

Appendix A

ENVIRONMENT PORTFOLIO PRIORITIES REVIEW OF 2013/14

This has been a very positive year for my portfolio with a number of successes

The headlines are as follows:

- All actions in the waste management strategy achieved ahead of time
- 50% recycling achieved a year early
- New waste and recycling contract delivers savings in excess of £1m
- Prestigious national award received for partnership working
- Street cleansing litter scores have improved
- Commercial waste service has exceeded its customer targets
- Crematorium has exceeded last years targets

More specifically:-

- The current Maidstone Waste strategy has been reviewed and all targets have been achieved ahead of time. The strategy is now being updated and the Overview and Scrutiny Committee's views have been sought on the new targets, including a 60% recycling figure.
- The new waste and recycling contract for 3 the authorities in Mid Kent, Ashford, Maidstone and Swale has been successfully delivered in Ashford and Maidstone and is due to be rolled out in Swale shortly. After the inevitable minor teething problems the service is operating well, recycling has reached 50% and the partnership is looking to develop new innovative ways of working. Savings in excess of £1m per annum have been achieved for Maidstone.
- A new campaign to encourage Maidstone residents to recycle more was launched on 15 March in Jubilee Square and will subsequently see a range of activities including door knocking to encourage and support residents in recycling. Funding to support this is being provided by the Kent Resource Partnership.

- The new commercial waste service continues to attract new customers and provides a real opportunity for small businesses to recycle their waste. The business plan is above target with numbers of new customers exceeding expectations and the scheme will continue to develop over the next year. Already, the service makes a contribution, through recharges, to the Council's budgets.
- Increased public engagement through initiatives like Dog Watch has led to improved information about irresponsible dog owners. This has enabled officers to fine a greater number of people who allow their animals to foul including 2 prosecutions. This has reduced fouling in those areas where the community have helped identify those spoiling their area.
- The launch of the Community Aware Responsible Establishment scheme (CAREs) has led to 26 licensed establishments signing up. These establishments are taking the steps necessary to reduce noise in their community and avoid complaints by developing their own noise management plan.
- I am aware that certain areas in private ownership that are open to the public are still, in some cases, not being maintained to the standards the Council and the residents would expect. A high profile event which took place in Park Wood will be used as a template for further actions. This involved talking to local traders and residents and where necessary serving notices for waste to be cleared up.
- A total of 14468 litter penalties have been issued since the programme for zero tolerance commenced, with 2585 issued this year and 5 for dog fouling. The contractor's staff now patrol all areas of the Borough with visits to rural areas being made twice a week.
- Street cleansing area-based working has continued successfully with anecdotal evidence being positive and targeting those areas with lower satisfaction. Street cleansing standards have been maintained and the standards identified by Government for measuring litter and detritus have improved by 0.64% since the introduction of area-based cleansing, although a small percentage this represents a real improvement as base levels were already low. However, extra work is being undertaken to improve public perception of this service. The resources needed for the flooding response have meant that some areas need an extra input to bring them back to the Council's standard and this is underway. A refresh of the cleansing areas will also be undertaken early in the new financial year.
- Mobile working is now in the process of being implemented for the street cleansing service enabling reports of flytipping, littering, dog fouling, etc. to be passed electronically from residents to the cleansing operatives and improve visibility of the service.

- The Air Quality Management Area Action Plan is being implemented and will continue with current projects from grants received from DEFRA; this will allow more detailed analysis of hotspot areas. Further grants to support this work will be pursued. The partnership with KCC Public Health is being prioritised.
- The change from "scores on the doors" to the National Food Hygiene Rating Scheme for restaurants has been successfully implemented and work will continue with the aim of raising standards across the borough. Some restaurants are still going through the transition.
- There has been a positive reduction in carbon emissions and the Council's aim to reduce emissions by 3% year on year until 2015 is on target. There are a number of projects being considered at the crematorium and in the waste contract to support this.
- Options for a shared Environmental Health service with Swale and Tunbridge Wells are being finalised and will be implemented by June this year.
- The crematorium has continued to develop and over the next year, the focus will be on achieving even higher customer service and broadening the customer range. Cremation numbers have exceeded last years despite the re-opening of the Medway facility. Burials and memorial sales have also increased. The entrance to the crematorium has been improved with landscaping and new gates.
- The Maidstone Safety Advisory Group is continuing to monitor large scale public events working with the organisers to ensure events are trouble free.
- As the cabinet Member responsible for the flood recovery there is still a lot of work to be done, with lessons learnt and plans for future emergencies being revised accordingly. The national flood forum has started work liaising with residents in Yalding and other flood affected areas.

