



Chelmsford

Litter prevention action plan guidance

BUSINESS

[www.chelmsford.gov.uk/
environment-and-public-health](http://www.chelmsford.gov.uk/environment-and-public-health)

Information actions

Review the actions below and choose a minimum of **three** that your business would like to work towards in their Litter Prevention Action Plan. If you wish to develop your own actions, please do so.



Action

Display litter prevention messages

Have public facing information on display for customers and service users.

Engage our supply chain around preventing litter and flytipping.

Encourage effective litter and waste management at events.

Description

We will engage staff and customers around the importance of tackling litter and flytipping in the local community by displaying preventative messages

We will encourage our customers to do the right thing with all their waste by using a range of communications channels. This may include displays, the company website, messaging on our packaging, digital display boards, tannoy announcements and social media.

We will work with businesses up and down our supply chain to highlight the importance of preventing littering and flytipping, encouraging them to work with their own staff, customers and other partners and investigating opportunities to work together to reduce the impact of supplies and products (e.g. trialling different packaging options).

We will follow the guidelines provided by Chelmsford City Council when organising an event and also require third party event organisers to follow the guidelines. We will contact Chelmsford City Council for permission beforehand.

Information actions

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Action

Description

Celebrate litter prevention successes.

We will celebrate our accomplishments, however small, reinforce positive behaviours and raise wider awareness through our media channels. We will share this with Chelmsford City Council for promotion and sharing of best practice. We will adopt a clean my space approach, where we take pride in our business premises.

Encourage staff to come forward with any litter prevention suggestions.

We will engage our staff on litter and flytipping prevention, and encourage them to come forward with any suggestions and ideas for tackling these problems.

Include litter prevention as part of employee training.

Staff training can encourage litter prevention behaviours. We will include litter prevention as part of our employee induction and refresher training.

Organise 'Waste-Free Lunch' days.

We will engage staff around the importance of litter prevention by organising a waste-free lunch day (e.g. buying items with less packaging, using re-useable containers, using refillable bottles)

Infrastructure actions

Review the actions below and choose a minimum of **three** that your business would like to work towards in their Litter Prevention Action Plan. If you wish to develop your own actions, please do so.



Action

Description

Carry out a litter survey.

We will carry out a litter survey to understand the littering situation in our local area and outside of our business premises (e.g. levels and types of litter occurrence), to help us to identify our priorities for future action and monitor the effectiveness of the initiatives put in place. We will monitor the type, proximity and amount of litter and will take a clean my space approach, ensuring our premises are clean. We will share our progress with Chelmsford City Council.

Develop a litter cleaning schedule.

We will develop a litter cleaning schedule for our staff to ensure that litter is cleared from our frontage, car park, side alleys, delivery and storage areas on a regular basis to promote the clean my space approach.

Encourage staff to take part in litter picking.

All staff will be encouraged to participate in litter picking, targeting areas that Chelmsford City Council is responsible for or land immediately around our premises. By promoting this activity (clean our space approach) we hope to be recognised as an important part of the community.

Encourage re-use.

We will encourage our customers to use reusable shopping bags or where appropriate and make provisions for customers to purchase products in their own reusable containers such as reusable coffee cups.

Infrastructure actions

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Action

Description

Investigate opportunities for product or service innovation.

The way that a product or service is designed will influence the potential for it to create litter or flytipped waste (e.g. labels which detach from bottles potentially create two pieces of litter). Where appropriate we will work with our suppliers to see if product design can reduce this potential.

Provide sufficient litter and recycling bins at all of our premises

We will provide the correct number of bins for staff and customers to make it easier for people to dispose of all types of waste properly. Where the bin location is not on our land we will consult Chelmsford City Council or the landowner for advice on the appropriate bin type and best location.

Secure waste and recycling bins at all of our premises

We will ensure that all of our premises have appropriate waste management contracts in place to meet our Duty of Care requirements as a business. We will:

- store our bins securely to avoid escaping waste, attracting vermin or vandalism
- use an authorised waste contractor
- provide the correct size and type of bins
- present our bins at the kerbside as close as possible to the collection time and retrieve them as soon as practicable after collection.

Service litter and recycling bins regularly.

We will provide sufficient internal and external litter bins and recycling bins for staff and customers to make it easier for people to dispose of waste properly, and will monitor and empty the bins regularly.

Ensure any waste spillages are cleaned up.

We will work in conjunction with our waste management contractor to ensure any waste spillages are cleaned up immediately after our waste collection.

Enforcement actions

Review the actions below and choose a minimum of **two** that your business would like to work towards in their Litter Prevention Action Plan. If you wish to develop your own actions, please do so.



Action

Ensure there is CCTV coverage of property.

Inform staff and customers that littering and flytipping are crimes.

Support Chelmsford City Council campaigns.

Share best practice with Chelmsford City Council.

Description

Where we have land which is subject to regular littering or flytipping, such as a car park, alley, or the front of our premises, we will ensure coverage by a CCTV camera. Where an incident has been caught on camera we will report this to Chelmsford City Council.

People often do not realise that dropping any waste is a crime. We will inform customers that dropping any waste is a crime, even a cigarette butt or apple core and anyone caught can be issued with a fine starting at £150 for litter and £400 for flytipping.

Chelmsford City Council will often run campaigns or local enforcement activities. We will look to support these by whatever means it has available on a case by case basis (e.g. by using communications materials or providing information to support enforcement action).

We will work in conjunction with Chelmsford City Council to share enforcement actions that have been a success to be replicated within other businesses.