

Robert Simpson

APSE Northern Forum
22nd November 2018

Stafford Borough Council Litter Campaign – the need for evidence

Robert Simpson
Community Services Group Manager



Litter Strategy for England

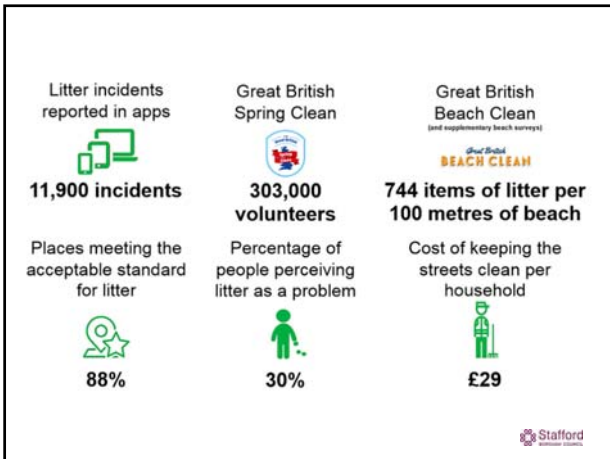
April 2017



“We want to be the first generation to leave our environment in a better state than we found it, and tackling litter is an important part of our drive to make the country a better place to live and visit.”



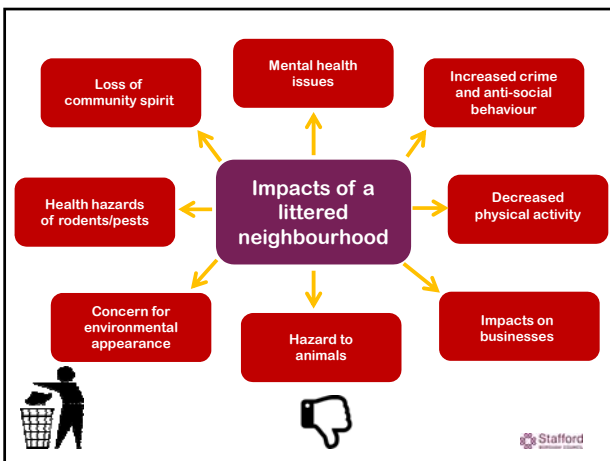
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What is litter?

Litter can take various forms:

Stafford Borough Council



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Stafford Borough Council Litter Campaign

Phase One:

❖ Gathering evidence



Evidence we needed:

Public Perception- how clean, and how do we compare?

Number of FPN's served?

How clean are our streets?

Where are our bins?

How full are our bins?

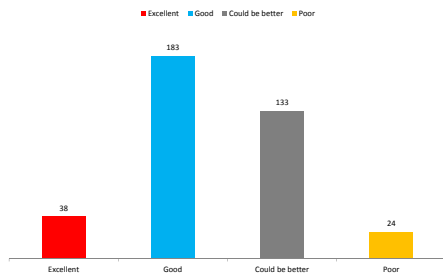
How much is it costing us?

What are we doing about the problem?

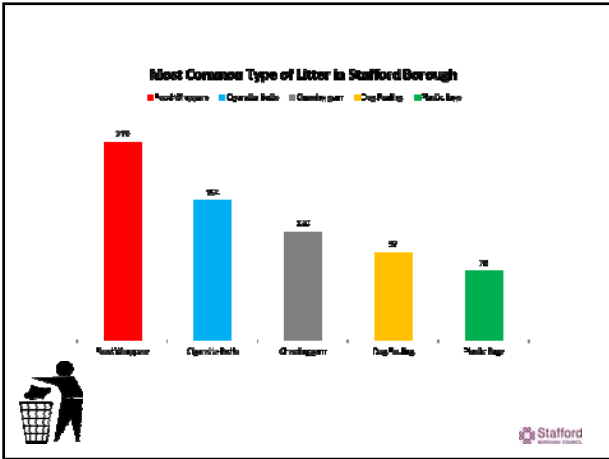
Enforcement potential?