Appendix B

**National Flood Forum
FINALISED PROPOSAL for Maidstone Community Engagement and
Support Programme
24 March 2014**

1. Aims

- To understand and communicate with communities affected by the flooding in Maidstone so that they understand and can become more resilient to flood.
- To commission the National Flood Forum to engage affected communities in conversation by way of a staffed trailer at relevant locations.
- To develop a 'listening' phase to help to understand the issues that the communities faced before, during and after the incident and what their feelings and views are, particularly towards the agency response.
- To help the community draw up its own agenda in taking a lead role in any future response and improve understanding of the roles and responsibilities of each agency.
- To empower communities to respond more immediately, effectively and more localised to flooding.

2. The National Flood Forum

The National Flood Forum is a charity that raises the awareness of flood risks, helps people and communities to protect themselves and supports those who have endured the misery of flooding.

3. National Flood Forum (NFF) intends:

1. To provide a 4x4 vehicle and Flood Recovery Trailer used as a mobile surgery to provide a "neutral" venue for people to come and gain understanding and assistance on all issues connected to being flooded.
2. To provide NFF staffing to manage and co-ordinate the Flood Recovery Trailer, providing free, confidential, impartial and independent advice to enable local residents to deal with a wide range of issues relating to flooding.
3. To provide a brief and schedule for x5 days of Home Visits.
4. To provide a mid-project update activity report by email.
5. To provide an Evaluation Report providing data capture and mapping, community feedback (advice given, gaps, issues, successes), impact, lessons learnt and opportunities and next steps.

3.1 What is the Flood Recovery Trailer?

The Flood Recovery Trailer is purpose built as a mobile surgery for support at the initial stage of recovering from a flood. Run by National Flood Forum staff, it offers a "neutral" venue for people to come and gain understanding and assistance on all issues connected to being flooded. It also offers a facility for Environment Agency, Council and Water Company staff to offer information to flood victims. Other core agencies such as KFRS and Kent Police, alongside representatives from parish and ward councils may also be invited to come along to events and set up information stands.

Key priorities and topics to be covered through the Trailer will include;

1. Drawing comments from the communities (residents and businesses), including producing data for the partnership on the community prospective, including capturing the details of where the community have dispersed to, insured and uninsured, finding interest in involvement of a flood action group
2. Insurance advice and support, including; ongoing claims, future policies and the property reinstatement process
3. Advising the uninsured; essentials to property restoration, voluntary help etc.
4. General flood awareness, e.g. how do people prepare for flooding including securing properties
5. Assisting people still in temporary accommodation
6. Advise on restoring properties including resilience measures (5,000 Gov. grant)
7. Independent advise on property level protection products
8. EA warnings and data
9. Understanding existing roles and responsibilities of agencies and communities

The EA will provide a flood narrative in terms of what actually happened and will make staff available on the trailer.

4. Maidstone Borough Council intends:

1. To pay the National Flood Forum £18,000 to deliver the agreed Consultant Contract, which will be paid in four instalments as follows;
 - On signing of the Consultant Agreement: **£6,000**
 - On delivery of phase 1 and submission to Maidstone Borough Council of evaluation report/review: **£5,000**
 - On delivery of phases 2 and 3 submission to Maidstone Borough Council of evaluation report/review: **£5,000**
 - On completion of all scheduled activities and submission of an evaluation report to Maidstone Borough Council of a mid-project Activity Update report/review: **£2,000**
2. To organise storage for the Flood Recovery Trailer at the Maidstone Depot in Park Wood.
3. To confirm the proposed locations in consultation with parish/ward councillors
4. To organise and deliver a Communications campaign promoting the National Flood Forum and the Flood Recovery Trailer programme in Maidstone through;
 - Maidstone Borough Council's website
 - Parish/ward circulation lists and websites
 - Leaflet Drops
 - Posters - Parish and Ward Notice Boards
 - Local press (Downs Mail, KM etc.
 - Word of mouth (local ward and parish councillors)

5. Proposed schedule (HS, TN, GB, SR)

A Flood Recovery Trailer will be coming to Maidstone from Monday 31 March 2014.

See Appendix 1.

