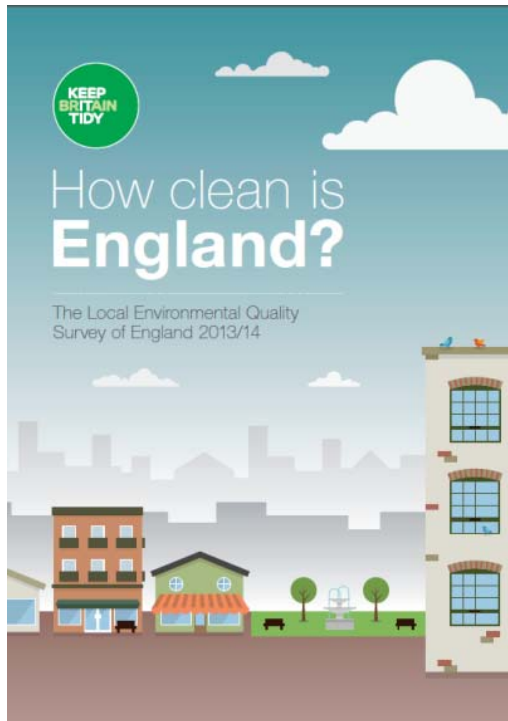


## Local Environmental Quality and beyond

Danielle Charman  
Business Services  
Keep Britain Tidy

27<sup>th</sup> February 2015

## Local Environmental Quality Survey of England 2013/14 results



- Launched in November 2014
- The 13th Local Environment Quality Surveys for England (LEQSE) – allowing us to track changes



## Overview of the survey

Uses Grades – linked to the Code of Practice on Litter and Refuse

Sample of 7,200 sites across England from April 2013 – March 2014

5 local authority areas in each of the 9 regions

Grade	Description
A	None of the issues present
B+	Not formally defined
B	Predominantly free with some minor instances of the issue
B-	Not formally defined
C	Widespread with some accumulations of the issue
C-	Not formally defined
D	Heavily affected by the issue

Improvements to the sample

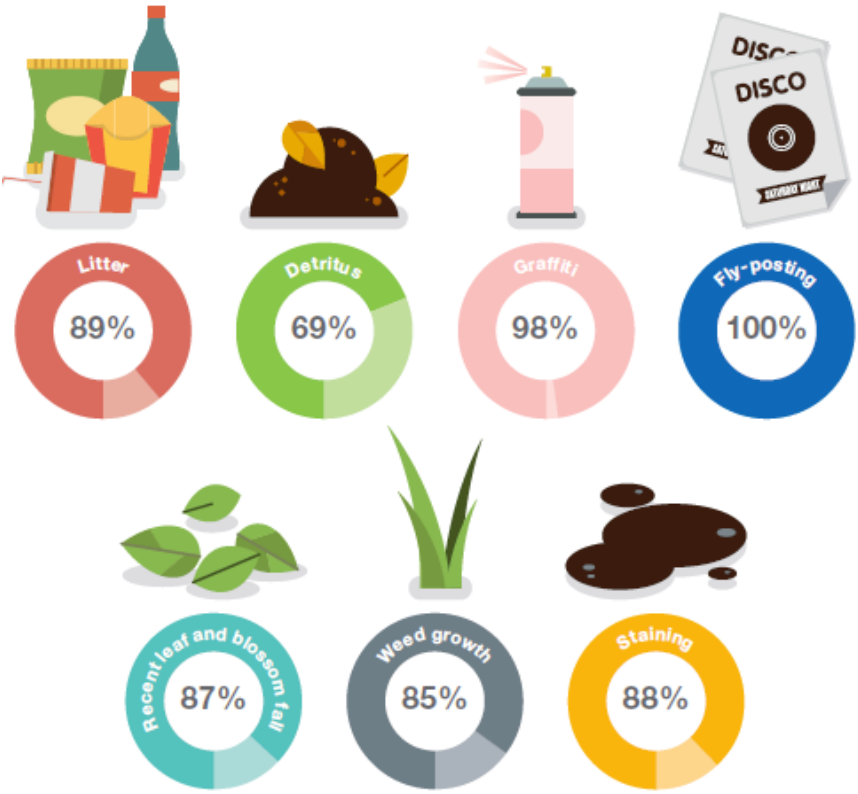
Based on Lower Super Output Areas

Allows the data to be linked to other national data sets, such as levels of crime



