



# Litter Heroes - Reducing Demand, Increasing Local Pride

Speaker – Terry Ball  
Operation Manager, Parks and Street Care  
Gedling Borough Council

- In these times of perma-austerity, Councils are having to cut millions from their budgets
- Whilst Customer demand for Street Cleansing remains a high priority, scoring high in public expectation surveys



## Taking an innovative approach

- Using the knowledge of colleagues from different departments
- Creating a high quality local environment that is attractive to business and residents
- Identifying target areas for initiatives

## Creation of a Environmental Task Group

Created from a cross departmental team of staff, tasked with finding solutions to cleanliness issues, made up of representatives from:

- Street Cleansing Staff
- Parks and Street Care Management
- Public Protection
- Neighbourhood Wardens



# The Street Cleansing Crew





# The Parks & Street Care Crew





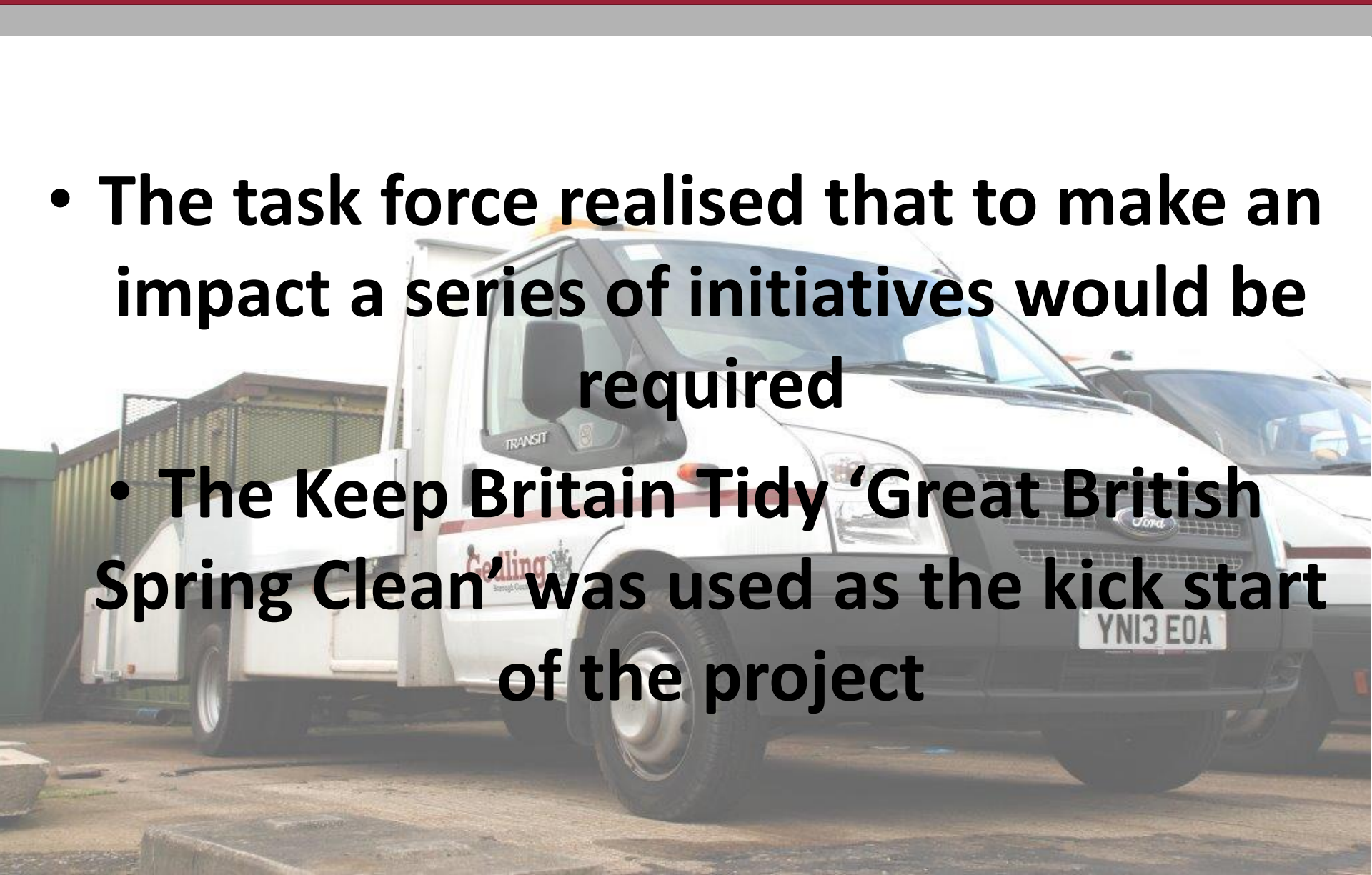
- **We Established an Environmental Task Force**
  - **Initially intended to tackle the issue of ‘envirocrime’ within the borough.**
  - **We Identified approx 20% of budget is focused on areas representing less than 5% of the borough**
  - **These areas have been deemed deprived**
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## **Include but not limited to :**

