

A dark green circle containing the text "KEEP BRITAIN TIDY" in white, bold, uppercase letters.

KEEP
BRITAIN
TIDY

Love
where
YOU
Live



1954 - 2014

Litter Inquiry

Phil Barton

November 2014

Keep Britain Tidy

- Keep Britain Tidy is an independent charity that has been working to reduce litter for the past 60 years.
- We now work towards three goals:
 - eliminating litter
 - improving local places
 - ending waste
- Our focus is helping people and communities to enable positive change and collaborating with government, businesses and civil society organisations to do so.



Outline

- Litter Enquiry by Communities and Local Government (CLG)
- The cost of managing litter and its impacts nationally
- What can be done to reduce litter and who needs to take action?





The Litter Inquiry

- Set up by the Communities and Local Government Select Committee
- Focus on litter and fly-tipping
- Public inquiry closed on October 16, 2014
- Expect the Committee to take evidence from witnesses
- Awaiting report from the Select Committee to government
- Government, via the DCLG, is legally obliged to respond

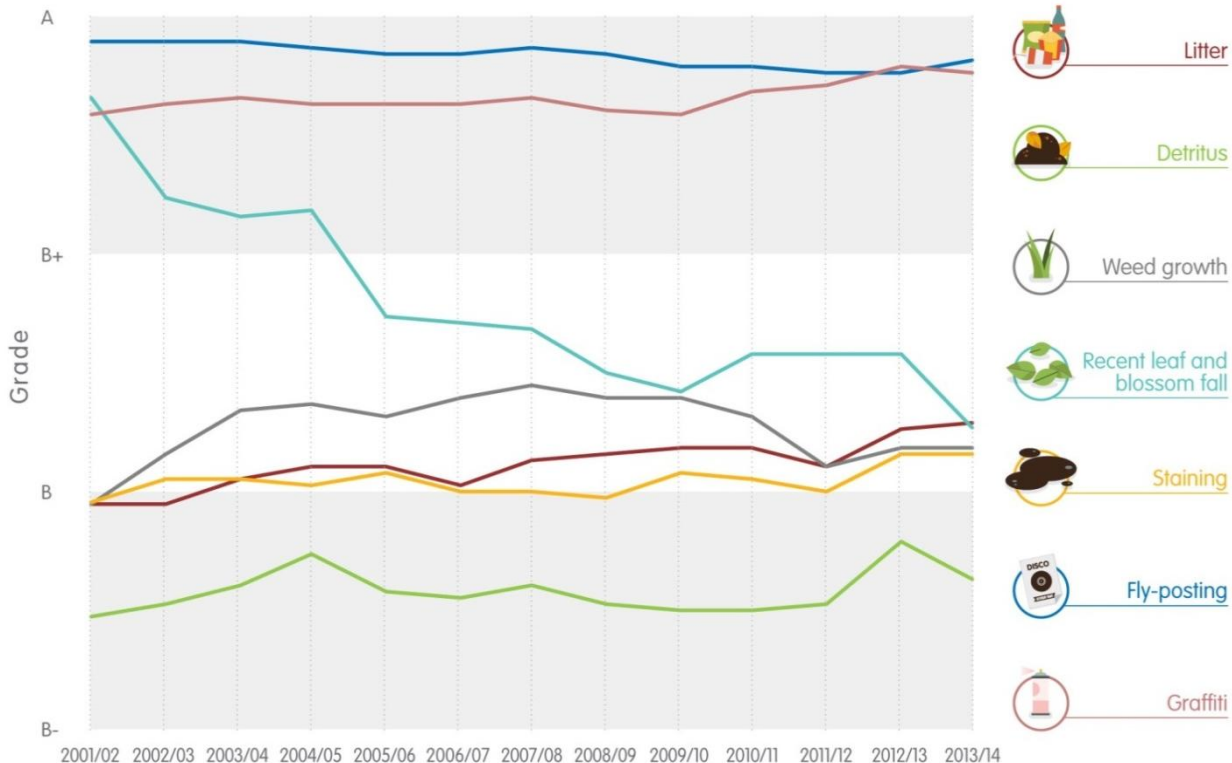
Terms of Reference

- What problems do litter and fly-tipping create for local communities?
- How effective are the actions of those responsible for managing waste in the local environment, and what more could they do?
- Does the current statute, regulation and guidance set an effective framework to minimise litter and fly-tipping?
- What roles do and should the private citizen and campaign and action groups have in tackling litter?

