmantofts & Richmond Hill, Gipton
& Harehills and Killingbeck & Seacroft Wards**

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Keep Harehills Tidy Campaign

To Note

1. Purpose of report

The Keep Harehills Tidy (KHT) campaign was a two-year project, supported by the Inner East Community Committee that was launched in March 2016.

This report seeks to review the successes, challenges and opportunities presented by this initiative.

2. Background and context

The Keep Harehills Tidy campaign was prompted by deep-rooted environmental challenges in Harehills that were exacerbated by a perceived community apathy to address the issues at hand.

The significant demand on the Cleaner Neighbourhoods Team, Waste Management Team and Housing Leeds Teams meant that resources have had to have been re-directed to Harehills to tidy up the area, enforce against environmental crime and educate sections of the community around better behaviours.

Gipton & Harehills Elected Members expressed a strong desire for the community to take a more prominent role in addressing local environmental issues in a bid to make any solutions sustainable in the long-term.

3. Planning

A group of key partners were identified and established through the Harehills Neighbourhood Improvement Partnership (NIP) in 2015 to launch the KHT Group. Partners from Leeds City Council services, 3rd Sector organisations, Private Sector & Schools supported the campaign by developing a two year programme (See Appendix A).

The campaign was focused on four key strands:

- Branding/Publicity
- Education/Prevention
- Enforcement
- Cleaning up

Once key partners from the Harehills NIP were established the KHT Group membership was extended to local residents, businesses and other members of the community to drive action forward to support the two year programme. A key aim of the campaign was to ensure as many people as possible who live, work and visit Harehills were involved in the campaign.

4. Branding and Publicity

The KHT Campaign group have used several methods to promote the campaign and it has been promoted widely across Leeds. The campaign has attracted over 400 'likes' on the KHT Facebook page and throughout 2016 reached on average over 1000 people per post.

The KHT group are now using Twitter to promote key messages and work as part of the campaign. The KHT group have attended the "Harehills Hour" show which is a weekly hour-long radio show on Fever FM to promote local messages.

The show has been successfully running since July 2016 and the KHT campaign has been a recurring discussion point, including how residents can get involved. The KHT group has included the KHT logo on all literature and will continue to do this moving forward.

Official KHT logos provided by Keep Britain Tidy are used on posters, advertisements and publicity for the KHT campaign to deliver a clear brand attached to the campaign.

The campaign has been recognised across a number of media platforms including Made In Leeds TV, Yorkshire Evening Post, Golden Owl Awards and other publicity strands such as Keep Britain Tidy.



5. Education and Prevention

There have been a number of initiatives to improve environmental behaviors in Harehills. The KHT Group engaged with a large number of stakeholders such as the local community, faith groups, schools, 3rd sector organisation's and services across the public sector including WYP and WYFS.

With a high number of the community not speaking English as their first language, we have seen that this has been a barrier when engaging. We have learnt that there is not only a resistance to improving environmental behaviors but also a lack of understanding of do's and don'ts when managing household waste. Throughout the KHT Campaign, Leeds City Council shared multi-language letters and pictorial flyers. Video's promoting positive actions from the community have also been circulated across social media.

The cause of the litter issue across Harehills was also unclear. As a result, Keep Britain Tidy were commissioned to complete a thorough survey of Harehills to understand where the litter was generated from. Findings of this survey helped influence what interventions and changes were needed from key services who help keep the community clean and tidy.

Several front line services have adapted to respond to the issues identified through community feedback and service observations such as:

The Cleaner Neighborhoods Team created and an adapted their weekly cleaning programme, which is now tailored for Harehills, in an attempt to prevent a buildup of litter and fly tipping. This, in partnership with three dedicated Enforcement Officer's, has made a huge improvement to the visual appearance of streets and parks in Harehills.

Waste Management introduced an opt-in green bin service. The rationale behind this was that recycling collections in the Harehills were being highly contaminated with general waste, which meant they were frequently rejected at the recycling plant and thus costing the Council thousands of pounds. These regular rejections also meant that good recycling placed in green bins by Harehills residents was wasted.

Waste Management and the KHT group spent three weeks raising awareness and promoting the 'Green Bin Opt-in' scheme. Throughout this period Leeds City Council wrote to residents via a multi-language letter and pictorial flyers. Posters were delivered to local community and faith groups, and the KHT Group recorded shows to promote the changes on Fever FM with the aim of asking the residents of Harehills if they wanted to keep recycling. Green bins were removed at properties that did not opt-in to keep their green bin. The final numbers show that from the approximate 6,500 thousand properties covered by the Harehills Opt-in scheme, just over 2,500 thousand green bins were removed.

6. Enforcement

Duty of care visits were undertaken to all business in Harehills as part of the two year programme to ensure that correct waste disposal arrangements were in place. Visits were completed by Enforcement Officers from the Cleaner Neighbourhoods Team to get buy-in from local businesses.



