

| Project code | 2019 | | | | | | | | | | | | 2020 | | | | | | | | | | | | 2021 | | | | | | | | | | | |
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| Education and Engagement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E1 | [Green bar] | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E2 | [Grey bar] | | | | | | | | | | | | [Grey bar] | | | | | | | | | | | | [Grey bar] | | | | | | | | | | | |
| E3 | [Grey bar] | | | | | | | | | | | | [Grey bar] | | | | | | | | | | | | [Grey bar] | | | | | | | | | | | |
| E4 a | [Green bar] | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Infrastructure | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| I8 | | | | | | | | | | | | | [Blue bar] | | | | | | | | | | | | [Blue bar] | | | | | | | | | | | |
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Theme 1: Education and Engagement

| | Action | Target Cause of Litter | Delivered by | How | Target | Funded by | When |
|----|--|--|---|--|---|--|-------------|
| E1 | Produce simple engaging flyer on litter and the law | All | MCC | Identify if anything suitable already exists, if not: Identify key messages Identify resources for design costs Produce draft/s for testing Produce and circulate flyer by electronic means | Complete project | KWT | Mid July 19 |
| E2 | Education campaign in schools and One Planet Centre | Public understanding of the impact of litter | MCC, volunteers, KWT | One Planet Centre | 20 number of schools visited the centre | MCC and KWT | ongoing |
| | | Schools | MCC, volunteers and KWT | Assemblies, outdoor sessions in schools, work with eco-school committees. Aim to establish litter champion groups in schools to make the campaign self-sustaining. | Target schools in 'town groups', followed by rural areas. 6 schools per year | | |
| E3 | Education and infrastructure campaign with comprehensive schools on litter in school grounds and surrounding areas | Public understanding of the impact of litter | MCC - Volunteers, MCC-Education | Competitions, Assemblies, Eco committees | Target 4 high schools to test engagement | MCC-WSS, MCC-Education, Schools | Ongoing |
| | | Changes in Culture | | Involve School Boards | | | |
| | | Schools | | Recruit and train volunteers to support and deliver Offer work experience in MCC-WSS | | | |
| E4 | Town and community Campaigns: Working with litter volunteers, Town councils and Chambers of Commerce to define theme for each town | All causes of litter | MCC, Chambers of Commerce, Town and Community Councils, litter volunteers, Community groups inc scouts, guides, and sports groups | Activities may include but not limited to: Plastic Free Communities Postcard campaign similar to "Love the Product Hate the Packaging" Litter bin stickers "No Ifs No Butts" Litter messages on MCC refuse and grounds vehicles | Scope Project for Pilot Seek external funding Competitive invite to TCs to run pilot Run Pilot | Seek external funding e.g. Viola and Section 106, Awards for All, businesses, etc... | June 19 |
| | | | | Attendance at local events e.g. low income estates, school fetes, housing assns. And arrange own pop up events | | | Sep-19 |
| | | | | Awards/rewards for communities and volunteers supporting positive behaviours | | | Jan-20 |
| | | | | Regular meetings with chambers of commerce and town councils to exchange views and maintain progress towards reducing litter. | | | Apr-20 |
| | | | | Engagement at school fetes in low income areas | | | |
| | | | | Small pop up events with Housing Associations in low income estates | | | |
| | | | | Work with businesses such as McDonalds, Costa, Greggs, independent take away outlets | | | |
| | | | | Fuel pump messaging | | | |
| | | | | Work with Communities on design and use of anti-litter signs in and around communities | | | |

