



Department  
for Environment  
Food & Rural Affairs

# Litter Strategy for England and next steps

15 February 2018

Association for Public Service Excellence

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Forestry Commission  
England



Environment  
Agency

# How did we get here?

*Litter and Fly-tipping in  
England (March 2015)*

Litter Strategy Advisory  
Group



# How did we get here?

- Published 10 April 2017
- Interest across Gov: MHCLG and DfT involved in drafting
- 30 main actions, plus additional tasks, up to 2020



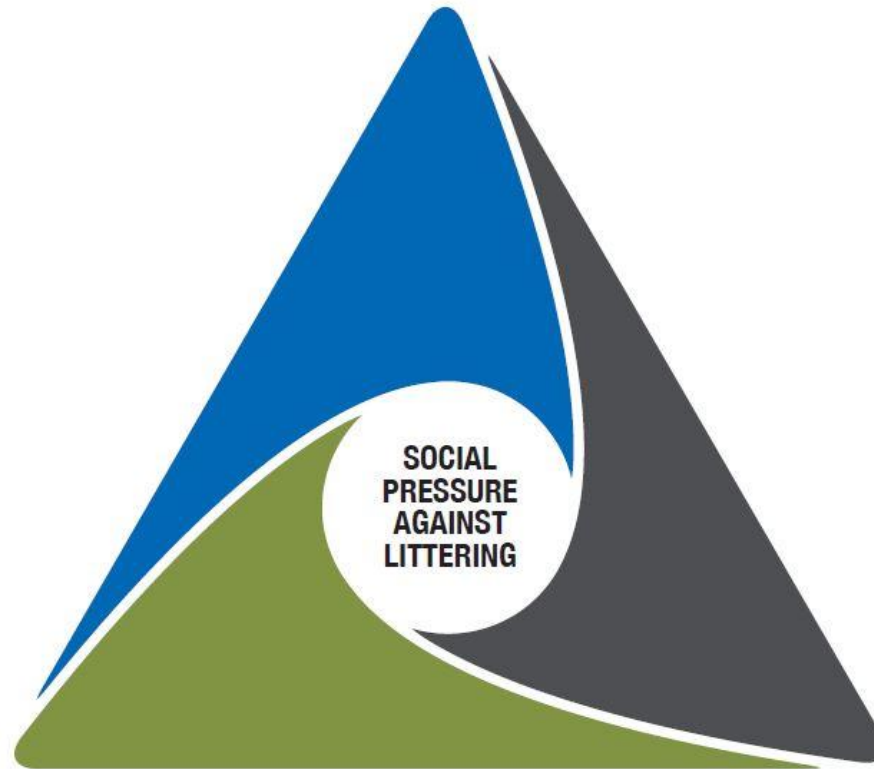


# Aims for the Strategy

*Achieve a substantial reduction in litter and littering within a generation*

- Our strategy is 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.

# Changing behaviour



Good infrastructure and clear expectations, supported by proportionate enforcement, helps reinforce social pressure to do the right thing

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# Measuring litter

We need data to:

- Measure success
  - Monitor our progress
  - Identify where further action is required
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# Measuring litter

Litter incidents reported in apps



**11,900 incidents**

Places meeting the acceptable standard for litter



**88%**

Great British Spring Clean



**303,000 volunteers**

Percentage of people perceiving litter as a problem



**30%**

Great British Beach Clean  
(and supplementary beach surveys)



**744 items of litter per 100 metres of beach**

Cost of keeping the streets clean per household



**£29**

# Education and awareness

- Send a clear message
  - Make a compelling business case
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# Education and awareness

**HEROES  
ASSEMBLE**

**IT'S TIME TO CLEAN UP THIS COUNTRY!**  
**2-4 MARCH 2018**

The poster features a man in a light jacket and red trousers, carrying a black trash bag and holding a broom, as if cleaning up. To his right is a map of the United Kingdom, where the landmass is composed of various pieces of litter such as plastic bottles, paper, and food waste. At the bottom left is the 'KEEP BRITAIN TIDY.' logo, which includes a stylized figure of a person disposing of trash into a bin. At the bottom right is the 'THE Great British Spring Clean' logo, which features a blue shield with a white banner across it.



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# Improving enforcement

- Stronger enforcement
- Better enforcement

# Enforcement guidance



- Consultation; Online survey
  - Review responses and summarise
  - Regulations come into force 1st April 2018
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# Better cleansing and litter infrastructure

- Create cleaner places
  - Make it easy to dispose of litter
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# “Binrastructure”

- bin placement
- availability
- accessibility (for both users and cleaners),
- security issues balanced with anti-littering needs,
- different local environments
- different types of litter



# Next steps for the Litter Strategy

- New penalties
  - National anti-litter campaign
  - Roadside litter
  - Litter Innovation Fund – Second Round
  - Annual report to Parliament - April
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# Questions?