



Colchester Borough Council

Street Care Strategy

and Improvement Plan

A Strategy for Street Care in Colchester

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Vision

Our vision is for Colchester to be an attractive and enjoyable place in which to live, work and visit – a clean, green and safe place for people, recognised as a leading centre in the east of England and a preferred destination for visitors, business location and investment.

This ambition is reflected in one of the Council's three core objectives – for Colchester to be the cleanest and greenest Borough in the Country – the street care strategy bringing greater focus and integration to the planning and delivery of street care activities.

The strategy and improvement plan is geared toward improving the quality of the environment, achieved by improving litter standards, removing the blight of abandoned vehicles, fly-tipping, graffiti and fly-posting, improving feelings of safety and security and engendering a sense of care and respect for the place in which people live, work and visit.

Context

In recent years there has been significant interest from Government regarding the cleanliness of our streets. Research has shown that there is a strong correlation between the standards of cleanliness in the local environment, fear of crime and satisfaction. If the local environment is clear of litter, refuse, vandalism, graffiti and other local environmental quality issues such as these, more pride in the local area and the Council will result. Extensive research commissioned by the Department for the Environment, Food and Rural Affairs (Defra) and ENCAMS (Keep Britain Tidy) suggests that through using enforcement combined with a series of public education campaigns and improved operational methodologies, a successful integrated approach to improving the environmental quality of the public realm can be achieved.

As a result, Colchester Borough Council is renewing its approach to street care to adopt a much more proactive approach to litter and other local environmental quality issues. The recent 2005 Strategic Plan Public Consultation showed that only 41% of the public were satisfied with street cleansing. This has decreased from 65% in the last customer satisfaction survey in 2003/04. The Council's target for 2006/07 is to achieve 68% satisfaction. The public consultation also outlined that the factors that most influence overall satisfaction with the neighbourhood in Colchester are that roads and pavements are kept clean and safe.

The Destination Benchmarking Survey in 2005 highlighted a decreased satisfaction in the cleanliness of the streets in Colchester, the cleanliness of public toilets and the availability of public toilets since the annual surveys commenced in 1999. This research compares visitor opinions about Colchester to those of similar historic towns; the results of which indicated satisfaction levels significantly lower within these categories in relation to other historic towns. This street care strategy aims to address these issues, therefore improving public perception.

In this strategy focus is given not only to cleanse to the high standards outlined in the Environmental Protection Act 1990 (EPA 1990) (refer to Appendix 1) relating to standards of cleanliness and their response times, but also to have a robust and timely response to any reported graffiti, fly-tipping and fly-posting. In addition to this focus is also given to increased education of the public through targeted campaigns, work with schools to address litter and encourage responsible environmental behaviour. To support this, partnerships with local businesses, retailers and food outlets will be set up to address the issue of fast food, cigarette related and other sources of litter. A programme of enforcement is being established to ensure a coordinated and consistent approach is achieved across the whole of the Borough to support the various initiatives and to demonstrate a low tolerance approach to environmental-crime.

The Code of Practice on Litter and Refuse has also outlined changes to the working practices of local authorities which will be put into practice within the first year of the strategy.

This will incorporate the new standards and response times for removal of litter [as detailed in the appendix 1 to the strategy]. Detritus (mud, silt and broken down vegetation) on paved surfaces will also be removed as a requirement of the S.89 duty of the EPA 1990 to keep highways clean. Care will be taken to ensure that debris, detritus, and other materials are not left to become a danger to road users by accumulating to block channels, gullies and cause flooding; encourage weed growth; or become compacted. The seasonal variations in

such accumulations will also be taken into consideration when formulating the cleaning regime.

As part of the Code of Practice, the Council will continue to deal with small fly-tips and abide by the fly-tipping protocol agreed by the Environment Agency and Local Government Association. This local agreement sets out how the Essex County, District and Borough Councils, and the Environment Agency will co-operate on this matter.

The Government has set legislation to help local authorities tackle local environmental quality issues in the Clean Neighbourhoods and Environment Act 2005 (CNEA 2005). This has brought into effect new powers that will enable Colchester Borough Council to carry out enforcement action more effectively. These revised powers have not only filled in the gaps of older legislation, but also enable local authorities to be much more flexible and proactive with enforcement. A significant part of this strategy is to bring into force the powers that have been made available.

The quality of the local environment, that is, the appearance of an area, and the way that people perceive it, comes down to good, effective management and control, in order to know what resources should be deployed and when, accurate and systematic monitoring is needed. This will enable Colchester Borough Council to identify when and where the greatest litter problems are likely to occur, and to put into place procedures to ensure that these do not build up and that acceptable standards are maintained. This information will be available to the public through the publishing of cleansing regimes.

The extent of the problems with Local Environmental Quality

Local environmental quality, or LEQ as it is frequently abbreviated to, incorporates all environmental aspects of the street scene including litter, abandoned and nuisance vehicles, graffiti, fly-posting and dog fouling. Each of these aspects has a huge impact on how an area is regarded by its residents and visitors, on how much pride there is have in an area and the associated fear of crime. Below is a small explanation of each of these areas and whether or not they have been detected as increasing over the UK in the Local Environmental Quality Survey for England (LEQSE survey) conducted every year by ENCAMS.

Litter

In 2004 – 2005 over £415m was spent on cleaning up litter in the UK. Litter has been described by ENCAMS as being as small as a sweet wrapper, as large as a bag of rubbish, or it can mean lots of items scattered about. Litter is most commonly assumed to include materials associated with smoking, eating and drinking, that are improperly discarded and left by members of the public, or are spilt during business operations as well as waste management operations. The offence of 'leaving litter' (section 87 of the EPA 1990) says that if a person drops, throws, deposits or leaves anything in a place, they commit a littering offence. The different types of litter include: cigarettes, cigars, food dropped, chewing gum, bubble gum, drugs-related litter, and any item (big or small) dropped by a person. Natural matter such as overgrown vegetation, weeds or leaves which have fallen from trees, are not classed as litter. Dog faeces are classed as 'refuse', not litter, and are subject to different laws; however dog fouling is still punishable with a fixed penalty notice as littering is.

How does it affect the local community?

Some types of litter can take much longer than others to degrade. Plastic bottles can last indefinitely, aluminium drinks cans last between 80 and 100 years, as can nappies. Plastic

bags given away by supermarkets can last between 10 and 20 years. Cigarette butts take approximately 12 years to biodegrade and 150 years to be adsorbed back into the environment and orange peel, banana skins and apple cores can last up to two years. In the 2004/05 LEQSE survey, cigarette-related litter was found in 79% of all locations surveyed and confectionery-related litter, such as sweet wrappers, was found in 67% of locations. Soft drinks-related litter (cans and bottles) was found in 65% of all locations. The 2005 survey also showed that chewing gum litter was present in 95% of areas surveyed in town centres. The use of chewing gum is becoming more and more popular, especially sugar free gum. In 2003 the total chewing/bubble gum market was valued at £322m, a 24% increase on 2001. In line with this rise, the amount of gum dropped on the streets is increasing and local authorities and other statutory bodies are left with the responsibility of removing it.

What is the cost of litter?

Estimates show that local authorities in England spend between £300m and £500m each year on street cleaning and litter clearance. It can cost between £6 and £19 per kilometre to sweep the streets, depending on the nature of the area and the methods used. Defra estimate that the removal of chewing gum alone costs local authorities £150 million across the UK each year. Colchester Borough Council actively removes chewing gum using a hot-jet on a daily basis.

