

Keep Blackpool Tidy

Blackpool Litter Strategy

2016 – 2020

Draft Strategy prepared by Keep Britain Tidy

VISION

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Working in partnership, Blackpool Council and Keep Britain Tidy have a vision is to make the town the cleanest seaside resort by 2020.

The aim of this strategy is to provide a long-term sustainable approach achieving this ambitious vision.

Blackpool is home to more than 140,000 residents while millions of people come to Blackpool every year to enjoy the unique environment and attractions. The council intends to cement Blackpool's position as the UK's number one family resort with clean, award winning beaches, and a reputation for cleanliness that supports and drives a thriving economy and a happy and healthy community.

This can only be achieved through genuine partnership working, preventing littering at source and encouraging residents and visitors alike to be proud of living, working and holidaying in Blackpool.

This strategy identifies the activity that will deliver against this vision.

PURPOSE

The strategy outlines the vision for Blackpool and identifies a number of strategic objectives that will help to better manage and prevent litter in the future.

Blackpool has a rich tradition and proud heritage of being the first mass market seaside resort. More than 17 million visits a year to the town and it remains one of the country's most popular destinations. 24,000 Blackpool jobs still rely directly on tourism – the most of any seaside destination – and enjoy's the greatest concentration of leisure attractions outside London.

Blackpool Council is looking to the future and wants to recreate the feeling that 'Blackpool is back' as the best seaside resort in the UK. To do so it needs to take advantage of its iconic attractions such as the Winter Gardens, the Tower and Tower Buildings, the Pleasure Beach, and of course the true one-off that is the Blackpool Illuminations.

Blackpool's Corporate Plan 2015 -2020 outlines the Council's two strategic objectives;

- Maximising growth and opportunity across Blackpool
- Creating stronger communities and increasing resilience.

To help deliver the Council's strategic objectives, it currently spends £2.8 million on keeping Blackpool's streets clean, including:

- Providing and emptying litter bins
- Regular litter picks
- Cleaning the streets
- Enforcement of the law when sufficient evidence is available
- Promoting litter campaigns.

Keep Britain Tidy

In June 2015, Keep Britain Tidy was invited by Blackpool Council to discuss a litter campaign for Blackpool. During this meeting, the aspiration to become the cleanest seaside resort in England by 2020 was agreed. Following the meeting, staff from Keep Britain Tidy hosted a workshop for Blackpool Council to discuss what a campaign for Blackpool would look like, what the unique issues facing Blackpool were and what would be needed to start this work quickly.

Following the workshop, we were invited to submit a proposal for Keep Britain Tidy's future involvement in assisting Blackpool Council in creating a strategy to meet its aspiration.

There were three elements that went to make up the assignment, they were:

- Better understand the key litter issues that Blackpool faces
- Develop a brand under which the different actions can sit
- Provide a strategy and action plan that help will guide the Council and its partners to reducing the amount of litter in the town.

THE PRESENT

In order to better understand the challenges Blackpool faces and identify key actions that could make a difference, Keep Britain Tidy undertook a number of data gathering exercises to help inform the strategy and identify potential solutions.

Keep Britain Tidy's research consisted of six elements:

- A street survey of 200 Blackpool residents
- An online survey that residents were invited to complete
- Two focus groups where Keep Britain Tidy could understand better what local residents felt about the quality of the environment in which they live.
- An opportunity for members of the Blackpool Business Leaders Group to let us know what the business community felt about litter in the town
- Two workshops for elected members
- Consultation with officers from across the Council.

The research with residents revealed a number of findings in relation to litter.

On littering:

The research with residents revealed that cigarette litter and chewing gum were the key issues identified by them along with dog fouling, fast food litter and soft drinks litter. Residents also considered that many of the litter bins were often overflowing with litter or there were too few bins provided by the Council. Respondents to the surveys also felt that enforcement was not sufficiently strong enough to deter people from littering.

Keep Britain Tidy also undertook a baseline environmental survey of a number of key sites in the town, including areas where visitors would most likely to visit including the town centre and its car parks, the promenade, main road and rail entry points. Also, locations where residents are most likely to frequent such as Stanley Park and secondary shopping centres were surveyed. The purpose of the environmental survey was to provide an independent assessment of the state of the town's environmental quality as of February 2016.

