



Chelmsford

# Litter prevention action plan

Quick start  
guide

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

Chelmsford City Council,  
on behalf of the  
**UK Government**  
has launched a new  
initiative to address  
the problem of littering and  
flytipping:

## Litter Prevention Action Plans



The plan will provide  
a **set of actions**  
that will help your  
organisation prevent  
litter & flytipping



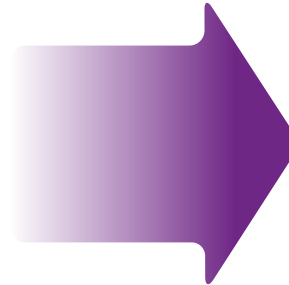
The purpose is to get  
organisations thinking about  
**what actions**  
they can take to reduce litter



# What will it involve?



Developing an  
**Action Plan**  
is quick and simple



You need to select at least **six actions** you could take to reduce the litter that your organisation, customers or staff may generate



## Possible actions include:



Sharing litter prevention messages on **social media**



Presenting your waste for collection at the **correct time**



**Displaying** litter prevention messages on your noticeboards and intranet



Including litter prevention as part of **employee training**




Providing sufficient **litter and recycling bins** at your premises



Developing a **litter cleaning schedule** for your organisation frontage, car park, side alleys, delivery and storage areas on a regular basis

# What are the benefits to me?



**It is free  
to take  
part...**

...and we will be  
here for advice  
and guidance



It provides a great  
PR opportunity.  
Businesses who take  
part will be provided  
with a window sticker /  
poster for their  
premise and listed  
on our website



You will gain a better  
**understanding** of how  
litter impacts on the  
environment and what  
you can do to reduce  
these impacts



It's an  
**opportunity** to  
work with other  
organisations and  
your local  
community



It provides a  
good opportunity  
to **demonstrate your  
commitment** to the  
environment to your  
customers