

<b>This report is public</b>	
<b>Response to Council Motion: Keep Cherwell Tidy</b>	
<b>Committee</b>	Executive
<b>Date of Committee</b>	16 June 2026
<b>Portfolio Holder presenting the report</b>	Portfolio Holder for Housing and Greener Communities, Councillor Ian Middleton
<b>Date Portfolio Holder agreed report</b>	3 June 2026
<b>Report of</b>	Executive Director Neighbourhood Services, Kristian Aspinall

## **Purpose of report**

The report outlines the response to the motion submitted to Full Council in March 2026 calling for a campaign to “Keep Cherwell Tidy”.

As the motion fell within the remit of the Executive powers, it was referred to the Executive.

## **1. Recommendations**

The Executive resolves:

- 1.1 To note the response.
- 1.2 To endorse the extensive efforts already underway to keep Cherwell tidy.
- 1.3 To endorse development of a series of campaigns throughout the year on keeping communities tidy, rather than a single campaign in March. This will better reflect the different needs of rural environments throughout the year.

## **2. Executive Summary**

- 2.1 Neighbourhood Services, through the Environment Service, continually works to keep Cherwell tidy throughout the year. This includes social media campaigns, support for local community groups to take action in their neighbourhood, a focused month of action with community groups in March / April, and new equipment to better tackle perpetrators of fly tipping.

## Implications & Impact Assessments

Implications	Commentary			
<b>Finance</b>	<p>All actions contained within this report will be implemented within existing budgets.</p> <p>Michael Furness, Assistant Director Finance (S151 Officer), 13 May 2026</p>			
<b>Legal</b>	<p>The report does not involve any decision-making and is intended solely to provide an overview of the current position as regards to the motion. It sets out the steps that are presently being undertaken within the relevant services and reflects work already in progress. On this basis, there are no legal implications arising at this stage.</p> <p>Shiraz Sheik, Assistant Director Law and Governance &amp; Monitoring Officer, 8 June 2026</p>			
<b>Risk Management</b>	<p>The proposal presents a low level of risk as they build on existing service delivery. Any potential risks can be effectively mitigated through clear communication, ongoing monitoring, and alignment with available resources. The continued use of targeted enforcement and campaigns will help manage operational delivery, ensuring potential risks remain proportionate and well controlled. These and any further risks identify in the future will be managed and monitored through the service operational risk and escalated to the Corporate Risk Register as and when deemed necessary.</p> <p>Celia Prado-Teeling, Performance &amp; Insight Team Leader, 13 May 2026</p>			
<b>Impact Assessments</b>	Positive	Neutral	Negative	Commentary
<b>Equality Impact</b>		X		<p>There is no impact to Equality, Diversity or Inclusion as a direct consequence of this report. All proposals are developed in line with the council's Equality, Diversity and Inclusion Framework, in compliance with the Equality Act 2010.</p> <p>Celia Prado-Teeling, Performance &amp; Insight Team Leader, 13 May 2026</p>
<b>A</b> Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		X		N/A

<b>B</b> Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		X		N/A
<b>Climate &amp; Environmental Impact</b>		X		N/A
<b>ICT &amp; Digital Impact</b>		X		
<b>Data Impact</b>		X		N/A
<b>Procurement &amp; subsidy</b>		X		N/A
<b>Council Priorities</b>	Community Leadership, Environmental stewardship			
<b>Human Resources</b>	N/A			
<b>Property</b>	N/A			
<b>Consultation &amp; Engagement</b>	N/A			

## Supporting Information

### 3. Background

- 3.1 The motion proposed at Full Council on 16 March 2026 by Councillor Rebecca Biegel was as follows:

*“Cherwell is a district that members are proud to represent and we want the best for our communities.*

*We recognize and value the significant work already undertaken by Cherwell District Council to investigate, take enforcement action and clear incidents of fly-tipping and littering,*

*However, we also acknowledge that towns and villages from Banbury to Bicester and Kidlington continue to suffer from litter-strewn verges and streets, public litter bins being filled with household waste and repeated fly-tipping in hotspots.*

*Litter and fly-tipping harms the environment and wildlife, degrades our shared spaces and imposes costs on our taxpayers to clean up.*

*While strong enforcement action and prompt clearance is essential, we can further prioritize prevention with a campaign to increase awareness and encourage behaviour change.*

*This Council therefore resolves to:*

*1. Strengthen prevention with a Keep Cherwell Tidy district-wide awareness campaign*

*Including targeted messaging, signage in hotspot areas, and clear communication about enforcement outcomes and working in partnership with parish councils, schools, businesses and community groups to foster civic pride and shared responsibility for maintaining a clean and welcoming district*

*2. Maintain robust enforcement action against and prompt clearance of fly-tipping*  
*Ensuring accountability for offenders while protecting public spaces and countryside.*

*3. Consider providing help and support for Keep Cherwell Tidy clean-up days*  
*Work with partners to facilitate Keep Cherwell Tidy community clean up days and provide equipment, promotion and waste collection support where possible.”*

- 3.2 Having been proposed, seconded (by Councillor Mark Cherry) and responded to by the Leader, the motion was referred to Executive.

## **4. Details**

- 4.1 The council delivers several key programmes throughout the year to keep the district clean, safe and tidy. “Promoting environmentally conscious communities” is an explicit goal of the Annual Delivery Plan, and addresses the points raised through this motion including:
- 4.2 The annual community litter pick campaign takes place every March / April, where groups from across Cherwell are given free supplies and support to help make their neighbourhoods cleaner.
- 4.3 In order to better reflect the different needs of communities in rural areas, we will develop campaigns for different communities throughout the year when more appropriate, to support those residents in keeping their neighbourhoods tidy.
- 4.3 We support community groups in Banbury and Bicester who collect litter throughout the year, and welcome other community groups who want to do the same.
- 4.4 In March we launched a new communications campaign to dispose of litter responsibly, and throughout the year we will promote other campaigns on keeping Cherwell clean and tidy.
- 4.5 The council works with the district’s Parish councils in keeping Cherwell tidy. Where Parish councils prioritise funding additional cleansing services or purchasing of litter bins, the council works closely with them to ensure the funding and resources are best used to make their local area clean and welcoming.

- 4.5 The council is procuring re-deployable cameras with enhanced detection capabilities, that will be able to move around the borough targeting any fly-tipping hotspot, increasing our ability to prosecute and make fly-tippers pay.

## 5. Alternative Options and Reasons for Rejection

- 5.1 The following alternative options have been identified and rejected for the reasons as set out below.

Option 1: Stop activity

These activities are already planned as part of the annual service delivery Environmental services. Stopping them would make the district less tidy and dirtier and prevent us from tackling perpetrators of fly-tipping and making them pay.

## 6 Conclusion and Reasons for Recommendations

- 6.1 The Council is already undertaking the activities outlined in the council motion, and therefore it is recommended that we continue delivering this vital programme through Environmental services.

### Decision Information

<b>Key Decision</b>	No
<b>Subject to Call in</b>	Yes
<b>If not, why not subject to call in</b>	N/A
<b>Ward(s) Affected</b>	All

### Document Information

<b>Appendices</b>	
<b>Appendix 1</b>	None
<b>Background Papers</b>	None
<b>Reference Papers</b>	None
<b>Report Author</b>	Kristian Aspinall, Executive Director Neighbourhood Services
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<b>Executive Director Approval (unless Executive Director or Statutory Officer report)</b>	Report of Executive Director
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