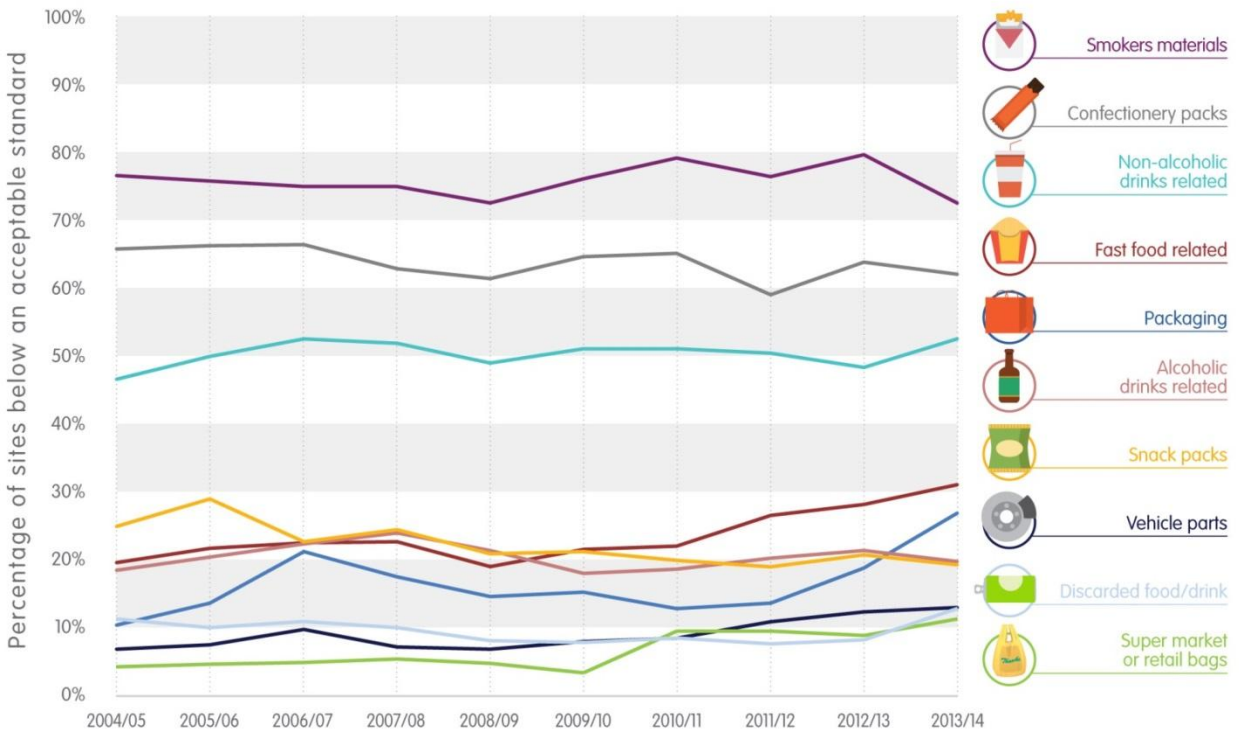
The cost of litter?

- Keep Britain Tidy estimates that public sector land managers spend more than £850m each year on street cleansing and improving local environmental quality.
- Litter is a significant and unnecessary part of this cost
- Coupled with this, we recently found there may be are many indirect costs associated with litter, for example conservatively £526m for mental health, up to £348m for crime, and £70.6m for litter/refuse fires.

Is the situation improving?



