



Tech to Tackle Litter



What will I cover?

- Durham – Land of the Prince Bishops
- ‘The Issue’
- What is the innovation?
- The challenges
- The outcome
- The future



About Durham

'Land of The Prince Bishops'

- 234,800 households
- 522,100 population
- 2,721 Square kilometres
- Mixed rural/urban
- Areas of outstanding natural beauty
- Heritage Coast
- World Heritage Site

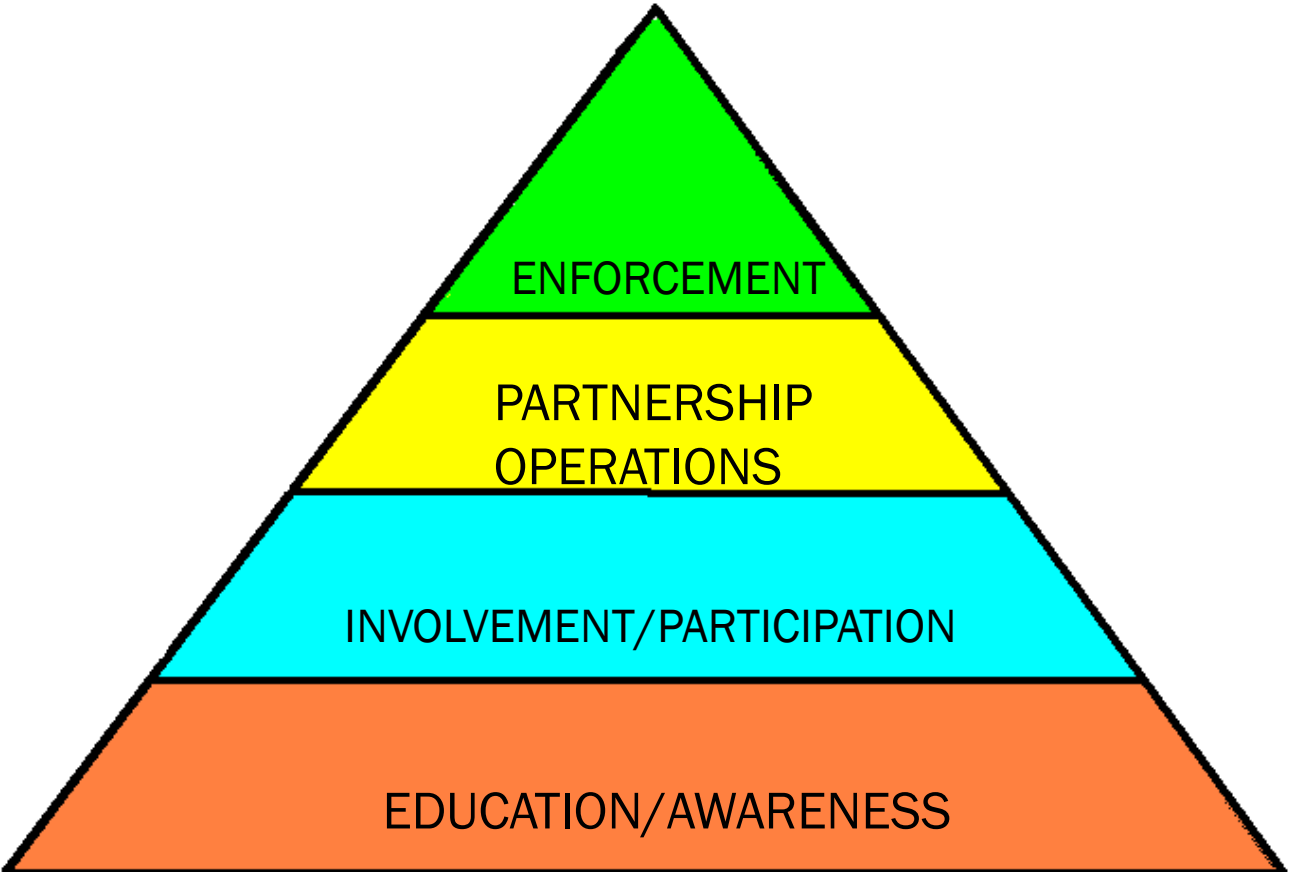


The Issues

- Rural area with high footfall
- Lots of residents, visitors and tourists
- £6.5m per annum for street cleaning
- Over 1230 fixed penalty notices every year for littering offences
- Enforcement is a deterrent
- Education is key to longer term impact