# Headline results

Figure 2. Percentage of sites at or above an acceptable standard<sup>2</sup> for each headline indicator 2013/14



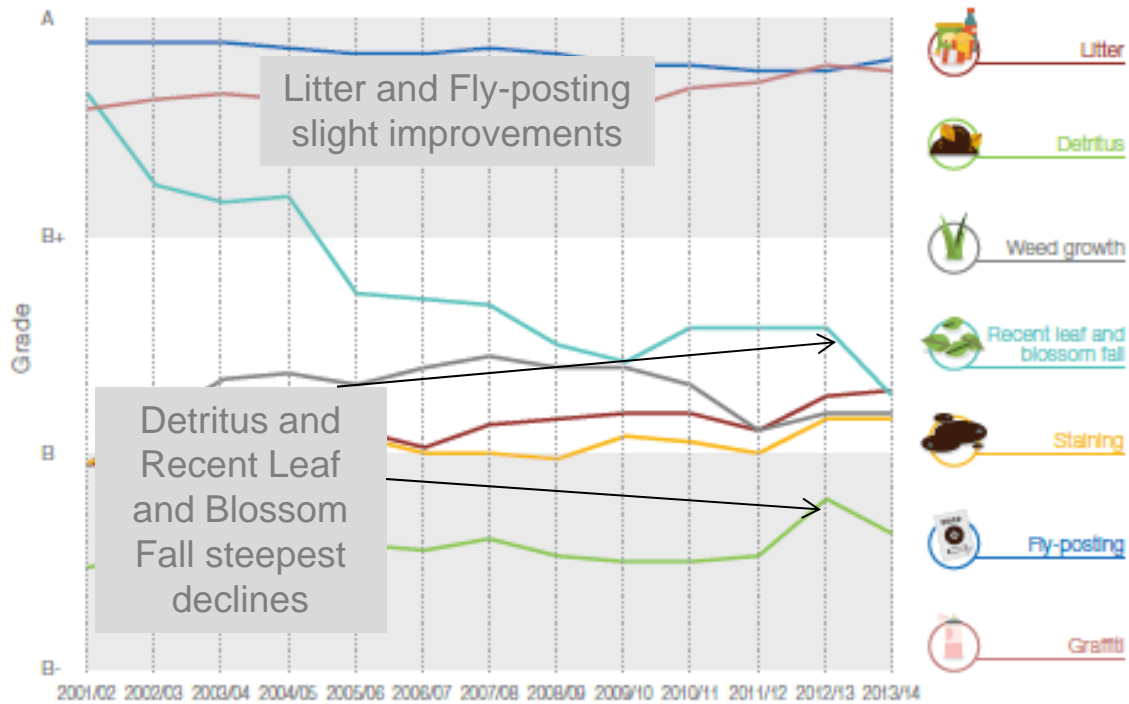
Headline indicators for Local Environmental Quality

