

EMBARGOED FOR Monday 18 February 2019

Kent's 13 Councils show the dangers of driving recklessly on pavements

Today (18 February) sees the 13 Kent councils – all members of the Kent Resource Partnership (KRP) – work with its waste contractors and Kent Police to launch the 'Driving Recklessly on Pavements' (DROPs) campaign across the County. The weeklong social media campaign aims to raise awareness of the dangers council collection crews face when some motorists choose to drive recklessly on pavements to get around their recycling & waste vehicles.

The safety awareness campaign provides an insight into the day-to-day dangers council collection crews experience by sharing genuine CCTV footage from recycling & waste vehicles. Most motorists drive responsibly and considerately. But this campaign aims to shock irresponsible, thoughtless, or impatient drivers into thinking again when driving in a rush, especially once they have seen the risks shown in the CCTV images.

Most Kent councils are now fitting recycling & waste vehicles with 360-degree cameras to help fight this battle against reckless and dangerous driving. CCTV footage, along with evidence statements from witnesses, is then sent to Kent Police to take appropriate enforcement action.

Cllr Rory Love OBE, Chairman of the Kent Resource Partnership said, *"The 13 Kent councils are pleased to promote this safety awareness campaign to highlight the dangers our collection crews are facing every single day. Seeing CCTV footage from our collection vehicles should encourage all drivers to think again before considering reckless and life-threatening manoeuvres. We welcome the involvement of Kent Police and thank them for taking enforcement action whenever possible."*

David Currie, Head of Traffic Prosecutions for Kent Police said, *"When the 13 Kent councils came to us to highlight this serious issue we were only too happy to get involved. Rule 145 of the Highway Code states: 'you must not drive on or over a pavement, footpath or bridleway except to gain lawful access to property, or in the case of an emergency.' Therefore, it is unacceptable to drive on the pavement to pass a recycling & waste vehicle to save just a few seconds off your journey. People need to think about the consequences of their actions – if they chose to drive on the pavement they not only risk prosecution but more importantly they put themselves and others at risk of serious injury or worse."*

The DROPs campaign initially launched by waste management provider Biffa in 2016 with programmes now delivered across several areas including – Staffordshire, South Cambridgeshire and Hampshire.

Dave West, safety, health, environment and quality coach at Biffa said, *"The waste industry puts up with more than 30,000 incidents of recklessly driving on pavements every month, seriously threatening the safety of both our staff and the general public. This is unacceptable and we are dedicated to making sure the DROPs message is pushed nationwide to bring concrete improvements to people's safety. We applaud the KRP and Kent Police for taking action on this serious issue and we urge other waste companies, councils and local police to follow in their footsteps."*

You can follow and comment on the campaign using #stopDROPs on social media.

END

Editors Notes

1. The Kent Resource Partnership (KRP) is the unique, multi-award winning waste resource partnership of all 12 of Kent's district/borough councils and Kent County Council. For reference all 13 councils are listed in alphabetical order:- Ashford Borough Council, Canterbury City Council, Dartford Borough Council, Dover District Council, Folkestone & Hythe District Council, Gravesham Borough Council, Kent County Council, Maidstone Borough Council, Sevenoaks District Council, Swale Borough Council, Thanet District Council, Tonbridge & Malling Borough Council and Tunbridge Wells Borough Council.
2. The KRP was formed in 2007 (as the Kent Waste Partnership) in order to deliver the Kent Joint Municipal Waste Management Strategy (KJMWMS), a statutory requirement in all two-tier local government areas under the Waste & Emissions Trading Act 2003.
3. The latest version of the KJMWMS can be found [here](#).
4. The KRP's Annual Report 2017/18 can be found [here](#).
5. KRP contact details: Paldeep Bhatti paldeep.bhatti@kentrp.org.uk.
6. Biffa contact details: Dave West dave.west@biffa.co.uk.
7. Related article- <https://www.kentonline.co.uk/ashford/news/binman-nearly-hit-by-impatient-driver-in-ashford-158773/>