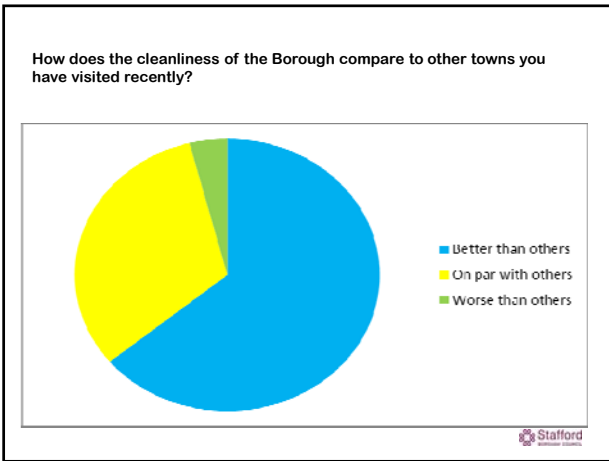


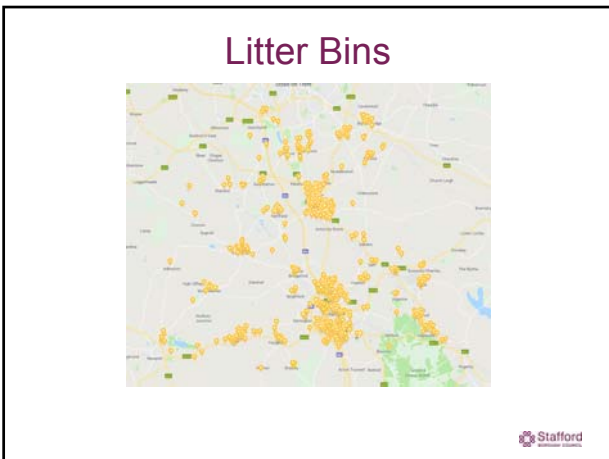
Rating on the Cleanliness of Stafford Borough



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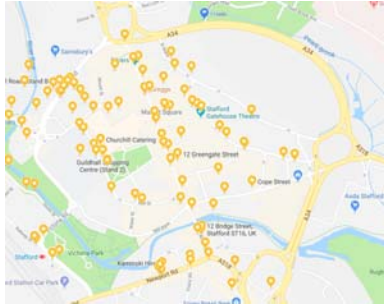






