

## **B. Clean Kent Campaign**

### **Partners:**

The Clean Kent Campaign was formed in 2004 and is co-ordinated by Kent County Council. It is a partnership initiative between 10 district, borough and city councils, Kent Police, Kent Fire and Rescue Service, and the Environment Agency. It shares intelligence with the London Boroughs to tackle cross border crime, and with the Community Safety Units, Public Rights of Way, Highways and Trading Standards.

### **What is it?**

The Clean Kent Campaign understands the adverse effect that fly-tipping, litter, rubbish and abandoned vehicles may have on the quality of life, tourism and economic development, and strives to improve the quality of life for all in Kent.

### **Action being taken:**

- a dedicated website including information on waste Duty of Care responsibilities, waste registration, information on how to report fly-tipping and the penalties for breaking the law. There is information on a structured programme of activities for schools;
- Duty of Care campaigns: Promotional material has been produced for distribution at awareness raising events. Material has also been produced to support businesses e.g. a leaflet about the correct disposal of construction waste working in liaison with Travis Perkins and Wickes;
- Smartwater kits issued to members of the public to mark waste removed by waste carriers to ensure it is not fly-tipped;
- Deterrent posters displayed on advertising hoardings in the county and petrol pump stickers to encourage the reporting of fly-tipping;
- A structured programme of activities to support schools in liaison with the Kent Eco-Schools Project. Schools can become accredited and gain a Clean Kent flag;
- 'Street Wise' a tool developed, funded and owned by Kent County Council and Kent Fire and Rescue Service, working with the Award Scheme Development and Accreditation Network. It is aimed at Key Stage 3 pupils and focuses on preventing environmental anti-social behaviour through a restorative justice approach. The resource Award Scheme Development and Accreditation Network (ASDAN)

accredited and aimed at pupils in non-mainstream education but can be run by all schools, referral units or youth centres;

- Clean Kent Watch (part of Neighbourhood Watch Kent) currently has over 250 volunteers and is still recruiting. Volunteers help report illegal environmental activities and are vital to the success of gathering intelligence which will be used to inform enforcement action and help prevent and deter these environmental offences;

### **Successes (to October 2013)**

- 65% reduction in fly tipping since 2004-05 across Kent;
- 71% reduction in loose rubbish fires since 2004-05;
- First ASBO for a fly-tipping offence in the UK;
- Custodial sentences and significant community sentences for offenders; and
- A joint prosecution with the London Borough of Bromley of a London businessman for 13 counts of fly-tipping in Bromley and Kent. This included the use of Smartwater on waste in the Lewisham area which was later fly-tipped and set on fire in Kent.

### **Contact details:**

Name: John Evans, Enforcement Manager, Kent County Council

e-mail: [john.evans@kent.gov.uk](mailto:john.evans@kent.gov.uk)

Website: [www.cleankent.com](http://www.cleankent.com)