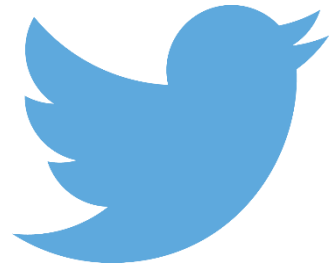




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THE RIGHT BIN IN THE RIGHT PLACE



A National Litter Strategy

- In December 2015 work began on a first-ever national litter strategy that would 'put in place a coherent clean-up plan for England', the Department for Communities and Local Government (DCLG) stated.
- Since this time the government has worked with local authorities, campaign groups and businesses, including fast food restaurants and manufacturers of chewing gum, confectionary and soft drinks to look at ways to reduce littering.
- DCLG said that local councils would play a key role in coordinating the local activity of volunteers, campaign groups, businesses and other initiatives such as community payback schemes that focus on litter removal, as well as carrying out their statutory roles in respect of street cleansing, providing **infrastructure** and enforcement.



England's Litter Strategy

Aims for Strategy:

- *Achieve a substantial reduction in litter and littering*
- to apply best practice in education, enforcement and infrastructure to deliver a substantial reduction in litter and littering behaviour.
- Over the course of the next generation, we want to create a culture where it is totally unacceptable to drop litter.

Two working groups established:

- Data Collection and Monitoring
- Best Practice on 'binrastructure'



The report

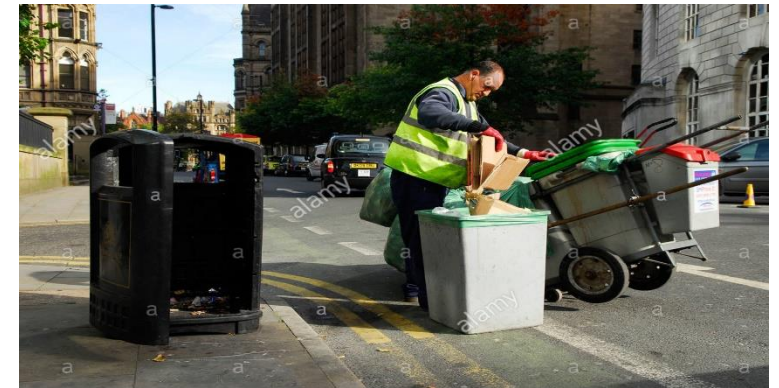
- The role of binrastructure in changing behaviour to reduce littering.
- The need to audit existing assets and their locations as well the types of data required to get the most the of an areas binrastructure.
- The design, practicality of use/emptying of existing litter bins as well as the types on new technology entering the market.
- How better design of the streetscene can help reduce incidents of littering.
- The provision of case studies to show how others have dealt with littering .
- The importance of monitoring and evaluation of binrastructure decisions to help shape future provision

'Binrastructure'

Reducing litter through design, number and location and visibility of litter bins:

Starting points

- Mapping the asset
- Type/presentation/position
- Assessing the need
- Oversupply/undersupply
- Hotspot areas
- Up to date records/locations



Developing a Litter Bin Strategy

- Digitised location records.
- Develop a litter bin suite
- Visibility/ease of use/cleanliness
- Review provision
- Data from enforcement activities
- Manage community elected member requests



Case studies -Smart technology

Newcastle City Council

- Litter bin sensors on all bins monitoring level of fill
- Development of optimal emptying routes - staff reallocation
- Larger capacity bins in areas of highest footfall.
- Annual review of use leading to relocation/removal
- Digital mapping of all locations



Encouraging litter bin use for commonly dropped items of litter – innovative schemes



Litter as a resource – ‘Recycling on the go’

- Promotion of recycling materials commonly disposed of whilst outside e.g. newspapers, bottles, and cans.
- Increased costs for multiple emptyings’ and contamination from same unit – but value may be in promoting recycling in general.
- Growing number of local authorities now using this approach.
- Pairing general litter bin with recycling compartments reduces contamination levels.
- Leeds City Council cited as good practice within the report – partnerships, communications, location, rewards and playfulness key elements of success.



The importance of Street Design

The role of street design in reducing litter

- Avoiding litter traps
- Litter in unseen areas
- Re-instatement works
- Removing street clutter
- Anti-social behaviour
- Choosing the right plants
- Using the public realm to deliver anti-litter messages



'Binfrastructure' is part of wider holistic approach

- Education/awareness raising
- Engagement - innovative schemes
- Enforcement
- Monitoring and Evaluation
- Sharing of information/successes



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