

ENVIRONMENTAL DESPOILMENT – ACTION PLAN

Focus Area	Action	By Who
1. Environmental Despoilment Education and Awareness raising, including producing a rolling programme of events, news articles and initiatives.	<ul style="list-style-type: none"> a) Undertake 10 local environmental enforcement and educational initiatives in targeted areas to deal with dog fouling, littering and fly tipping (Corporate Plan Target). b) Environmental Health (EHT) & Streetscene (SST) Teams undertake joint educational activities at schools throughout the District(s); particularly, in areas with despoilment 'hot spots'. c) Produce biannual district wide media articles to raise awareness of environmental despoilment and cleanliness issues via 'The News' and 'In Touch' and/or other media streams. d) Utilise social media in the education of relevant target groups. e) Work in partnership with Parish & Town Councils to promote and support community groups in the undertaking of local litter picks and clean-ups. f) Coordinate where possible, District, Parish and Town Council resources to ensure effective deployment of street cleansing resource. g) Dog Wardens/Environmental Enforcement Technical Officers, CAN Rangers and Community Recycling Promoters to participate, where relevant, in Elected Member\estate walkabouts and community events. 	<p>ADS EHM</p>
2. Proactive enforcement of fly tipping, littering and dog fouling and feedback to relevant parties interested in outcomes of incidents.	<ul style="list-style-type: none"> a) Establish a joint (EHT\SST) mobile CCTV camera deployment program across District's fly-tipping and littering 'hot spots'. b) Intelligence/evidence obtained by SST passed to EHT in prescribed manner to ensure continuity of evidence and evidential tests are met. c) Progress and/or outcome of enforcement actions communicated to SST and other relevant stakeholders. d) Where appropriate, utilise social media to gather information in the identification of offenders. e) Publicise enforcement outcomes\successes via hard publications and electronic media channels. 	<p>ADS EHM</p>

Focus Area	Action	By Who
3. Education and enforcement of businesses in their duty of care requirements for litter and refuse arising from businesses activity.	a) Where appropriate, require landowners and businesses to keep relevant land clear of refuse and litter by use of enforcement powers (i.e. Community Protection Notices). b) Provide advice to businesses on duty of care responsibilities to ensure such premises have effective waste management arrangements in place. c) Coordinate Environmental Health, Streetscene and CAN Rangers existing duties to ensure effective and efficient use of resource. d) Provide training to relevant front line staff in evidence gathering. e) Identify and adopt good practice where applicable including relevant government recommendations and guidance.	ADS EHM

Legend

ADS – Assistant Director Streetscene
 EHM – Environmental Health Manager

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