



# MEMBER FOCUS: CLEAN KENT CAMPAIGN

*Richard Mead, Community Action Officer for Clean Kent, introduces the campaign and how it can assist you in cleaning up your coastal neighbourhood*

The Clean Kent Campaign was launched in May 2004 to tackle the issues of littering and fly-tipping in Kent, with the aim of making Kent a cleaner county and one which we can all enjoy and be proud of. The Clean Kent Campaign is a multi-agency initiative involving the 12 district and borough councils, Kent County Council, Kent Police, Kent Fire and Rescue Service, Crown Prosecution Service, Highways Agency, Environment Agency and Kent Probation Area. The state of our towns and open spaces is a highly emotive subject and something that Kent residents care a lot about. An unclean environment can be dangerous to animals as well as ourselves, it is unpleasant to look at and can effect crime levels, fear of crime, tourism and local businesses. There are several elements to the campaign: we are using enforcement as a deterrent; we are working together on education programmes; and we are working with communities and volunteer groups to help them look after their local environment.



We support events and on-going projects with a variety of people including volunteer groups, residents associations, parish councils and countryside management partnerships amongst others. Equipment, insurance, rubbish disposal and arranging publicity are some of the ways in which we regularly support litter pick and clean-up events.

In the recent past we have helped out a variety of groups including a scuba diving club who braved the depths of Leybourne lakes to pull out litter and flytipping; and a canoeists club who floated down the river Medway to remove rubbish from the bushes and reeds. We've also worked with numerous schools, guide, scout, youth groups, Neighbourhood Watch groups and town councils. We have also supported groups by arranging for one of our Clean Kent Neighbourhood Response Teams to attend larger scale clean-up events who are able to tackle the removal of flytipping and graffiti, as well as help out with other environmental work.



A diver, from Dive Machine Dive Centre, pulling a drum out of Leybourne Lake

We are investing in young people with our education programme to influence attitudes and behaviours towards the environment. In the past two years we have visited more than 240 primary schools with our 'Lost in Litter' theatre show and workshops, and we are due to begin a secondary school programme later on this year. We also have our own enforcement team who can be contacted on 0845 345 0210 if you have a flytipping issue.



If you would like to talk to us about how we might be able to support your event, project or organisation please contact us on the above number or alternatively you can email the Clean Kent Team at [clean.kent@kent.gov.uk](mailto:clean.kent@kent.gov.uk).

For further information please go to [www.cleankent.com](http://www.cleankent.com)