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| E5 | Annual Anti-Litter Event | All causes of litter | MCC-WSS, KWT, volunteers and schools etc.. | Scope event potential and cost | Present options to WSS | | Mar-19 |
| E6 | Packaging and litter reduction Campaign: Eating on the go | Eating on the Go | MCC, Chambers of commerce, local business and fast food outlets, town and community councils, litter volunteers | Work with planning and EHOs Work with fast food and takeaway businesses wrt packaging and clean ups Work with MCC events and markets on mobile food businesses and stalls Work with planners to reduce the problem at source and ensure that litter measures are in place at the development stage | Identify capacity and scope project | MCC, local business, Section 106 | Apr-20 |
| E7 | Driver campaign | Public understanding of the impact of litter Changes in Culture Eating on the Go Long Distance Transport Tourism and Leisure | MCC, adjoining area authorities, SEWTRA (Trunk roads agency), local service stations and caterers, litter volunteers, road haulage association, RAC and AA | Produce a series of temporary and permanent signs targeting people who leave litter in laybys. Investigate opportunities for use of electronic M/Way and other signs for litter messaging Investigate in-vehicle bin products and suppliers to promote to driver groups | Identify capacity and scope project. Identify | MCC, SEWTRA, KWT, local service stations, adjoining area authorities, road haulage association | Aug-20 |
| E8 | Public transport user campaign | Public understanding of the impact of litter Changes in Culture Tourism and Leisure | MCC, British Rail, Arriva Trains Wales, Town and Community Councils, KWT, Chambers of trade and commerce, public transport providers | Contact Network Rail and rail and bus station operators to discuss opportunities for combined campaigning on litter Look at good practice from elsewhere to underpin approaches Include intercom messaging as well as signage | Identify good practice Secure agreement collaboration for from transport operators | MCC, Chambers of trade and commerce, Town and Community Councils, Arriva Trains Wales | Dec 20 |
| E9 | Internal coms campaign for staff and visitors | Change in culture | WSS Education MCC Comms KWT, MCC-WSS MCC-WSS | Poster campaign Internal Newsletter article Identify training needs for front line staff to help them tackle littering if seen on MCC property Training for EPA and grounds staff on current duties and regulations on litter | Design campaign during summer 2019 Check with Comms team Front line staff training needs by March 2020 Training for grounds by May 19 | MCC-WSS MCC WSS, MCC-Comms KWT? MCC-WSS | Jun-19 Dec-19 Mar-20 May-19 |
| E10 | Give Dog Fouling the Red Card | Change in Culture | MCC-WSS and KWT Town and Community Councils | Comms Campaign inc: signs, social media, press Working with Town and Community Councils Information about Dog waste bins Link to enforcement | Repeat promotion of video campaign review of signage interactive map of dog waste bins See enforcement | MCC-WSS, KWT through ENRaW Grant | Ongoing |

Theme 2: Enforcement

| | Action | Target Cause of Litter | Delivered by | How | Target | Funded by | When |
|------|--|---|--|---|--|-----------------------|---|
| EN 1 | Expand roles of existing and new enforcement officers to include power to issue Fixed Penalty Notices (FPNs) for littering and dog fouling | Public understanding of the impact of litter Eating on the go The impact of dog ownership | MCC-EH | Review Internal Processes, update FPN forms, provide training for staff. Allocate staff time to enforcement | Number of prosecutions/ Hours of enforcement activity/ number of investigations | MCC-EH | 2019-20 |
| EN 2 | Media activity to increase public awareness of legal sanctions to be employed | Changes in Culture | MCC-WSS and MCC Coms | Publicise upgraded and new enforcement roles, publicise cases where enforcement has been carried out | 6 media activities per annum highlighting work of enforcement, Annual press release for number of investigations and prosecutions | MCC | Ongoing following review |
| EN3 | Identify opportunities for other front line staff to hold enforcement powers | All causes of litter | MCC-EH, MCC-WSS, Town and Community Councils | Investigate costs and other resource implications of training and delivery Identify what if any staff could be involved e.g. EPA crews, Play ground inspectors Identify impacts on other areas of work and support required Identify thrid party staff that could have enforcement responsibilities e.g. Town and Community Councils | Complete investigation and report on options by end of 2019-20 | MCC-WSS, MCC-EH | Apr-20 |
| EN 4 | Hold high profile enforcement events | Public understanding of the impact of litter Changes in culture Eating on the go The impact of dog ownership | MCC and other LAs | Hold three high profile enforcement days PA Investigate partnership option to bring in enforcement officers from other authorities for one off events and reciprocate to enhance activity Investigate option to bring in contracted enforcement officers for events | Identify options and identify logistical issues by end of 2019 Plan first event for spring 2020 Review event for replication | KWT?, External grants | Spring 2020 Ongoing following review |

