

Geoff Raw - Chief Executive
Brighton and Hove City Council

19 June 2017

Dear Geoff,

I am submitting the following letter under Council Procedure Rule 23.3 to be included on the agenda for the Environment, Transport & Sustainability Committee meeting of 27 June 2017.

According to a report in the Argus (3 June), an “astounding 45 tonnes of waste” was left on Brighton and Hove’s beaches over the bank holiday weekend earlier this month. Looking at reports from previous years this appears to surpass previous records by some considerable degree.

Thanks to Brighton & Hove Albion being promoted to the Premiership the city will now benefit from being seen for the first time on millions of TV screens across the globe. The city's visitor and wider economies rely on people being attracted to visit, live, study and work in the city, safe in the knowledge that it is an attractive and clean place to be.

In the Argus report Councillor Mitchell is quoted as saying, “We always welcome our weekend visitors and provide extra staff and bins on the seafront but we would just ask that they help to keep our beautiful beaches clean by using the bins or taking their litter home with them. It is such a simple thing to pick up the rubbish and pop it in a bin or take it home.”

As the summer season is not even yet fully started does Cllr Mitchell believe it is adequate to “just ask” for their help, as it would appear that many visitors may not be hearing her. What is the additional cost of collecting and disposing of all this waste, and how much is being invested in a serious campaign to get the message across to all visitors that they should show more responsibility and take care of their rubbish properly.

With best regards

Councillor Pete West