Litter perpetrators

From the 2004/05 LEQSE survey, it was found the worst perpetrators to be pedestrians or drivers, causing 91% of litter. Most of the population voice their disgust at seeing litter on the streets. However, research conducted by ENCAMS (October 2001) shows that nearly every adult in the population drops litter, in varying degrees. The most frequently littered items were those that were seen as small and less harmful, such as small sweet papers, apple cores, cigarette butts and chewing gum.

The EPA 1990 and CNEA 2005 give both local authorities and citizens the right to take legal action to get areas cleaned up. Where a litter problem can be traced to certain types of business such as food on the go establishments, mobile vendors or market stalls, the local authority can issue a Street Litter Control Notice. This is a formal notice to ensure the owner is made aware that it is their responsibility to clear up litter and implement measures to ensure that land is not continually defaced by the presence of litter and food waste. In addition to this the CNEA 2005 amended the Environmental Protection Act 1990 to give local authorities powers to issue fixed penalty notices for littering offences, including cigarette and chewing gum litter. The fine can be anywhere between £50 and £80 although the default suggested by Defra is £75.

Flyposting

Flyposting is generally taken to be 'the display of advertising material on buildings and street furniture without the consent of the owner.' It has also been described as 'the commercially-driven defacement of the local environment with advertisements pasted or attached illegally to buildings, other structures or street furniture'. Many people contend there is a link between flyposting and a spiral of decline. Sometimes flyposting is a sign of decline, but equally it can be a response to decline. A derelict building brought into use is suddenly no longer a target for the flyposters, whilst a building that becomes abandoned or derelict can quickly become plastered with flyposting. According to the LEQSE survey more than eight out of ten local authorities have a problem with flyposting to some extent.

Graffiti

The term graffiti refers to drawings, patterns, scribbles, messages or tags that are painted, written or carved on walls and other surfaces. In recent times the craze has been 'tagging', which is the stylised scrawling of names. To those whose property is defaced by graffiti, the markings are a form of vandalism that is unwelcome, distressing and difficult to move. The 2005 LEQSE showed that graffiti was present in 21% of all sites surveyed. Although this shows that graffiti is not visible everywhere, it is a problem that causes a great deal of interest and is given a high political priority. Due to its nature, graffiti is often located in places where it will gain maximum exposure, thus it can have an enormous impact on the fear of crime in an area. Graffiti, along with other environmental crimes, is a sign of an uncaring and indifferent society, the visual impact of which can rapidly diminish the desirability of an area. Law-abiding people will tend to avoid this type of area, leaving it vulnerable to more anti-social types and increasing the likelihood of more serious crime.

Abandoned Vehicles

Every year approximately two million vehicles reach the end of their life. The majority of vehicles are disposed of legally, although the last Municipal Waste Management Survey carried out by Defra estimated that around 221,000 vehicles were destroyed by local authorities in England in 2003/2004. Abandoned vehicles are expensive to remove, have a negative impact on the environment, look unsightly and can lower the quality of life in neighbourhoods. They can be the result of, or lead to crime, they take up valuable parking spaces and can quickly become dangerous when vandalised or filled with hazardous waste (as they are often used as skips). There is a risk of explosion or injury, as they can leak dangerous fluids, which can catch fire or run into the water stream. Abandoned vehicles are often burnt out, which can endanger lives, property and the environment

Nuisance Vehicles

Nuisance vehicles include circumstances where a person exposes two or more vehicles for sale on a road within 500 metres from each other, or where a person has caused two or more vehicles to be so left. This offence, brought about through the amendments made by the CNEA 2005, is aimed at businesses rather than a resident wanting to sell their vehicle.

The second nuisance vehicle offence brought about through the new Act is where a person carries out restricted works on a motor vehicle on a road. This and the above offence is punishable with a £200 fixed penalty notice or up to £2500 if the offender is prosecuted through court.

Environmental Quality in Colchester

The Government are pushing towards a zero tolerance approach towards environmental crime and anti-social behaviour. This strategy therefore adopts the powers made available in the Clean Neighbourhoods and Environment Act 2005 to focus enforcement action on environmental criminals to ensure that all our customers reside in a clean and safe environment that is enjoyable to live and work in.

At present Colchester Borough Council spends over £700,000 per annum in sweeping the streets and over 2000 tonnes of street sweepings are collected each year. In addition to this £30,000 per annum is spent on the removal of chewing gum primarily within the town centre.

This strategy outlines the proposal for street care to improve the standards of cleanliness within Colchester in a cost effective way. One method for achieving this is to launch a series of behaviour changing campaigns to reduce the amount of litter dropped in the first place. One example is a chewing gum campaign, which will be targeted at the predominant users to change behaviour and reduce the amount of chewing gum in Colchester. If this is successful, the hot jet will be more available to cleanse in other areas of the Borough.

The campaigns will be supported with the use of fixed penalty notices of £75 as brought about by the CNEA 2005. Also available through this act are fixed penalty fines of £75 for fly-posting and graffiti, which could be increased to £2500 should the offence be taken to court. Colchester has a 24 hour response to fly posting and offensive graffiti, as a preventative measure to avoid any spiral of decline in environmental quality. A table demonstrating the fines punishable through a fixed penalty notice already adopted by the Council is set out in Appendix 2.

At present vehicles are removed and disposed of immediately if deemed abandoned by Colchester Borough Council officers. Where they are of value a 7 day notice will be issued to the vehicle, and where they are on private land open to the public, a 15 day notice will be issued. Due to the danger that abandoned vehicles impose to the public, new powers are made available through the amendments in the CNEA 2005. Where an offence has been committed, the registered owner of the vehicle will be issued with a fixed penalty notice of £200. Should the offence go to court, the offender can be fined anywhere up to £2500 for abandoning a vehicle.

Colchester Borough Council fully investigates any potential breach of the legislation with the intention of taking any necessary remedial action. Colchester Borough Council has successfully prosecuted offenders through court action, working closely with Trading Standards, the Police and Essex County Council, and will continue this long-term enforcement policy to ensure the safety of Colchester residents and visitors.

Scope and Approach

Everyone wants to live and work in an attractive and safe environment. People notice when an area is dirty, scruffy or run down. Public opinion surveys show that residents views of their council are influenced more by street cleaning and refuse collection than by services like social care and education that are used only by a minority. As a result, Colchester Borough Council has signed up to a Reputation Campaign initiated by the Local Government Association, which looks at seven different criteria or critical success factors. These criteria include elements such as there being a branded cleansing operation, one environmental number, 'grot spots' being dealt with, abandoned vehicles being dealt with, achieving a green flag award for our parks and educating and enforcing on environmental issues. Each of these criteria are assessed whether they are at the planning stage, which is graded as bronze level, the implementation stage which is graded as silver or, if the service is already in place, the evaluation stage, which is graded gold. It is encouraging to see that Colchester Borough Council is performing to a high standard, with six of the seven criteria being at the gold stage. Despite reaching the highest criteria, there is significant scope where improvements can be made.