A partnership between the Waste Management Team, Cleaner Neighbourhoods Team & LCC Highways Service was formed to tackle the worst 54 back streets for access for refuse vehicles. This partnership is also implementing measures to reduce cars from parking illegally and causing access issues for refuse vehicles.

The Communities Team have worked in partnership with Leeds Anti-Social Behavior and Cleaner Neighbourhoods Team to implement and raise awareness of the Public Space Protection Order (PSPO). This is now in effect and in the stages of implementation. This change has ensured that Leeds City Council has the correct legislation to enforce on domestic bins being left on the streets and has meant the powers to enforce are strengthened and speeded-up. This work was driven forward through the Harehills Tasking structure.

7. Clean-ups

To ensure that civic enterprise was at the heart of the campaign, the Harehills community boundary map (See Appendix B) was divided into six zonal areas (See Appendix C) to allow organisations and residents in each zone to have a manageable area to focus for monthly clean-ups. All partners participating are in support of the zone champion pledge (See Appendix D) and felt the campaign was ambitious whilst still being achievable.

The aim of the zone champion was that the community would take a lead of the monthly clean ups, whilst employing the KHT brand and involving local schools, communities and businesses. These clean-ups were well established and ran on a monthly basis from March 2016 to December 2017. The Communities Team and Cleaner Neighbourhood Team supported these clean-ups by providing publicity, officer capacity, personal protective equipment and operational machinery such as path sweepers.

Community clean-ups and planting days are now regularly arranged by the newly formed Harehills Residents Group, the Harehills Community Watch group, local schools and voluntary organisation Back2Front. Publicity and post-event pictures of the community clean-ups are published through the KHT Facebook Page. These events continue to be popular and attendance from the local community is growing.

8. Conclusion

The KHT campaign was designed as a two year campaign that was launched in March 2016 and ran until December 2017. The campaign has involved residents, schools, businesses, organisations and many local groups who signed up to the campaign with the common aim of keeping Harehills clean and tidy.

The campaign focused on creating a recognisable brand for the campaign, publicising positive action, education for better environmental behaviours, prevention of environmental crimes and community-led clean ups. With this in mind, the campaign can be deemed a success.

The campaign also has its own website (www.KeepHarehillstidy.co.uk) with information and has sign-posting routes to other means of engaging and supporting the campaign.

As the campaign grew in popularity, the group were able to further involve residents across the six zones by having a resident zone champion in each of the zones. The future ambition is to have a street champion moving into 2018.

The KHT Facebook page has a following of over 400 people, which continues to grow in support. The programme has come to an end but the campaign very much continues to grow in popularity and is recognised by many who live, visit and work in Harehills.

The ethos of the campaign has been adopted by the Harehills Residents Group, local schools and Back2Front project. The campaign is supported by the Inner East Community Committee, East North East Communities Team and East North East Cleaner Neighbourhoods Team.

The Communities Team will continue to promote KHT which is to collectively support change in Harehills so it becomes a place that is kept clean and tidy by the people that live, work and visit there.

9. Council Policies and City Priorities

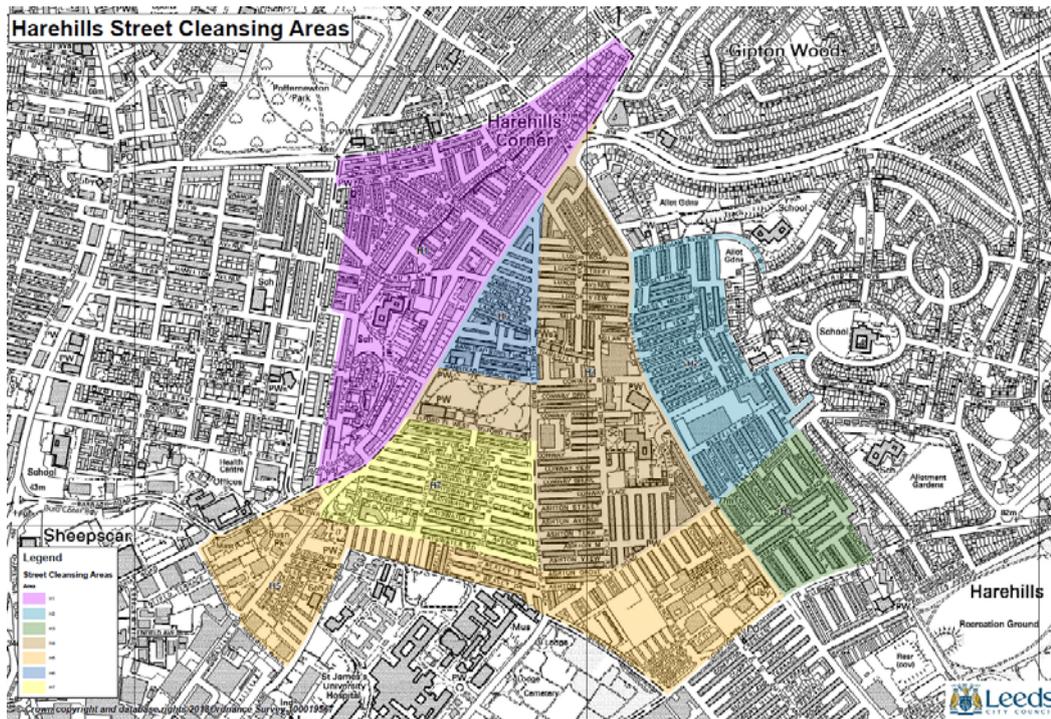
The KHT campaign has demonstrated that it contributes towards supporting communities, raising aspirations, keeping the streets clean and improving road safety, promoting physical activity, enhancing the quality of our public realm and green spaces and reducing the percentage of waste recycled.

