

LEO ACTION PLAN 2022 – 2023

Overarching actions:

- Operations - the prevention and control of litter.
- Education and engagement- public awareness, participation and education relating to litter matters.
- Enforcement (including educational interactions)

Overarching Action and Sub-action Category	Action	Officer	Target/Comments	Target Date
Operations				
01. LEQ and litter Surveys	Undertake a bi monthly sample of streets and conduct litter surveys. a. IN addition to bi monthly principal and ten town LEQ surveys.	MR	Complete bi-monthly litter and LEQ surveys across the County	Bi-monthly, ongoing
02. Sharing of live LEQ data to inform the cleansing service of any hotspots/ particular LEQ issues	Provide and share data as a result of LEQ surveys on key information/ trends with respect to adapting cleansing resources to the requirements within a particular area.	MR/GB	Share data between LEQ and cleansing teams to analyse live data and to allow timely targeted action to do with highlighted LEQ hotspots/ issues	Bi-monthly, ongoing
03. Local Environmental Quality – litter hot spots.	To tackle hotspot areas and amend sweeping frequency to meet the need of individual areas.	GB	Review current service schedules to ensure problem areas are addressed.	March 2022
04. Review/develop litter bin policy	Develop a policy for the assessment of bin provision with links to findings of litter surveys.	GB/MR	Finalise a litter bin policy and obtain relevant sanctions and engagement with members, town & community councils and relevant council services in order to inform of the new policy and explain the resource availability/ limitations to all concerned.	July 2022
05. Develop robust strategy and action plan to tackle fly-tipping (1)	Review current arrangements for dealing with fly-tipping. Review how data is reported, captured and presented in relation to incidents of fly-tipping.	GB/GL/MR/PM	Develop and present for sanctioning a robust strategic and operational policy with a detailed action plan to identify incidences, analyse locations, types and source, capture meaningful data to inform relevant services of key requirements both for resources to cleans and enforcement requirements, and reduce/ eradicate fly tipping incidences through education and enforcement engagement.	March 2022
06. Develop robust action plan to tackle fly-tipping (2)	Continue to work with the Fly Tipping Action Wales, all- Wales group on fly-tipping initiatives.	MR	Work with the all-Wales group to bring a common approach to data capture and public campaigns.	Ongoing
07. Review how LEQ incident reports from the public are Recorded and processed to completion.	Review current reporting methods for the public and adapt/ enhance to capture all relevant data required to enable services to action the incident in a timely manner.	GB/GL/MR/CT	Create a seamless CRM system that links customer complaints with operations for timely clearance and management of issues.	April 2022
08. Fly-tipping hotspots	Undertake LEQ surveys following contact specifically to determine the extent of the issues and inform the	DJ/GB/GL	Tyisha ward is currently highlighted as experiencing a high level of fly tipping incidences. Additional resources as a temporary measure has been deployed to the area to work in conjunction with	April 2021/ ongoing

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	possible additional resource requirement to tackle the blight.		housing services to cleanse and improve LEQ of the area. Regular reviews are undertaken to ensure required resource is maintained and the development of a long term strategy is required.	
O9. Tourism hotspot areas	Work collaboratively with marketing, tourism and economic development to support regeneration of tourism and local businesses within the County. Provide additional cleansing support within the costal and main tourist areas within the County during peak tourism season to compact LEQ issues that arise in high footfall areas.	DJ/GB	Provide supplementary resources in the identified areas to provide additional litter removal at peak times whilst funding is available in the form of WG grant support.	April 2021 – ongoing
O10. Reintroduce the education and enforcement process to tackle kerbside / collection point presentation issues.	Assess current presentation of waste/ recycling at kerbside and analyse impacts on waste, cleansing and enforcement activity following further easement of Covid-19 WG and PHW guidelines.	GL/SR/GB/SL/CT	Reintroduce the education and enforcement process which aligns waste, cleansing and enforcement operational and strategic objectives to collecting and managing misrepresented weekly kerbside and collection point waste allowing all services to work collaboratively and in line with each other's actions to reduce LEQ issues that may result as a consequence of non-adherence to the full kerbside recycling scheme.	October 2021
Education, Engagement, Awareness.				
E1. Increase awareness of public responsibility towards litter.	Engage in relevant litter and LEQ campaigns and initiative such as Welsh Government RDP funding, Caru Cymru Behavioural Change project 2021-2023 and any other subsequent schemes in line with CCC ethos of maintaining a high standard of LEQ in categories such as; dog fouling, littering and fly tipping. Such initiatives will use various engagement techniques to promote behavioural change on LEQ issues	MR/KF	Use an array of communication methods to promote such messages on each subject via social media, website, leaflet and tools such as dog fouling kits promoting the use of visual stencils images promoting nudging techniques with regards to behavioural change. In addition to press releases, radio and newspapers advertisements and locational banners.	March – December 2022
E2. Education awareness programme	Work collaboratively with Marketing & Media officers develop a comprehensive LEQ communications plan.	Michael Roberts/ Karen Fulham/ communications officer	Develop marketing materials in line with the initiative to target key areas/ hot spots within the county. around dog fouling, littering and fly tipping to use various platforms to engage with different social demographic groups on varying issues. Incorporating WG RDP Caru Cymru 2021-2023 partnership project alongside any proceeding initiatives to promote behavioural change with regard to LEQ issues and themes of the Caru Cymru project	October 2021 and six-monthly reviews to project end
E3. Public Information	Provide easily accessible information on legislation with regards to local	Karen Fulham/ Michael Roberts	Review annually or when legislative changes occur website and literature content. Annual review of content to ensure ongoing	April 2022