Theme 3: Infrastructure

| | Action | Target Cause of Litter | Delivered by | How | Target | Funded by | When |
|-----|---|---|--|--|--|--|--|
| I 1 | Review street litter bins: Location, type, condition and use | Eating on the go Tourism and Leisure Smoking Related Schools | MCC-WSS, Housing Associations, Town and Community Councils | Bin Survey and monitoring using mobile device Develop Decision tool to assist with location setting Install Ash trays to bins in areas of high cigarette litter Analyse data from My Monmouthshire service requests Feedback from litter groups, volunteers and Community Councils Pilot use and types of litter bins in litter blackspot laybys Involve volunteers in monitoring effectiveness Standardize bins for improved long term maintenance and control | Complete initial bin survey by April 2019 Develop Draft tool by Dec 2018 Include ash trays on any new bins installed in town centres where cigarette litter issues identified and retro fit a minimum of ten bins with ash tray/stubber Annually Ongoing Pilot carried out 19-21 Pilot four key laybys during 19-20 and review effectiveness | MCC-WSS, Housing Associations, Town and Community Councils, External Funding e.g. Section 106, ENRaW bid | Apr-19 Dec-18 by 4/19 Ongoing Ongoing from July 19 from July 19 Ongoing |
| I 2 | Install new bins/replace existing bins where inappropriate or poor condition | Eating on the go Tourism and Leisure Smoking Related Schools | MCC-WSS | Following collection and analysis of Survey Data prioritise replacement bin and identify resources for new bins. Emphasis on bins by rivers and open topped bins | Begin replacement in April 2019. Target 40 replacement bins per year Plus additional bin liners where required | MCC, External (e.g. sponsorship and grant funding) | Ongoing |
| I 3 | Improve coordination of installation, maintenance and collection of third party litter bins | Eating on the go Tourism and Leisure Smoking Related Schools | MCC-WSS | Engage with third party litter bin owners i.e. Town and Community Councils to clarify and formalise responsibilities | Identify third party bins and ownership Draft MOU re ownership, maintenance and service | MCC WSS | From August 20 |
| I 4 | Promote Bin Sponsorship | Eating on the go Tourism and Leisure Smoking Related Schools | WSS Office supported by Communications team | Develop Sponsorship offer including policy and/or MOU for sponsors Promote to food outlets, news agents and other litter Produce promotional material to encourage uptake | Sponsorship offer developed and approved 10 Sponsored bins PA for Produce e-flyer when 'offer' approved | WSS and sponsors | Apr-18 annual |
| I 5 | Review Bin collection and litter picking systems and schedules | All causes of litter | MCC-WSS | Staff workshop, Training and provision of information to increase awareness of litter and on costs | Complete review by end of 2019-2020 | WSS | Apr-19 |
| I 6 | Investigate potential to promote concept of in-vehicle bins to prevent roadside littering | Public understanding of the impact of litter Long Distance Transport Changes in Culture Eating on the go | MCC, long distance driving organisations, motorway service station providers, SWTRA, KWT | Engage with Transport Associations, local businesses, motor accessory retailers and service stations Media Campaign | Make initial contacts for feedback | MCC, motorway service station operators and franchises | Dec-19 |

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| 17 | Encourage pubs, cafes, betting shops and similar establishments to provide smoking litter bins and to keep the areas outside their premises free from smoking related litter. | Smoking related litter | MCC, Chambers of trade and commerce, local businesses | Discuss with Environmental Health Officers to explore what other pressure can be brought to bear. New campaign targeting pubs, cafes, betting shops and similar establishments. Link to Enforcement activities | Identify target areas in Main settlements (MO, AB, SS, Usk) and approach target businesses in each area | Local businesses | Dec-19 Mar-20 |
| 18 | Increase awareness and use of cigarette stubbers to MCC staff for use at own facilities | Changes in Culture Smoking Related Litter | MCC-WSS, MCC-Estates | Identify Smoking areas for MCC staff and install stubbers and bins where none exist Raise profile of cigarette litter as a take home message | Identify locations and number of stubbers required Identify logistics for emptying stub bins Identify resources to purchase and install stubbers and bins | MCC-WSS, Mcc-Estates | Apr-20 |
| 19 | Public transport hubs - Improve the environment of public transport hubs, to include measures to reduce litter | Smoking Related Litter Tourism and Leisure Public understanding of the impact of litter | MCC, British Rail, rail providers, Town and Community Councils, KWT, Chambers of trade and commerce, public transport providers | Improve signage, Review of bins (ownership, conditions and schedule) | Pilot one focus transport hub | MCC, Chambers of trade and commerce, Town and Community Councils, Arriva Trains Wales | 2019-20 |
| 110 | Investigate options for Household waste collection point enclosures in town centres for problem areas | Waste collection service | MCC-WSS, TCs, Residents, businesses | Identify costs and locations for enclosures in town centre hotspots to deal with litter emanating from Household waste collection points Identify potential sources of funding | Identify potential trial locations in one urban centre and costs and secure funding | TBC | from Aug 20 |