Percentage of sites at an acceptable standard using Code of Practice

Detritus (mud, grit, grime) worst performing – 31% of sites below a grade B

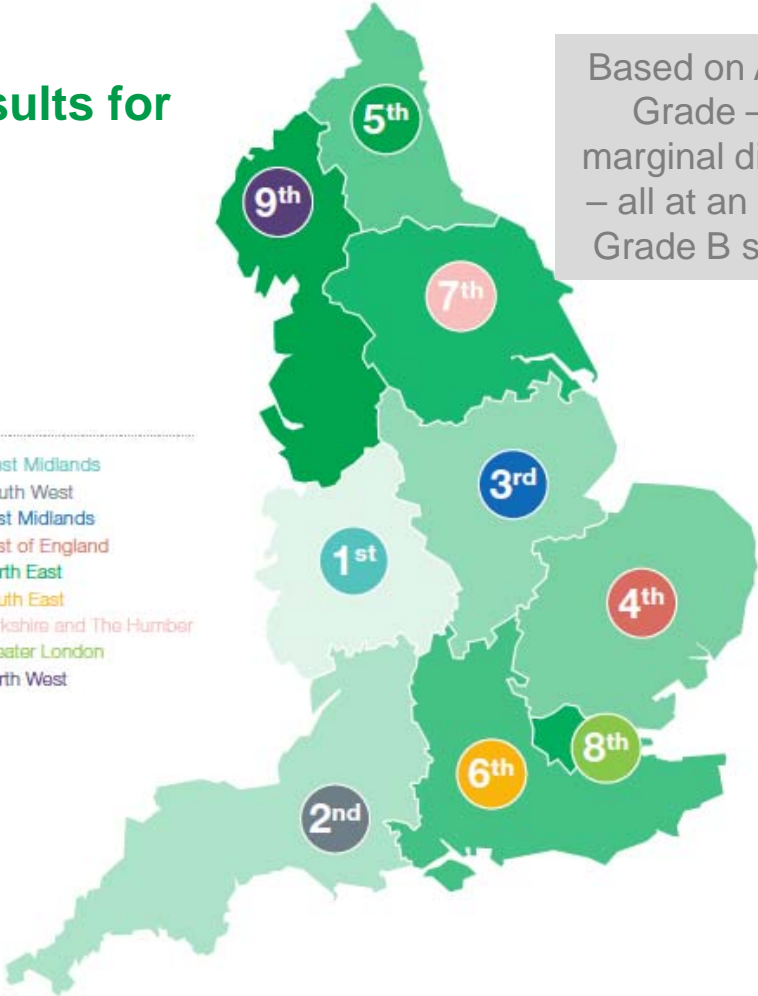


## Trends since 2001



# Regional results for litter

- 1<sup>st</sup> West Midlands
- 2<sup>nd</sup> South West
- 3<sup>rd</sup> East Midlands
- 4<sup>th</sup> East of England
- 5<sup>th</sup> North East
- 6<sup>th</sup> South East
- 7<sup>th</sup> Yorkshire and The Humber
- 8<sup>th</sup> Greater London
- 9<sup>th</sup> North West



Based on Average Grade – very marginal difference – all at an average Grade B standard



# Litter types

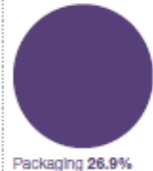
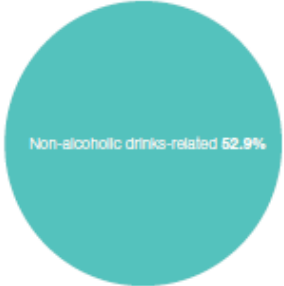
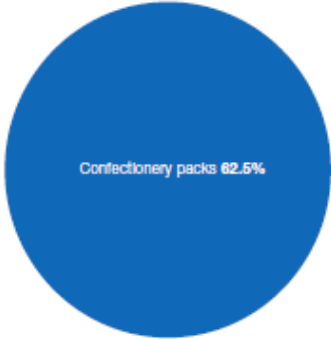
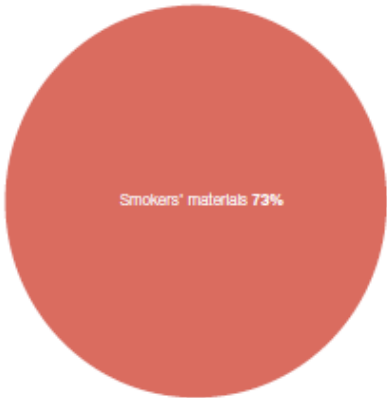
Based on percentage of sites affected