Although this is a one off snap shot taken out of season, the key findings of the survey included:

- The overall cleanliness of the town was comparable with other towns
- Around 5% of sites have litter present
- The town centre was cleaner than the outer shopping centres
- Cigarette butts and chewing gum were the main items of litter recorded
- Dog fouling was low appearing on only about 2% of sites
- Only a few litter bins were recorded as overflowing
- Rubbish was found on approaches to both railway stations.

STRATEGIC AIMS

Based on the research to date, six strategic objective aims have been identified, which is believed that if delivered will substantially reducing littering in Blackpool.

Objective 1 – Monitoring

90% of Blackpool's public spaces will meet a Local Environmental Quality standard of B+ and be predominantly free of any litter.

Objective 2 – Communication

At any time, 90% of people living, working and visiting Blackpool are aware of the 'Keep Blackpool Tidy' campaign.

Objective 3 – Design

Litter traps have been identified and designed out where possible. Good quality, consistent styled bins are gradually rolled out, prioritising high footfall areas. There are no reports of overflowing bins.

Objective 4- Education

Every child in Blackpool has the opportunity to learn about the impacts of litter and to take part in at least one litter pick per year.

Objective 5 – Engagement

Individuals, communities and businesses across Blackpool take up voluntary measures to keep their areas clear of litter and loose waste.

Objective 6 – Enforcement

Proportionate, regular enforcement supports a growing perception with resident of Blackpool that action is being taken on persistent litterers.

Objective 1 - Monitoring

90% of Blackpool's public spaces will meet a Local Environmental Quality standard of B+ and be predominantly free of any litter.

What gets measured gets done.

Set a target. Then measure the triple bottom line on an annual cycle: the litter on the floor, people's attitudes to littering, council spending on clearing litter.

Measurement and target setting

An effective strategy needs effective measurement. An annual local environmental quality survey which is designed to be both statistically significant and representative of Blackpool's public spaces should be incorporated into the annual business planning and budgeting cycle. A report on the results and comparison to previous years should be published every year. It is essential that the impact of the strategy can be measured. Putting a measurement process in place will allow targets to be set and monitored. The Code of Practice on Litter and Refuse outlines the standards expected nationally, it states: 'It is recognised that a grade A cannot be maintained at all times, and the presence of a few small items of litter and refuse, not yet accumulating, are regarded by the public as acceptable for short periods of time. It is expected that managers of land should, through monitoring and the appropriate use of resources, keep their land clear of litter and refuse so that it does not fall below a grade B and is cleansed to an A on a regular basis'. See grading criteria below.



To align with the ambition to become the cleanest coastal resort in the country, the target should go further than maintaining a grade B standard, with 90% of sites surveyed recording a grade A or B+, as set out in the Code of Practice. In addition to litter, the survey should also look at the quality of other Local Environmental Quality issues that contribute to the overall cleanliness of an area. The survey should also monitor the following and set relevant targets:

- Levels of detritus (mud, grime etc.)
- Levels of fly-posting
- Levels of graffiti
- Levels of staining
- Levels of recent leave and blossom fall
- Levels of weed growth
- Instances of fly-tipping
- Business waste placed out.

In addition, the survey should incorporate an element of litter counting and volume calculations to produce accompanying robust data on numbers of littered items and the volume associated with specific litter types to inform further action.

Measuring changes in perceptions

A perception survey should also be undertaken every year with residents, employees and visitors within Blackpool. This should once again be statistically robust and representative of the Blackpool community. Questions should test general awareness of the new 'Keep Blackpool Tidy' campaign, together with perceptions on whether littering is actually declining in Blackpool and why.

Local Authority expenditure on litter

Blackpool Council should be able to report year on year reductions in spending on street cleansing as a result of the strategy.

Ultimately, the strategy will be successful if Blackpool is actually becoming cleaner, people perceive that this is the case and the annual spend on street cleansing is not increasing in real terms, or indeed is reducing.

Key Strategic Activity

Stakeholder	Action
Blackpool Council	<p>Commission an annual Local Environmental Quality survey</p> <p>Commission an annual public perceptions survey</p> <p>Provide timely budget information on street-scene team spend</p>
Keep Britain Tidy	<p>Produce an annual report updating on progress against the strategy, drawing together the data from the 'triple bottom line'</p> <p>Release annual results to the media at agreed times</p> <p>Make recommendations on how standards could be improved</p> <p>Use aspects of the report to develop new campaign and communication themes for the follow year</p>

Objective 2 - Communication

At any time, 90% of people living, working and visiting Blackpool are aware of the 'Keep Blackpool Tidy' campaign.