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Zoom in on Bins



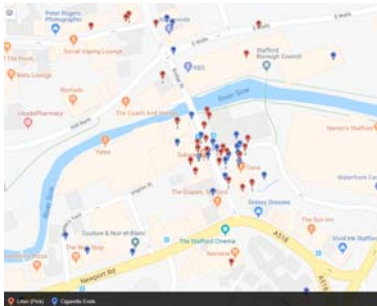
Stafford

LAMS



Stafford

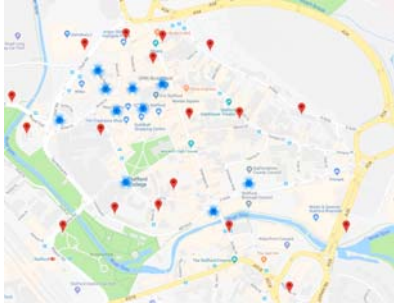
Litter Pick/Cig Butts last 500 requests

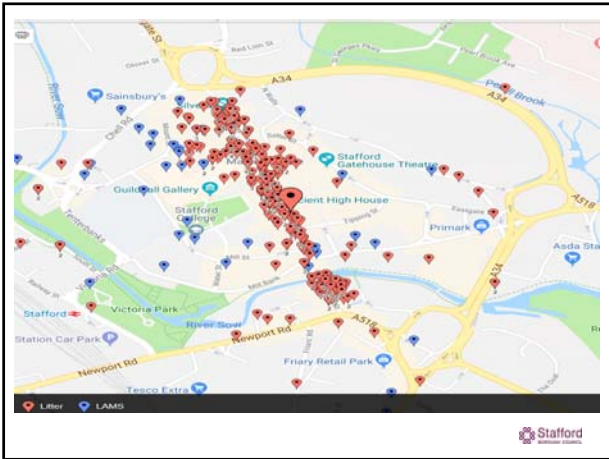


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LAMS Zoom in

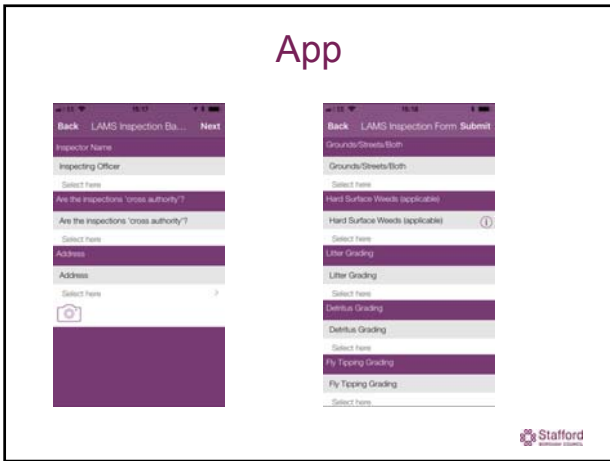




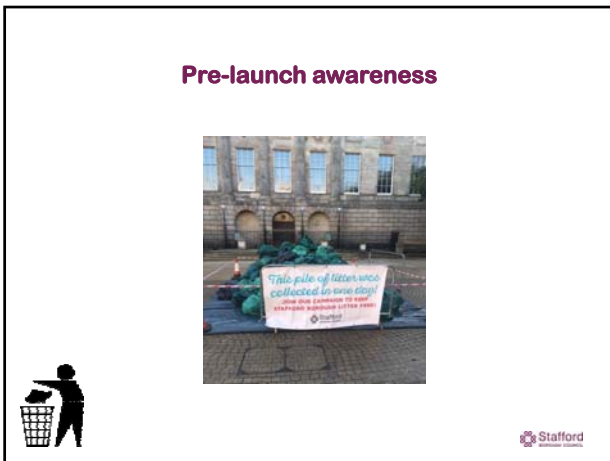
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Anti-litter launch





Campaign Themes:

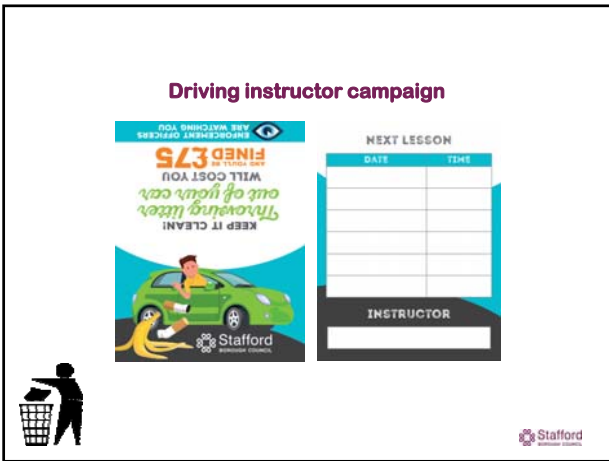
- Driving Instructors/Car litter awareness
- Road Haulage Operators
 - Takeaways
 - River wildlife
 - Chewing Gum
 - Cigarettes

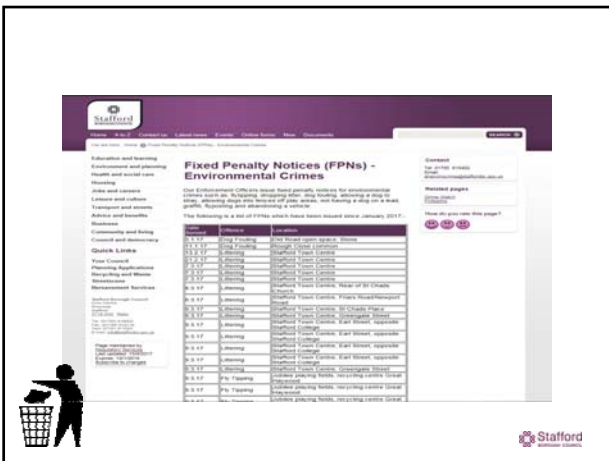
And others to follow.....



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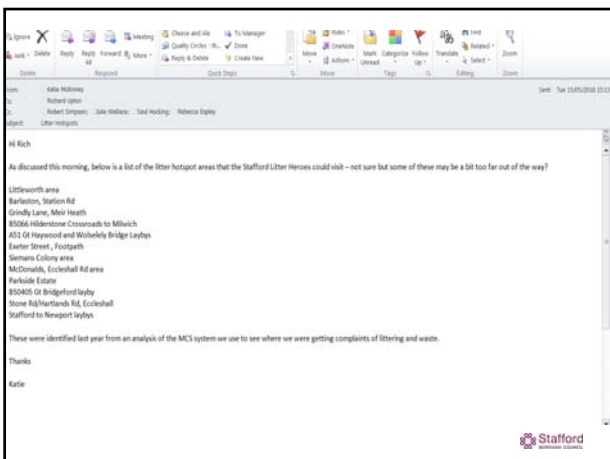




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Thank you for listening.

Any Questions?