73% of sites had smokers' materials

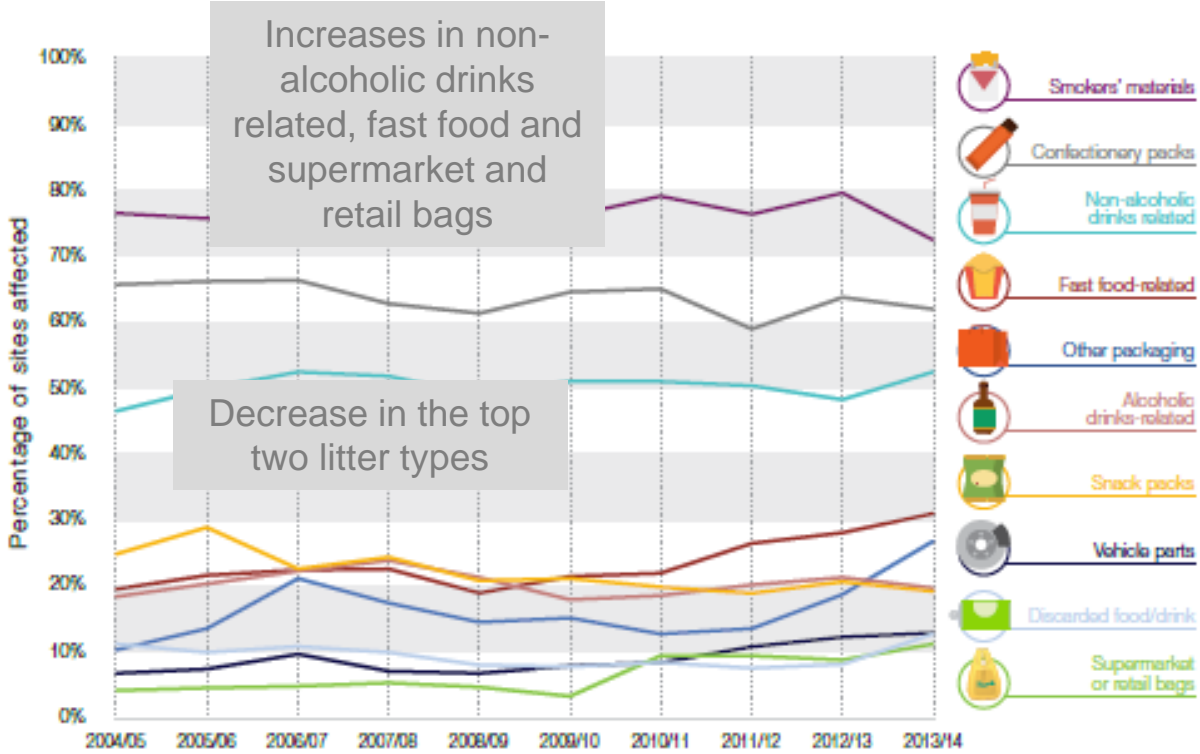
62.5% of sites had confectionery packs

52.9% of sites had