The right message at the right time to the right people

Develop a brand. Then stick to it. But underpin it with relevant messages about specific issues to your target audience.

The Brand



A headline campaign developed and reinforced over many years will be critical to the success of the strategy. Logos and wording needs to be simply, catchy and emotive. The 'Keep Blackpool Tidy' logo will appeal to a range of segments, including people who make the connection to the wider 'Keep Britain Tidy' message.

The type face and colour can be tweaked to provide an exact match for Blackpool Council's own corporate colours, with the Council logo appearing on all marketing and promotional materials and fonts will be in line with corporate branding guidance.

The Annual Marketing Plan

An annual marketing and campaigns gantt chart will identify what campaigns are taking place and when. Each campaign will have its own individual campaign plan to identify aims/objectives, target audience, budget, timescales, key messages, communication activity/channels, as well as how activity will be monitored and evaluated. Plans will also identify roles and responsibilities of the KBT and BC marketing and communication teams.

Broad awareness raising

A full review of available outdoor advertising locations should be made in Blackpool. Outdoor advertising sites in known hotspot areas should be targeted for regular use with 6 sheet and 48 sheet bill board posters reminding and reinforcing the primary message to 'Keep Blackpool Tidy'.

Segmentation and location analysis

A full analysis of segments should be undertaken to establish the key segments, related to key variables including age, employment and consumption choices.

Specific messaging on key litter should then be regularly tailored to these segments, based on need, location and timing. However, it is vitally important that any specific messages are always associated with the primary anti-littering 'Keep Blackpool Tidy' brand and logo to maintain consistency and a sense of one coherent campaign.

In particular, key littered locations should be fully assessed for typical user segments and the various stakeholders engaged in those areas should be encouraged to help communicate anti-littering messages. Typical locations in Blackpool will include train stations, car parks, bus stops, parks, the frontages of pubs and clubs, takeaway food outlets.

Communication channels used should be based on the above analysis, and will vary from typical outdoor or indoor advertising to use of traditional print and broadcast media, through to social media (including Instagram and YouTube).

Digital marketing

Digital marketing channels including website content, as well as advertising via Facebook, Instagram, Twitter etc should be identified as key communication channels, where appropriate, and be identified as part of each individual marketing campaign plan (for example, litter pick

campaigns, dog fouling campaigns etc). Given that a large proportion of Blackpool residents access information online (many via smartphones), it is imperative that digital channels are used, particularly when trying to target a younger audience.

Traditional media

An effective working relationship needs to be developed with local, regional and national media. Local media needs to feel they can play a role as a partner to the campaign, although will clearly wish to preserve their independent position. However, they should be encouraged to report all instances of both success and successful enforcement. If possible local media should be encouraged to provide a regular page dedicated to raising awareness of people issued with Fixed Penalty Notices or fined in court.

Communicating good news

It is interesting to note that there is in some instances a marked difference between how people perceive the cleanliness of an area and actual cleanliness on the ground. For instance, there is a marked difference between perceptions of dog fouling in Blackpool (a real issue for people) and reality on the ground (dog fouling is not present in many areas). To counter this, it is recommended that Blackpool Council assesses the variety of communication channels open to it and how good news stories can be dropped into key areas and at the right times, with the correct framing to encourage a shift in perceptions. Keep Britain Tidy's research on perceptions can inform this work.

Using other parties to communicate news

Simple communication toolkits for volunteer groups and schools can be developed which will allow them to issue their own press releases about their good work, using the Keep Blackpool Tidy branding. This helps support the idea that the campaign is being developed by people in Blackpool and not through the sole preserve of the council.