Themes

Education, Enforcement and Operations have been recognised by Defra as three key elements for addressing environmental quality that are most effective when used in conjunction with each other. Education is essential to make the public aware that littering and committing environmental offences is wrong and will be enforced. ENCAMS, funded by Defra, have proven through extensive research that education is most effective when promoted through a range of targeted campaigns, broken down into the different types of litter or enviro-crime and targeted at the predominant user. For example a campaign for chewing gum will be targeted at the 16-34 year old age group, which are the predominant offenders of chewing gum-related litter. In support of this approach the government have put in place powers to allow local authorities to back-up these campaigns with a robust, zero tolerance, long-term enforcement strategy.

The intention of this strategy is to create a comprehensive plan that integrates a number of service functions under three key themes – education, enforcement and operations – with a view to achieving the following key outcomes:

- Enhancing Colchester's reputation as a clean and green place
- Increasing appreciation, care and respect of the environment
- Promoting a sense of place and community ownership of local issues
- Reducing anti-social and nuisance behaviour and environmental abuse
- Improving community safety and reducing the fear of crime

It is widely recognised that achieving these outcomes is reliant on the following being in place:

- Effective, efficient cleansing, plentiful, easy to use bins with reliable collection services
- Education, regulation and enforcement action to reduce and prevent litter and other environmental crime
- Design of more attractive public and open spaces
- Maintenance of the fabric of the built environment and green spaces
- Encouraging residents and businesses to make good use of and care for public spaces

Education

Defra are urging local authorities to confront the problems of litter through targeted campaigns aimed at changing behaviour thus tackling the source of the problem.

As a result, a series of campaigns are planned to target the problems of cigarette-related litter, chewing gum-related litter and fast food-related litter. Each of the campaigns will be thoroughly researched and targeted, with monitoring used to identify problem areas and evaluate the success of the campaign. Each of the campaigns will involve a launch and the use of outdoor media to gain maximum publicity. They will also be backed with enforcement to prove to our customers that we are serious about keeping their streets clean. Attitude and awareness surveys will also be incorporated into the campaign strategies to monitor how effective they were with hitting the target audience.

The Eco Schools programme will be introduced to Colchester through an Eco Schools Seminar. All the primary and secondary schools in Colchester will be invited to attend and this will be supported by Colchester Borough Council, ENCAMS and the environmental organisation Enform.

The Eco-Schools programme provides a simple framework to enable schools to analyse its operations and become more sustainable. By following the programme, schools within Colchester will become a more stimulating place in which to learn about environmental issues whilst reducing the environmental impact of the whole school on the community.

Once registered schools in Colchester will be part of an international group of schools working towards education for sustainable development (ESD) and a better quality of life for local and (through joint action) global communities. The programme also incorporates an award scheme that will raise the profile of the school in the wider community. Local media and visits to schools will also be used to promote environmental messages.

Enforcement

Enforcement is a fundamental part of improving the local environment and will be used alongside a programme of education. A coordinated approach between the Street Care Officers, Community Street Wardens, Rangers, Planning, Protection and Licensing staff and the Police will be implemented, and this may extend to other internal and external bodies such as shopping centre security guards. The CNEA 2005 has not only brought about a range of new powers, but has also made them more flexible. For example, local authorities can now authorise other bodies, such as British Waterways and security guards to issue fixed penalty notices.

It is the intention to make full use of the powers outlined in the CNEA 2005 and implement them accordingly.

This strategy assumes that it should not be the responsibility of the Council tax payer to pay for the costs of clearing up after environmental-criminals. The powers made available through the CNEA 2005 will therefore be adopted and Fixed Penalty Notices issued to anyone who is caught dropping litter (including cigarettes and chewing gum), vandalising (including graffiti and scratching paintwork), fly-posting, fly-tipping, letting their dogs foul on public land and other environmental offences. Fixed Penalty Notices will also be introduced in accordance with the CNEA 2005 for abandoned vehicles and to retailers for abandoned shopping trolleys. It is expected that this will encourage stores to implement a system to retain trolleys on their premises. The money collected from these offences will then be re-invested into the street scene through initiatives such as public education/campaigns, extra bin provision and other service provisions.

It is an offence to drop litter anywhere, including private land and rivers, ponds and lakes. Where land is private, powers are now available (Litter Clearing Notices) to require the business, developer or individual to clear litter from their land. In addition to this, local authorities can require local businesses to clear up the litter they generate using Street Litter Control Notices. These may be issued where businesses are defacing the appearance of the area and are not working in cooperation with Colchester Borough Council.

To further reduce the impact of litter from businesses, the strategy promotes a restriction on the distribution of free literature in the town centre of Colchester and in secondary retail areas and car parks. The effects of leaflet distribution can be seen on the streets and in the hedge rows and rivers, and is costly to clear. Businesses will therefore be encouraged to use other means of advertising, for example through a business pack.

The scope and level of Fixed Penalty Notices have been affected by the new legislation. A list of the offences punishable with a Fixed Penalty Notice, and their value can be found in appendix 2. The new legislation enables Colchester Borough Council to increase the penalty charges to the default figure of £75 and could allow employees of Parish and Town Councils to issue fixed penalty notices for litter, graffiti, fly-posting and dog fouling offences.

Operations

Street cleansing operations will be subject to a review in light of this strategy to obtain maximum environmental cleanliness. To achieve this, a series of workshops have been initiated with street cleansing operational staff to discuss cleansing methodologies and equipment used. The workshops highlighted the standards of cleanliness and the operational staff were encouraged to discuss ideas of how these standards can be achieved effectively. In response to these workshops research is being conducted into best practice examples from local authorities from across the United Kingdom and Europe, and into street cleansing equipment such as street sweeping machinery. Street cleansing methodologies are also being explored to find a balance between using machinery and traditional sweeping methods. It is the intention of this strategy to improve the standards of cleanliness to exceed the expectation of the residents and visitors of Colchester. An Operational Review detailing equipment needs and revised cleansing operations is planned as part of this strategy.

Colchester Borough Council intends to secure additional investment to drive this long-term programme of improvement, part of this investment may be through the proposed Business Improvement District scheme. New specialised IT software and hand-held computers will also be explored to improve communication with remote-working operational staff as a further measure to improve standards and expectations.

Standards

This strategy will put in place the routes and methodologies of street cleansing operations based on the information gathered from the Best Value Performance Indicator 199 (BVPI 199) survey, combined with local knowledge. These routes will allow the cleansing standards, as detailed in the *Code of Practice on Litter and Refuse (Appendix 1)* to be met.

In addition to this, the following standards will be incorporated to ensure high levels of street care are maintained throughout the Borough. The table below sets the response times expected for each local environmental quality issue.

Local Environmental Quality Issue	Response time
Removal of reported Fly-tipping	24 hours where practicable
Removal of reported offensive graffiti and flyposting	24 hours
Removal of reported non-offensive graffiti and flyposting	48 hours where practicable
Response to reported Abandoned Vehicles	24 hours
Response to complaints regarding litter	Response times as implemented by the EPA 1990 (see appendix 1)
Response to missed refuse bags	Where the collection of refuse bags (excluding garden waste) have been missed, reported missed collections will be collected within 24 hours where practicable.

Monitoring

Monitoring is used to determine the actual standards of cleanliness on the streets and to determine public perception through opinion surveys. This strategy aims to see an improvement in public perception through improving the areas outlined as key concerns in public opinion surveys.

