

## **WEST DUNBARTONSHIRE COUNCIL**

### **Report by Director of Housing, Regeneration and Environmental Services**

#### **Community Safety and Environmental Services Committee: 3 May 2006**

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**Subject: Keep Scotland Beautiful – Scottish People and Places Awards Scheme 2006**

#### **1. Purpose**

- 1.1** To advise the Committee of the Grounds Maintenance Section's success in reaching the finals of the Keep Scotland Beautiful, People and Places Awards 2006.

#### **2. Background**

- 2.1** The 2006 Scottish People and Places Conference was held at the Grosvenor Hotel, Glasgow on 27 and 28 March 2006. As part of the two day conference, a dinner was held on the evening of Monday, 27 March at which an awards presentation was made to successful applicants of the 2006 People and Places Awards Scheme.

#### **3. Main Issues**

- 3.1** In November 2005 the Grounds Maintenance Section made a submission to the annual service awards scheme in the category 'Award for supporting School Litter Management' organised by Keep Scotland Beautiful.
- 3.2** In February 2006 notification was received that, following a rigorous selection process, the Grounds Maintenance submission had been selected as one of the finalists.
- 3.3** The successful submission outlined the recently developed DVD Education Package introduced to Primary schools featuring the "Binman" Character. This DVD, believed to be the first of its kind in Scotland, is aimed specifically at children, encouraging them not to litter and teaching them the importance of waste minimisation. It is innovative in demonstrating the benefits of partnership working and development involved officers from the Department of Housing, Regeneration and Environmental Services, the Department of Education and Cultural Services and a commercial media organisation called 55 Degrees.

- 3.4** The DVD package itself was produced by the media company 55 Degrees. The content, storyline and dialogue of the DVD were developed by staff from the Council's Grounds Maintenance and Waste Services Sections in consultation with colleagues from Education and Cultural Services. All parties were further involved in the production of a game and leaflet which accompany the DVD. The Litter and Waste Minimisation Education Package has been highly praised by teachers within the schools.

**4. Personnel Issues**

- 4.1** There are no personnel issues.

**5. Financial Implications**

- 5.1** There are no financial implications.

**6. Conclusions**

- 6.1** The DVD initiative is seen as an essential part of the education phase within the Council's Litter Control Strategy which was introduced in 2003. It is considered important to raise awareness and teach young children about the negative effects of litter and the impact incorrect disposal of waste has on the environment. Achievement of a finalists award in the Keep Scotland Beautiful, People and Places Awards Scheme 2006 demonstrates recognition of this worthwhile initiative.

**7. Recommendations**

- 7.1** The Committee is invited to note the success of the Grounds Maintenance Section in the Keep Scotland Beautiful, People and Places Awards 2006.

**David McMillan**  
**Director of Housing, Regeneration and Environmental Services**  
**Date: 18 April 2006**

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**Wards Affected:** All

**Background Papers:** None

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