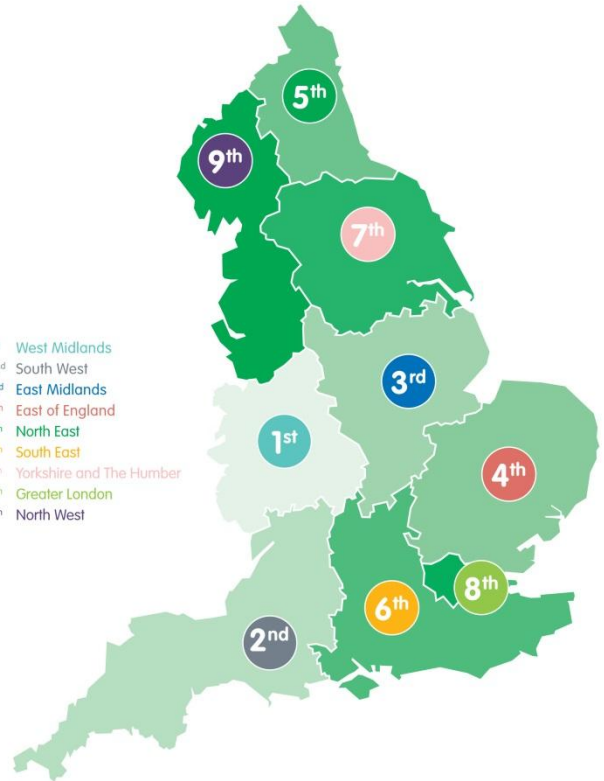
The culprits



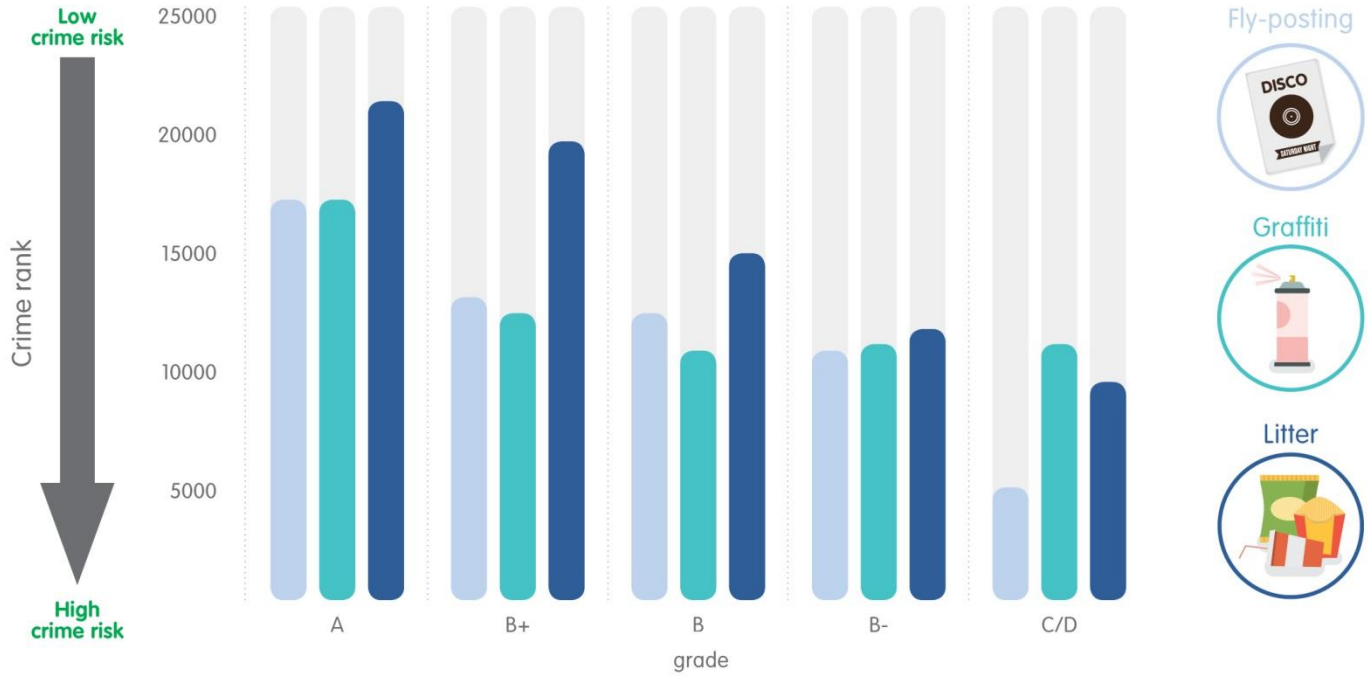
Regional similarities

- Small differences exist between the regions, however these are not significant

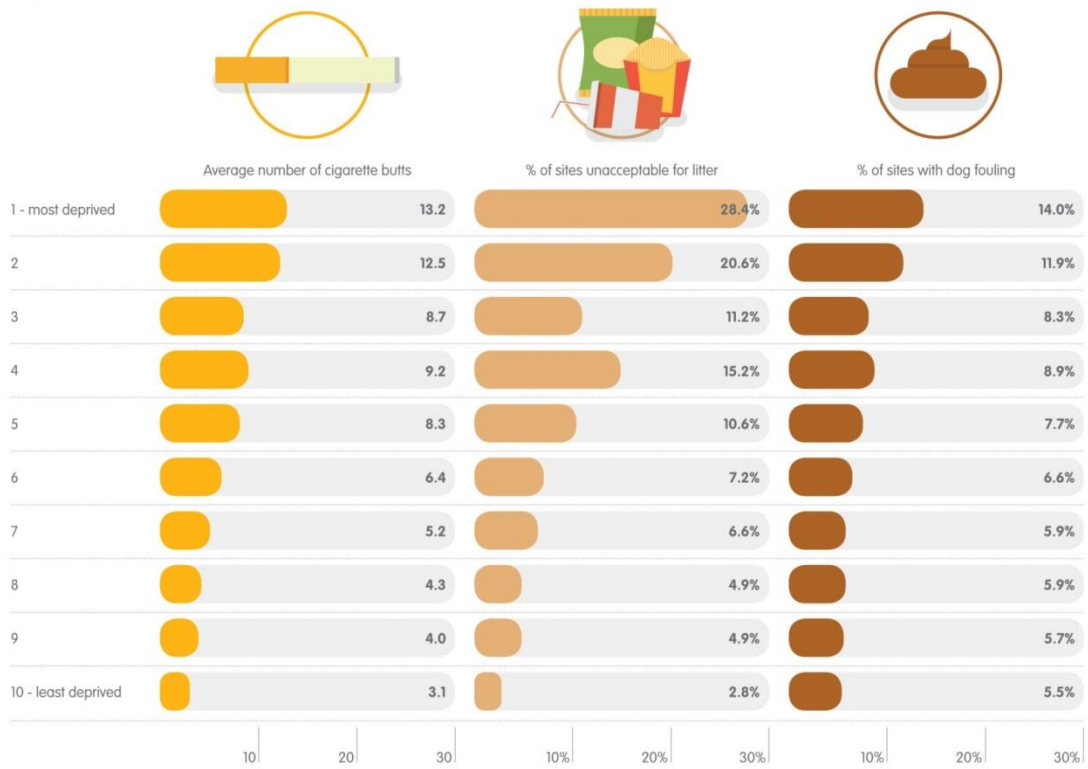
1st West Midlands
2nd South West
3rd East Midlands
4th East of England
5th North East
6th South East
7th Yorkshire and The Humber
8th Greater London
9th North West



