

**[Organisation  
name]**

Litter  
Prevention  
Action Plan

[Insert photo of your choice here]

[insert address & postcode]

[insert date]

[Insert logo here]

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



# Introduction

Chelmsford City Council recognises the social, environmental and economic benefits of a cleaner greener Chelmsford.

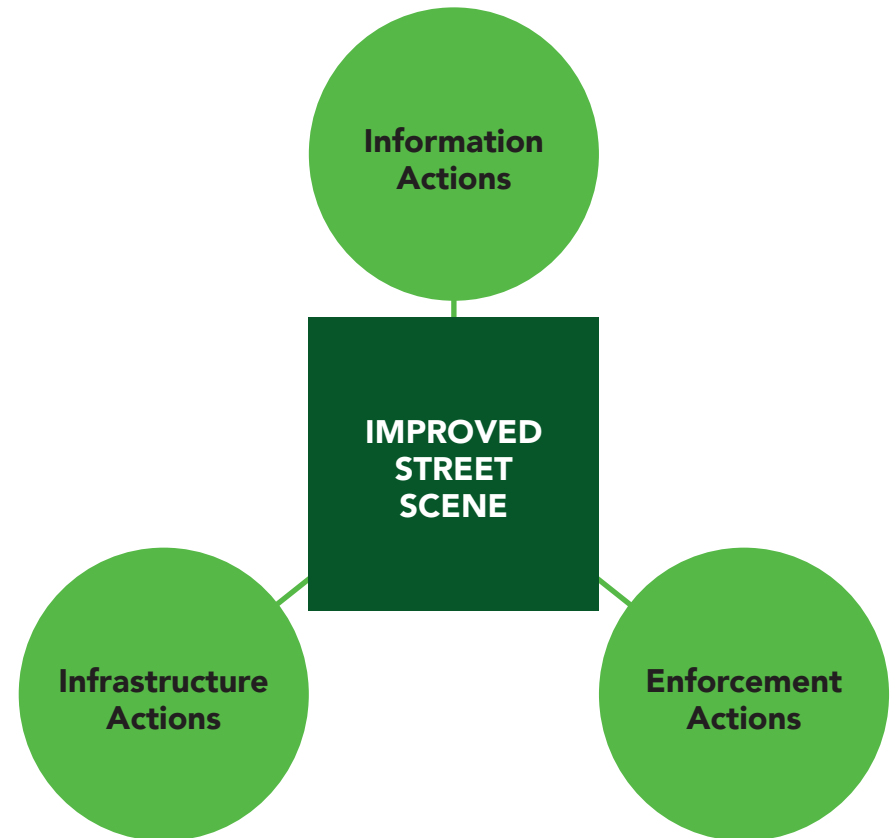
There are three cornerstones of intervention to tackle litter and flytipping:

- Information - ensuring effective and consistent messaging to prevent littering
- Infrastructure - improving the facilities and services needed to reduce litter and promote recycling
- Enforcement - strengthening the deterrent effect of legislation

This plan outlines our actions against each of these cornerstones.

We will publish our plan and review it annually to ensure that we are fulfilling our actions, and to help us identify areas where we can make further progress.

We realise we cannot address this issue alone; we will work collectively with the local partners to share resources, deliver objectives, provide knowledge and ideas and influence others.



## Information actions

Information primarily concentrates on communicating efficiently, providing constant and improved messages for the public. Effective communication would consist of key messages that motivate the public and encourage behaviour change.

### Actions

<b>Action 1</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 2</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 3</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 4</b>	[insert action]
<b>Description</b>	[insert description]

## Infrastructure actions

Infrastructure focuses on the provisions of facilities and services which help reduce litter and promote recycling. Facilities must be designed to be accessible , making it easier for people to do the right thing with their waste

### Actions

<b>Action 1</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 2</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 3</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 4</b>	[insert action]
<b>Description</b>	[insert description]

# Enforcement actions

Effective legislation, enforcement and relevant communication is key to reinforcing the deterrent effect of littering.

## Actions

<b>Action 1</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 2</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 3</b>	[insert action]
<b>Description</b>	[insert description]
<b>Action 4</b>	[insert action]
<b>Description</b>	[insert description]





Please email your draft Litter Prevention Action Plan to [environment.protection@chelmsford.gov.uk](mailto:environment.protection@chelmsford.gov.uk) for review and feedback. Once finalised, we will upload a copy to the Chelmsford City Council website.