National Flood Forum: Maidstone Schedule

Phase 1

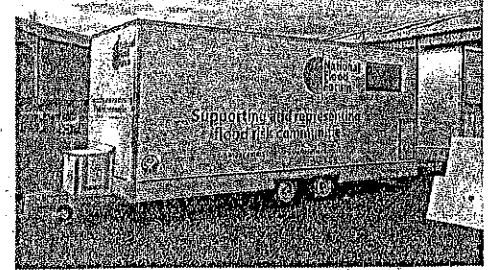
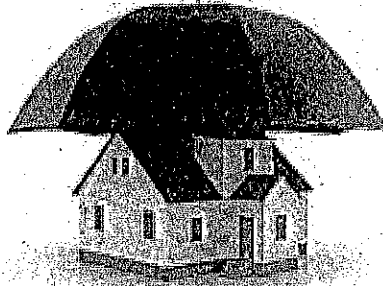
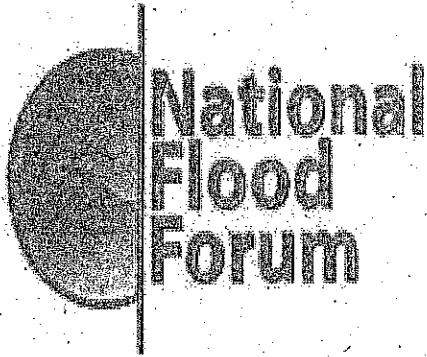
Date	Location	Time	Trailer Drop off (The NFF 4x4 will be stored at the Maidstone Depot, Driver to be provided by MBC)	Flood areas
Tuesday 8 April 2014	Yalding Village Hall Car Park	2-7pm	Pick up from depot 12.30pm Drop off at 1pm Pick up 7.05pm & rtn	Yalding/Laddingford/Collier Street/Paddock Wood
Sunday 13 April 2014	Yalding Village Hall Car Park	12 noon-3pm	Pick up from depot 10.30am Drop off at 11 am Pick up 3.05pm & rtn	Yalding/Laddingford/Collier Street/Paddock Wood
Saturday 19 April 2014	Yalding Village Hall Car Park	12 noon-3pm	Pick up from depot 10.30am Drop off at 11am Pick up 3.05pm & rtn	Yalding/Laddingford/Collier Street/Paddock Wood

Phase 2

Date	Location	Time	Trailer Drop off (The NFF 4x4 will be stored at the Maidstone Depot)	Flood areas
Sunday 20 April 2014	Tovil Working Men's Club (01622 751293)	10am-3pm	Pick up from depot 8.30am Drop off at 9am Pick up 3.05pm & rtn	Tovil/East Farleigh/Loose
Saturday 26 April 2014	Little Venice Caravan Park (01622 814158)	10am-3pm	Pick up from depot 8.30am Drop off at 9am Pick up 3.05pm & rtn	Little Venice Caravan Park/Hampstead Lane
Sunday 27 April 2017	Lockmeadow Car Park	10am-3pm	Pick up from depot 8.30am Drop off at 9am Pick up 3.05pm	Hart Street/Clifford Way

Phase 3

Date	Location	Time	Trailer Drop off (The NFF 4x4 will be stored at the Maidstone Depot)	Flood areas
Saturday 3 May 2014	Tovil Working Men's Club (01622 751293)	10am-3pm	Pick up from depot 8.30 am Drop off at 9am Pick up 3.05pm	Tovil/East Farleigh/Loose
Saturday 3 May 2014	East Farleigh Working Men's Club (01622 728048)	4-7pm	Drop off 3.30pm Pick up 7.05pm & rtn	
Sunday 4 May 2014	Lockmeadow Car Park	11am-3pm	Pick up from depot 9.30 am Drop off at 10am Pick up 3.05pm & rtn	Hart Street/Clifford Way
Saturday 10 May 2014	Yalding Village Hall Car Park (Provisional)	2-7pm	Pick up from depot 12.30pm Drop off at 1pm Pick up 6.05pm & rtn	Yalding/Laddingford/Collier Street/Paddock Wood
Sunday 11 May 2014	Little Venice Caravan Park (01622 814158)	2-7pm	Pick up from depot 12.30pm Drop off at 1pm Pick up 7.05pm & rtn	Little Venice Caravan Park/Hampstead Lane



A Flood Recovery Trailer is coming to Yalding

What is it?