Colchester Borough Council continuously monitors the cleanliness of the Borough through a local street and environmental cleanliness survey, linked to BVPI 199. This survey looks at the cleanliness of selected 50 metre stretches of land, which are graded on their cleanliness for litter and detritus (silt, mud and broken down vegetation), fly-posting and fly-tipping. This gives the Council a thorough knowledge of where the hot-spot areas are so that routes and the frequency of sweeping can be adjusted accordingly.

Fly-tipping and other waste tonnages are also monitored through the use of the Flycapture system, which allows local authorities to share information on offending vehicles, and the Waste Data Flow system, which is also fed back to government.

In addition to the monitoring of the streets, the work of cleansing staff is also monitored on a routine basis. We will also look to improve the team working ethos of staff through a mixture of workshops and information sharing sessions.

Links

This Strategy identifies a number of links with other plans and initiatives. Effective co-ordination achieved through partnership and cross departmental working will enable the application of resources in the most cost effective way. It is important to establish clear links and cooperation between different council services such as Planning, Protection and Licensing, Environmental Policy, Cultural Services, grounds maintenance contractors and many more. Effective initiatives can be implemented through increased coordination such as the Food on the Go Voluntary Code of Practice being written into the licensing agreements of fast food vendors.

In addition to this many Council services, such as the Colchester Museums and the Community Street Wardens regularly talk to schools regarding community initiatives. The environmental awareness campaigns that this strategy highlights will benefit greatly through tying-in with this already existing practice.

Working with Planning Policy and Development Control, guidelines on suitable street layouts and materials can be discussed so that future developments will take into consideration street cleansing practices. This will save unnecessary wastage of time and resources in the long-term.

The Crime and Disorder Reduction Partnership initiative is a partnership whereby the Police, Colchester Borough Council and other relevant bodies work together to design out crime and anti-social behavior. It is the aim of this strategy to tie in to this partnership to work towards reducing enviro-crime and associated fear of crime. Street Services and East Colchester Regeneration are also working with ENCAMS to launch a Rivercare project where the cleanliness of the river will be addressed as well as addressing anti-social behavior.

In addition to this links need to be made to the STAND initiative, which is a strategy to tackle night-time disorder in Colchester and the new neighbourhood policing initiative intended to give greater focus to collaborative solutions to a range of local issues. A Task and Finish Group will also be established to devise and implement an enforcement policy.

Colchester Borough Council will work with community groups, schools, Essex Highways Authority and the Highways Agency to devise an improvement plan for structures in their ownership, such as the underpasses. The underpasses may have murals painted onto them and anti-graffiti surfaces applied in an attempt to protect them from graffiti.

Street Services and Waste Policy are currently working in cooperation with environmental charity en-form to put together an Eco Schools Seminar which will be open to all the schools with Colchester. Eco Schools is an award scheme that encourages school children to take ownership over their local environment. Joint initiatives with neighbouring authorities will also be explored.

These are examples amongst many where increased partnership working and improved communication will enable a seamless, smooth running service to develop.

Improvement Plan

This improvement plan captures a wide range of ideas, grouped into the three broad themes, which have the potential to address key areas for improvement identified. At present these are prioritised into three categories (A being the highest priority, C the least), reflecting the urgency, potential cost to benefit ratio, practicality and deliverability of the item. Following the feedback on the strategy it is intended that the Improvement Plan would then be translated into 'SMART' one or two year action plans, with specific and measurable targets and deadlines set.

Theme - Education

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	SMART Objective
1.1 Cigarette Litter Campaign	To encourage smokers to dispose of cigarette-related litter responsibly	Launch a high profile targeted campaign involving, outdoor media, a launch in the town centre, provision of smoking bins and enforcement	A reduction in the amount of cigarette-related litter	A	Plan and launch a targeted, high profile, behaviour changing smoking-related litter campaign by February 2006. Plan a second cigarette-related litter campaign in conjunction with neighbouring authorities to be launched at the time of the smoking ban in July 2007.
1.2 Chewing Gum Campaign	To encourage the public to dispose of chewing gum responsibly	Launch a high profile targeted campaign involving, outdoor media, a launch in the town centre, and enforcement.	A reduction in the amount of chewing gum related litter	A	Plan and launch a targeted, high profile, behaviour changing litter chewing gum campaign by July 2006.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	SMART Objective
1.3 'Food on the Go' campaign	To encourage the public to dispose of 'food on the go' related litter responsibly	Launch two high profile campaigns, one targeted at those who drop food wrappers during the day, and one targeted at the night time economy. These will include launches, high profile outdoor media and other support mechanisms.	A reduction in the amount of fast food litter both during the day and for the night time economy.	A	Plan and launch three high profile, targeted, behaviour changing food on the go campaigns in conjunction with the World Cup in June, a 'Rats' campaign in August and a Christmas campaign in December 2006.
1.4 Dog Fouling Campaign	To encourage dog owners to clean up after their dog and dispose of the waste correctly	Launch a high-profile targeted campaign to park areas and those areas affected by dog fouling	A reduction in the number of dog fouling offences.	C	Work on a cross departmental basis to launch a targeted dog fouling campaign in May 2008.
1.5 Defacement Campaign	To reduce the amount of defacement in public places through graffiti and fly-posting	Launch a high profile campaign in targeted areas affected by defacement.	A reduction in defacement of public places and an improved feeling of safety within the community	C	Plan and launch a high profile defacement campaign in partnership with Essex Police and PCSO's to raise awareness that graffiti and fly-posting is an offence, by August 2007.
1.6 Fly-tipping Campaign	To make the public aware that this is a serious and expensive offence, thereby reducing the incidence of fly-tipping	Treat all cases of fly-tipping as a crime to raise the profile of the offence and encourage the public to check the waste carrier's licence of any waste carrier.	A reduction in the amount of fly-tips recorded by Colchester Borough Council on the Fly Capture database	C	Plan and launch a fly-tipping campaign in partnership with Essex police, PCSO's and the Environment Agency by June 2008.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	SMART Objective
1.7 Organise an Eco Schools Seminar and invite all of the schools in Colchester	To inform schools about the Eco Schools programme and encourage them to sign up.	Organise an eco schools seminar with guest speakers who can represent the different aspects of the programme and be a support contact for the schools.	More environmentally aware schools and environmentally conscious younger generation.	A	Organise and launch an Eco School Seminar in partnership with environmental charity en-form to raise awareness of the Eco-School programme by July 2006.
1.8 Set up a support partnership with Waste Policy to help schools with the Eco Schools Programme	To develop a programme that schools can use as guidance when signing up to the Eco Schools scheme	Work with all relevant CBC departments to set up a support programme for schools taking up the Eco Schools programme	Schools and young people encouraged to live in a more sustainable way, using resources and materials more efficiently and with greater care and respect for the environment	A	Work on a cross-departmental basis with Waste Policy to offer support to schools who are interested in signing up to the Eco Schools Programme, by May 2006.
1.9 Introduce the Voluntary Code of Practice on Food on the Go to retailers selling food	To encourage all food outlets to sign up to the Voluntary Code of Practice on Food on the Go.	Speak to each business to discuss environmental responsibility and to agree an action plan. Encourage coordinated sweeping where there is more than one outlet in an area.	Cleaner streets 100m either side of the food outlets premises and correctly contained waste.	B	Introduce the Voluntary Code of Practice on Food on the Go to food vending retailers, by launching an initial seminar and visiting independently. Programme to commence in December 2006 to support the Christmas 'Food on the Go' Campaign.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	SMART Objective
1.10 Set up a Tidy Business Standards scheme to encourage businesses to participate in environmental quality initiatives.	To encourage businesses to contain their waste correctly, reduce, reuse and recycle where possible.	Send information out to each business and visit as many as possible to encourage them to join the scheme.	Large number of businesses in Colchester with a Tidy Business Standards Award, reduced litter and higher levels of recycling.	C	Investigate the tidy business standards scheme and introduce to businesses in Colchester with the aim of encouraging businesses to become aware of correct waste containment and recycling. Programme to be investigated in September 2008.
1.11 Set up at least one community group a year to undertake a Neighbourhood Environmental Action Team (NEAT) project	To encourage communities to take ownership over their local area and form action plans to improve their area with support from the Council.	Determine where there are established community groups in Colchester and encourage them to adopt the scheme.	Improved community ownership and responsibility – local environmental improvements.	C	Compile a database of Colchester community groups and investigate the interest of any groups to become a NEAT, with the intention of signing one group up to the scheme per year. Scheme to commence in partnership with en-form in March 2008.
1.12 Provide guidance to the public on reporting environmental problems and how to determine waste carriers are legitimate	Provide informative leaflets designed to inform the public how to report enviro-crime and how to check those carrying their waste for a waste carrier licence.	Liaise with Customer Service to determine frequently asked questions and reported problems, and write a leaflet accordingly.	Better informed customers and a potential reduction in fly-tipping.	B	Compile guidance for the public to educate on enviro-crime and correct reporting measures. The guides for the public should be prepared and made available through the CSC by October 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	SMART Objective
1.13 Publicise prosecutions and use the Courier and website to notify the public of current legislation	Media coverage reinforcing the message that we are serious about reducing the amount of litter in Colchester	Collate information on fixed penalty notices issued for press releases and Courier articles	A more environmentally aware public that dispose of litter correctly.	A	Publicise through local media the issuing of fixed penalty notices in Colchester and the recruitment of the town centre Street Care Officer. Programme to begin in January 2007.
1.14 Work with neighbouring authorities to promote joint initiatives	Joint campaigns and initiatives to encourage consistent standards	Meet with Braintree and Chelmsford on a regular basis to discuss campaigns and progress on initiatives	Improve standards of environmental respect /reduce anti-social behaviour.	A	Work with neighbouring local authorities to raise awareness of the littering offence across the boundaries through a series of targeted campaigns. Programme to begin in December 2006 with the 'Food on the Go' campaign.
1.15 Environmental Champions Award Scheme	Recognising and rewarding those members of the public that litter pick on a voluntary basis regularly	Liaise with Customer Services to make note of all callers that litter pick their local area. Set up an initiative whereby they get rewarded for having pride in their local area.	A happier public and a reduction in complaints from those that litter pick and call in on a regular basis.	C	Compile an Environmental Champions award scheme to reward those members of the community that support the council through regular litter picking. Scheme to begin in March 2008.