10. Recommendations

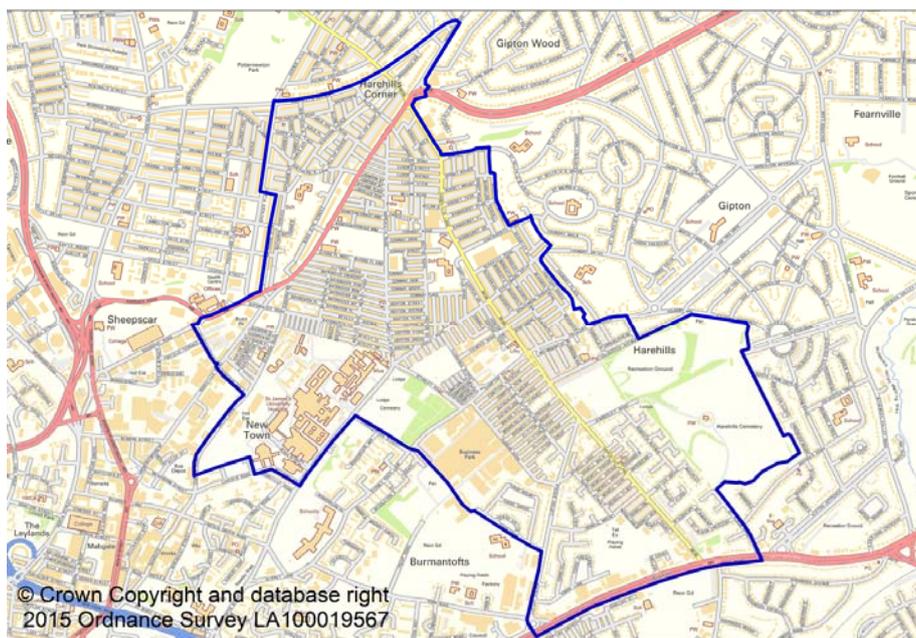
Members of the Inner East Community Committee are asked to:

- 10.1** Acknowledge the positive impact of the Keep Harehills Tidy Campaign and comment where appropriate.
- 10.2** That the Inner East Environmental Sub Group continue to monitor the progress of the project, with the ambition for the Cleaner Neighbourhood Team to undertake a staged hand-over of the campaign to people who live, work and visit Harehills.

Appendix B



Appendix C



Keep Harehills Tidy Campaign



KEEP HAREHILLS TIDY ZONE CHAMPION

SIX PRINCIPLE PLEDGE

To support change in Harehills so it becomes a place kept clean and tidy by the people that live, work and visit there.

#keepharehillstidy

1. Encourage personal responsibility and positive action in your zone

We're not waiting for someone else to fix it. We know we can make a difference, and that's exactly what we're going to do. When we love where we live, we take care of it and get things done.

2. Work in partnership with the community to involve as many residents, businesses, organisations and groups to support the campaign in your zone

Two's company, three's a crowd and a whole street is an army of litter pickers. By sharing ideas and resources, we can keep where we live looking its best and put a smile on our communities faces while we're at it.

3. Take responsibility for keeping your own immediate area clean

Keep Harehills Tidy Campaign is about taking control, not pointing the finger. We are interested in starting local, focusing on where we can all make a difference - identifying the small things that matter without forgetting the bigger picture. It's where we live and we care what happens to it.

4. Raise awareness and education about the prevention of environmental misbehaviour

People don't always think about the consequences of their actions. That's why prevent is just as important as cure. We can all play a part in providing advice and information about recycling or the importance of clean spaces for children to play in.

5. Participate in clean ups and advertise these through individual publicity routes for your zone

It's not just about providing litter bins; although that does help, as does emptying them regularly. More packaging means more to throw away. Keep Harehills Tidy Campaign encourages individuals, businesses, local authorities and schools to think about how we can all help to reduce litter.

6. Become an active ambassador for clean places throughout your zone

We think having clean places to live, work and play is important. A lot of people agree. The more people saying it, the better. So, spread the word. Wherever you are in Harehills, you can add your voice to the Keep Harehills Tidy Campaign. Most importantly, it's about what you do, not just what you say. Lead by example - love where you live.