



2 October 2018

### **Council campaign returns to focus on four key issues in Ryedale**

Ryedale District Council is relaunching its Don't be a Waster – Reduce, Reuse, Respect campaign with a focus on four big issues – responsible dog ownership, waste and recycling, litter and fly-tipping.

Over the last year the “Don't be a Waster” campaign has focused on a variety of issues we know are important to residents. It encouraged community pride and raised awareness across the district of a range of environmental and streetscene issues.

Looking ahead the Council will kick off the new campaign in October by focusing on responsible dog ownership. The Council's community officers will be helping parish and town councils tackle the issue, including adding more anti-dog fouling stencils in problem areas. They'll also be visiting schools to talk to local children about the health risks associated with dog fouling and more stickers advising dog walkers that bagged dog waste can go in any litter bin, will be added to bins across the district.

New leaflets will also be available to help residents with various dog issues (including tips to reduce barking), and will feature the competition winner from the previous campaign. Having beaten off competition from over thirty other pooches, it was Jeff the Labrador who became our Furry Face of Ryedale. Well done, Jeff!

Councillor Luke Ives, Chairman of the Council's Policy and Resources Committee, explained, “We had a really good support from residents, local businesses, parish and town councils who have supported the campaign.

“Now we're focussing on the most successful elements and will look at how we can work to continue to tackle these issues over the long-term. We know these issues matter to our residents and we're looking at different ways we can make a difference.”

For further information about the campaign go to [www.ryedale.gov.uk/DontBeAWaster](http://www.ryedale.gov.uk/DontBeAWaster)