Key Strategic Activity

Blackpool Council	<p>Develop and adopt the campaign branding and how it relates to the Blackpool Council and Keep Britain Tidy logos</p> <p>Identify key areas and publications for use of the brand</p> <p>Ensure the brand is associated with stories that relate back to the strategy – and incorporate both good news and bad news stories</p>
Keep Britain Tidy	<p>Undertake detailed segmentation analysis of Blackpool residents and visitors</p> <p>Develop an annual calendar of campaign activity and interventions – based on progress with the strategy, blockages and key issues</p> <p>Support Blackpool Council in delivery of specific campaigns and interventions throughout the year</p> <p>Provide support to Blackpool Council on communication channels and framing of key messages to challenge incorrect perceptions</p> <p>Approach the Blackpool Gazette, Wave FM and Radio Lancashire and develop media partner relationships</p> <p>Develop a campaign and communication toolkit for local groups – enabling them to develop their own press releases under the Keep Blackpool Tidy campaign brand</p>

Objective 3 – Design

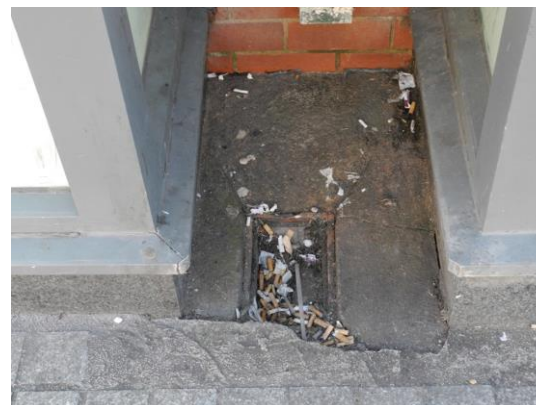
Litter traps have been identified and designed out where possible. Good quality, consistent styled bins are gradually rolled out, prioritising high footfall areas. There are no reports of overflowing bins. Bins that target specific waste types for recycling are gradually being phased in.

Make it easy for people to do the right thing, make it hard for people to do the wrong thing

Map the known hot-spots. Ensure appropriate provision for disposal and recycling. Consider nudge interventions to ensure people can do the right thing at the right time. Use good design to encourage good behaviour.

Design out ‘litter placement’ and ‘litter traps’

National observational research shows that many people feel guilty about littering, and many would not throw directly on the floor, instead an increasing amount of litter is ‘placed’ rather than thrown. Typical examples of this are coffee cups placed outside railway stations. To ensure that the strategy tackles all forms of littering, it is recommended that observational analysis is carried out on littering behaviour in Blackpool. This will enable sites where ‘litter placement’ occurs are identified. The areas could then look to encompass designs that do not encourage litter placement, and look to provide greater provision in those areas.



Carry out a full observational audit of the centre of Blackpool, identify potential litter traps, focusing on areas where it is difficult to cleanse, as highlighted in the picture and focus on designing out these problems.



Bin provision

Good quality and appropriate bin provision that enables people to do the right things is a crucial part of the strategy. Having a bin in place is only the first step. It is also important to keep litter bins serviced regularly so that members of the public can deposit their litter. Bins that are dirty or not in a good condition can deter people from using them. Also, if bins are too full litter can spill from them, undoing the good work of people who have done the right thing. Furthermore, in line with Circular Economy thinking, bins should be seen as receptacles for valuable materials that can be collected and recycled, not just containers for mixed waste bound for landfill.

It is recommended that a review is carried out on the current provision across Blackpool, and a strategy put in place to ensure bins are located in areas of need, and that all bins provided are clean and not overflowing. The current Enevo pilot aimed at providing digital intelligence on litter levels in bins should be evaluated and rolled out if successful. All new bins should be attractively and consistently styled.

The opportunity to encourage corporate investment in the resort for bespoke bins aimed at the collection of their packaging and waste products, can be explored in line with conversations ongoing nationally. This could take some of the financial burden from Blackpool Council.

Specific Interventions

Providing opportunities to nudge people to do the right thing will also contribute to the overall strategic aims. Implementing new approaches to behaviour change that provide effective, efficient and sustainable solutions will ensure the long term positive impact.

It is essential a partnership approach is used when implementing an intervention, which those businesses in the area. Interventions need to be focused on problem areas and issues, and piloted in target areas, and then scaled if deemed successful. As part of this strategy, it is recommended that interventions are put in place to tackle littering and fly-tipping issues.

Events and Peak Period

It is essential that a more robust plan is put in place to deal with large events and peak period within Blackpool, in order to ensure litter is dealt with more effectively and efficiently. Ensuring bins are not overflowing and appropriate resources are deployed.

Cigarette Litter

KBT's national survey demonstrates that cigarette litter is the number one littered item in the country and this waste type features highly in the analysis of litter in Blackpool.

