

<b>Objectives: Education in schools across Peterborough</b>					
<b>Engage with schools across the city who express and interest in the environment, link with partners in delivery in particular PECT</b>					
<b>Priority</b>	<b>Action</b>	<b>Officer(s)</b>	<b>Target/ Milestones</b>	<b>RAG Rating</b>	<b>Progress</b>
Engagement with Primary Schools across Peterborough	Offer Aragon Recycling roadshow to schools	JC/Aragon	July 2020		Contact schools before the end of the Academic Year to draft a timetable for start of Academic Year 2019/20.  Arrange for recycling/litter messages to be promoted as part of Safety Challenge June 2019.
	Litter Picks	Aragon	July 2020		Contact schools encouraging pupils to take part in litter picks - equipment provided
	Ad-hoc activities such as poster competitions	Aragon/ PES	July 2020		Work with schools who express interest in the environment from setting competitions to ad hoc workshops
Engagement with Secondary School	Litter Picks	Aragon	July 2020		Contact schools encouraging pupils to take part in litter picks, wider community events - equipment provided
Engagement with other groups such as Scouts, Duke of Edinburgh etc.	Media Studies	Aragon/ PES	July 2020		Link with schools to produce short media clips on the environment and the impact of litter on the environment
Objective 2: General engagement with residents across the city to promote different ways to dispose of waste as well as impact fly tipping has on the city and consequences - legal enforcement/finance and impact on communities					

Online activities	Review websites and social media channels	JC/RP/PES			Undertake a review of the current website and update were necessary. Link with other community websites/facebook pages to share information.
Promotion of HRC	Activities to promote the new HRC	JC/RP	Ongoing		Various advert to promote the new HRC facilities
Bulky Waste	Activities to promote Bulky Waste Collection Service as well as sign posting to charities which collect	JC/RP			Various activities to promote bulky waste service as well as ensuring website is up to date to sign post individuals to charities which collect furniture etc.
Publicity Campaign	Link to Keep Britain Tidy campaign or other activities being delivered by RECAP Partnership	CG/JC/RP			We are watching you campaign. Also produce a leaflet which cuts across language barriers tick and cross  Produce short film clips highlighting public services about how much fly tipping is costing the city. For example you could have x amount of nurses for the cost of clearing all the fly tips.  Price Tags on fly tips?
Social Media - Councillors To follow	Clips various languages	PES / CC			Work with communities to produce short clips detailing the legal and financial consequences of fly tipping. Distribute via social media
Objective 3: Engagement with landlords / Residents					
New tenants	Engagement with agents/landlords	PES/HE			Speak with Housing Enforcement to see if information around waste responsibility could be

	about waste collection				circulated to landlords to include in welcome packs
Landlords / new residents -	Engagement with landlords	PES/HE			Speak with Housing Enforcement engagement through the Selective Licensing Scheme
Objective 4: Enforcement					
Covert Cameras	Signage at sites detailing successful fines/prosecuted fly tippers	PES			Place signage at sites after investigations completed if successful. Promote covert cameras in operation across Peterborough.
Reporting	Encourage residents to report incidents and make statements	PES			Post incidents on social media, linking in with parish council and community groups. Increase public confidence in reporting in incidents
Investigation Tape	Investigation Tape to be placed around accumulations when being investigated	PES/ Aragon			Works with Aragon, Parish and other community groups in using the tape around fly tips
Promotion of success	Advertise successful prosecutions	PES			Work with media team to issue statement/releases when prosecutions have been successful
Duty of Care	Promotion of existing and new duty of care legislation	PES			Undertake activities to promote the changes to the duty of care legislation to residents including updating website and social media

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