



10 August 2018

One year of successful Don't be a Waster – Reduce, Reuse, Respect campaign

Ryedale District Council's is delighted with the success of its first year's campaign raising awareness and tackling important community issues including litter, fly-tipping, dog fouling and recycling.

The Don't be a Waster – Reduce, Reuse, Respect campaign has focused on the issues we know are important to residents, encouraged community pride and raised awareness across the district of a range of environmental and Streetscene issues.

Responsible dog ownership – including picking up after your pet - was a key theme through the Spring – with 48 dogs entering the campaign to be the furry face of the campaign. Won by local Labrador Jeff, the social media based competition attracted a good response with 287 votes being cast during the campaign.

Responsible dog ownership was also highlighted at the three Dogs Trust events that the Council organised earlier this year. These took place in Helmsley, Norton-on-Derwent and Pickering and attracted over 60 dogs and their owners.

A focus on fly-tipping in June saw the Council report live on all aspects of our fly-tipping work – from initial reports to us, investigations by our Community Officers and to gathering data on the time dealing with fly-tipping, to highlight how often the Council is dealing with and clearing these incidents.

The most popular website pages relating to the campaign were those with information on litter action and those around recycling facilities and waste collections.

Early in the campaign, in October 2017 a focus on reducing food waste and using up leftovers saw a popular Love Food Hate Waste roadshow and cookery demonstration take place in Pickering. At an event in Malton, the Council's community officers gave away Love Food Hate Waste items, including spaghetti measurers, rice scoops and other kitchen gadgets to help residents reduce their waste.

The campaign has also given away a free compost bin to help cut waste, reduce landfill and produce useful compost to improve the garden.

The campaign is currently encouraging us all to be good neighbours – to look out for neighbours during extreme weather conditions (sun or snow) and ensure our behaviour isn't anti-social.

Councillor Luke Ives, Chairman of Ryedale District Council's Policy and Resources Committee commented, "We know these issues are important to residents, which is why we've been talking about them. We're now putting in place plans to take the most popular elements of the campaign – litter, dog fouling, waste and fly tipping – to ensure they remain our priorities going forward."

Don't be a Waster is here to stay and work will continue to ensure residents and communities are doing all they can to keep Ryedale clean and tidy. For more information about how you can do more for your community in support of the Don't be A Waster initiative please contact communityteam@ryedale.gov.uk or visit www.ryedale.gov.uk.