

# BE PART OF IT!



## Hello

### Neat Street Campaign

Colchester is nationally renowned for its rich heritage and attracts thousands of visitors a year to its town centre.

To keep the town centre an attractive, inviting and thriving area, Colchester Borough Council is committed to keeping its appearance clean and litter free, as part of our campaign for a Better Colchester. To help achieve this objective, in March 2019, we (along with the Our Colchester Business Improvement District) will be launching a far-reaching street cleanliness campaign called Neat Street.

Neat Street has been designed to combat all types of litter, street cleaning and maintenance issues, with a focus on the town's pedestrian and shop front areas. We're gaining support and inviting all businesses to get on board by simply signing up to become a Neat Street partner.

### Better for your business

Research shows that having clean and well-maintained business fronts and pedestrian areas can boost footfall and help motivate customers to select your business over your competitors.

The Neat Street campaign is designed to encourage all businesses to take pride in and ownership of their business fronts and surrounding areas, by always keeping them clean, tidy and presentable. With our support, it could also involve educating staff and customers on how to properly clean areas and dispose of waste responsibly.



**#bettercolchester**  
[colchester.gov.uk/bettercolchester](http://colchester.gov.uk/bettercolchester)



### Facts and figures

As a community we all have a joint responsibility to keep our town centre clean and tidy.

It costs Colchester Borough Council thousands of pounds a year to keep our town centre clean, tidy and presentable.

In the town centre we have approximately 250 litter, recycling and cigarette bins, and 35 Gumdrop(TM) bins, strategically placed on the streets to encourage the correct disposal of waste and recycling.

Our Zone Teams work 7 days a week tackling environmental and street-based issues. Every morning a dedicated team of zone operatives ensure the town centre streets are clean and tidy by 8am. They continue this work throughout the day, until 8pm. But with your help – there's much more we can do!

### Support the Campaign by becoming a Neat Street partner

Without the support of local businesses, the Neat Street campaign objective will not be achieved. This means your contribution is essential to helping us make a real difference.

We'll be sharing the success of Neat Street via our social media channels using the hashtag #bettercolchester.

To sign up to become a Neat Street partner, sign and return via email to: neatstreet@colchester.gov.uk.



Clr Martin Goss



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# Neat Street partnership agreement

- 1 .....  
**agrees to support Colchester Borough Council and the Business Improvement district with the Neat Street Campaign to help create a cleaner and better Colchester town centre for all.**
- 2 **We agree to keep the area surrounding our business clean and free from litter at all times.**
- 3 **We agree to keep our business and/or shop front in a good maintained condition.**
- 4 **We agree to promote education to our customers and employees regarding: the campaign; street cleanliness; and correct disposal of individual and business waste and recycling.**
- 5 **We agree to promote the Neat Street campaign to our customers by means of displaying a Neat Street campaign sticker in our window.**

## Privacy Statement

We take the management of personal data seriously and do this in compliance with data protection laws. The information you supply will only be used for the purpose of promotion associated with Colchester Borough Council and Our Colchester Business Improvement District management of the Neat Street campaign.

We will never share personally identifiable information with third parties for promotional purposes, however, in order to deliver this campaign, we may need to share your information with relevant council teams. Whilst you are signed up to Neat Street, we will keep your personal information on file including your name, business name, telephone number and email address. We will keep your information for 12 months after which time you can opt to renew or decline your partnership by contacting [neatstreet@colchester.gov.uk](mailto:neatstreet@colchester.gov.uk).

If you decide in the future that you no longer wish to take part in our Neat Street campaign, please email [neatstreet@colchester.gov.uk](mailto:neatstreet@colchester.gov.uk) and we'll remove you from our mailing lists.

For further guidance on how your data is used and stored, please go to [www.colchester.gov.uk/privacy](http://www.colchester.gov.uk/privacy).



Business: \_\_\_\_\_

Business Manager: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Contact Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature and Date: \_\_\_\_\_



**OUR COLCHESTER**  
*A BID to make new history*

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