Theme - Enforcement

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
2.1 Devise and implement a coordinated enforcement strategy and policy	Have a consistent approach to tackling enviro-crime and knowledge across all the departments of the Council. May lead to an increase in the fixed penalty notices issued for enviro-crime.	Task team to establish a coordinated, approach to the issuing of fixed penalty notices. Arrange for all relevant officers to attend an enforcement training course	A reduction in the amount of littering in Colchester in the medium term.	A	Devise and implement an enforcement strategy, agreed by all departments of the Council, commence work by July 2007.
2.2 Use the powers in the CNEA 2005 to authorise private shopping centre security staff to issue fixed penalty notices for littering offences.	More consistent approach to enforcement irrespective of land ownership.	Meet with shopping centre management and security staff to discuss enforcement. Ensure Security staff are trained before authorising the issuing of FPN's.	A reduction in the amount of littering in Colchester in the medium term.	A	Use the powers made available through the CNEA 2005 to train and authorise key security guards to issue fixed penalty notices for littering offences, by September 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
2.3 Develop Dog Orders	To replace the existing controls of Dogs and Dog Fouling with the Dog Order Powers in the CNEA 2005. Inform and assist Parish and Town Councils in the declaration of Dog Orders on Parish land.	Designate all or parts of the Borough of Colchester under the new Dog Orders and notify the public of these orders. This will include the designation of areas where dogs must be on a lead, limit the amount of dogs being walked by one person and restrict dogs from particular areas.	Reduce the amount of dog fouling in Colchester, and improve the control of dogs by their owners.	B	Work in partnership with Environmental Protection to designate Colchester as a Dog Order Zone and educate the public on the legislation associated with it. Programme to be completed by August 2007.
2.4 Improve awareness and understanding of the CNEA 2005 powers across the Council and with key partners.	To have a cross-departmental coordinated approach to the issuing of FPN's and other enforcement.	To set up a Task and Finish Group to discuss enforcement and the Council approach..	A coordinated approach to enforcement and increased public awareness.	A	Educate relevant employees of the council on the powers outlined in the CNEA 2005 with the intention of using the powers adopted by the council and outlines in the Council's Enforcement Policy by June 2007.
2.5 Adopt the new powers outlined in the new Clean Neighbourhoods and Environment Act 2005	To understand and put into practice the new powers outlined in the Clean Neighbourhoods and Environment Act 2005	Colchester BC to formally adopt relevant powers.	Coordinated approach to enforcement and confident, trained, knowledgeable officers.	A	Adopt the powers in the CNEA 2005, with the intention of using the powers to enforce for enviro-crime. Adoption of powers to commence in April 2006 and be completed by December 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
2.6 Improve partnership working with the Police and Police Community Support Officer's	To have an improved, more coordinated working relationship with the Police and PCSO's. Encourage them to enforce for environmental crimes thereby increasing the numbers of officers enforcing for litter.	Through close working and cooperation, include the Police logo onto the FPN forms	Greater care and respect for the environment, more responsible behaviour.	B	Work in partnership with the Police and PCSO's to enforce for environmental crime. Set up an initial meeting where the Enforcement Policy adopted by the Council will be presented. Meeting to be arranged for June 2007.
2.7 Neighbourhood Policing	Essex Police are introducing neighbourhood policing in Colchester during 2006. One of the key roles of neighbourhood police teams will be to establish neighbourhood panels which will be given the responsibility for problem solving in their area.	The teams will bring together Police officers, Police Community Support Officers, Special Constable and the CID into ward or multi-ward teams. Officers of CBC will work closely with these teams	Local ownership of environmental issues and more collaborative working towards solutions.	B	Colchester Borough Council to establish and meet with relevant parties to tackle local environmental issues and crime. The first Panel to be established by September 2006.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
2.8 Implement a scheme of improvement based on Litter Clearing Notices where required	Issue Litter Clearing notice on an occupier or landowner to clear a defaced area of land of litter and refuse and take reasonable steps to prevent it from becoming so defaced. Colchester BC officers may also enter the land to clear it of litter and refuse and recover the costs.	Serve the notice on the occupier or land owner of the land to which it relates, or if the land is not occupied, the owner. Before serving the notice, be satisfied the land is defaced by litter and refuse so as to be detrimental to the amenity of the locality.	Owner takes responsibility for environmental quality of their property. Improved management of problem areas by Colchester BC.	B	Use the legislation outlined in the CNEA 2005 to ensure land owners that have allowed their land to fall into a defaced state, clear their land and maintain it at an acceptable standard. Use of this legislation to commence in conjunction with the acceptance of the Enforcement Policy. To commence July 2007
2.9 Implement a scheme of improvement based on Street Litter Control Notices where required. Use the Voluntary Code of Practice prior to this where relevant	Issue Street Litter Control Notices to occupiers of premises where there is a recurrent defacement by litter or refuse and where this will continue to be a problem on any part of the street, which is in the vicinity of the premise, should the notice not be issued.	Identify premises which are causing continuous problems with litter and/or refuse, specify an area of open land which adjoins or is in the vicinity of the frontage of the premise on the street and specify any reasonable requirements as considered appropriate in the circumstances.	Ownership from continually offending premises or vehicle, stall or movable structure that is used for commercial or retail activities. Cleaner hot-spot areas.	B	Use the legislation outlined in the CNEA 2005 to ensure land owners that have allowed their land to fall into a defaced state, clear their land and maintain it at an acceptable standard. Use of this legislation to commence in conjunction with the acceptance of the Enforcement Policy. To Commence July 2007