The Flood Recovery Trailer is purpose built as a mobile surgery for support at the initial stage of recovering from a flood. Run by the National Flood Forum, it offers a "neutral" venue for people to come and gain understanding and assistance on all issues connected to being flooded. It also offers a facility for Environment Agency and Water Company staff to offer information to flood victims.

When and Where?

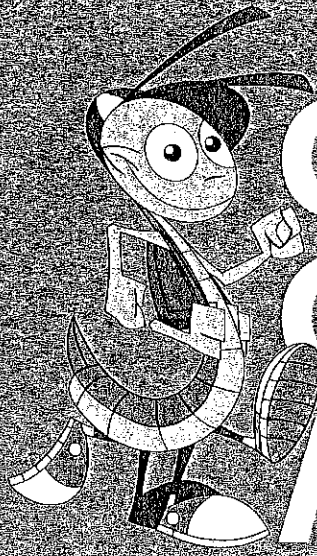
Date	Location	Time
Tuesday 8 April 2014	Yalding Village Hall Car Park	2-7pm
Sunday 13 April 2014	Yalding Village Hall Car Park	12 noon-3pm
Saturday 19 April 2014	Yalding Village Hall Car Park	12 noon-3pm

How can it help you?

- Insurance advice and support, including; ongoing claims, future policies and the property reinstatement process
- Advising the uninsured; essentials to property restoration, voluntary help etc.
- General flood awareness, e.g. how do people prepare for flooding including securing properties
- Assisting people still in temporary accommodation
- Independent advise on property level protection products
- Environment Agency Personal Flood Plans, warnings and data

No need to book – just turn up on the day!
www.floodforum.org.uk

6 **Appendix C**

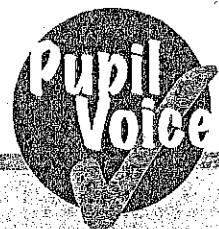


Green Travel Champion Activity Pack

Together we make a difference



Registered charity 1105834



SCHOOL COUNCIL PACKS

Becoming a KM Green Travel champion

To become a KM Green Travel Champion, a pupil or group of pupils are required to take a leading role in an activity that promotes green travel to their primary school. These pupils must use green travel to get to school as often as possible.

Suggested activities that can earn this accolade include:

- 1 A poster competition
- 2 Design a newsletter
- 3 Become a photojournalist
- 4 Hold a green survey
- 5 Write a letter
- 6 Stage a presentation
- 7 Enter our Song Contest

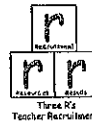
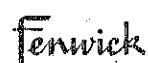
A fuller briefing sheet is available on each of the activities above; however the KM Walk to School Team would also love to see pupils coming up with their own ideas of how to promote green travel to school. Let us know what you are planning!

If you are intending to promote green travel to school, let us know by completing the simple feedback form on the www.kmwalktoschool.co.uk website. To thank you, we will email you case studies on activities that have proved successful at other schools. This might give you extra ideas.

Main sponsors:



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ACTIVITY SHEET 1

'Making the walk to school cool' poster competition

Step 1: Organise a competition to encourage your fellow pupils to design a poster that encourages green travel. Pick a theme – it could be 'Making the walk to school cool', for example.

Top tip: Remember that you are trying to catch people's attention with one main picture and a slogan.

Step 2: Ask your school to allow you to display the posters so that everyone in the school can see them.

Step 3: Pick a winner. You have a number of options to select your winner:

- You could form a judging panel by inviting your head teacher, chairman of the PTA and chairman of governors to join the school council in selecting the best. Each person on the judging panel could have one vote.
- Or, why not conduct an election and give every child in the school a vote? They could use a voting slip to write the name of the child whose illustration they like the best.

Top tip: Whichever way you choose your winner, votes could be posted in a special box called a Ballot Box – just like an election adults use to select a member of parliament.

Step 4: Give a prize. Competitions always work best if there is a prize. Ask your PTA to provide a prize for the boy and girl who create the best illustration.

Top tip: We recommend the Nerf gun set (RRP around £7.99) as a prize for a boy, and bead art such as a Hama Smart Girls Gift Set (RRP around £7.99) for a girl – or, a unisex scooter to promote green travel.



Let us know what you are planning!

If you are intending to promote green travel to school, let us know by completing the simple feedback form on the www.makewalktoschool.com website. To thank you, we will email you case studies on activities that have proved successful at other schools. This might give you extra ideas.

