

Appendix 2: Keeping the city clean – Waste, Resources & Street Cleansing Strategy 2021-2026
Action Plan – Managing waste on the seafront

Services represented:

- Cityclean – Modernisation Programme
- Cityclean – Street Cleansing
- Cityclean – Volunteering
- Communications
- Economic Development
- Environmental Enforcement
- Licensing
- Seafront
- Sustainability
- Surfers Against Sewerage

Objective	Actions	Update	Lead
Environmental Enforcement			
<ul style="list-style-type: none"> • Tackling littering offences, dog fouling, dogs not on leads • Provide advice to the public • Provide an enforcement presence in the area to deter offences 	<ul style="list-style-type: none"> • Issue Fixed Penalty Notices for offences • Assist with education by speaking with members of the public • Work with local businesses to ensure their waste collection services are sufficient • Explore the option of barring the use of Single Use Barbeques 	<ul style="list-style-type: none"> • 49 FPNs for littering have been issued on the seafront for the period of June 2020 to September 2020 • EEOs liaised with the public, providing education about the possible consequences of littering and handed out cigarette litter bins • EEOs spoke with vendors, explaining what improvements and changes they can make to their service • EE Managers to continue to lead the team, advising on the Framework and any changes to legislation • Consultation on banning the use of single use BBQs on council land to take place 	Environmental Enforcement
Education and Signage			
<ul style="list-style-type: none"> • Ensure signage and information is clear and accurate to assist the public in using the area responsibly 	<ul style="list-style-type: none"> • Increase information on using the area for residents and visitors • Work with local schools and groups, provide awareness of the environmental impact of littering • Install signs where needed 	<ul style="list-style-type: none"> • New signs installed reminding people of the consequences of littering and advising to take rubbish home if bins are full • Progress with schools limited due to Covid; to be picked up in a smaller working group to identify actions to educate individuals and 	Communications (Seafront Enforcement Sustainability)

Objective	Actions	Update	Lead
		groups; using different platforms, including social media; educating within schools <ul style="list-style-type: none"> Existing signage to be revised and updated SAS working with community groups to develop a beach stencil 	
Bins and Operational Services			
<ul style="list-style-type: none"> Review containment capacity for waste disposal and ensure a sufficient collections schedule is in place 	<ul style="list-style-type: none"> Assess the seafront bin capacity Ensure bins are in good working order Ensure regular collections are provided Continue litter picking 	<ul style="list-style-type: none"> An extra 74 1100 litre bins were placed on the seafront for waste Additional triple bins will be rolled out over winter Bin capacity constantly monitored to flex up as needed Teams continue to remove waste and empty bins through daily collections New mini-matic truck being used Seasonal staff recruited Nightshifts used for busy weekends as a trial 	Cityclean – Street Cleansing
Working with businesses			
<ul style="list-style-type: none"> Jointly create innovative ways to reduce environmental harm from business waste 	<ul style="list-style-type: none"> Create an affective and tailored Accreditation Scheme with businesses that will see varying and realistic changes for the future Scheme to focus on reusable items, moving away from single use packaging Work with businesses to enable them to be more proactive to encourage and manage their customers litter Working to cover aspects of their licenses and their duty of care 	<ul style="list-style-type: none"> A proposed Accreditation Scheme has been drafted; this will now be shared with businesses for a pilot to take place 	Surfers Against Sewerage Seafront (Sustainability Enforcement Licensing Economic Development)
Working with volunteers – Tidy Up Team			

Objective	Actions	Update	Lead
<ul style="list-style-type: none"> • Engage volunteers to help keep the seafront area tidy • Provide a volunteer presence to encourage others to join clean up activities 	<ul style="list-style-type: none"> • The Tidy up Team lead will liaise with volunteers and organisations • Create a consistent approach to volunteer beach cleans • Assist with equipment on occasions and or install tool chests for easy access 	<ul style="list-style-type: none"> • Beach cleans have continued • These plans will be discussed in further meetings, which will be in a smaller group 	Cityclean – Volunteering (Cityclean – Street Cleansing Sustainability)