Research suggests that many smokers don't consider cigarette butts to be litter. Dropping cigarette ends and not disposing of them properly is a criminal offence. Part of our campaign will be to raise awareness of this to people and we will also explore options for the disposal of cigarette ends. We will link with KBT in relation to any national initiatives in relation to smoking.

Additionally, reducing smoking opportunities means reduced smoking. When smokers cannot smoke in particular settings, they smoke fewer cigarettes and so fewer cigarettes are dropped. Blackpool Council has committed, through its Tobacco Control Strategy, to work towards the introduction of smokefree zones, outdoor events and family orientated tourist attractions in the town being smokefree. Recent local insight work with both residents and visitors to Blackpool found that the majority of people support the introduction of smokefree outdoor spaces within Blackpool. This strategy can work together with the Keep Blackpool Tidy: Litter Strategy.

Alleyway Dumping

The high number of HMO's in Blackpool presents a particular littering issue, with short term tenants often at the margins of society and with limited or no connection to the area. Whilst alleyways can be the subject of 'professional' fly-tippers, in a number of cases it's the tenants themselves who are littering and fly-tipping in alleyways.

Whilst legislation only requires provision of bins equivalent to one typical household, this can often be insufficient. Making it easy for people in HMOs to do the right thing should be a clear focus for any intervention, as the short term nature of tenancies make a broader message around 'caring for the resort' more of a challenge.

Where space allows the use of Paladin bins for use by multiple tenants should be piloted. Additionally, research from elsewhere suggests that cleansing alleyways, then providing hooks for bin bags to keep them off the floor, actually results in a significant reduction in littering and fly-tipping.

Innovations should look to provide easy to access and simple to use facilities for HMO tenants, alongside clear signage for landlords on collection days.

Predation from bags

In seaside resorts, seagulls are a particular issue and responsible for opening bags of waste, creating litter. The current pilot of seagull proof bags should be analysed and scaled, if found to be successful. Other pilots are underway in England and analysis of results elsewhere will be considered in designing scalable solutions. Restricting easy food sources for seagulls is a primary mechanism for encouraging to relocate to their natural habitat and away from urban centres.

Littering at key times

A specific issue referenced by residents in particular, is the perception that littering (particularly food and drink packaging) is worse around pubs, clubs and bars and at specific times e.g. evenings, weekends, bank holidays.

Bin provision in these areas should be assessed, in particular the hot-spots and the walking distances before litter is dropped. There may be potential to explore temporary bin provision in known hot-spot areas and at key times.

There is also clearly an opportunity to explore communication, messaging and education via licensed premises and their own role in keeping their premises and surround clear of litter.

Bins as resource hubs

Blackpool could consider trialling bespoke bins that also contain litter pickers, bags and gloves allowing residents to use the equipment for keeping their areas clean and the bin for disposal of street litter collected.

Key strategic activity

Blackpool Council	<p>Undertake an assessment to identify litter hotspots and traps with a view to design out</p> <p>Carry out an assessment of current bin stock – review both placement and quality</p> <p>Commit to trials aimed at separate collection of littered items</p> <p>Plan in place for events and peak periods</p> <p>Commit to trialling interventions that aim to reduce littering</p>
Keep Britain Tidy	<p>Provide opportunities for Blackpool to be involved in innovation through national trials and interventions</p> <p>Support Blackpool in developing local interventions in partnership with local stakeholders</p> <p>Provide support and advice through an environmental audit and full bin stock audit</p>

Objective 4 - Education

Every child in Blackpool has the opportunity to learn about the impacts of litter and to take part in at least one litter pick per year.

Encouraging a generation of young people to consider littering as socially unacceptable

Give young people a voice, let them help deliver the strategy, reward them for their ideas and energy.

Providing support to schools

There needs to be a focus on developing an engaging and Blackpool specific school pack, with specific activity such as litter surveys, for use in Blackpool schools and focused on litter and the associated problems. This pack would encourage schools to raise awareness in class and at assemblies and would encourage pupils to get involved and take ownership. Part of the strategy would be to encourage Blackpool schools to work through the Eco-schools programme, providing a framework to follow. Many Eco-Schools choose to tackle litter in their school as one of their first priorities. It is a highly visible issue and one that is easily understood by all ages. A litter-free school is very noticeable and can enhance a school's image in the local community.