Pupil
Voice

ACTIVITY SHEET 2

Design a newsletter or web page to promote green travel to parents

Design a newsletter to promote green travel to school by encouraging more families to walk, cycle or scooter. Ask your head teacher for permission to photocopy it at the school office and to distribute it to families using pupils' book bags.

Top tip: Ask the head teacher if your newsletter could feature your stories on one side, and a poster promoting green travel on the back!

Your newsletter might include some of these selling points:

- To improve the health of children and families. Walking is good for you!
- There are bad parking problems outside the school gates. Fewer cars will help a lot.
- Less car traffic will mean reduced pollution. Stress the environmental issues.
- Don't forget Park and Stride. This is where a family drive the first part of the journey and walk the last five minutes to school. This is acceptable as it reduces some pollution.
- We need every family to join the effort as the school wants to help break the record for the number of car journeys removed from local streets.
- Colourful pie chart illustrations, created from your school's KM Walk to School data.

Big idea: As a one-off 'special edition', you could turn the school newsletter into a newspaper containing reports from different year groups.

When you have the newsletter finished, print out a copy and show it to your head teacher for their comments. They might ask you to make some changes.



Let us know what you are planning!

If you are intending to promote green travel to school, let us know by completing the simple feedback form on the www.ukr-schools.co.uk website. To thank you, we will email you case studies on activities that have proved successful at other schools. This might give you extra ideas.

Pupil
Voice

ACTIVITY SHEET 3

Become a green travel photojournalist

Sometimes a picture can tell a whole story, so if you have a camera or a camera phone then you could spread the message of green travel using pictures.

Take photos of your journey to school and create a display to show everyone how green your journey was. Take a photo of you in your road, perhaps by the street sign to show the start of your journey. This could be a photo of you taken by your parent.

If you use any safety wear – such as a reflective tabard, cycle helmet or protective pads – then show them, too. You can also photograph any traffic safety measures along the route, such as pedestrian crossings or speed bumps.

Top tip: Take pictures at locations along the route, showing interesting things along the way – for example, a spider's web, an interesting building, or attractive flowerbeds. This could be a photograph of the object itself or picture of you with the object in view.

Finish off your photo journey with pictures of the traffic situation around the school gates. Your photos should be printed out on paper to make a display, with a note or caption to explain what was happening in each picture. These captions could be written by hand or typed.

Top tip: You could place your photographs on a local map to create a display pinpointing the best and worst spots for crossing the road, for example. You might then even turn this into a web graphic for your school's website, to inform new parents and pupils considering the walk to school.



Let us know what you are planning!

If you are intending to promote green travel to school, let us know by completing the simple feedback form on the www.knwalkto-school.co.uk website. To thank you, we will email your case studies on activities that have proved successful at other schools. This might give you extra ideas.

**Pupil
Voice**

ACTIVITY SHEET 4

Conduct a survey to encourage green travel

Sometimes simple things prevent families from taking part in green travel journeys. Perhaps a hedge is overgrown and covering part of a pavement, making it tricky to get past without stepping in the road. That might discourage parents from walking to school as they think the route is dangerous.

Why not conduct a simple survey to ask families if there are any obstacles that could be removed, that would enable them to walk to school more often? Make sure you have permission from the school to conduct the survey. Decide whether the pupils will fill this in or parents.

Top tip: Ask your school for permission to send survey sheets home in pupils' book bags, so that parents have a chance to join in.

Once you have the forms back, show them to your head teacher so that you can discuss what to do next. It might be that the school council could help with some issues.

You can use your data to create bar charts to illustrate your survey's findings.

Then, why not write to the council to ask for help or even invite your local councillor into school to receive a presentation of your findings and discuss the results?

Top tip: Check whether any problems are mentioned in more than one survey. Note down the 'score' of how many times each problem or issue is mentioned.

Here are some suggested questions to ask on your survey:

- Are there any obstacles along your route to school that prevent you walking or using green travel? Yes / No
- If yes please say what the obstacle is:
- Is the path blocked by an overhanging hedge or tree anywhere on the route to school that might make people walk in the road? Yes / No
- If yes please say name the location:
- Are there any other issues along the route to school affecting your willingness to use green travel?
- Please say what you think about green travel?



Let us know what you are planning!

If you are intending to promote green travel to school let us know by completing the simple feedback form on the www.knivealknightham.org website. To thank you, we will email you case studies on activities that have proved successful at other schools. This might give you extra ideas.

