Take Part, Take Pride  
Working Together for Sutton  
5 - 11 June 2006

Diary Date Announcement and Briefing

Summary
This briefing summarises proposals to hold the first borough-wide environmental improvement week in which we will promote environmental initiatives and celebrate civic pride. This will be a major event with the council taking the lead role. The council will also coordinate involvement from the Sutton Partnership and the community. We want this event to lead to an ongoing legacy, encourage a sense of community spirit and promote environmental sustainability. It links neatly with our vision: “To build a community in which all can take part and all can take pride.”

This briefing is being provided to the Area Committees, the Area Forums, the Sutton Partnership, Schools and Community Groups.

We would welcome any feedback and ideas to make this important event a success.

For further information, please contact:
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Activities During the Week
There are three main types of activity that will take place during the week:

1. Key Events
During the week, there will be centrally organised events at a strategic location in the borough. These will be widely promoted and publicised and anyone can come and join in. The preliminary list of dates and venues are:

   Monday 5 June: Beddington Park and the Grange  
   Tuesday 6 June: River Wandle  
   Wednesday 7 June: Cuddington Recreation Ground  
   Thursday 8 June: Sutton Countryside Walk  
   Friday 9 June: Sutton Millennium Gardens/High Street  
   Saturday 10 June: Cheam Park  
   Sunday 11 June: Wandle Valley Festival

The activities will include a range of environmental improvements relevant to the location.

2. Local Community Activities
We will encourage a range of community groups, schools, businesses and residents to get involved by registering their own activity. This will be aimed at local people doing good in their local community and will take the form of a
wide range of events from litter picks, wildlife garden and habitat creation, 
environmental art workshops, painting and planting. Initial plans are that they 
will contact a central co-ordinator at the Council and receive a pack to help 
them with their activities. The council will seek commercial sponsorship to 
fund the cost of the support pack. A web page listing all the activities will be 
available.

3. Showcasing Services
We will also use the event to highlight services such as graffiti removal, 
nuisance vehicle removal and fly tip removal. We will also explore how we can 
link our existing services such as graffiti removal and the reassurance work 
done by Safer Sutton Partnership with this event.

Date
The proposal is to hold the event from 5-11 June 2006. This date was chosen 
to tie in with World Environment Day on the 5th June and London 
Sustainability Weeks and EU Urban Green Days, which occur during these 
dates. This will be our main contribution to all these events. This week is also 
after half-term therefore schools will be able to take part.

This will be a major event requiring proper planning and organisation and so a 
date in the new financial year will enable us to build in resources in terms of 
business planning and budgets.

Opportunities for publicity
The period between now and June 2006 will enable us to promote regular 
initiatives in the months leading up to the event.

Detailed below are just a very few of the possible (or in some cases already 
arranged) initiatives for the lead up period:

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Date</th>
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<tbody>
<tr>
<td>Planet Pledge</td>
<td>Ongoing</td>
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<tr>
<td>Enforcement action</td>
<td>Ongoing</td>
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<tr>
<td>MORI results publicity</td>
<td>October/November</td>
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<td>Day in the life of an enforcement officer</td>
<td>December/January</td>
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<td>Sutton Guardian environmental feature</td>
<td>December</td>
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<tr>
<td>Community Safety publicity</td>
<td>Various</td>
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<tr>
<td>Street Scene feature</td>
<td>February/March</td>
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<tr>
<td>South London Guardian Environmental awards</td>
<td>Spring / Summer</td>
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<td>Take part, taking pride</td>
<td>June 2006</td>
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Promotion
We will start promoting the event in January 2006 in order to get the dates in 
peoples’ diaries. We will work with the Sutton Guardian newspaper to 
promote the week and we will also use Sutton’s web site, Sutton Scene 
magazine, poster boards and leaflets. Throughout spring we will run a
promotion campaign asking groups to contact the co-ordinator and log their activity.

We will use this event to raise the profile of existing activities taking place, such as abandoned vehicle removal, graffiti cleaning, fly tip clearing and deep cleans. These services are very important to the borough but tend to take place out of the public gaze. These existing borough services can be organised during this week to focus on specific tasks and locations across the borough. In this way, we can build extra promotion for these services, for example by focusing on clearing abandoned vehicles one day and graffiti removal the next.

Press activities during the week should consist of media releases, inviting the media to report on specific events (e.g. cleaning up the River Wandle), and producing a ‘diary’ of the events in the local papers.

**Organisation**
The event is being managed by a core group, consisting of the Lead Councillor for the Environment, a council PR officer, Waste Management Officer, Street Scene Project Manager, Environmental Sustainability Manager, and Parks Manager.

The council will provide practical support. For example, rubbish removal and provision of expert support such as the Street Teams and Parks Grounds Maintenance Teams to support voluntary groups at specific sites.

**Partners**
We will work with and encourage local organisations including, the Safer Sutton Partnership, Schools, Friends of Parks, Housing Associations, the Sutton Guardian newspaper, the Sutton Partnership and its members such as businesses, community groups, health services, and environmental groups to work with us and lead activities.

Initial plans are that they will contact a central co-ordinator at the Council and receive a pack to help them with their activities.

We have started discussions with the one of the Safer Neighbourhood teams to develop their ideas to tackle littering in one of the District Centres and coordinate their initiative with the Take Part Take Pride week.

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