non-alcoholic drinks – related

31.1% of sites had fast food related

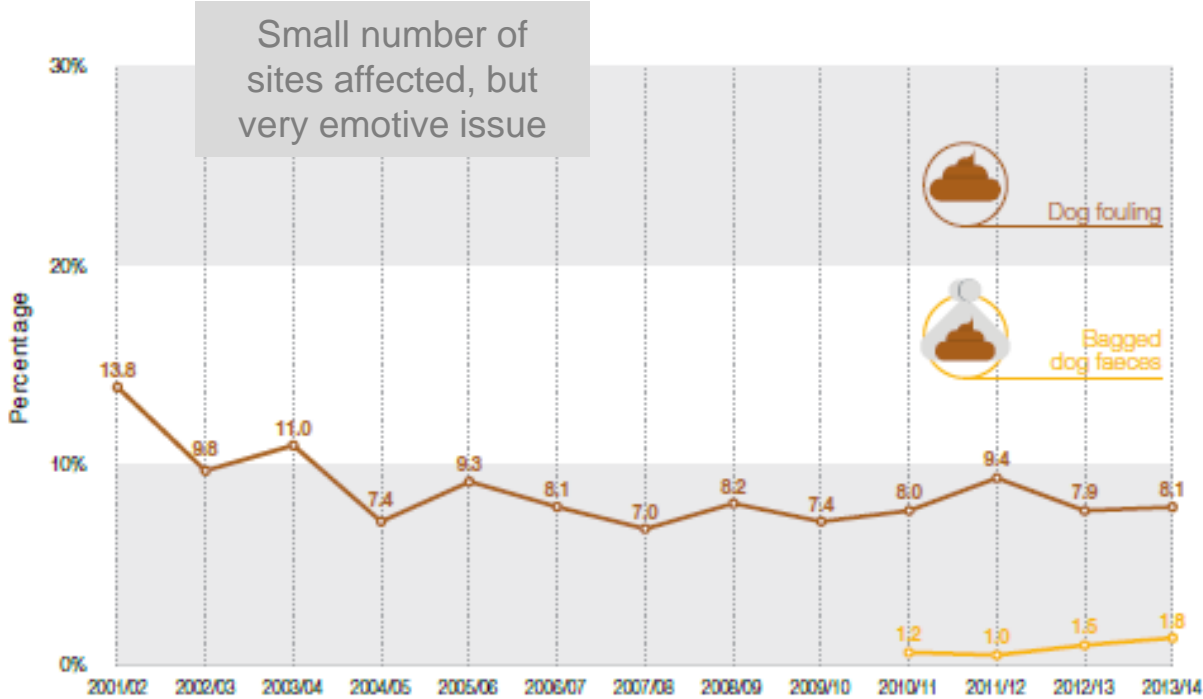


# Top ten litter types since 