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
2.10 Implement a scheme of improvement based on 'defacement removal notices' where necessary to tackle the problems of fly-posting and graffiti.	To have ready Defacement Removal Notices to be issued to owners, occupiers, operators (such as telecommunication companies) of 'relevant surfaces' (including street furniture), statutory undertakers and educational institutions whose property is defaced with graffiti and/or fly-posting	Form partnerships where possible with property owners. All partners should work in constructive partnership to remove graffiti and fly-posting within agreed times and minimise the need for removal notices. An action of last resort where partnerships have not been successful.	Faster, more proactive and controlled management of graffiti and fly-posting.	B	Put together and implement a procedure for the issuing of defacement removal notices to be completed by January 2008, when the Graffiti and Fly-posting Campaign is to be launched.
2.11 Controlling the distribution of free literature and adoption of the £75 fines outlined in the CNEA 2005	To designate by order areas of land and/or highway in which the distribution of free literature is permitted only with consent by Colchester BC.	Notify businesses and retailers to minimise the problems associated with the distribution of free literature before imposing restrictions. Post on-site signage where practicable and publicise through the Council website, leaflets and local paper.	Litter associated with the distribution of printed matter eradicated.	A	Adopt and implement the legislation outlined in the CNEA 2005 for the ban on the distribution of free literature. Implementation to commence in January 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
2.12 Introduce the CNEA 2005 powers to remove abandoned vehicles	Once a vehicle has been determined abandoned on public land, remove immediately. Where it is abandoned on private land, place a 15 day notice and remove accordingly.	Ensure all relevant staff is aware of the new powers and put into practice accordingly. Where an occupier requests the removal of an abandoned car, removal costs can be negotiated.	Cleaner and safer environment without the blight of abandoned vehicles	A	Introduce the powers outlined in the CNEA 2005 for abandoned vehicles. Have a clear procedure to commence in December 2006.
2.13 Introduce devolved powers of the DVLA with regards to untaxed vehicles	Use the direct access to the DVLA database to check the last registered keeper of vehicles deemed abandoned.	Combined working with Parking Services to develop joint contracts.	Less untaxed vehicles on the highway.	A	To be confirmed
2.14 Business Pack	Introduce a business pack informing businesses of all the restrictions the new legislation has imposed, and remind them of current practices with regards to the presenting of waste	Collate all the relevant information businesses should be made aware of and distribute in the form of a pack to all businesses in Colchester.	Awareness amongst businesses regarding the correct presenting of waste and increased environmental responsibility.	A	Collate the information that businesses should be made aware of in relation to waste presentation and the new powers being implemented, by October 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
2.15 Authorise Parish Council Employees to issue fixed penalty notices	Increased number of officers enforcing against enviro-crime.	Train employees in the issuing of fixed penalty notices	Improved environmental quality across Colchester and a reduced fear of crime.	C	Look to train and authorise Parish Council Employees to issue fixed penalty notices for littering offences by July 2008.

