

## LYN Year Three 2026/27 Action Plan

Theme one	Task	Action				Outcome/ Measurable	Lead team
		Q1	Q2	Q3	Q4		
Changing behaviour	Working with schools delivering a series of enviro crime and Recycling workshops.	Contact schools and local groups e.g. Scouts to arrange delivery of two workshops on enviro crime and recycling.  Produce a detailed project campaign plan with communication plan.	Confirm the schools and local groups for the workshop.  Prepare workshop materials. liaising with the Recycling Officers.	Deliver the series of workshops.	Send out questionnaires to the schools and local groups that participated to evaluate the use of the workshops.	Workshops delivered in 5-10 primary school classes and local groups e.g. Scouts.	Environmental Protection
	Deliver recycling and enviro crime awareness at public events.	Identify the events in the district and prioritise those with the greatest opportunity for impact e.g. Picnic in the park.  Produce information for engagement with the public at the events liaising with the Senior Enforcement Officers.	Attend the events throughout the district.	Evaluate campaign – how effective was the use of attending events.		Level of engagement at event  Measure footfall to the stands and engagement.  Number of events attended.	Waste Services Development Officer

		Produce a detailed project campaign plan with communication plan.					
	Attend team briefings to encourage staff to report incidents of enviro crime and to highlight that littering offences are civil with no court attendance.  To encourage people to become a volunteer litterpicker	Develop a presentation on reporting enviro crime and engaging as a volunteer litter picker.  . Engage with Comms to produce an intranet briefing on how to report enviro crime.	Attend team briefings  To encourage reporting Enviro crime and becoming a volunteer litter picker.  Supply information on the quantity of litter picked by staff volunteers  Publish the presentation on the staff intranet so staff that could not attend can access the information.	Attend team briefings.  To encourage reporting Enviro crime and becoming a volunteer litter picker  Supply information on the quantity of litter picked by staff volunteers.  Publish the presentation on the staff intra-	Evaluate number of individual and group litter picks.  Number of reports made to enviro Team.	Increased number of enviro crime reports received from members of staff to help tackle enviro crime.  Staff, numbers at Team Briefings attended and number of staff and group litter picks.	Environmental Protection

				net so staff that could not attend can access the information.			
	<p>Deliver Enviro Crime Information Sessions to the NWL town and parish councils.</p>	<p>Create a presentation for NWL town and parish councils, focusing on practical strategies for reporting environmental crimes—such as, fly-tipping, littering, abandoned vehicles and promoting active community involvement through volunteer litter-picking schemes.</p> <p>During this quarter, deliver one enviro crime session to NWL town and parish councils.</p>	<p>Evaluate using surveys and informal discussions to assess the clarity, relevance, and impact of the content.</p> <p>Key performance indicators will include the number of environmental crimes reported post-presentation, the increase in volunteer litter-picking participation, and the number of councils that initiate or expand local</p>	<p>During this quarter deliver another enviro crime session to NWL town and parish councils.</p>	<p>Evaluate using surveys and informal discussions to assess the clarity, relevance, and impact of the content.</p> <p>Key performance indicators will include the number of environmental crimes reported post-presentation, the increase in volunteer litter-picking participation, and the number of councils that initiate or expand local</p>	<p>The aim is to raise awareness with NWL town and parish councils to address enviro crime issues effectively but also inform their local residents in order to take action, and foster a cleaner, safer local environment.</p>	<p>Environmental Protection and Community Focus</p>

			clean-up campaigns.		clean-up campaigns.		
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Theme two	Task	Action				Outcome/ Measurable	Lead team
		Q1	Q2	Q3	Q4		
Enforcement	<p>Deliver fly tipping campaign targeting rural and private land.</p> <p>To highlight the issue of abandoned vehicles through social media and Councillor and parish councils.</p>	<p>Identify hot spot areas through analysing data and encourage landowners to report fly tipping on their land.</p>	<p>Support and work with landowners.</p> <p>Raise awareness on social media.</p> <p>It's all Fly-tipping.</p> <p>Install cameras on private land to support landowners.</p>	<p>Continue to support and work with landowners.</p> <p>Raise awareness on social media.</p> <p>It's all Fly-tipping</p> <p>Install cameras on private land to support landowners.</p>	<p>Evaluate campaign.</p> <p>Evaluate the use of cameras on private land.</p>	<p>Number of private landowners, compare with previous years.</p> <p>Have cameras worked as a deterrent? and number of offences captured.</p>	Environmental Protection
	Countywide Litter Campaign	Lead and deliver on a two-week countywide anti-littering campaign with all LA's in Leicestershire,	Agree dates with Leicestershire Enforcement Group for a two-week campaign	Deliver tool kit for the 'It's All Littering' campaign to all seven local authorities in	Collect data from all LA's who participated to evaluate and publish data.	No action required	Environmental Protection

