

# A National Litter Strategy



- In December 2015 it was announced that work had begun on a first-ever national litter strategy that ‘will put in place a **coherent clean-up plan** for England’, the Department for Communities and Local Government (DCLG)
- The government **will work with** local authorities , campaign groups and businesses, including fast food restaurants and manufacturers of chewing gum, confectionary and soft drinks.
- DCLG also said that it agreed with the committees suggestion that **local councils** can 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.
- *“We all have a responsibility to keep our communities tidy and our plans will improve the way we work together to tackle this persistent, costly and **avoidable problem**”.* – Environment Minister Rory Stewart



# Successes to date

- Areas where councils, campaign groups and residents have come together and innovated to help clean up.
- Hubbub and KBT in Villiers Street, central London, has attracted its fair share of attention, having applied a range of 'fun' anti-litter interventions during a six-month period to help cut litter by 26%.
- Fiscal incentives to change behaviour have been used, including raffles to give people who correctly dispose of their litter the chance to win shopping vouchers.
- Private security firms have been enlisted to impose on-the-spot fines (the stick, rather than carrot, approach).
- Fixed penalties could rise to £150 as part of the new litter strategy,
- All these initiatives, including 'clean-up days', have all worked to varying degrees, but however many local success stories there are, they can't hide the national picture.
- England litter levels on a par with third world countries.



# Concerns



- “Levels of litter in England have hardly improved in the past 12 years and the best estimates are that litter costs the taxpayer between £717 and £850 million a year to clear up.”  
DCLG 2015
- Questions over whether the best approach is national solutions or regional activity.
- Continuing emphasis on tackling litter and fly-tipping at a local level without any acknowledgement of the impact of austerity on local authorities’ ability to deal with these issues”.
- At a time when councils face difficult choices about services in the light of reducing budgets, they are having to spend almost £1 billion a year on tackling litter and fly-tipping,”  
Peter Box - LGA.
- The government notes how it is “committed to localism and the transfer of power to local communities. This is particularly relevant in dealing with litter and fly-tipping problems, which require a local approach, tailored to the characteristics of the area and the community in which the problems occur.”



# Scotland's national litter strategy



- Clear goals – to prevent litter and fly-tipping, and to encourage personal responsibility and behaviour change.
- The strategy revolves around three primary interventions:
- **Information** - improving communications, engagement and education around the issue.
- **Infrastructure** - improving the facilities and services provided to reduce litter and promote recycling.
- **Enforcement** - strengthening the deterrent effect of legislation and improving enforcement processes.
- Littering behaviour is affected by a number of factors including location, amenity, time of day, social situation, audience and perception of individual litter types.
- recognises the value of empowering communities to raise awareness of litter and fly-tipping prevention to improve local environmental quality
- National supporters for Clean Up Scotland include politicians and government, small and large businesses, public bodies and charities.





# 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'



# Areas of Investigation/Guidance



- Data and monitoring
- Education and awareness
- Improving enforcement
- Better cleansing and litter infrastructure
- Aquatic and marine
- Fly tipping





# Measuring Litter

We need data to:

- measure success
- monitor our progress and
- identify where further action is required

Key priorities for the data & monitoring working group are to develop:

- a baseline and
- an **affordable, impartial, statistically robust** and **proportionate** methodology for assessing and monitoring the extent of litter in England.



# Data collection systems

## *Establishing the baseline for litter:*

1. APPs, (eg Love Clean Streets) Results expressed as **number of litter records and per capita.**
2. Marine Conservation Society: Beach monitoring (particularly the 'Great British Beach Clean' Results expressed as **litter items per 1km of beach.**
3. APSE (Association for Public Service Excellence): Performance Networks Data Eg **% of sites that fall beneath grade B for cleanliness. LAMS**
4. Crime Survey of England: contains data on experiences of **littering as anti social behaviour, and perceptions of litter in the local area.**
5. Defra (WasteDataFlow) – data on **residual waste collected under 'street cleansing', 'grounds' and 'highways', plus data on litter collected in dedicated bins for recycling.** Results in tonnes and per capita
6. Possibly data on enforcement.
7. *Other possibilities? The key challenge of using all these to establish a baseline.*



# 'Binrastructure'

- Reducing litter through design, number and location and visibility of litter bins:
  - Mapping the asset
  - Assessing the need
  - Developing a litter bin suite
  - Case studies -Smart technology/removing litter bins/Neat Street
  - Litter as a resource
  - Encouraging litter bin use

# 'Binrastructure'

- 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
  - Case studies



# Reducing commonly littered items

- Fast food
- Drinks containers
- Chewing gum
- Cigarette related litter
- Confectionary/crisp related litter
- Bank and till receipts
- Dog fouling



# Other areas of study



## Working in Partnership

- Sponsorship
- Organisational action- clean-ups
- BIDS

## Locations suffering from littering

- Railways and coach stations
- Bus stops
- Local shopping precincts and retail parks





# 'Big Ticket' questions

- **Funding ? –**

Zero Waste Scotland provide to public, private and third sector groups help to tackle littering through grants of £500 to £10,000.

- **Greater enforcement powers ? –** increased the fixed penalties for litter and fly tipping, from £50 each to £80 and £200 respective

- **Responsibility/Leadership ?**

**Zero Waste Scotland :**

- **We will** provide funding and/or advice for projects which aim to reduce litter and flytipping through information, infrastructure and enforcement interventions.
- **We will** Fund pilot projects to trial and evaluate interventions with potential for wider application.
- Explore how effective procurement (for example of infrastructure or services) can reduce costs for delivery partners.
- Signpost organisations to other funding sources.





# Measures of success

- **Personal responsibility:** people litter less because they are clear what is expected of them and are motivated to take their waste home, use a bin, or recycle it.
- **Improved environmental quality:** a shift in culture to value local environmental quality more highly. Human and animal welfare is better protected and local communities are attractive places in which to live, work and invest.
- **Economic potential:** the value of resources is realised through action and innovation to reduce, reuse and recycle material currently littered or fly-tipped.
- **Co-ordination:** organisations are better equipped to provide customers and staff with consistent messages, facilities and efficient services.
- **Value for money:** the cost effectiveness of public services is improved by reducing the scale of clear up required, at the same time as reducing the negative costs of litter and fly-tipping on wider society.



# Watch this space.....

- APSE is working with DEFRA and DCLG on both working groups to voice views and concerns of local authorities.
- APSE will consult with local authorities on their views through Advisory Groups, Seminars, Surveys, network queries and 121's
- 'Binfrastructure' survey received 53 local authority responses in two weeks
- APSE has provided Government with local authority and industry contacts to help develop strategy
- APS Ehas invited DEFRA to speak on strategy progress at Street Cleansing seminar in February 2017