

On yer bikes, or scooters, or feet!

A CAMPAIGN was launched on Monday by the Royal Borough aimed at encouraging children to walk, cycle or scoot to school.

The School Travel Reward Scheme (STaRS) is aiming to cut the number of children travelling to school by car while promoting healthier lifestyles.

Each pupil at participating schools is issued with a card which their teacher stamps with a star every time the child walks, scoots or cycles to school.

Once children have enough stamps they are rewarded with bronze, silver and gold stars, with a range of reward activities offered after 30 stars and again after 50 stars.

STaRS also ties in with this month's national Walk to



LET'S GO: Mayor Dorothy Kemp with children holding aloft their STaRS cards. Ref:100305-5

School campaign being held in school.

Maidenhead MP Theresa May is supportive of Walk to School month. She said: "Increasing the number of children

walking to school has a positive impact not only in increasing the health levels of children, but also in reducing the levels of congestion and pollution in our local area."

Only one-third of boys and girls, aged two to 11 achieve the recommended level of activity to benefit their health through activity undertaken outside of school.

Attack on 'quick and dirty' survey

Borough hits back at criticism of street cleanliness

By Justin Burns
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THE chief of the Royal Borough's streetcare team has reacted angrily to a Government-led environment survey which criticised the council.

Streetcare manager Dave Perkins said the report did not reflect a true picture of standards in the borough's street cleanliness.

The department of environment food and rural affairs (Defra) published a report of the quality of Royal Borough's street-level environment on September 16, as reported in the Advertiser last week.

Speaking in an interview with the Advertiser, Mr Perkins said of the survey: "The report touched a raw nerve."

"Defra put out a quick and dirty survey. They focused on particular areas and it is only a

snapshot, and not reflective of the area as a whole or the reality on the streets."

He added: "It was just a sample of what is going on in the Royal Borough and is disappointing as it does not show us in a favourable light."

"I think if we look at the way things are publicised, they are done to push the issue of litter to the local authorities from the Government department."

The survey measured litter, detritus, graffiti, fly-tipping and fly-posting within the local authority boundary.

ENCAMS (Environmental Campaigns) which produced the report, claimed the Royal Borough's street furniture, amount of street detritus and condition of the litter bins were of an unsatisfactory standard.

Mr Perkins said that a team of 70 works tirelessly to clean the borough and that the majority of residents are happy with the

borough's cleanliness.

He said one of the biggest issues facing the Royal Borough is the increase in the amount of cigarette litter since the smoking ban came into force in July last year.

"The biggest problem we face is cigarette litter. To clean them up means someone going on their hands and knees."

"It is very difficult to prevent people from dropping cigarette butts."

The Royal Borough launch open season on litter louts in a few weeks' time, when its zero-tolerance strategy begins.

On-the-spot fines will be handed to people caught dropping litter by borough enforcement officers.

Of the campaign he said: "It will be targeting the minority of people who cause the problem. Litter is important to us and this council will not tolerate litter being dropped on the streets."

Final fair for brides

THE last of this season's wedding fairs will take place for brides-to-be and their grooms this weekend.

The Maidenhead Advertiser's free finale event will take place at the Red Lion Hotel, Henley, on Sunday from 10am-4pm.

Among the exhibitors will be a company offering attendees the chance to take a boat ride on the Thames.

Just come along, register and receive your goody bag before browsing the stalls, whether it be to find your photographer, cake-maker and florist, or to simply get some inspiration for your big day.

For more details contact amyv@baylismedia.co.uk or call 01628 678210.

Road to be closed

A FINAL push to complete delayed drainage work in Cannon Road, Maidenhead, means it will be closed to traffic during the next three weekends.

The Royal Borough said the closures are the result of unexpected complications experienced by council contractors carrying out drainage works in the area under and near the railway bridge.

Bad weather during previously-scheduled road closures has also been a factor.

The drainage scheme is to help prevent flooding under the bridge, which has caused problems in Cannon Lane in the past.

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Forthcoming Open Events

Tuesday 7 October
Open Morning for all ages
9.30 am - 12.00 pm, Nursery 9.30 am - 11.30 am

Wednesday 8 October
Open Evening for boys entering Years 7 to 10
6.30 pm - 8.30 pm

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Pupils tap in to a terrific scheme

COMPUTER equipment was given out to schools in Maidenhead by supermarket powerhouse Tesco at a presentation in the Nicholson Centre on Friday.

A range of PC goods were handed to three schools from the area, as part of the store's annual Computer for Schools scheme.

Pupils from Desborough School, St Mary's Primary School and Lowbrook Primary were presented with equipment by Maidenhead MP Theresa May and Tesco store manager Steve Hill.

The scheme saw schools collecting vouchers from purchases made in the store during the last academic year, which pupils then redeemed for computers and other equipment.

PC HEAVEN: Maidenhead MP Theresa May helps Tesco store manager Steve Hill present computer equipment to pupils. Ref:100278-06



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