



Protecting places to live and work

Using AI to improve environmental quality:
A vehicle based littering solution

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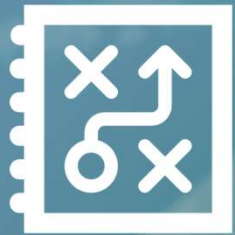
Company Overview

WHAT DOES LITTERCAM DO?

LitterCam equips local authorities and highway service providers with effective environmental crime deterrents and public realm monitoring solutions

HOW DO WE DO THIS?

By enabling cost-effective auto-identification of offences and events of interest, and efficient back-office processing



Local Authority Challenges

THE LOCAL AUTHORITY LANDSCAPE

- 18 % reduction in core funding per resident since 2010-11

[Institute for Fiscal Studies](#)

- 31.5 % headcount reduction since 2012

[County Councils Network](#)

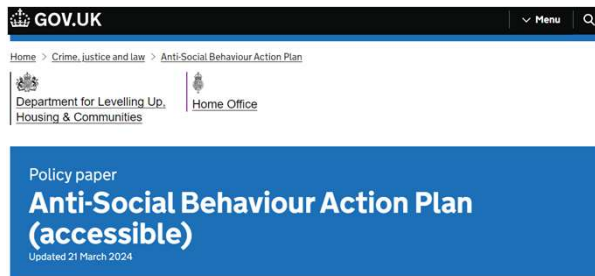
- Annual street cleansing cost £1bn year

[Keep Britain Tidy](#)

BARRIERS TO LITTERING FROM VEHICLE ENFORCEMENT

- Civil Regulations not adopted
- Lack of baseline data
 - Locations
 - Volume
- CCTV operatives focussed on other activities

England's Approach To Supporting More Effective Enforcement



<https://www.gov.uk/government/publications/anti-social-behaviour-action-plan/anti-social-behaviour-action-plan>

- Litter Strategy for England Resulted in [S88A EPA 1990](#)
- Identity of litterer is not required under civil regime
- Increased upper penalty amount from £150 to £500
- Discharge of functions by another local authority
[England](#)
[Scotland](#)

A Selection of Our Customers



City of Westminster



A teal-tinted photograph of a city skyline. A prominent skyscraper with a curved facade and a antenna on top is in the foreground. The background shows a dense urban landscape with many other buildings under a cloudy sky.

Vehicle Based Littering Overview

The Vehicle Litter Enforcement Solution



Trial Approach

THE OFFER

- 12-week trial using loan equipment on a waived licence fee and split of paid penalty income basis

BENEFITS

- Provides a robust baseline of vehicle littering volume
- No need for CAPEX
- Not dependent on existing CCTV infrastructure

