



Pride in our borough to keep it clean and green

IT'S time to take responsibility.

That's our message to those in the habit of littering our towns and parks because they can't be bothered to show a little civic pride and consideration for others.

It is a message we're hammering home through our new zero-tolerance approach to littering, graffiti and dog mess. We are working with support from East Hampshire to get far more enforcement officers out on the street, with instructions to fine people £75 for littering.

I must commend Cllr Martin Tennant for devising a scheme that will essentially fund itself - we've worked it out so that the fines pay for the extra manpower - meanwhile we are left with a cleaner borough.

Enforcement is, of course not the full answer though.

While I'm singing praises, I'd like to mention the likes of Councillors Mike Smith and Ken Muschamp and all the volunteers they have successfully been mobilising for a number of years in community litter picks in parks and estates throughout Empress, Fernhill and Cherrywood ward.

Similarly we've got some great community groups who really show a pride in our borough and keeping it clean and green - Cove Brook Greenway, the Blackwater Countryside Trust and the Rowhill Nature Reserve Society, the Basingstoke Canal Society, Aldershot Community Action Team and many others.

All of these really embody the kind of civic pride that we are determined, as a borough, to promote. That's why in many of these cases we continue to provide financial support and support in kind, because we know just how valuable they are as role models of people doing the right thing - and of course benefiting the whole borough.

We could all do with taking a bit more civic and community pride - a question I like to ask myself is what would our borough be like if everyone behaved like me? I'll admit that this can be quite challenging at times!

And, of course, doing more as a council, the LoveRushmoor app is a great way of reporting any environmental issues - and we're about to make it easier to report county council issues, such as pot-holes, weeds and highways matters.

We're determined to provide more joined up government so that you, as residents, do not get passed from pillar to post when trying to report something.

Finally, I'd like to thank Hampshire County Council for listening to the case we have made locally to keep both Aldershot and Farnborough dumps open and its recent decision to do so.

I'm increasingly optimistic about our partnership in serving residents and our shared determination to listen, learn and deliver better - that's something we can take pride in.



David Clifford
Leader, Rushmoor
Borough Council

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Volunteers taking part in last year's annual