Theme - Operations

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.1 Revision of street cleansing regime and sweeping / litter picking methodologies	To tackle hot-spot areas and amend sweeping frequency to meet the need of individual areas with specific attention made to more frequent sweeping of highways. Detritus makes an area look dull and dirty, and stimulates weed growth.	This will involve re-categorising land into the new zoning system introduced by revised Code of Practice on Litter and Refuse which defines the standard of cleanliness expected and adjusting the cleaning regime, methods and frequencies accordingly Once the new regimes are established further monitoring of hotspot areas will allow these to be targeted for enhanced cleaning	A cleaner place, with more consistent standards and levels of performance and higher levels of public satisfaction	A	Revise the street sweeping methodologies and routes and plan the new street sweeping regime by September 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.2 Increase the recycling of street cleansing waste	A more environmentally friendly approach to street cleansing. Adopt practices that will also set an example to our customers and increase the recycling performance of the Council	Introduce new work practices to collect fallen leaves and divert them for composting Provide street cleansing operatives with barrows containing two compartments, one for waste that cannot be recycled, and the other for co-mingled glass, plastic bottles, paper, cans and cardboard.	Enhanced reputation as a cleaner and green Borough	C	Research into best practice methodologies for the recycling of street cleansing waste by July 2008. Government consultation August 2007
3.3 Carry out high profile 'blitz' cleaning initiatives in targeted areas	Carry out between four and six additional deep cleanses in specific areas within the Borough of Colchester	Devise a strategy, to be included in the review of street cleansing whereby additional one-off high profile cleansing activities can be carried out, to supplement normal practices Set aside allowances in the budget for this new practice	A cleaner place with increased levels of public satisfaction	B	Carry out an initiative of 'blitz' cleaning within Colchester and analyse its potential to be rolled out as a long-term initiative by November/December 2006.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.4 Establish dedicated town centre maintenance person	Recruitment of a town centre maintenance person to work in the town centre undertaking repairs and minor decoration where necessary and removing graffiti and fly-posting	Recruit and train a maintenance person to respond to local environmental quality problems within the town centre Establish as partnership arrangement with other town centre interests	Improved public perception and confidence in the cleanliness of the town centre and improved presentation of key areas with high volumes of use	B	Recruit a dedicated town centre maintenance person for the town centre to work on graffiti removal, maintenance of street furniture, cleaning of bins and signs and general cleanliness, by July 2007.
3.5 Coordinated bin implementation	Programme implemented to install new litter bins and wall / post mounted bins that are tailored to meet their purpose, i.e. suitable for both litter and for smokers to dispose of their cigarettes	Introduce new / replacement bins that coordinate with the traditional bins around the town centre, but with additional capacity for cigarette-only litter Provide cigarette and chewing gum bins to bus stop areas	A more coordinated and tidy appearance of street furniture Less cigarettes and chewing gum litter dropped, especially in hot-spot areas	B	Regulate bin implementation to ensure the type of bin suits the location. Work in cooperation with the Design guide to ensure the street scene remains uncluttered and attractive. This is an on-going programme to commence in April 2007.
3.6 Effective, efficient cleansing and plentiful, easy to use litter bins and collection service.	Clean, well maintained bins that are not over-flowing.	Assess the location and condition of current bins and look into areas where additional bins are needed or bins need to be moved. This can be done through a simple survey of our current bins. Regular maintenance/cleaning checks should take place.	Clean, attractive, well maintained bins that the public are happy to use. Research has suggested that the younger customers do not like using bins because they are dirty. This should be addressed.	A	Ensure there is a consistent provision of receptacles throughout Colchester. Long-term programme to be in place by June 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.7 Attain consistent cleansing standards between Colchester Borough Homes and Colchester Borough Council.	Service level agreement with Colchester Borough Homes for street Cleansing and litter	Agree service level agreement with specific targets of achievement Agree arrangements for use of the Clean-up Force	Improved quality of service for tenants of Colchester Borough Homes	B	Establish a revised Service level agreement with Colchester Borough Homes to commence August 2007.
3.8 Adopt a highly visible, strongly branded council cleaning operation	To have an obvious presence so that our customers are aware of the frequency of sweeping / collections and that all operational staff are seen as part of the Council services	Ensuring a smart, practical and highly visible uniform clearly branded with the Council title and Cleanest and Greenest strap-line is issued to all relevant staff.	Improved public perception and satisfaction with the Council	B	Adopt a highly branded cleansing operation to ensure Street Cleansing Operatives and street sweeping vehicles are highly visible and branded with the council logo and Cleanest and Greenest strap line. Programme to commence in July 2007.
3.9 Ensure no gaps or overlap in council cleaning	Structured, well written maintenance programmes in place	Review maintenance arrangements / contracts to ensure no overlap or gaps	Improved public perception and confidence in services provided	C	Liaise with the service team to ensure there are no gaps in council cleansing operations. Liaison to commence in July 2007.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.10 Promote the customer service centre for the public to report local environmental problems	Clear and reliable contact arrangements for the public to report environmental problems Better organised and structured reporting system so that all complaints issues are logged	Have an environmental number that goes through to customer services. Review the reporting system and the reporting back of incidents for monthly returns	More effective resolution of environmental quality issues reported	C	Produce leaflets to be presented in the CSC and on the Council website. Use the local courier and media to promote the environmental services offered by the Council and encourage the public to report and environmental problems. To be completed by January 2008.
3.11 Deal with 'grot spots'	A rapid response to any reports of heavily littered or fly-tipped areas.	Improve the speed that reported incidents are dealt with and increase the number of people responding to these issues.	More responsive Council resulting in improved public perception.	A	Have a robust procedure established to deal with reported 'grot' spots. Procedure to be completed by May 2007.
3.12 Business Improvement District	Declaration of a Business Improvement District securing additional targeted investment in street care activities	Work with relevant bodies to devise a BIDs proposal, in which street care activities are incorporated.	Improved standards A more inviting environment for businesses and visitors	B	Colchester Borough Council to compile its base line statement by January 2007 and identify priority areas for investment should BIDs be successful, by April 2008.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.13 Improved sweeping of traffic Islands	Traffic islands kept to an acceptable standard of cleanliness at all times.	Devise a cleansing strategy that ensures all traffic islands are kept to an acceptable standard of cleanliness.	Improved standard of cleanliness and presentation of the roads within Colchester Improved safety	B	Devise a cleansing strategy for the regular sweeping of traffic islands. Trial to commence in August 2006. Routine cleansing to commence September 2007
3.14 Robust system for customer complaints / comment handling	All customer complaints logged and followed up within five working days or sooner where relevant	Review procedures and back office systems Training to ensure all staff conform to the policy	Improved levels of customer satisfaction More reliable service	A	Colchester Borough Council has in place a reliable system where the public can report complaints and comments; it would however be beneficial to have direct access to the Flare system from the office. Investigate the usefulness of Flare by December 2006.
3.15 Design guide for street furniture	Design guide to adopted to ensure all future street furniture is appropriate and fit for purpose and does not cause an obstruction to cleansing regimes	Develop a design guide to advise on the selection and location of street furniture so as to avoid causing an obstruction for street cleansing practices	Matching street furniture and a tidier street environment.	B	Street and Leisure to have active involvement in the development of the Design Guide to ensure cleansing friendly surfaces and clutter reducing street furniture is adopted. To become involved in discussions by September 2006.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.16 Review of vehicle fleet	Reconfigured vehicle fleet ensuring that plant and equipment is fit for purpose, reliable and cost effective	Research into suitable vehicles for the different services that are cost effective and practical Secure investment for fleet upgrade	Improved standards Lower unit costs	B	Research into suitable vehicles for the vehicle fleet by July 2007.
3.17 Reduce indiscriminate street urination	Facility available for those using the town centre at night	Purchase and install a 'Urilift' in the High Street	Improved street cleanliness and hygiene Less anti-social behaviour	A	Purchase and install a Urilift to provide a suitable receptacle for the night-time economy users, to reduce the levels of street urination. Urilift to be installed by December 2006.
3.18 Refurbishment of public toilets	Programme for the refurbishment public toilets implemented Modern toilets provided that are more inviting for the public, vandal resistant	Complete design and specification for refurbishment work Invite tenders and implement first phase of works	Improved cleanliness and hygiene Improved perceptions of Colchester as a place to visit	A	Commence a programme of refurbishment for the public toilets within Colchester. Refurbishment to be completed by end of year 2008.
3.19 Adopt an 'Eyes and Ears' programme	'Eyes and Ears' programme established for Colchester whereby 'champions' within the community are encouraged to report any incidents of enviro-crime within Colchester.	Research into 'Eyes and Ears' programmes already in use by other local authorities and analyse their effectiveness	Improved standard of cleanliness and presentation Reduced anti-social behaviour	C	Research into the usefulness of an Eyes and Ears programme where 'champions' of the community are encouraged to report any sightings of enviro-crime, by December 2008.

Target for Achievement	Output	Potential Actions	Outcome Expected	Priority	
3.20 Recycling bins	Recycling bins introduced into the town centre of Colchester	Research into recycling bins that are both attractive in appearance and suitable for use by the public.	Increasing the amount of waste recycled within Colchester and providing a facility for recycling when away from home.	C	Research into practical, attractive recycling bins to be situated within the town centre, by April 2008.
3.21 Workshops with Street Cleansing Operatives	Well researched cost effective cleansing methodologies in place that will maximise the potential for reaching high standards of street cleanliness	Use knowledge and experience of operations staff to inform the review of operating practices, work organisation and methodologies and use of machinery and equipment Operational staff aware of and can relate to education and enforcement activities as part of the overall strategy.	Staff empowered and able to deliver the strategy Pride in work and achievements	A	Conduct a series of workshops with Street Cleansing Operatives to discuss street cleansing methodologies and equipment needed, by September 2006.