2004/05

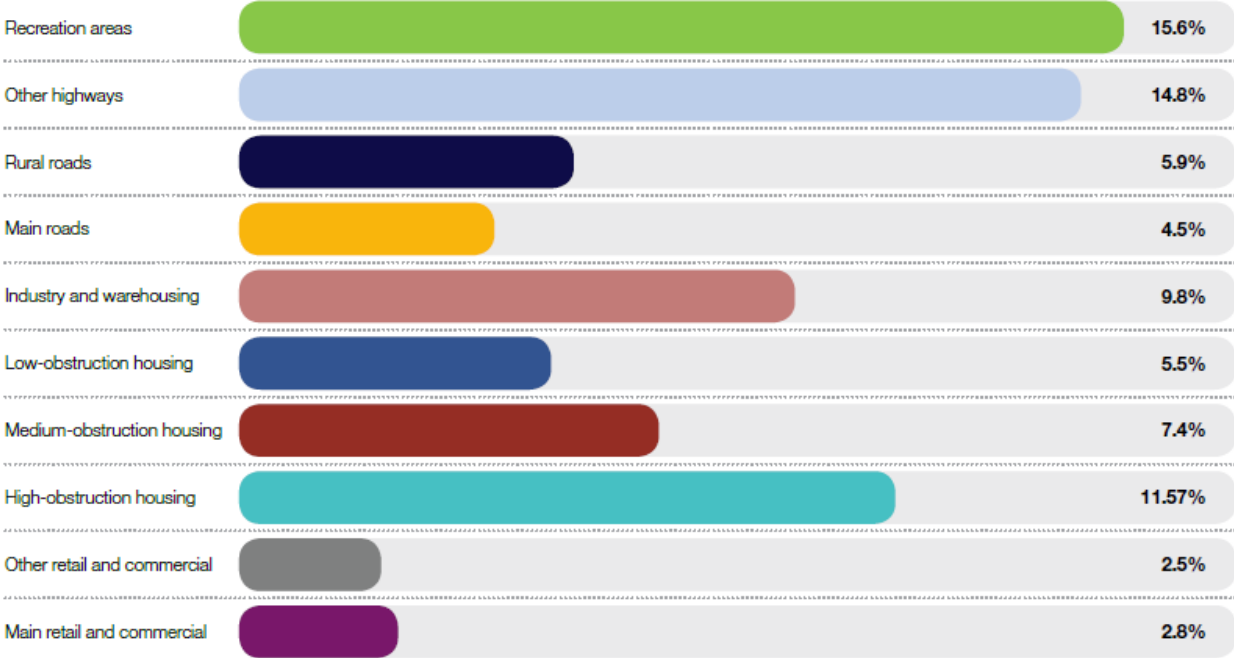




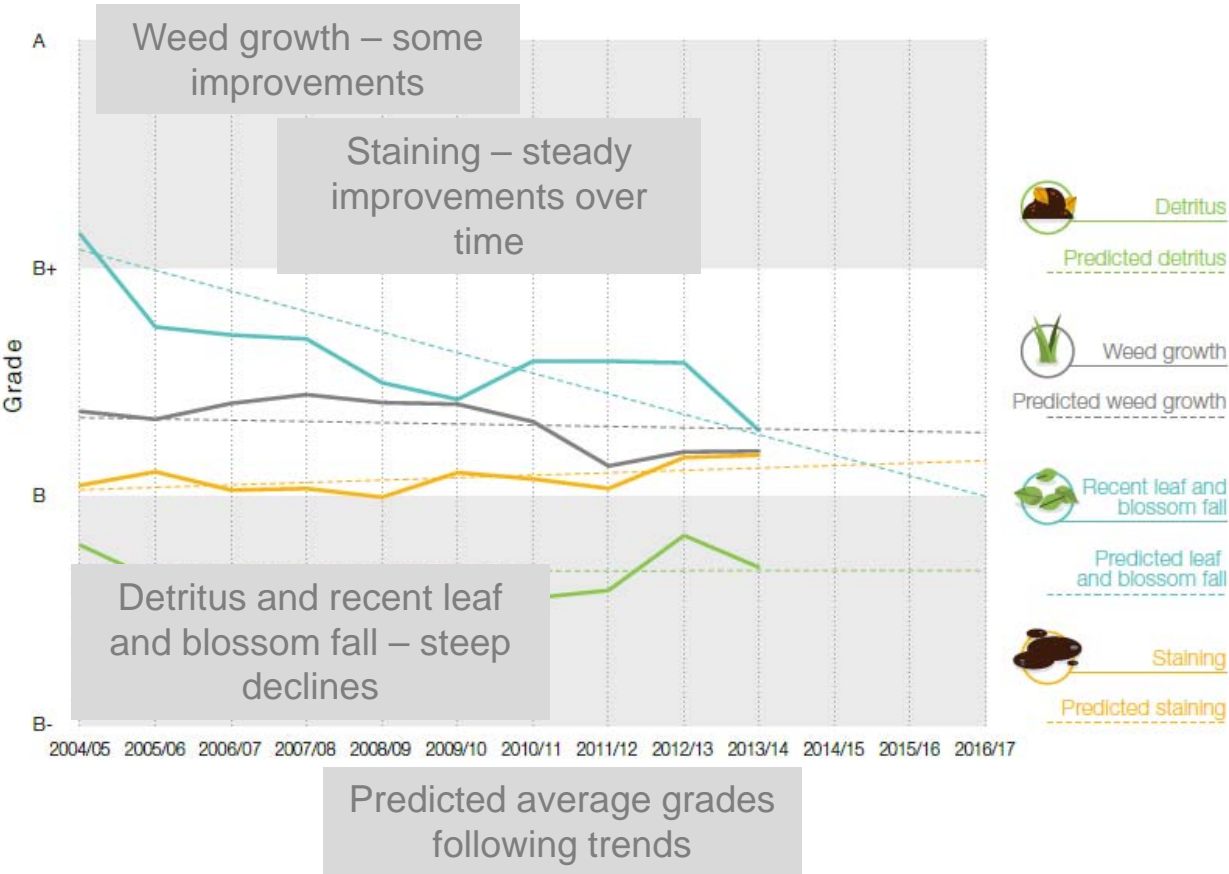
# Dog fouling percentage of sites affected