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	environmental quality issues such as dog fouling / littering and fly tipping.		relevance	
E4. Public Information	Remind the public to use only authorised waste collectors to collect waste	Karen Fulham/ Michael Roberts	Review and update business waste information and make accessible on CCC website Promote public duty of care in relation to domestic waste and what requirements businesses need to collect and dispose of waste legally. Annual review of content to ensure ongoing relevance	April 2021/ ongoing
E5. Education	Support KWT Eco School co-ordinator with any requests for assistance in respect of pupil litter picking activities to support the flag status	Karen Fulham	Work collaboratively with KWT whenever the need arises	March 2022/ ongoing
E6. Gathering information	Identify key LEQ issues via local community contacts, cleansing operational staff and conducting LEQ audits within principal town areas, 10 rural and smaller towns and any local area of significant concern with respect of leq issues. Analysing the data and deciphering the key issues specific to the areas and tailoring key messages and promoting leq initiative in line with the blight.	Michael Roberts	Conduct bi-monthly surveys in the towns and specific LEQ areas of concern and develop educational awareness campaigns and materials to change behaviours	March 2022/ ongoing
E7. Community engagement.	Support and encourage local community groups in organising clean ups in local areas	Michael Roberts	To support a minimum of 10 clean ups each year in conjunction with Keep Wales Tidy Officers.	January 2022 - ongoing
E8. Community engagement.	Actively encourage participation in local environmental quality (LEQ) initiatives through engagement with local volunteers, Pride in your patch stakeholders, Keep Wales Tidy and Town & Community councils	Michael Roberts	Engagement with the Caru Cymru WG RDP funded project 2021-2023 on key campaign categories of; dog fouling, littering and fly tipping.	January 2022 - ongoing
E9. Partner engagement	Encourage and support local associations and committees in establishing a civic spirit towards cleanliness of their local areas.	Michael Roberts	Work with 4 town and community councils to carry out community clean ups and adopt initiatives that allows them to take an active role to reduce a particular LEQ issues of concern to their area, adopting behavioural change campaigns and engaging with individuals in their community to introduce nudging techniques to prompt people to doing the right thing with regards to LEQ matters	December 2022

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Enforcement				
EN1. Partnership working	Work closely with Community Safety Partnership Contribute to as an active member.	Steve Raymond / Michael Roberts	Enforcement team to attend strategic meetings quarterly and internal practitioners' meetings. Provide update report to BMT	Bi-monthly report/actions to be fed back to BMT (ongoing)
EN2. Information sharing.	Improve internal communication of intelligence to ensure more efficient sharing of information and resources across departments and divisions.	Steve Raymond / Michael Roberts	Continue to attend PACT and PSG meetings sharing information / intelligence with the Multi-Disciplinary Enforcement strategic group and the Cleansing managers.	Bi-monthly.
EN3. Tourism hotspot areas.	Provide an enforcement capability due to the increase in footfall at tourism locations as lock down from the pandemic eases.	Steve Raymond	To patrol 9 hotspot locations as designated by the tourism section and provide regular reports on outcomes. Provide monthly statistics on patrols undertaken.	April 2021 – ongoing in peak visitor periods
EN4. Awareness signage	Provide litter and dog fouling awareness signs at hot spot areas and encourage use of litter / recycling bins	Steve Raymond	To renew existing or provide new litter and dog fouling awareness signs on land under Council control.	March 2022 - March 2023
EN5. Towns and villages.	Ensure our Environmental Enforcement Officers maintain a presence in town and village hot spot areas across the County to deter littering and dog fouling.	Steve Raymond	To produce monitoring report at the Corporate Enforcement Forum chaired by the Executive Board Member	Bi-monthly reports – up to March 2023.
EN6. Promote responsible actions on the part of property owners	Work with residents and owners of premises to ensure that areas outside their homes/premises/businesses are kept free of litter	Steve Raymond	Working with the Waste Policy section to provide enforcement capabilities ensuring compliance of the 3-bag rule and excess waste and to give advice and assess bin provision for business customers. Exercise powers for noncompliance of waste legislation (s46 domestic property and s47 for business) Scheme to re-start Oct 21 following covid restrictions. Record the number of s46's and s47's issued also the number of properties targeted with feedback to BMT	March 2022 - ongoing
EN7. Multi -Agency Joint Operations	Carry out joint enforcement operations with partner's organisation / services periodically in order to provide a highly visible and coordinated response in targeting problem areas.	Steve Raymond	To undertake 2 environmental enforcement operations with partner organisations and feedback outcome to Corporate Enforcement Group.	December 2022
Monitoring and Evaluation	Review annual action plan	Geinor Lewis/ Dan John	April 2023	