

# Clean Up Chippenham Action Plan

The following measures are low in cost but require effort and engagement from a number of different parties. Singalarly, they will not achieve much ... but taken together, along with a new attitude of no longer tolerating litter, will result in a cleaner, safer, more profitable town for everyone.

1. Raising awareness of the problem:
  - Local radio, television, and papers to run feature stories and inform residents of plans. Promote the idea that they are throwing away money for clean up that could be spent elsewhere.
  - Advise that littering carries an £80 on-the-spot fine.
  - Banners on town bridges, and posters places on bus shelters, lamp posts, and BT boxes.
2. Invite all schools to engage in a five-step plan to tackle the litter on their grounds and the surrounding paths. This can be done with infant, primary and senior schools, with the potential of awards or prizes given out (e.g. Cleanest School, Most Improved School).
  - Discuss and analyse the problem with students: What problems do they think litter causes? Who do they think is responsible for it?
  - Collect photos and information: Where is litter being found? What is the base level?
  - Devise an action plan with input from the students: How can the problem be solved at that particular school? What interventions can be tested?
  - Measure success: Do the interventions lead to a reduction in litter?
  - Maintain success: Encourage students to keep areas litter free.
3. Encourage business participation to keeping their premises clean:
  - Businesses to be issued with anti-litter posters and free clean up pack including a broom and portable ashtrays.
  - Remind employees that there's "No smoke without litter" and all butts should be disposed of properly.
  - Remind businesses of their obligation to clean up to 100m from their premises. This should be done regularly throughout the day – not just one sweep at the end of the day. All businesses that give out items not consumed on their premises must brand their packaging so we can monitor where they end up. Potential to win an award or prize for cleanest business.
  - Promote reduce, reuse, recycle message especially with businesses. Encourage fewer plastic bags; packaging main culprits in Chippenham are Subway, Tesco, Greggs, Costa, McDonald's, and Sainsbury's. Paper bags rather than plastic where possible?
4. Promote and improve our local "binrastructure":
  - Green footsteps to be painted on pavements in at least 5 trial locations to nudge towards anti-litter behaviour.
  - Bins to be cleaned and, where possible, changed from black to brighter coloured refuse sacks.
  - Dual use stickers on bins to promote dog poo bags and general litter use.
  - Residential bins to be used as extra bins with permission from householders and label saying permission has been given. Promote good behaviour with smiley face / thank you on bins.
  - Skips that are placed near shops/takeaways must be securely covered at night to stop litter being blown around; this could be a condition placed on the builders at the time they are granted permission to site the skip.
5. Encourage involvement throughout the community:
  - Weedy, overgrown walkways or uncared for "wastelands" encourage litter. Plant flowers and tidy up to make an area look loved.
  - Local groups like bowls, tennis, football clubs, etc. to be asked to take part to help clean up their playing areas. Create a leader board for different parts of Chippenham to instigate a competitive element, with the potential to win an award or prize.

Putting litter in its place.  
Full stop.