**Pupil
Voice**

ACTIVITY SHEET 5

Write a persuasive letter to promote green travel

To enthuse and excite parents and children at your school about green travel, it is important to give feedback on your school's success.

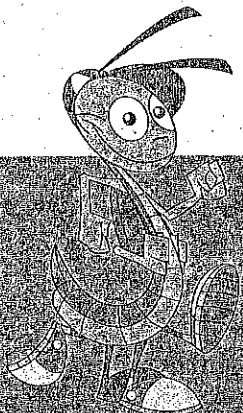
Your school conducts a hands-up survey each week to assess how many families are using green travel. Ask your school council to visit the KM School Portal where this data is located, and to provide you with the following:

- Number of green journeys to school this academic year?
- Number of school run car journeys removed from local roads so far this school year?
- Which class has the highest number of green journeys?

Pupils and parents will be very interested to learn this information. Why not write a letter that could be sent to parents – or even to the local newspaper – to trumpet your school's success?

Check with your head teacher whether this can be photocopied and sent home in pupils' book bags. If you are considering sending your letter to the newspaper, then don't forget to ask permission from your head teacher first.

Top tip: Remember to sign it from everyone who has helped to write the letter if this is a group activity.



Let us know what you're up to!

If you are intending to promote green travel to school, let us know by completing the simple feedback form on the www.kmweir.org.uk website. To thank you, we will email you case studies on activities that have proved successful at other schools. This might give you extra ideas.

Pupil
Voice

ACTIVITY SHEET 6

Green travel presentation for new parents joining your school

When new parents join the school, it is very important they hear about your campaign to encourage green travel to school. Really, every parent should be helping the campaign - so why not ask your head teacher for permission to give a short presentation to the new parents when they come to a meeting in the summer term?

When you have your presentation ready, ask the head teacher if you can practice by making the presentation to school governors. This could be at a governors' meeting, or you could invite the governors to come to the school especially to see your presentation.

Things to think about:

- Pictures – how will you show them what the traffic situation is like? Could you take photos of the parking outside the school on a day when there are lots of cars? If your school does Walk on Wednesday, then take a photo on a Wednesday when there are far fewer cars – then you can remind your audience that this is the aim of your campaign.
- Your main points – perhaps stick to three main points which could be:
 - 1 Healthy children
 - 2 Less pollution
 - 3 Safer streets

Create a letter that you can give to all new parents at the head teacher's meeting, which will remind each parent of the points from your presentation.



Let us know what you're planning!

If you are intending to promote green travel to school let us know by completing the simple feedback form on the www.king.ac.uk/green website. To thank you, we will email your case studies on activities that have proved successful at other schools. This might give you extra ideas.

Pupil
Voice

ACTIVITY SHEET 7

Encourage your choir to enter the Walk to School Song Contest

Write a letter to the adult in charge of your school choir asking them to enter the KM Walk to School Song Contest.

Each year this competition encourages choirs to sing a popular song that can be used to encourage green travel to school. Often schools go to extra effort and even change the lyrics of a song to promote walking. Perhaps the choir could perform the song in assembly as a rehearsal for the competition.

Here is a suggestion of the kind of letter you could write to the adult in charge of the choir, to encourage them to get involved:

Dear

I am a pupil who walks to school as often as I can. This is because I like the exercise which keeps me healthy. When we don't use the car it reduces the pollution created by traffic. It also makes the roads safer when there is less traffic around the school gates.

The KM Walk to School project has a competition called the Walk to School Song Contest. School choirs enter the competition with a song that is chosen each year. The lyrics can be used to encourage people to walk more, and are good songs to sing while you walk.

I would love our school choir to enter the competition this year. Please could you have a look at the website www.kmcharityteam.co.uk and look under the 'Schools' heading for more information on how we can enter this year?

Thank you for your time. I will wait to hear from you.

Yours sincerely,

Top tip: Don't forget to include details of which class you are in, so that they can let you know their answer. You should also write the date at the top of your letter.

If they agree, then you can plan how to let other pupils in your school know about it – they may wish to join the choir so that they can be in the contest, too.



Let us know what you are planning.

If you are intending to promote green travel to school, let us know by completing the simple feedback form on the www.kmcharityteam.co.uk website. To thank you, we will email you case studies on activities that have proved successful at other schools. This might give you extra ideas.

Pupil
Voice