Annual Competition

All schools can be encouraged to take part in an annual competition to provide a new campaign idea, poster or intervention to tackle littering. With the support of local media, this can be developed into a high profile event and form part of the general raising of awareness amongst young people. An annual installation at the illuminations could form part of the prize for the winning pupil, cementing the local link for young people.

Engaging with the wider community

Schools are very often a hub in the community, using schools to act as a catalyst for change in the wider community and ensuring every school in Blackpool is part of the wider community engagement campaign. Blackpool could support litter picks in schools, encouraging schools to involve parents and the wider community to cascade the anti-litter message.

Young people as role models

Develop case studies demonstrating where young people have taken action against litter and are passionately about the issue. This helps to challenge stereotypes of young people as litterers and helps encourage the next generation through positive role modelling.

Education is not just for children

Educating people and raising awareness of litter is an underling theme across the strategy. However, specific resources could be developed for use by landlords, hoteliers, housing association and the Blackpool Council to work to educate resident and visitors.

Key strategic activity

Blackpool Council	<p>Identify all schools in Blackpool</p> <p>Support the development of an education pack for schools Develop the idea of an illumination specifically given over to winning entries in an anti-littering competition</p>
Keep Britain Tidy	<p>Lead on the development of the school resource pack</p> <p>Work to engage all Eco-Schools in Blackpool with the littering pack</p> <p>Work to engage all Eco-Schools in Blackpool with the competition</p> <p>Provide staff and engaging third parties to speak to schools classes and assemblies</p> <p>Provide clear linkage to Love my Beach volunteers and options to join up messaging and education around litter</p> <p>Work with Love my Beach to further develop the existing Business Pack and Hotel pack resources for wider use throughout Blackpool</p> <p>Develop case studies of young people as role models and highlight in local media</p>

Objective 5 - Engagement

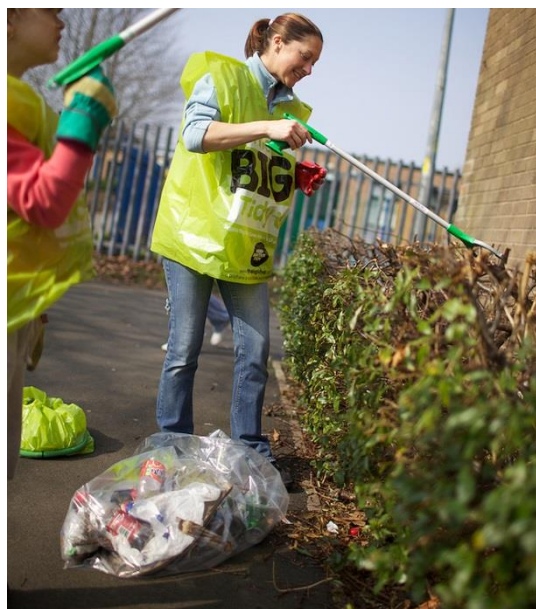
Individuals, communities and businesses across Blackpool take up voluntary measures to keep their areas clear of litter and loose waste.

Giving a voice to the people who care

80% of people don't litter. 80% of the residents, visitors, business owners and employees in Blackpool probably don't litter. Support them to build a movement for change.

Working together

It is essential that a partnership approach is taken to ensure long lasting behaviour change and to meet Blackpool strategic aims. There are many stakeholders in Blackpool that need to be involved in the implementation of the strategy; this includes residents, local businesses, land lords, schools, community groups and individuals.



Being part of the solution

Ensuring everyone can do their bit and see the huge benefits that come from this will ensure the long term sustainability of the strategy, and create a litter free Blackpool. There are many different ways Blackpool can engage with its different stakeholders – and there needs to be a clear plan developed for this. There is a range of activities that can be put in place to ensure everyone in Blackpool has the opportunity to be part of the solution.

Reporting litter – encourage everyone to report any issues with litter, possibly through an app. Use this data to target activity.

Create opportunities for involvement – create an overarching community engagement campaign encouraging residents, businesses and other stakeholders to clean up. This should include large scale events initiated by the council, but also a year-long call to action, with support for those who want to create new community groups and carry out litter picks. To do this, the council can provide a 'start up pack' that includes Keep Blackpool Tidy branded Hi-Viz vests, litter pickers and safety information.

