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## **PRESS RELEASE**

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### **New Campaign to Improve Street Cleanliness**

There have been numerous approaches made to Government regarding the state of cleanliness of some areas of Gibraltar that, for some years now, have not been cleaned on a regular basis. In order to tackle this issue, the Royal Gibraltar Police, in conjunction with the Ministry for the Environment and the Ministry for Traffic will be taking a more decisive approach with regards to street cleaning throughout Gibraltar. Members of the public are asked to cooperate in order to ensure this is done effectively, for the benefit of those who live and work in these areas and in order to improve the overall appearance of Gibraltar.

The enforcement side of street cleaning has been lacking in certain areas. In order to allow effective street cleaning, private vehicles have to be removed and, although this is an inconvenience for members of the public, the final result is of benefit to all. To this end, the RGP, together with the Highways Enforcement Officers, will over the next few weeks be carrying out an awareness campaign via social media (GBC morning Broadcast, Police Facebook and Twitter) and by approaching tenants' associations. Different areas of Gibraltar will be visited, owners will be asked to remove their vehicles and information flyers will be displayed.

The campaign will adopt a gradual approach in relation to enforcement. Initially it will start with the issuing of Fixed Penalty Tickets, followed by towing away illegally-parked vehicles as the campaign proceeds. By way of this gradual approach, through giving information and raising awareness, the Government trusts it will gain the support of the community as a whole for this much needed initiative. HMGoG firmly believes that this cleaning campaign will improve the appearance of the estates. It will also form part of the Government's Sustainable Traffic, Transport and Parking Plan as it is expected to highlight potentially abandoned vehicles and as a result will help promote the circulation of vehicles and provide fairer parking throughout.

Further initiatives to improve Gibraltar's urban environment are the subject of discussion by the Gibraltar Litter Committee which was formed several months ago and further initiatives will be announced over the coming weeks and months.