

Keeping East Herts tidy



Drop a piece of litter and face an increased chance of an £80 on-the-spot fine from today.

Immediate fines

East Herts has introduced the new fines to try and prevent the unsightly mess caused by littering. Patrol officers employed by East Herts Council are issuing immediate Fixed Penalty Notices to anyone caught dropping litter, such as chewing gum, drinks bottles and food wrappers. Even dropping a cigarette butt down a drain is considered littering, so think carefully when disposing of your rubbish.

The officers from environmental enforcement firm, Kingdom Services Group, are also patrolling dog fouling problem areas and issuing those who fail to clear up after their dogs with a Fixed Penalty Notice of £100 during a six-month pilot.

Zero tolerance

A council spokesperson said: "This scheme takes a zero tolerance attitude to offences. We anticipate that this approach will encourage people to do the right thing with their litter or dog mess, creating a healthier and cleaner environment for everyone."

The scheme's advantages:

- There is no cost to the council tax payer
- It's what people have said they wanted – more enforcement on litter and dog-fouling
- Any income generated will go towards keeping our streets clean and discouraging litter.