The 'Durham Pride' Approach



Implementation of online FPNs

- Populate FPN using mobile phone
- Mobile printers
- On the spot fines
- Digitised and streamlined back office process
- Reduced processing costs

Removed wastage and streamlined processes



Introduction of e-learning

- Litter awareness e-learning course as a voluntary alternative to a fine for dropping litter
- Complete online within 5 days at a time convenient to the offender
- Complete at the persons own pace
- Educates about the consequences of dropping litter
- Interactive and engaging
- High level of interaction
- First of its kind across the country
- Reoffending rates significantly reduced – the course will not be offered to those re-offending within 2 years
- Lots of positive feedback

Education changes long term behaviours



This graphic shows a timeline of how long it takes for items to breakdown

Please select each pin to learn more before moving on



Weeks/Months

- Banana Skin
- Paper Bag
- Newspaper
- Apple Core
- Cardboard



1-20 Years

- Cigarette Butts
- Wood
- Cloth
- Rope
- Fruit/Milk Carton



21-100 Years

- Coffee cups
- Plastic Bags
- Crisp Packet
- Nylon Clothing
- Tin Cans



101-450 Years

- Batteries
- Plastic Bottles
- Aluminum Cans
- Nappies
- 6 Pack ring



450+

- Fishing Lines
- Glass Bottles
- Chewing Gum
- Micro Plastics
- Polystyrene



Timeline



A focus on plastic waste

Globally plastic waste has been steadily rising and consumption of products contained in plastic is at an all time high. Plastics make up between 60% - 90% of all marine debris.

This causes issues not only around the streets of our country, but also around our coast.

Every day approximately 8 million pieces of plastic find there way into our oceans.

Please click to play the video



Please watch the video then answer the question below

How many sea mammals died due to plastic waste and how many Tonnes end up the Ocean?

Please select the correct Answer



Continue

Show feedback

It is important to educate people on littering, it's not enough to just enforce the law without allowing people to be informed and given an opportunity to change their behaviour.

Sometimes the problem is identifying what items are classified as litter, there is much misinformation and habitual instinct that leads people to litter.

To avoid any confusion basically **anything** that is thrown to the ground is classed as litter.

Let's play a little game..

Can you correctly identify what is litter?

Click **Start** when ready

Identify any items of **Litter** by selecting the **TICK**, click the **CROSS** for items you do not think are litter.

00:07



Yes



No

How did we do it?

- Cross service project team
- Strong project management
- Stakeholder engagement – everyone involved from the beginning
- Full training and adoption
- Open source technology
- Full testing and adoption
- Training programme



Outcomes - Long term behaviour change

- Reoffending rates significantly reduced
- Nobody completing the e-learning course have been found to reoffend, compared to 101 the previous year
- Customer feedback tells us that the e-learning approach is working and changing behaviour

“
I apologise for throwing
cigarette away and will
not litter again.
”

“
“I won't be dropping
litter again.
”

“
I have learnt a lot and
won't be littering again.
”

“
The course has taught
me a lot about littering
and the impact and
damage it causes.
”

“
Was interesting to know about the way litter affects
everything around us.
”

We have received lots of positive feedback

“

I have issued a few different FPNs on this new system since it went live, and I have always found the process to be easier and faster. I don't have any negative feedback.

”

“

Overall, the system and the issuing of FPNs is much easier.

”

Feedback from
Neighbourhood
Wardens
relating to the issuing
of FPNs



What do our customers say?



New and unique approach

- Never been seen before
- Innovative, creative and fun
- Impact on carbon footprint
- Recognised as best practice
- Award winning – Keep Britain Tidy 2022
- National interest from other authorities and organisations
- Attracted government funding to expand to cover waste/fly-tipping



Opportunity for further development

- More e-learning courses (responsible dog ownership, fly-tipping/waste etc)
- Early intervention to educate residents in targeted area
- Used through the courts as part of any sentencing
- Developed and replicated through the availability to other local authorities
- Commercialisation agenda

Summary

Outcomes

- Educating people at a time convenient to them
- Reduced litter reoffending – changing behaviour
- Environmental improvements
- Cost efficiency taking into account current financial climate

Process and Efficiency

- New and innovative approach
- Streamlining and digitisation of processes
- Reduced processing costs

Management

- Strong project & stakeholder management
- Overcame challenges to deliver results
- Sharing good practice with others

Other Benefits

- Education (rolling out to other educational settings including schools)
- National interest and attention
- Commercialisation opportunity



The future

- Waste eLearning
- Education packages
- Further evaluation
- Available for commission?