Wider community – Blackpool benefits from a very strong business community that includes those dependant on tourism. It is essential those stakeholders assist in delivering the strategy. Raising awareness of the positive impact on the local economy of a litter free town is essential. These businesses can help to implement the strategy in a number of ways; it is recommended that all stakeholder sign up to a voluntary pledge that forms part of the strategy, the pledge could include the following:

- **Businesses** – assist in communicating the anti-litter message to its customers, display the Keep Blackpool Tidy brand, commit to cleaning outside their own premises through a voluntary initiative and award scheme, ensure their business waste is contained and out of site where possible, engage in community clean ups
- **Hoteliers** - assist in communicating the anti-litter message to guests, display the Keep Blackpool Tidy brand, commit to cleaning outside their own premises, ensure their business waste is contained and out of site where possible
- **Landlords** – provide an information pack to residents to ensure they dispose of waste correctly, assist in communicating the anti-litter message to guests, display the Keep Blackpool Tidy brand, commit to ensuring the land around there properties are free from dumping.

Blackpool Council	Develop an overarching Community Engagement Campaign for Blackpool Develop a pledge for businesses and stakeholders Work with all stakeholders to deliver the strategy
Keep Britain Tidy	Support Blackpool in development of its Community Engagement Campaign using its national contacts Support Blackpool in engaging its stakeholders

Objective 6 - Enforcement

Proportionate, regular enforcement supports a growing perception with residents of Blackpool that action is being taken on persistent litterers.

A good strategy needs good execution, it also needs teeth....

20% of people do litter. 20% of the residents, visitors, business owners and employees in Blackpool probably do litter.

Enforcement offers another means of behaviour change and can be an effective action to tackle this problem; if managed properly, it can act as a successful deterrent and result in cleaner streets. If managed badly, it can lead to ill-feeling and negative publicity in the press. Keep Britain Tidy research shows that 25% of the general public are not aware that they can be issued with a fixed penalty notice for committing an environmental offence, and just 49% of the general public believe that fixed penalty notices are an effective behaviour change tool. Therefore, it is essential that any enforcement activity is part of the wider strategy of engagement and raising awareness of litter across Blackpool.



Deliver an effective and efficient litter enforcement strategy that delivers a zero tolerance on littering

The enforcement strategy should be designed to deal with all types of environmental crime, from low-level offences to more serious criminal activity such as fly-tipping. The non-payment of FPNs needs consideration in an enforcement strategy. A successful strategy will strike the right balance between resources being used on issuing fixed penalties and time spent on prosecutions. A fixed penalty notice should only be issued where there is enough evidence to support a prosecution, so in the event that it is not paid, an authority will be able to follow it up in court.

External service provision

A number of authorities around the country are now engaging the services of private enforcement companies. This often leads to a significant uplift in FPN's and prosecutions and is attractive to local authorities as the service can be provided by the contractor on a zero cost basis. There is no direct evidence as yet that substantially raising the number of FPNs issued reduces littering in of itself. However, as part of a planned strategy that encourages communication, education and facility provision in addition to enforcement it can provide a real 'stick' underpinning the role out of the strategy.

Awareness raising campaign – raising awareness that litter carries a fine

Irrespective of the manner in which enforcement is delivered, raising awareness of the impact and issues associated with littering forms part of the wider strategy. It is also important that prior to any enforcement being carried out, that there are communications that litter carries a fine. Keep Britain Tidy research shows that people who have seen or heard about fixed penalty notices being issued via (local and national) newspaper reports are significantly more likely to think they are effective – therefore use of local media should be actively sought and encouraged.



Longer term solutions

For particular long term issues, Blackpool should consider use of other means of enforcement, rather than just FPNs for littering, such as Public Space Protection Orders. It is also essential that the local Magistrate's Court is engaged in the strategy, to ensure a consistent message is provided.

Blackpool Council	<p>Develop and deliver the Enforcement Strategy for Blackpool</p> <p>Commit to raise awareness that littering carries a fine</p> <p>Ensure a robust training regime for anyone carrying out enforcement activity</p>
Keep Britain Tidy	<p>Support Blackpool in development of an Enforcement Strategy</p> <p>Continue to work nationally to raise awareness that litter carries a fine, with a focus on local support in Blackpool</p> <p>Provide training for staff through the Enforcement Academy</p> <p>Work with local magistrates to explain the issues of littering and fly-tipping and ensure that the seriousness of the offences are understood, so that effective penalties are issued</p>