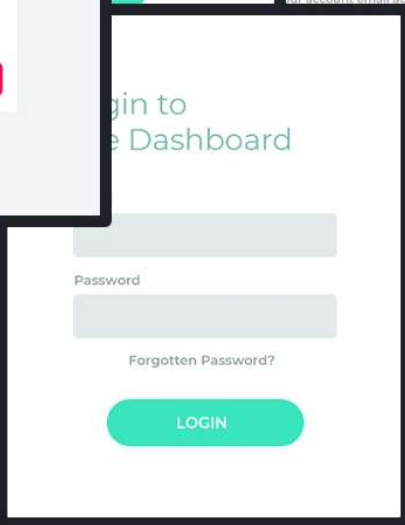
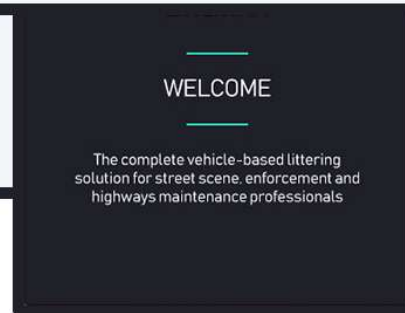
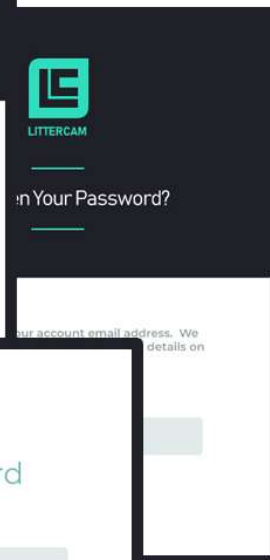
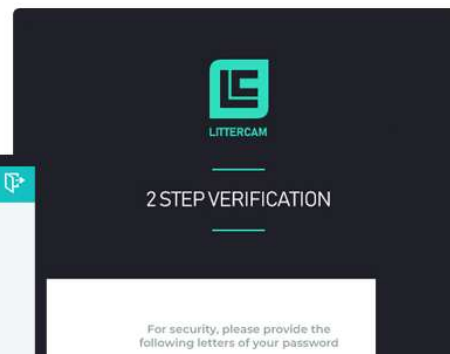
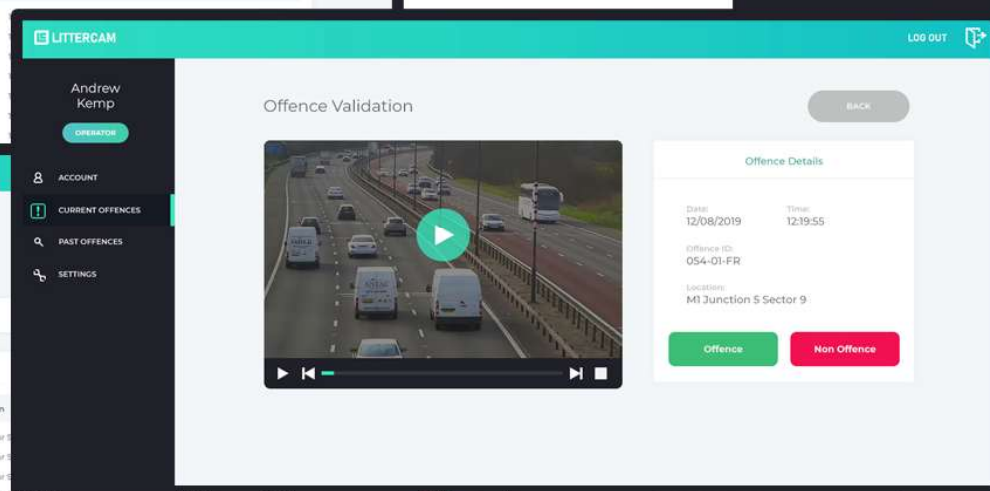
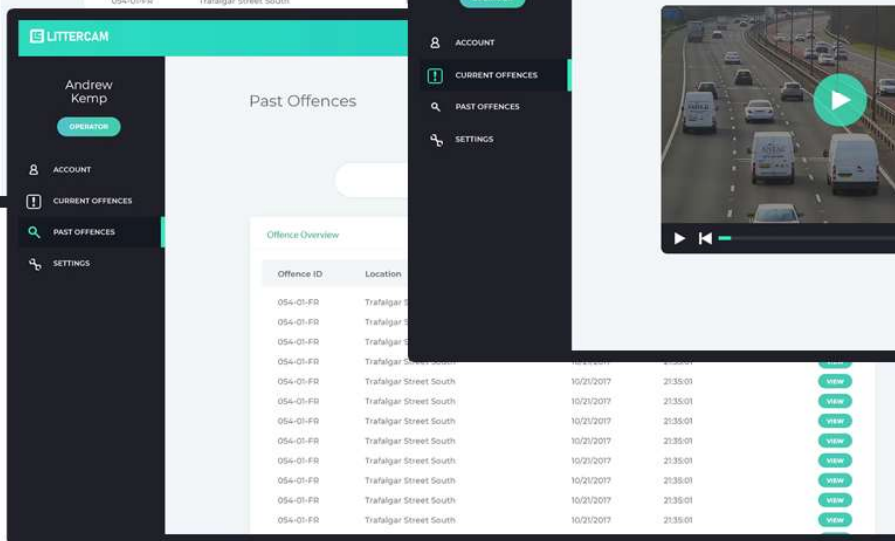
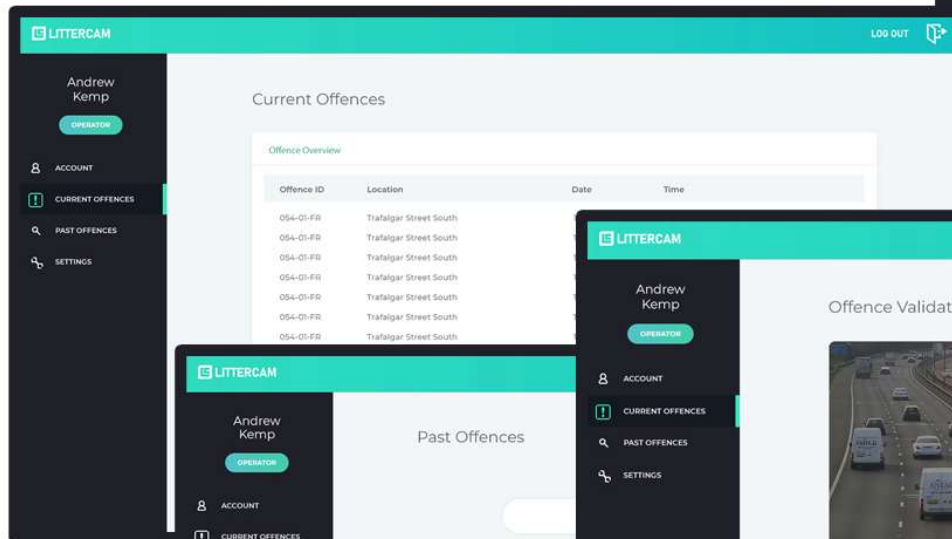
Vehicle Based Littering Hardware Technology Overview



LAMP COLUMN RETROFIT



**LOCAL AUTHORITY DATA CENTRE OR
LITTERCAM CLOUD**



Case Studies

CHARNWOOD BOROUGH COUNCIL



- A 37% decrease in littering upon completion of the 12 week trial

AI camera system caught litter louts in Loughborough

17 March



Warwick Way was patrolled by the Litter Cam

By Isaac Ashe
BBC News, East Midlands

A camera that uses artificial intelligence (AI) to spot litter louts led to a reduction in rubbish being dumped on a busy Leicestershire road.

But despite the success of the 12-week trial of Litter Cam in Loughborough, Charnwood Borough Council has no plans to install the devices permanently.

The technology was deployed on the town's busy Warwick Way at the end of last year.

It was designed to work alongside automatic number plate recognition.

As a result of the trial, a total of 28 £150 fines were issued.

A council spokesperson said: "During this period, there was a 37% decrease in the amount of litter dropped in that area, and 28 fines have been issued and paid or in the process of payment, appeal, or debt collection."

"Even though the trial has been a success, there are no immediate plans to permanently install litter cams."

"However, it might be something the council considers in the future."

<https://www.bbc.co.uk/news/uk-england-leicestershire-68575556>

Case Studies

RIJKSWATERSTAAT



- A proof of value pilot achieving 95% detection rates
- Resulted in a recommendation to Ministers to enact legislation enabling use of video footage for enforcement



Thank You

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