- **High levels of social housing with poorly maintained communal / public spaces**
- **Regular fly tipping, especially in communal bin areas**
- **A build-up of detritus due to parked cars blocking sweeper access**
- **Domestic bins left on the streets, often getting knocked over and the contents being spread**



- **The task force realised that to make an impact a series of initiatives would be required**
- **The Keep Britain Tidy ‘Great British Spring Clean’ was used as the kick start of the project**



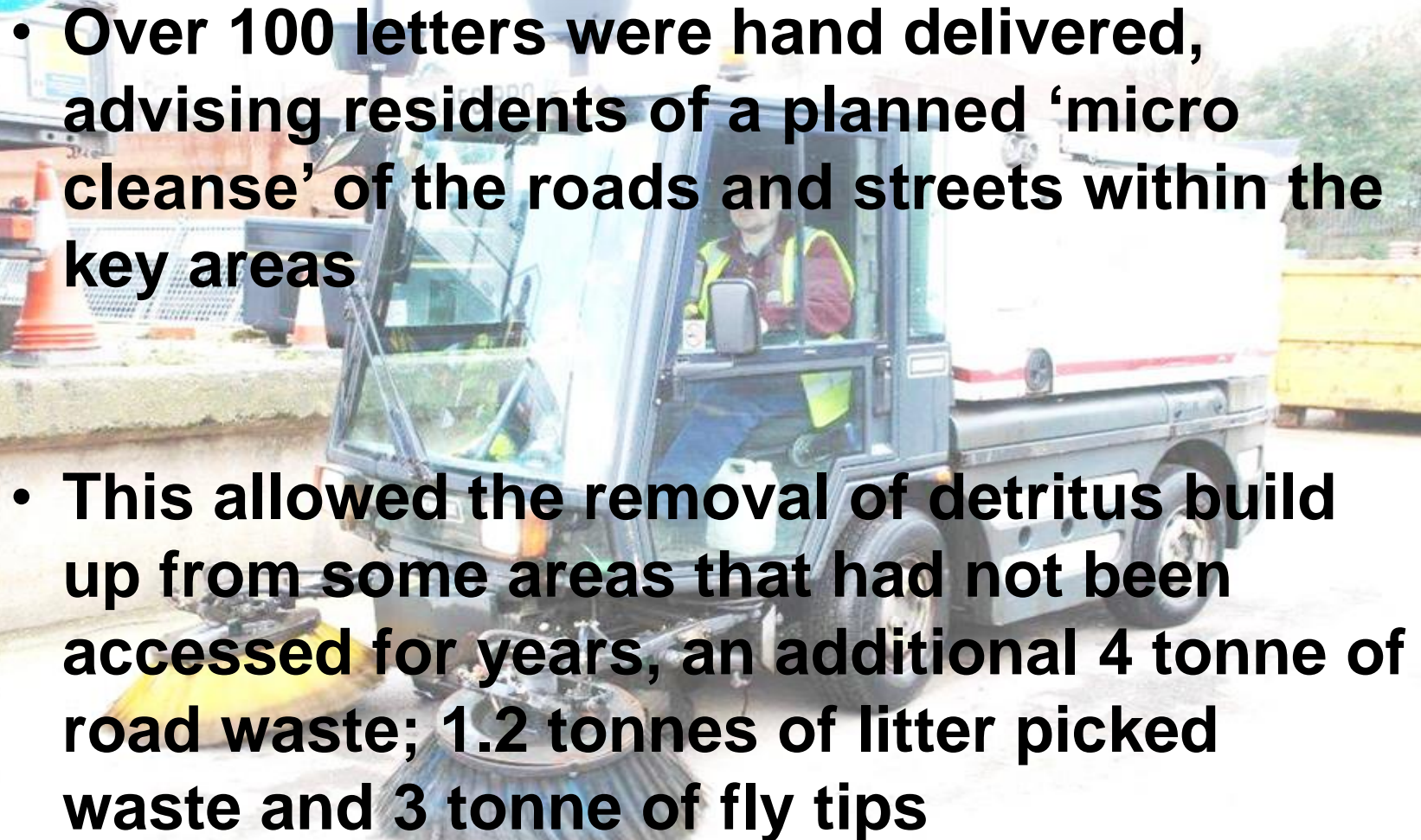
# Initiatives (1)

