Press release

16th April 2025

For Immediate Release

Red Kite's continued focus on keeping our community clean

Red Kite Community Housing has continued its efforts to combat unsightly rubbish and fly-tipping in Downley over the past week. Building on an initiative launched on 31st July last year, which saw approximately 40 bins provided to homes on the Imbies estate to improve waste management, ongoing work is underway to ensure the system's effectiveness.

Despite the initial "bin drop" initiative, persistent reports of roadside rubbish and fly-tipping indicate that further action is necessary for a long-term solution.

Janine Healy, Estates Manager at Red Kite, stated, "Since the "bin drop" mission, Red Kite has continued to work with Bucks Council and Veolia to reinforce the proper use of these new bins among tenants. Recent actions include letters reminding tenants of designated collection arrangements and the importance of securing waste within the bins to prevent spillage and deter fly-tipping.

This week, we have also displayed laminated messages with clear instructions on bin usage around the Imbies estate. Furthermore, we are in direct contact with individual tenants who are not adhering to the rules."

Following their support of the Great British Spring Clean, Red Kite has organised two additional litter picks for April and May. Details regarding the locations will be available on their website once confirmed.

Ends

Notes to editor:

More about Red Kite:

- Red Kite Community Housing is a tenant-led, not for profit, charitable housing organisation that was formed on 12 December 2011
- Red Kite owns and manages more than 6,500 homes in the Wycombe district and surrounding area
- Red Kite's mission is building communities where people want to live, with tenants and leaseholders at the heart of everything we do
- We have a vision to have an outstanding reputation for customer care, quality of service and value for money.