# Dog fouling – where is it?

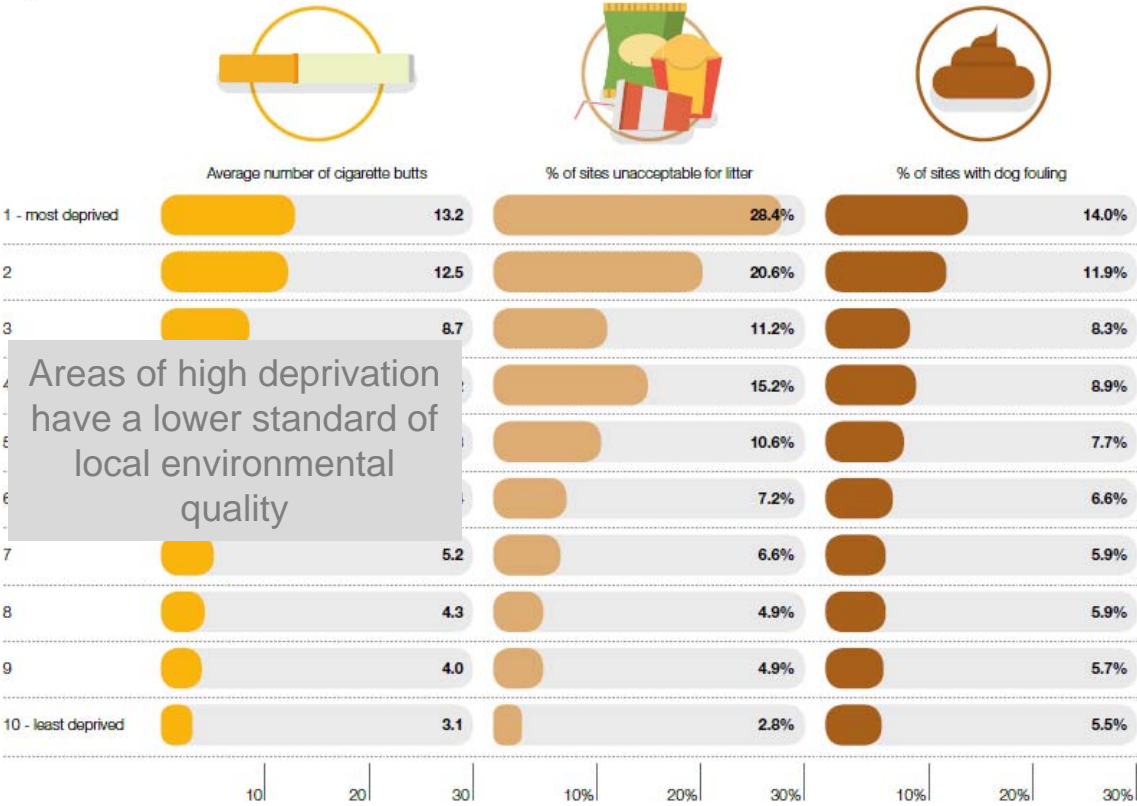


# Trends in service related indicators



- Detritus
- Predicted detritus
- Weed growth
- Predicted weed growth
- Recent leaf and blossom fall
- Predicted leaf and blossom fall
- Staining
- Predicted staining