- A series of litter picks were organised, involving local residents and businesses to install a sense of local ownership to the issue of litter
- Encourage future community clean ups and promote recycling and taking rubbish home





# Initiatives (2)

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- **Over 100 letters were hand delivered, advising residents of a planned ‘micro cleanse’ of the roads and streets within the key areas**
  - **This allowed the removal of detritus build up from some areas that had not been accessed for years, an additional 4 tonne of road waste; 1.2 tonnes of litter picked waste and 3 tonne of fly tips**

- It was recognised that the issue of dog mess was a particular problem
- working with the neighbourhood wardens education and enforcement mechanisms were increased
- a dog dirt stencilling initiative
- a dog poo tree
- short video based on the popular Pokemon game



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- A. Arms-length external organisation (ALEO).**
  - B. A TECKAL company.**
  - C. A mutual/social enterprise organisation.**
  - D. Shared service provision**
  - E. In house provision**



# Initiatives (4)





# Initiatives (5)

**Educating school age children about the problems of littering and encouraging recycling has a positive long term effect**



**A competition was run inviting school children to design a litter super hero**



# Initiatives (6)

- It is reported nationwide that fly tipping is becoming a consistent problem
- Gedling Borough Council are committed to the Keep Britain Tidy #crimenottocare campaign
- Annual Bulky Waste Amnesty
- Neighbourhood Wardens have undertaken a number of successful prosecutions following the installation of covert cameras