Litter is associated with crime



There is also a link to more deprived neighbourhoods



Fly-tipping

- Local authorities, the Environment Agency and landowners are estimated to spend more than £100 million every year tackling the consequences of fly-tipping
- Fly-tipping poses a threat to humans and wildlife, damages our environment and spoils our enjoyment of our towns and countryside.
- Fly-tipping undermines legitimate waste businesses.



How effective are current approaches?

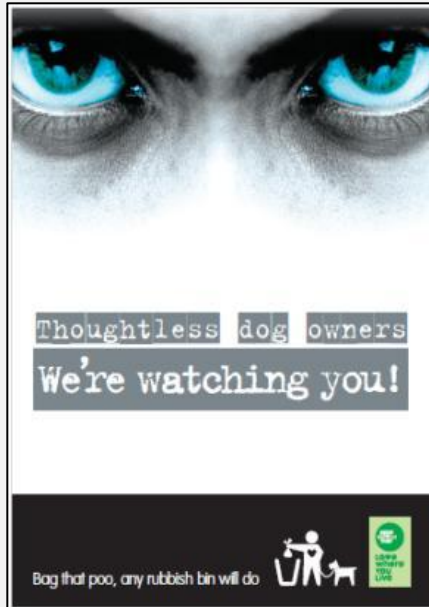
- Over time, our approach in England to tackling litter has evolved to be primarily one of cleansing after the event.
- On the whole, local authorities do a great job keeping our streets clean and tidy
- However our national cleaning service has become financially unsustainable
- We need a new approach – to reduce littering at source and change behaviours

Changing behaviours

- Littering is complex - the environment, the type of litter, person littering and who they are with all play roles
- We need to better understand the issue and behavioural drivers that lead to it in order to address littering
 - At a national level
 - For specific local issues / hotspots
- We need to improve skills in the sector to use design-thinking and campaign development to prevent littering

Examples

- Keeping an eye on it
 - Reducing dog fouling
- Bin it for good
 - Charity bins



What else needs to be done?

Government

- Need to get litter back on the policy agenda
- We would focus on a national litter strategy
 - Focus on prevention of littering
 - Continuation of LEQSE
 - Continue to support innovation and research in littering
 - Best practice guidance and threat of regulation for companies with products associated with littering

What else needs to be done?

Local authorities

- Continue to monitor NI195 to understand the problem in your area
- Explore new models of delivery to work in partnership with the community to deliver services
- Focus more on deprived neighbourhoods
- Keep monitoring campaigns and interventions and share best practice
- Learn lessons – e.g. from our ‘Perceptions of Place’ research

What else needs to be done?

Businesses

- Litter can adversely impact on the bottom line of a business and damage brand reputation
- We welcome the support some businesses are providing to proactively play their role in reducing litter or cleaning it up
- Join Keep Britain Tidy's Litter Prevention Commitment
- Explore the opportunity to jointly fund a national litter campaign



What else needs to be done?

Keep Britain Tidy

- Better understand the issues we face, and what drives behaviours that lead to littering.
- Use design thinking to innovate and evaluate interventions that reduce littering
- Seek funding for a nationwide behavioural change campaign
- Use our network and business solutions team to facilitate innovation, share best practice, scale positive change and influence national policy.
- Positively influence businesses, government and other stakeholders to act to prevent littering and work in collaboration with them towards common goals
- Support local groups and volunteers to take action.

Which side of the fence are you on?

