

ACTION PLAN 2016/17

Month	Action	Partners
June	<p>Agree strategy with elected members</p> <p>Agree action plan</p> <p>Establish steering group</p> <p>Agree initial 12-month marketing and campaigns plan with BC marketing team/waste services (including media activity)</p> <p>Begin planning for launch</p> <p>Engage Eco-Artist 'Moose' to create stencils with Keep Blackpool Tidy – ready for reverse graffiti installation in July</p> <p>Prepare Billboard and Bus Shelter posters</p>	<p>Blackpool C</p> <p>KBT</p> <p>Clear Channel / JC Decaux</p>
July	<p>Media Launch:</p> <p>3rd week of July</p> <p>Install the 'reverse graffiti' images at key locations around Blackpool overnight on Sunday</p> <p>Install bill board and bus shelter posters in key locations on Sunday</p> <p>Invite community volunteers to come and help litter pick the location on Monday alongside Blackpool Council staff and invited media.</p> <p>Free event following in Winter Gardens for volunteers, community groups, housing</p>	<p>Blackpool C</p> <p>KBT</p> <p>Winter Gardens</p> <p>Community Volunteers</p>

	associations, sports clubs, businesses, council employees. Short opening speeches, short workshop sessions on elements of the strategy. Ideas collated together with offers of support.	
August	<p>Support introduction of smoke-free outdoor spaces in Blackpool</p> <p>MEDIA RELEASE: support the official launch of the first smoke-free outdoor space</p> <p>Develop the Keep Blackpool Tidy volunteer network. Confirm structure and two workshops per year for volunteers to come together with Keep Britain Tidy, Blackpool Council and invited speakers. Organise kits from Glasdon for all confirmed volunteer groups.</p> <p>MEDIA RELEASE: Officially launch the Keep Blackpool Tidy Volunteer Network – with Glasdon, Blackpool Council, KBT and volunteers</p>	<p>Blackpool C</p> <p>KBT</p> <p>Glasdon</p> <p>Network Rail</p> <p>Public Health</p>
September	<p>Develop a new local environmental quality survey and local perceptions survey for Blackpool.</p> <p>MEDIA RELEASE: Announce that local people will be asked every year to report on whether litter on Blackpool's streets is improving</p>	<p>KBT</p> <p>Blackpool C</p>
October	<p>Develop the schools pack for Blackpool – ready for launch in the Spring Term.</p> <p>MEDIA RELEASE: Local schoolchildren from Blackpool schools help develop ideas for the pack in a workshop held by KBT, invite media to observe and interview children on the day</p>	<p>KBT</p> <p>Blackpool C</p> <p>Schools</p>

November	<p>First meeting of the Keep Blackpool Tidy volunteer network</p> <p>MEDIA RELEASE: local media invited to attend and interview volunteers</p> <p>Review litter management arrangements in relation to events and dealing with peak periods</p>	<p>Blackpool C</p> <p>KBT</p> <p>Glasdon</p>
December	No activity	
January	<p>Report reviewing first six months of new enforcement initiative. Survey recording people' on street views and perceptions.</p> <p>MEDIA RELEASE : Findings from the report, number of FPNs issued, peoples view of the scheme</p>	<p>Blackpool C</p> <p>KBT</p>
February	<p>Results of the ENEVO bin sensor trial</p> <p>MEDIA RELEASE : Blackpool moves to become a 'Smart Town' (assuming trial successful)</p>	<p>Blackpool C</p> <p>KBT</p>
March	<p>Keep Blackpool Tidy – mass volunteer event as part of the national 'Spring Clean' organised by KBT</p> <p>MEDIA – invited to record an organised mass clean up at a central Blackpool location</p>	<p>KBT</p> <p>Blackpool C</p>