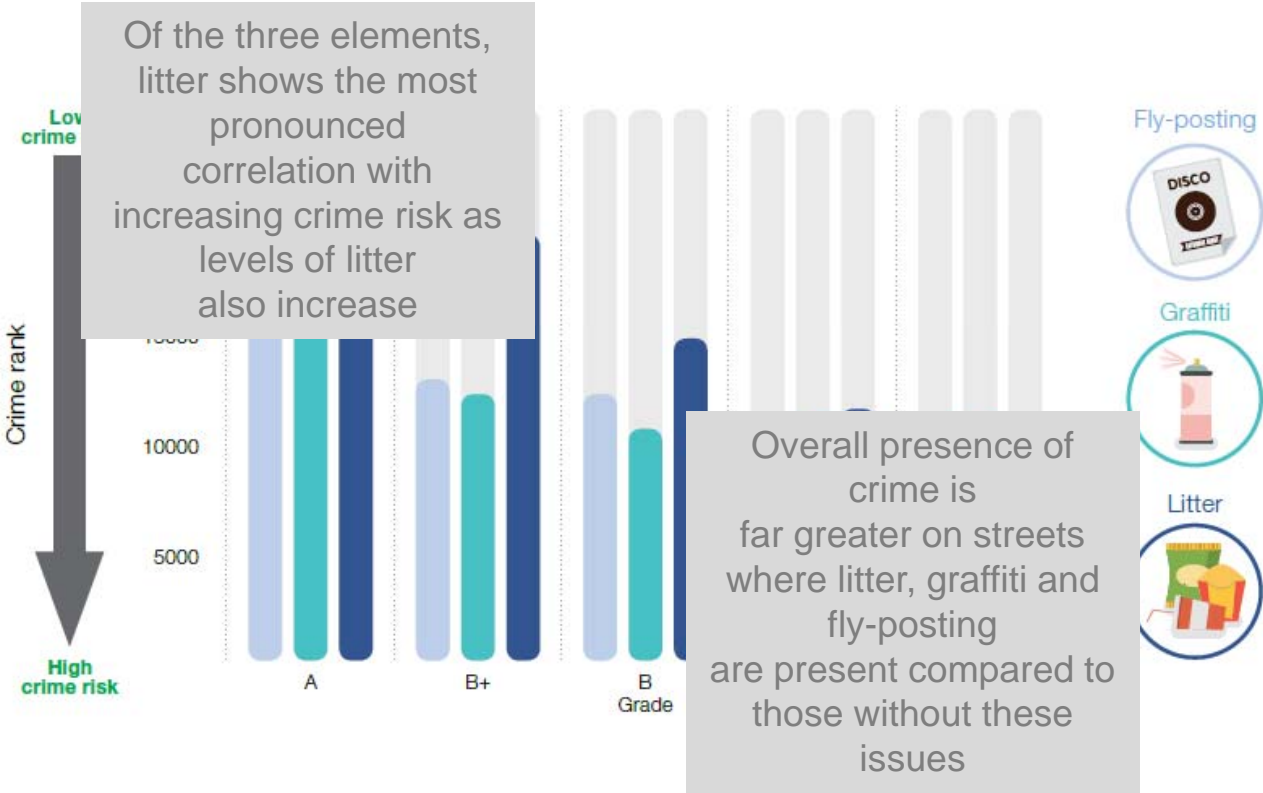
# Links to other datasets - deprivation



Areas of high deprivation have a lower standard of local environmental quality



# Links to other datasets – risk of crime



## Summary

Overall, there is a positive picture of improvement since LEQSE began. The vast majority of sites across England have acceptable standards of local environmental quality.



This is an excellent achievement, particularly in light of the budget cuts that local authorities have been faced with in recent years.

However, with further resource constraints standards could worsen if we don't look at other ways to tackle LEQ issues.

# So what else can we do?

Working on the basis principles that:



## Call to action





## Raising awareness with the public

- Raising awareness of costs - Launch of Hidden Cost of Litter report
- Raising awareness of the issues around litter, waste and place – many appearances on Good Morning Britain
- First time we have had wide scale media interest in LEQSE results
- Featured on BBC One – Don't Mess with Me – 5 part series



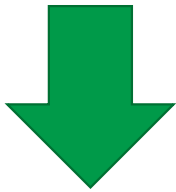
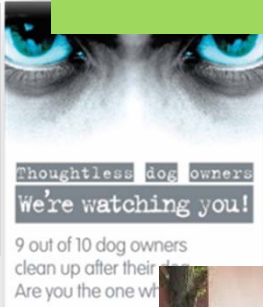
# Our Social Innovation Programme



Launch of our social innovation programme in April 2013

We're Watching You – saw an average 46% reduction in dog fouling in test areas. Now available to all local authorities

Will formally launch the centre for innovation in April 2015 bringing together thinking on behaviour change, nudges and innovation



We need to change people's behaviour

Charity bins – saw a significant reduction in litter on the streets and generated money for local charities – doing good by doing good



# Litter Prevention Commitment



# Litter Prevention Commitment

True independent, campaigning voice



Break the bag habit campaign – carrier bag charge



Government has re-awoken to the importance of our issues

We gave evidence to the DCLG Litter enquiry

Serious consideration of levy's and charges – tobacco, chewing gum



## Partnership Working

Running initiatives – motorway services areas etc

Local Authorities in our Network raised working with the HA as a major issue



Last year the HA launched their first litter strategy

Creating opportunities for the local authorities to engage with the HA at a regional level

In October 2014, KBT commissioned to turn the word into action



# Raising up standards of local places



Keep Scotland Beautiful worked with First Scotrail to appraise facilities and cleanliness at every one of their railway 346 stations in Scotland.

Developing in collaboration for use in shopping centres, leisure centres, train stations and beyond





# Thank you

Danielle.charman@keepbritaintidy.org