



ACTION PLAN TO SUPPORT POLICY STATEMENTS

The Policy Statements developed as part of the Litter and Fly-tipping Strategy are designed to demonstrate a clear commitment by the Council to focus on litter and fly-tipping and take decisive action within the resources available to it.

This Action Plan has been developed to identify key areas of activity that the Council can lead upon to help demonstrate commitment to the policies individually, as well as collectively to lead key stakeholders in delivering the Strategy over the next five years.

The actions developed have been grouped into short-term (one to two years), medium-term (two to three years) and long-term (three to five years). This overlap allows flexibility in adopting the actions within a work programme of an already busy service area. The Action Plan is presented according to the four themes identified within the Strategy.



LEADERSHIP

Blaenau Gwent Council is the Principal Litter Authority and arguably has the greatest responsibility for maintaining a clean local environment. The statutory powers afforded the Council mean local residents, businesses and visitors look to them for decisive action to tackle enviro-crime. It is therefore imperative the Council demonstrates strong leadership within the community and set the standards for others to follow.

In this role it is proposed that the Council identifies a lead officer and member to champion the fight against litter and fly-tipping. This is likely to be the Executive Member for the Environment as the portfolio for street cleansing currently rests in this area. The senior officer identified together with the Executive Member for the Environment will provide leadership and focus for the Litter and Fly-tipping Strategy, taking ownership of the Action Plan and the work programme contained within it.

The timetable for delivering the key actions identified in this Action Plan reflect the Litter & Fly-tipping Strategy period 2021-2026. In adopting the Action Plan the Council commits to developing a detailed annual work programme that delivers these key actions within the four identified themes.

INFLUENCE



SHORT-TERM

- Identify a lead officer and member to champion the fight against litter and fly-tipping.
- Develop a five-year work programme for the implementation of the Action Plan.
- Identify key stakeholders for a Focus Group on litter and fly-tipping and agree terms of reference and frequency of meetings, that takes a multi-agency approach to litter prevention, management and enforcement.
- Develop proposals for an Environmental Charter that recognises a community-led approach to identifying litter problems and a route for volunteering as well as taking pride in the local area (<https://www.litterwatch.org.uk/about-us>).
- Develop and adopt a communication plan to promote litter prevention.



MEDIUM-TERM

- Work with the Focus Group to apply for funding for key projects that will help deliver the terms of reference of the Group.



LONG-TERM

- Secure long-term commitment from local business leaders to support key litter prevention and management initiatives via an Environmental Charter and display on the premise.

ENGAGE



SHORT-TERM

- Identify a budget for supporting the work of the Litter Champions using a hub-based approach.
- Using the newly identified Focus Group, identify key funding opportunities for projects that tackle litter and fly-tipping e.g. Welsh Government, Keep Wales Tidy and Wrap Cymru.
- Identify methodology for capturing public satisfaction with cleanliness standards across Blaenau Gwent.
- Work with Keep Wales Tidy to build strong educational anti-litter package in Blaenau Gwent and promote within schools across the Council area.



MEDIUM-TERM

- Identify key stakeholders within the business community to champion the Environmental Charter and strengthen links between existing business forums.
- Implement communication plan recommendations.



LONG-TERM

- Preparation for Strategy review in 2025 for new strategy to commence in April 2026.

ADOPT BEST PRACTICE



SHORT-TERM

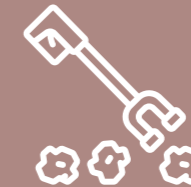
- Develop and adopt a litter bin protocol that uses a fair and equitable scoring system for ensuring the right number of litter bins are in the most appropriate places.
- Investigate the use of technology for asset management i.e. QR codes on litter bins.
- Work with Keep Wales Tidy on ensuring accurate data provisions for LEAMS surveys and collation of survey results achieved .
- Work with the Council's enforcement team to identify key activities and partner authorities for joint initiatives. e.g. purchase of remote covert CCTV cameras.
- Create an inter-departmental working group to review and build a closed-loop approach to the use of existing technology (i.e. web-based reporting and digital mapping) within service delivery with the aim to improve efficiency.



MEDIUM-TERM

- Identify up to ten key improvement projects across Blaenau Gwent e.g. providing a co-ordinated approach to 'deep-cleaning' an area of concern for local communities.
- Review zoning (Code of Practice on Litter and Refuse) for Blaenau Gwent using key personnel and stakeholders.
- Implement technology solutions such as QR codes on litter bins
- Make use of the jet wash machine to support the marketing campaigns (e.g. jet washed messages on pavements).

EMPOWER



SHORT-TERM

- Review the Street Cleansing resources to identify resource requirements, including training, to deliver an effective and efficient service
- Conduct a workshop with the Litter Champions to identify a more partnership-based approach
- Create a 'hub' support scheme (online and physically) to enable Litter Champions
- Provide the foundations for good communication practice within the groups and celebrate successes through an award scheme and annual event
- Provide LEAMS training to a wider audience including staff and volunteers



MEDIUM-TERM

- Secure budget and implement any service changes from resource review
- Compile lessons learnt and closed loop from the LEAMS survey to ensure the results are taken into account in annual service planning



LONG-TERM

- Commence strategy evaluation process to identify successes and lessons learnt for the next strategy including monitoring through the scrutiny process