

## **LITTER IN LONDON ROAD NORTH SHOPPING CENTRE**

**MEETING TUESDAY 16th JULY 2019.**

### **Background**

A study has been carried out at London Road North Shopping Centre regarding litter and it was found Cigarette ends contribute towards the biggest cause of litter in our Town Centre.

Bins are provided for cigarette ends which are not always used

It is an offence to litter the streets with cigarette ends and a heavy fine may be imposed. Mini Bin bags are given to offenders after fines have been paid approx. cost £1 per box.. It was requested the plastic coverings were removed before given to offenders of cigarette littering.

Cigarette ends are being targeted at this point but the campaign is expected to be extended to other littering such as chewing gum etc

As a result it was considered that the focus should be on educating the public to eliminate littering of cigarette ends in our High Street and an event should be organised for the 17<sup>th</sup> August 2019..

There is money available to finance this event and LTC has been asked if they wish to take part in the event on the 17<sup>th</sup> August 2019..

### **Proposal**

An event will be held in the Town Centre to educate the public regarding Cigarette Littering.

The extent of the Shopping Centre area focused upon is from Tuttle's corner to the Army and Navy Stores close to the old Holgate's Men's wear shop.

It is intended to have a Marquee and within this area would be 3 cigarette Props and Council representatives available to consult with the public.

The day will be used to consult with the public regarding the littering of cigarette ends.

The Event will be held from 10:00 to 15:00 hours on Saturday 17<sup>th</sup> August 2019 just outside of Smiths and the old BHS store. (Britain Centre) LTC have been invited to send a representative and should be on site at 09:30 hours to set up etc

The total cost of the event is expected to be around £1200 for the day.

A leaflet will be produced in advance of the event which will have the Logo of East Suffolk Council and NORSE on the front. LTC has the opportunity to add its logo to the leaflet if they agree to make a contribution.

Leaflet to be finalised by the 24<sup>th</sup> July 2019 and if LTC opts to contribute to the event it should be confirmed by the Town Clerk to Rachel Tucker (tele 07709376791) no later than the 24<sup>th</sup> July 2019. Also a copy of the LTC Logo should be emailed to Rachel Tucker

### **Conclusion**

The meeting was useful and there is the opportunity for LTC to be part of this campaign to keep our town centre tidy.

For LTC to be part of the campaign I believe would be positive publicity for LTC that it cares about the appearance of the Town Centre.