Did you see who did this?  
Call us on 0115 901 3972

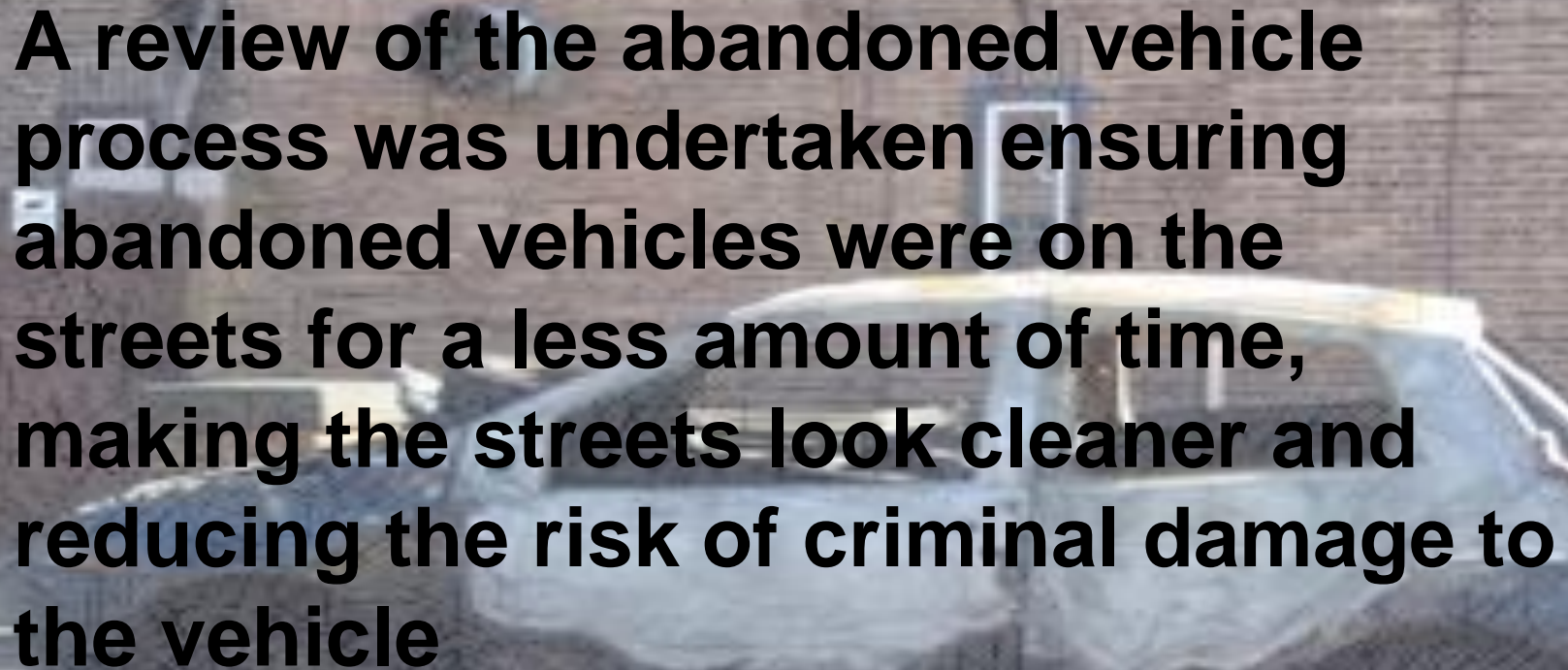
[www.gedling.gov.uk](http://www.gedling.gov.uk)

[@gedlingbc](https://twitter.com/gedlingbc) [f /gedlingborough](https://www.facebook.com/gedlingborough)



# Initiatives (7)

**A review of the abandoned vehicle process was undertaken ensuring abandoned vehicles were on the streets for a less amount of time, making the streets look cleaner and reducing the risk of criminal damage to the vehicle**

A photograph of a silver car parked on a street, completely covered by a white protective sheet. The car is positioned in front of a brick wall. The background is slightly blurred, showing a street scene with a white fence and a building.

