



Good afternoon

We'd like to ask you to support a brand new campaign we've just launched called Don't Be A Waster – Reduce, Reuse, Respect.

It is an ambitious, 12 month campaign to raise awareness of different streetscene/local environment issues and encouraging community pride – we'll be tackling a range of priorities including litter, dog fouling, food waste, recycling, reusing and fly tipping.

We'll be promoting a particular issue each month through our website and social media feeds and we would like to ask you to join us to spread the word. We know lots of these issues are important to you and other members of your community.

The campaign is all about being proactive and raising awareness through our Community Team and partnership working – how we can work with you, town and parish councils, local businesses, community groups and residents to tackle these issues together.

We have some really innovative plans for how we can highlight these issues during the course of the campaign. For example, we're planning to work with a local art group to produce installations at fly tipping hotspots and we're also having a competition to find the 'furry face' of our anti dog fouling month!



We've started by focussing on litter in September:

September – We have launched a social media campaign encouraging individuals to pick up #1pieceof rubbish*. This started a few years ago in Leeds and has now become a truly international movement. Have a look at the hashtag on Twitter – it has support from all over the world and encourages us all to do one simple thing that has a direct, immediate and positive impact on our community.



*We'd really appreciate if you could support this part of the campaign. Council leaders, councillors and business leaders are being asked to take part in this and send us a photo of them leading the way on making a difference in their communities.



October – During this month our focus will be on food waste recycling. We'll let you have more information nearer the time.

We'd really appreciate it if you could get involved and support the campaign by sharing information on your websites, noticeboards and any Twitter and Facebook accounts by sharing our messages about this campaign.

We attach a poster which is being sent out to all Parish and Town Councils and also a flyer promoting our first initiative focussing on litter - if you can display these in your local area that would be fantastic. We will also promote this exciting new campaign at Parish Liaison on 18 October 2017.

We will give you further information about each month's events and keep you up to date about our plans. To find out more, or to get more involved in this campaign go to www.ryedale.gov.uk/DontBeAWaster

If you have any questions, suggestions or ideas please do not hesitate to contact us via the website or emailing communityteam@ryedale.gov.uk

We look forward to hearing from you!

Kind regards

Ryedale District Council Community Team