Theme 4: Service design

| | Action | Target Cause of Litter | Delivered by | How | Target | Funded by | When |
|------|--|--|---|---|---|---|------------------------------|
| SD 1 | Household and Business Waste Collection Service - Ensure that MCC and private waste services do not contribute to litter problems e.g. broken street litter bins, miss-collections, miss-presentation of waste, design of collection points, trade waste collections | Waste Collection Service | MCC-WSS | Enhanced training and information to waste collection staff particularly LEAMS standards Enhanced planning and management of Street sweepers Rapid follow up by Waste Education Staff | Review number of complaints and aim for annual reduction | MCC-WSS | From 4/18 |
| SD2 | Improve performance of litter picking as part of Mowing schedules | All causes of litter | MCC-WSS | Enhanced management, training and information for grounds staff Greater monitoring and enforcement of schedules and performance | Training for staff annual in spring prior to mowing season Supervisor support prior and during mowing season | | Apr-19 Ongoing |
| SD3 | Street Litter Bin Collections - review of service (schedules, quality) | Waste Collection Service | MCC | following bin review - amend schedules to reflect findings Manual sweepers and Sweeper drivers to help review schedules and reactive activities | New schedule within 12 months of bin review | MCC-WSS | Start 4/20 |
| SD4 | Review Recycling on the Go opportunity for town centres | Changes in Culture | WSS Office | Review evidence of effectiveness and best practice Review expected changes in Litter and packaging regulations Review logistics of emptying and segregation | Conclude MCC position on RotG by April 2019 | MCC-WSS | Apr-18 |
| SD5 | Improve targeting of Litter picking | All causes of litter | WSS Prison and Probation service KWT and other volunteers | Improve the collection, use and dissemination of evidence to improve targeting of litter picking | Review sources of data and communication methods completed and recommendations for improvement made | MCC-WSS | Apr-20 |
| SD6 | Ensure that litter reports are addressed quickly - Aim to reduce black spots | Changes in Culture | MCC, volunteer groups, KWT, housing associations | Improve data collection and feedback against litter reports with follow up inspections | Complete review of data collection to identify improvements | MCC-WSS and Housing associations | Dec-19 |
| SD7 | Roadside litter clean ups | Eating on the Go Long Distance Transport Tourism and Leisure | MCC, SWTRA, adjoining areas | Continue to undertake roadside litter sweeps Media output before and after cleansing and include costs Increase engagement with SWTRA for Trunk Road clearance | Complete annual litter sweeps Media output after each sweep of arterial roads agreement on working practice | MCC-WSS | ongoing ongoing Apr-19 |
| | | Change in Culture Eating on the go | MCC, event organisers, community groups, volunteers | Review MCC events licence to ensure that recycling and litter management are a requirement Target events where support can be provided to promote recycling | review and update licence by April 2019 support 12 external/community events with recycling facilities | MCC-WSS, business, event licences. MCC-WSS | Apr-18 Ongoing |

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| SD8 | Provision of recycling and litter facilities and education at events | Tourism and Leisure | | Promote packaging reduction at event organisers | Produce guidance and promotional materials | MCC-WSS, KWT | Apr-18 |
| | | | | Monitoring of bin use during events and report to organisers | | Volunteers | Ongoing |
| | | | | Engage with all MCC depts. to reduce waste when designing events and provide recycling bins for all external activities where they produce waste | Produce internal guidance for MCC depts. on planning to minimise waste and maximise recycling at events. | MCC-WSS, KWT | Dec-18 |
| | | | | Support recycling at events with volunteers | X number of events with recycling facilities +10% annually | Volunteers | Annual target |
| SD9 | Beacons of Beauty: Clearance of Historic Fly tipping and Litter on hi visibility public sites off MCC property | Change in Culture | MCC – KWT – Community groups | Identify hot spot areas eg, Bloreng and BBNP, and urban sites GI sites with major litter/fly tipping issues and organise clean ups with partner organisation and community events | Identify projects Identify and apply for funding | External Grants | By 6/19 |