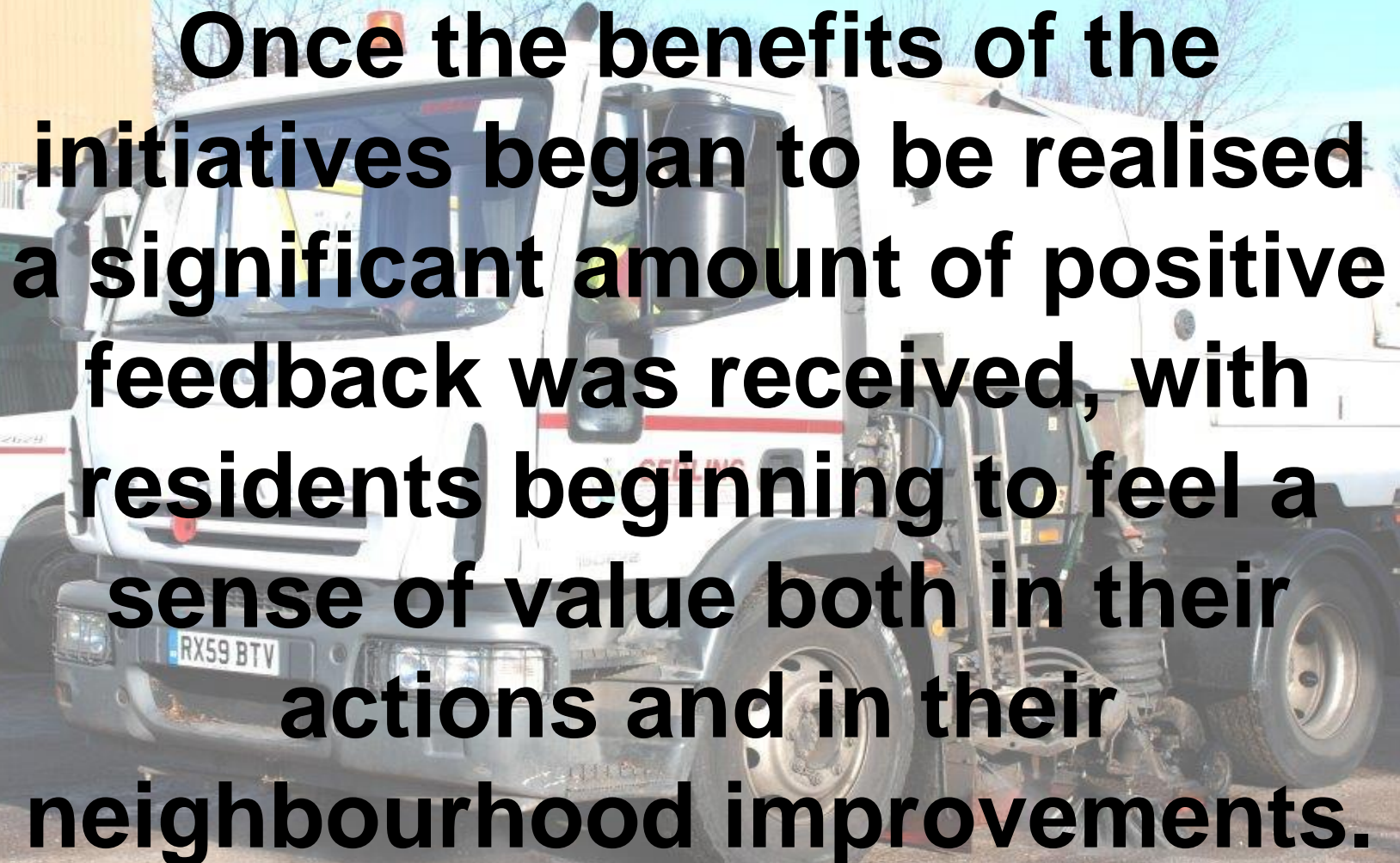
# Publicity / Social Media

- Heavily used to promote the activities
- Facebook was used as a platform for residents to suggest potential litter pick locations which were subsequently voted on.





# Success !



**Once the benefits of the initiatives began to be realised a significant amount of positive feedback was received, with residents beginning to feel a sense of value both in their actions and in their neighbourhood improvements.**