		with a view to raising awareness and using enforcement to reduce littering across the county.		Leicestershire and the City			
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Theme three	Task	Action				Outcome/Measurable	Lead team
		Q1	Q2	Q3	Q4		
Community Engagement	Work with Housing Associations and NWL housing team to change waste disposal behaviours.	Produce a detailed project campaign plan with communication plan.  Develop a working group with Recycle More, Housing, Environmental Protection and Communications teams.  Work collaboratively wit	Work alongside existing Recycle More projects which identify hotspots and educational interaction within that community.  Engage with NWLDC tenants and social housing residents to change waste disposal behaviours.	Engage with NWLDC tenants and social housing residents to change waste disposal behaviours.  Use social media outlets to highlight issues, share success and progress.	Evaluate campaign	Reduction in fly tipping.  Increase use of bulky waste services.  Encourage re-use.  Increased recycling.	Waste Services

		h the NWL housing team and Housing Associations to identify the issues, hot spots and opportunities for engagement.					
	Update the website and compile a document that consolidates all current NWLDC approaches to graffiti and litter management.	Share the updated website and document with the various council departments for their review and feedback.	Revise the website and document as necessary and then share the updates with the Portfolio Holder.	Distribute the weblink and document to all members, as well as to parish and town councils.	No action.	Review, edit, and combine the various approaches to graffiti and litter from different council departments into a single document, then publish it on one webpage.	Community Focus and Environmental Protection
	Hold a series of Housing events to receive feedback from residents about their neighbourhoods, promote involvement, and provide an opportunity to work with Recycle More, may be looking to include other areas of housing.	Events to be held in a minimum of two locations.  Work alongside Recycle More to promote this.  Gather feedback and ideas for neighbourhood involvement.	Housing Roadshow Event to be held in a minimum of one location.  Work alongside Recycle More to promote this.  Gather feedback and ideas for neighbourhood involvement.	Work alongside Recycle More to promote this.  Gather feedback and ideas for neighbourhood involvement.	Housing Roadshow Event to be held in a minimum of one location.  Work alongside Recycle More to promote this.  Gather feedback and ideas for neighbourhood involvement.	Promote Resident Involvement and engage with tenants at a neighbourhood level.  Promote the importance of recycling on our housing estates.	Housing Services – Resident Involvement and Housing Management Teams.  Recycle More Team

	Housing to reintroduce Tenant Estate Evaluators	Resident Involvement Team are hoping to launch Spring 2025. We will be training volunteers Spring 2025 and driving recruitment for more evaluators	Estate Evaluations to take place in represented areas. Recruit Estate Evaluators across as many areas that have communal areas with NWLDC Housing units.	Estate Evaluations to take place in represented areas. Continue to recruit and promote role of Estate Evaluator – Intouch.	Continue to recruit and promote role of Estate Evaluator – Intouch. Potential Training session – depending on interest.	Continue to recruit and promote role of Estate Evaluator – Intouch. Potential Training session – depending on interest	Building Safety and Tenant Involvement
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Theme four	Task	Action				Outcome/Measurable	Lead team
		Q1	Q2	Q3	Q4		
Month of action	To hold a month of action across the district. Encouraging engagement with voluntary, community, residents and councillors to support environmental improvements across the district.  Look into offering events run by NWLDC for residents who are not part of a group to get involved – staff	Review data to identify NWLDC hot spot areas across the district.  Data sets to include fly tipping, street cleansing rounds, volunteer litter pick areas, recycling rates, complaints.  Look at areas in year three which have had little engagement but	Develop a plan for the month of action to include working with ward members, local community groups, town/parish councils, schools, parks and open spaces, waste services, businesses enviro Crime, volunteer litter pickers, housing estate teams,	Deliver the month of action.  Promote using social media/ radio	Evaluate the month of action.  Number of people/groups engaged during the month.  Number of bulbs/trees planted/bags of rubbish collected	Month of action held  Opportunity to engage with residents on issues specific to each area  Through community engagement, evaluate the impact of the month of action	Environmental Protection, Housing Resident Involvement and Community Focus

	<p>opportunity to take part too (TBD with HR)</p>	<p>have data showing high enviro crime.</p> <p>If there is budget, to consider a grant scheme for those wishing to be involved in month of action.</p> <p>This may include litter picking equipment (grabbers and hi vis). Promotion will need to happen in March 2026 and then applications in April and May 2026 ready for the month of action in June.</p>	<p>community focus, comms officer.</p> <p>Key themes to tackle will include dog fouling, littering, fly tipping and taking pride in the area.</p> <p>Use this as an opportunity for other services within the Council to promote their services.</p> <p>Promote other initiatives e.g. free trees/bulbs that are appropriate at the time.</p> <p>NWLDC Tenants' Garden Competition using feedback from Estate Evaluators and Housing Management</p>		<p>Consider a celebration/thanks for the involvement.</p>	<p>and gauge the buy-in from the community.</p> <p>Leave behind a legacy for residents to "Love their Neighbourhood"</p> <p>Recycling rates.</p> <p>Number of volunteers.</p> <p>Number of dog fouling, littering and fly tipping reports.</p> <p>Number of bulky waste collections.</p>	
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