Theme 5: Partnership working

| | Action | Target Cause of Litter | Delivered by | How | Target | Funded by | When |
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| PW 1 | Continue to support and grow Monmouthshire litter champion volunteers | Public understanding of the impact of litter | MCC-WSS, WSS-Highwats, Prison Teams, KWT, Volunteers | Support Litter champions to go beyond picking up litter and support other strategic actions | Formalise a partnership with volunteers from Caldicot, Chepstow and Abergavenny | MCC, KWT | Ongoing |
| | | | | Nominate volunteers and groups for awards e.g. Tidy Wales | Volunteers/groups nominated | | Annually |
| PW 1 | Continue to support and grow Monmouthshire litter champion volunteers | Public understanding of the impact of litter | MCC-WSS, WSS-Highwats, Prison Teams, KWT, Volunteers | Annual litter champions network meetings to exchange information and views and review progress on strategy | Hold annual meetings | MCC, KWT | annual |
| | | | | Identify number of sites regularly cleared by Volunteers and regularly promote | quarterly promotion of community action | | ongoing |
| | | | | Increase range of activities of Volunteers and Voluntary groups to support LEQ | Obtain feedback from Groups on what they want to do | | Jun-19 |
| | | | | Maximise use of Volunteer Kinetic to engage with and recruit volunteers | Post volunteer requests on Kinetic | | Mar-19 |
| | | | | Create new form for volunteer litter pickers to report activity, to improve response time for collection of waste and to collect data to improve service | Complete and pilot form with target group of volunteers | | Mar-19 |
| | | | | Design new induction/training for volunteers in line with MCC working with volunteers guidance | Complete and delivered | | Mar-19 |
| Target area for to develop greater community action to manage litter issues | Support minimum of 4 community litter picking events across Severnside during 19/20 | by April 20 | | | | | |
| | | | | Closer working with SWTRA re: Helath and Safety to improve access arterial routes | meet to discuss systems and Risk Assessments | | Ongoing |
| PW 2 | Increase litter picking of arterial roads | Eating on the Go | MCC – WSS | Improve collaboration with SWTRA to enable better and more frequent access to arterial road verges during road works | Gain agreement or working practice from SWTRA | MCC, KWT other LAs | Dec-20 |
| | | Long Distance Transport | KWT SWTRA | Identify staff and Volunteers who are trained and able to join arterial road picks when the opportunity arises | | | |
| PW 3 | Work with Planning and other regulators to ensure that potential litter issues are addressed at planning stage | Eating on the go | MCC - Planning | Clarify the role of planning legislation in regulating the operation of premises. | Initiate meetings with Planners to understand Planning issues and provide planners with supporting information on litter management | MCC-WSS, MCC-Planning, MCC-Estates | Apr-20 |
| | | Schools Changes in Culture Smoking Related Litter | Haulage associations SWTRA | Clarify the legislation and guidance related to provision of toilet facilities | | | Apr-21 |
| | | | | Update litter volunteer information | | | |

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| PW 4 | Review Information flows to depots to improve support for volunteers and waste collection of community and individual litter picks | All causes of litter | WSS – Raglan | Identify existing practice and look for inconsistencies or gaps Identify issues experienced between volunteers and depots in getting support and design solutions | Complete initial review of issues by 12/ 19. Set plan for resolving issues once identified. | | Start summer 2019 |
| PW 5 | Improve access to information about litter and recycling facilities | Eating on the go | MCC, KWT, Local Business | Interactive map showing bin and recycling facilities - linked to App (model: LEEDSBYEXAMPLE) Trial Town Identified. 10 businesses engaged 5 MCC trial Bins installed Interactive map built Coms campaign | Pilot project scoped and funding options identified | MCC, businesses, grants | Dec-19 |

Theme 6: Performance monitoring

| | Action | Target Cause of Litter | Delivered by | How | Target | Funded by | When |
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| PM1 | LEAMS Surveys | Eating on the go Schools Smoking Related Litter Tourism and Leisure The impact of dog ownership | MCC-WSS, | Update street list and re grade to new system Produce Zoned map on GIS for use in MCS Produce MCS form for LEAMS to improve data collection and analysis | complete complete Complete | MCC-WSS MCC-WSS MCC-WSS | Jun-19 Sep-19 Nov-19 |
| PM2 | Analyse existing internal and external data | All Causes of litter | MCC-WSS | Run reports from MCS on litter complaints to identify hotspots and response review and analyse KWT LEAMs surveys | Twice a year and disseminate to depots for information | MCC-WSS | July Jan |
| PM3 | Monitor bin use | All Causes of litter | MCC-WSS | Depots to use mobile worker form to monitor bin use and condition Create system to assess effectiveness of bin signage such as bin stickers | Twice a year and disseminate to depots for information | MCC-WSS | July Jan |
| PM4 | Community involvement in data collection | All Causes of litter | MCC-WSS, Volunteers | Look for existing Citizen science projects/best practice Develop citizen science projects | Scope opportunities Confirm and instigate project | MCC/KWT External | Dec-19 Jun-20 |