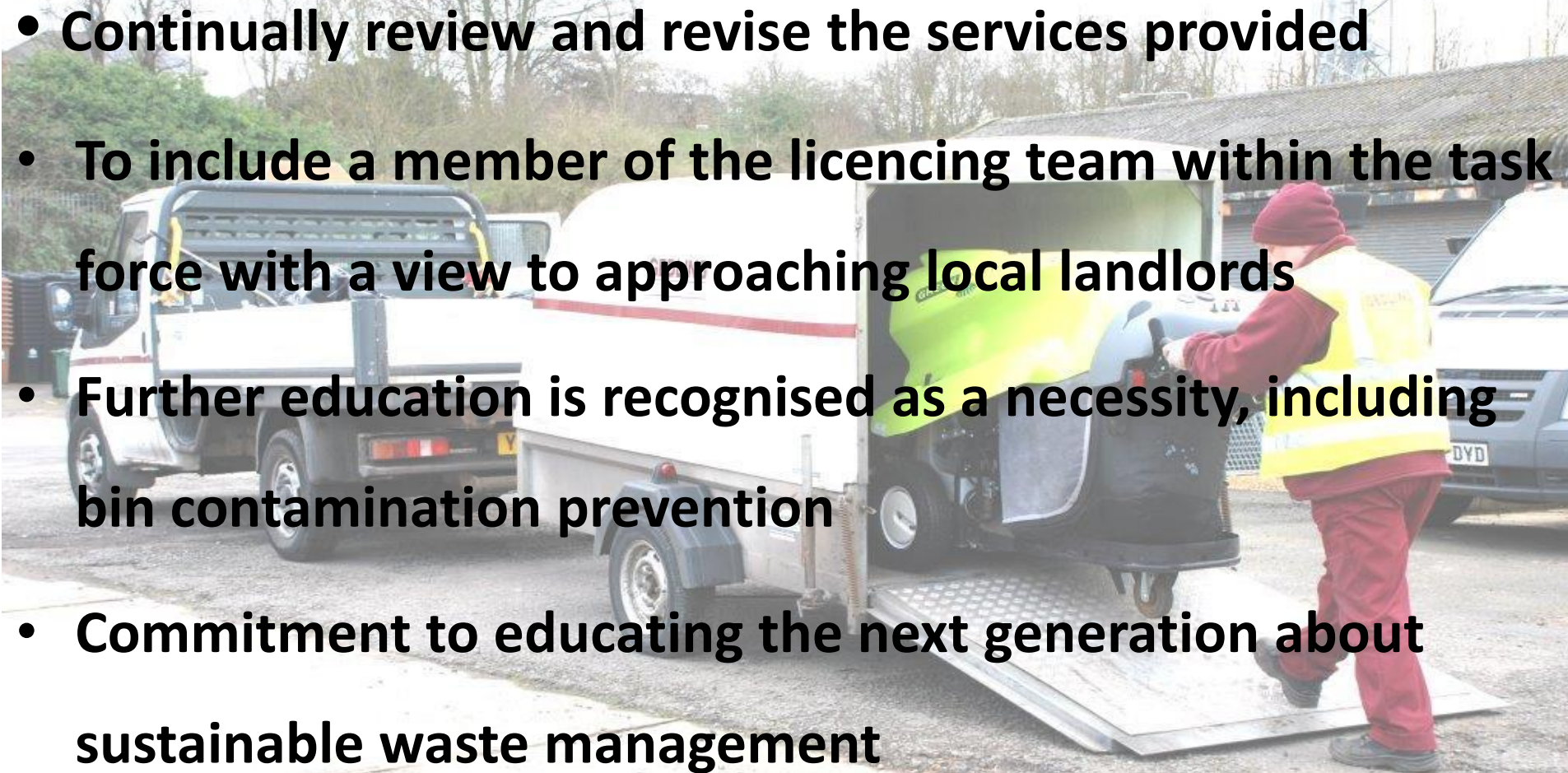
## Improvements for Customers and Borough Residents

- Residents in key areas have been given the opportunity to feel a sense of pride and ownership over their neighbourhoods.
- Local businesses and citizens from other areas have also expressed their pleasure in the work undertaken in these areas
- Delivery of the best service possible, in the spirit of 'Best Value'
- Partnership working with other private, public and third sector organisations, to collectively help improve the borough for residents.



- **Some initial resistance from the residents of the identified neighbourhoods**
- **Targeting the key areas within the borough that demand a disproportionate amount of attention involved a significant reorganisation of resources**
- **The department was very mindful of this and sought to ensure that standards elsewhere did not drop around the borough**

# Future Targets and Goals

- **Continually review and revise the services provided**
  - **To include a member of the licencing team within the task force with a view to approaching local landlords**
  - **Further education is recognised as a necessity, including bin contamination prevention**
  - **Commitment to educating the next generation about sustainable waste management**
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# The End

## Thank You For Listening