



'Keeping Norfolk Safe'

PRESS RELEASE

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CLEANER SAFER STREETS CAMPAIGN

Norwich City Council have just launched a "Cleaner, Safer Streets" campaign with the Safer Norwich Partnership, Norwich City Centre Project and Norfolk Constabulary.

The campaign is based in the night-time economy area of Prince of Wales Road in Norwich.

The aim is to improve both the safety and cleanliness of the Prince of Wales Road neighbourhood by working with fast-food businesses, taxi firms Norwich City Council and the City Care contractors and police officers from Norfolk Constabulary's Central Area. The intention is to support and encourage good practice in the handling and disposal of waste and add to the work that is underway to make the late-night city centre a safe and attractive place to visit and reside.

What will businesses have to do?

- Provide evidence that you have a trade waste contractor to collect waste from your premises;
- Keep the packaging given out to customers to a minimum;
- Collect litter, for example burger and pizza boxes, from the street 20 metres either side of your shop frontage and place it in free campaign refuse bags;
- Place the full bags of litter collected out on the pavement at closing time;
- Sign up to the Voluntary Code of Practice;
- Display posters and stickers in the window at your premises.

What will Norwich City Council & Norfolk Constabulary do?

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- Provide you with a supply of free campaign refuse bags;
- Arrange free collection from the street of full bags by the contractor, City Care;
- Arrange free posters and stickers for display;
- Arrange publicity for the campaign.

Please note: Campaign refuse bags must be used only for litter and NOT for trade waste.

Eleven businesses (that is almost every fast food establishment on Prince of Wales Road) have signed up to date; this includes three private hire taxi firms.

One of the first to sign up was Mr Kayahan of Best Kebab and Pizza 69 / 71 Prince of Wales Road, telephone 617517 who is happy to assist in publicising the campaign. His business opens from 12.30pm until late.

Inspector Peter Walsh of Central Area's Licensing Team said, "Licensees, traders, the City Council and residents in the city centre have worked hard with the Safer Norwich Partnership City Centre Project to make the city centre a safer and more attractive place to visit or live, and we are delighted to support this campaign to reduce litter and waste associated with the late-night economy."

Cath Howes, an Environmental Health Officer with Norwich City Council said: "Since the introduction of this campaign the amount of litter on the street has reduced dramatically. It has coincided with Norwich City Council upgrading the litterbins in this area, these have an increased capacity and are more suitable for night time economy litter."

Note to Editors

Please find attached a series of photographs that have been made available to you to illustrate the former state of Prince of Wales in the early hours on a Sunday morning and the mess and litter that this campaign is designed to reduce and eliminate.

ORIGINATOR: Kristina Fox

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