Month	Reference Number	Task	Priority	Staff Initials
November/December	3.3	Blitz Cleaning	B	PE/JE
December	1.3	Food on the Go Campaign	A	EM
December	1.9	Voluntary Code of Practice	B	EM, SL, ST
December	1.14	Joint working with neighbouring Local Authorities	A	EM, DM
December	3.14	Robust system for	A	EM/SH/DM

		customer complaints		
December	3.17	Installation of the Urilift	A	DM/CT
January	1.13	Publicise Prosecutions	A	EM
January	2.11	Restrictions on the distribution of free literature	A	EM/DM
April	3.5	Coordinated bin implementation	B	EM/JE
May	2.12	Introduce the CNEA 2005 powers to remove abandoned vehicles	A	BW/EM
May	3.11	Deal with Grot Spots	A	PE
June	2.4	Task and Finish Group	A	EM/DM/ST/BW/SL
June	2.6	Improve Partnership working with Police and PCSO's	B	ST/SL/BW/EM
June	3.6	Efficient, effective cleansing	A	PE JE
July	1.1	Smoking-related litter campaign	A	EM/SL
July	2.1	Enforcement Strategy	A	EM/ST/SL/BW/DM
July	2.8 & 2.9	Street Litter Control and Litter Enforcement Notices	B	ST/SL/BW/EM
July	3.4	Dedicated Town Centre Maintenance Person	B	PE/DM
July	3.8	Strongly Visible and Branded Cleansing Operation	B	DM/PE/ST/SL/BW/EM
July	3.9	No gaps or overlaps in Council Cleansing	C	PE/DM
July	3.16	Review Vehicle Fleet	B	KN/PE
August	1.5	Defacement Campaign	C	ST/EM/SL/BW
August	2.3	Develop Dog Orders	B	CD
August	3.8	Consistent Cleansing	B	DM/EM

		Standards between CBC and CBH		
September	2.2	Authorise Shopping Centre Security Staff to issue FPN's	A	EM/DM/ST
September	3.1	Revision of Street Cleansing	A	PE
October	1.12	Guidance for the Public	B	EM/ST/SL/BW
October	2.14	Business Pack	A	EM/ST/BW/SL/DM
December	2.5	Have adopted all powers available in CNEA	A	EM/DM/ST/SL/BW
January 2008	3.10	Promote CSC for reporting enviro-crime	C	EM/ST/SL/BW
January	2.10	Defacement Removal Notices	B	ST/SL/BW
March	1.15	Environmental Champion Award Scheme	C	EM/DM
March	1.11	NEAT Group	C	EM
April	3.12	BIDs	B	DM
April	3.20	Recycle Bins in Town	C	EM/SL
May	1.4	Dog Fouling Campaign	C	EM/ST/BW/SL
June	1.6	Fly-tipping Campaign	C	ST/EM/SL/BW
July	2.15	Authorise Parish Council Employees to issue FPN's	C	EM/DM/CD
July	3.2	Increase recycling of Street Cleansing waste	C	PE
September	1.10	Tidy Business Standards	C	EM/SL/DM
December	3.18	Toilet Refurbishment	A	DM/EM
December	3.19	Adopt Eyes and Ears Programme	C	EM/ST/SL/BW

Appendix 1

Environmental Protection Act 1990 Code of Practice on Litter and Refuse

Colchester Borough Council has a statutory responsibility to keep the streets and other public spaces clear of litter and refuse. The Code of Practice on Litter and Refuse, which was issued under section 89 of the Environmental Protection Act 1990 defines the standards of cleanliness (Grades A-D) that are expected in different types of location (Zones).

There are two factors that will have an impact on the levels and frequency of attention that needs to be paid to an area to keep levels of litter and refuse to acceptable standards. These are:

- the intensity of activity in the area, from people and vehicles; and
- health and safety limitations.

As such, this revised Code has re-classified the different types of land managed by duty bodies into four main zones, based on these two variables. It is anticipated that this will help to guide duty bodies on the intensity of management required. These are:

- **Zone 1:** *High intensity of use* (busy public areas)
- **Zone 2:** *Medium intensity of use* (housing/'everyday' areas occupied by people most of the time)
- **Zone 3:** *Low intensity of use* (lightly trafficked areas that do not impact upon most people's lives most of the time)
- **Zone 4:** *Areas with special circumstances* (situations where issues of health and safety and reasonableness and practicability are dominant circumstances when undertaking environmental maintenance work).

The council will allocate land into one of these four zones and manage it accordingly. Each zone is assessed against cleanliness standards. Cleanliness standards fall into four grades:

It is advised that all duty bodies in an area should consult together and develop an integrated approach to zoning. This should be led by the Principal Litter Authority and zoning should be completed within 1 year of commencement of the new Code's coming into effect. Colchester Borough Council will therefore work with all other duty bodies to discuss the zoning and set cleansing schedules to meet the duty to *keep* relevant land clear of litter and refuse, and highways clean.

In some areas, these standards can be effectively maintained during daylight hours. However, in others, longer hours of management may be required, for example, in town and city centres. If the standard in high intensity areas should fall to an unacceptable level during the evening, it should be restored to grade A by 8am. Good practice would be that grade A is achieved earlier, by the time the area begins to get busy. This also applies to weekends and bank holidays.

The grades outlines in the Code of Practice for litter are as follows:

- **Grade A** – free of litter and refuse
- **Grade B** – predominantly free of litter and refuse apart from some small items
- **Grade C** – widespread distribution of litter and refuse with minor accumulations
- **Grade D** – heavily littered with significant accumulations

The Code of Practice on Litter and Refuse has also outlined grades of cleanliness for detritus. These are similar to the definitions for litter and are as follows:

- **Grade A** - No Detritus
 - **Grade B** - Predominantly free of detritus except for some light scattering
 - **Grade C** - Widespread distribution of detritus with minor accumulations
 - **Grade D** – Heavily affected by detritus with significant accumulations.
- Response times have been set for each of the four zone categories by which land must be returned to an acceptable standard of cleanliness (grade B and above). The table below demonstrates this the response times:

High intensity of use	Medium intensity of use	Low intensity of use	Special circumstances
½ day	1 day In practice, by 6pm the following evening	14 Days	28 days or as soon as reasonably practicable

Appendix 2

Table of offences punishable with a Fixed Penalty Notice

The below table illustrates the range of fixed penalty notices already adopted by Colchester Borough Council, showing the value of the penalty and the offences for which they can be issued for. The maximum penalty is the value up to which the offender may be liable should the offence be taken through court.

Description of offence	Act	Full amount of penalty	Maximum penalty on conviction
Depositing litter	Section 87/88 -Environmental Protection Act 1990	£75	£2,500
Failure to comply with a street litter control notice	Section 94/94A - Environmental Protection Act 1990	£100	£2,500
Failure to comply with a litter clearing notice	Section 92C/94A - Environmental Protection Act 1990	£100	£2,500
Failure to produce waste documents	Section 34(5) and Regulations made under it/34(6)/34A - Environmental Protection Act 1990	£300	£5,000 (or, on indictment, an unlimited fine)
Failure to produce authority to transport waste	Section 5/5B - Control of Pollution (Amendment) Act 1989	£300	£5,000
Unauthorised distribution of free printed matter	Schedule 3A, paras. 1(1) and 7 - Environmental Protection Act 1990	£75	£2,500
Failure to comply with a waste receptacles notice	Section 46/47/47ZA/47ZB -Environmental Protection Act 1990	£100	£1,000
Failure to comply with a Dog Control Order ¹	TBC	£75	£1,000
Abandoned Vehicle	S.2 Refuse Disposal (Amenity) Act 1978, amended by Clean Neighbourhoods and Environment Act 2005	£200	£2,500
Nuisance Parking	S. 3-9 Clean Neighbourhoods and Environment Act 2005	£100	£2,500
Fly-posting and Graffiti	S. 43 Anti-social Behaviour Act 2003	£75	£2,500

¹ Until new zones have been designated under the Dog Control Order, fixed penalty notices will continue to be issued using section 4 of the Dogs (Fouling of Land) Act 1996 for which the fixed penalty charge is £50, with the maximum penalty on conviction of £1,000