

Developing and Delivering a Litter Strategy

Sue Parkinson and Mark Cleaver
Monmouthshire County Council



Ambition: To make littering unacceptable behaviour and to seek new and innovative ways to reduce littering and to clear it promptly where it turns up

Context



SURVEY

- Excellent
- Good
- OK
- Poor
- Rubbish



PLASTIC FREE
COMMUNITIES
SURFERS AGAINST SEWAGE

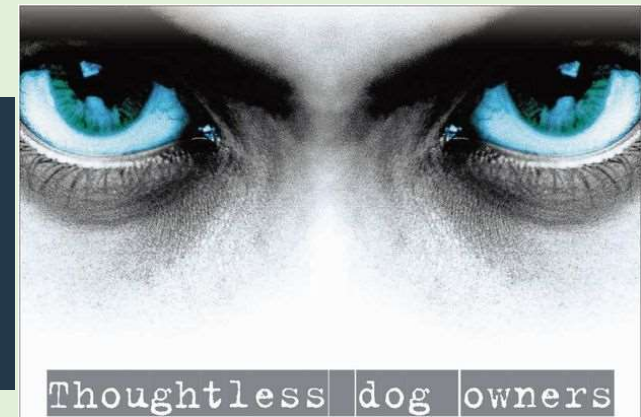
Why a strategy

- To think through issues
- Define problems and possible solutions
- Understand opportunities
- Set direction
- Benefit from best practice elsewhere
- Get feedback and support from stakeholders – democratic mandate

Development

Steps in thinking around developing a new approach to litter

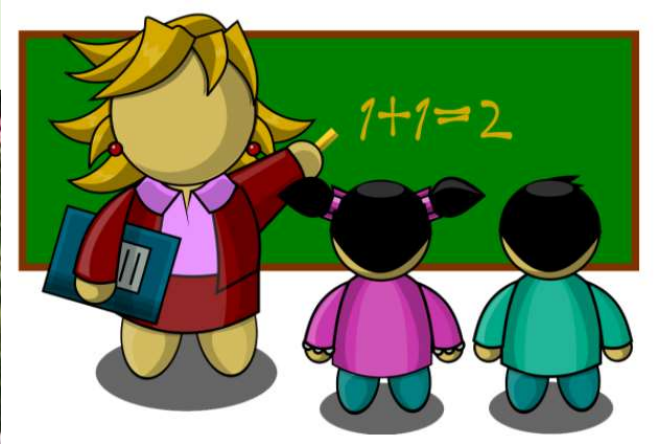
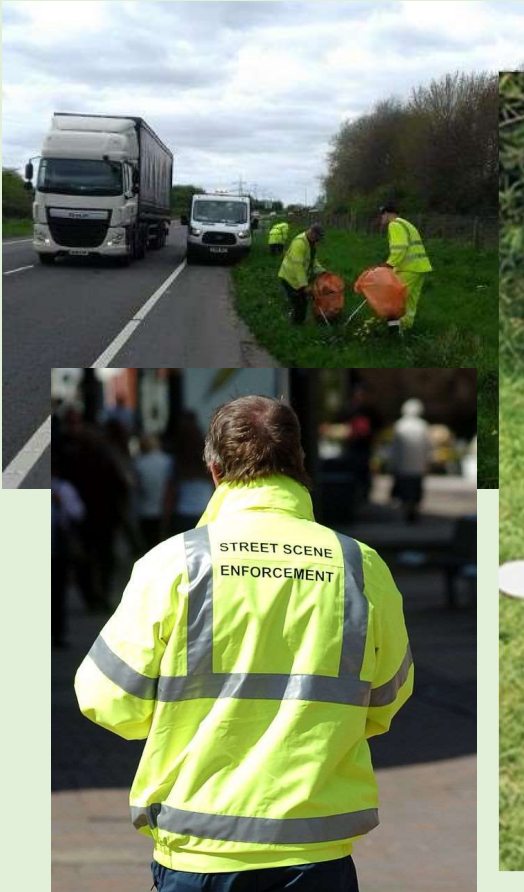
- An examination of the types of litter and causes.
- Consideration of human behaviour and the context of this
- A review of the tools available to tackle litter
- Looking for gaps in our knowledge and how we might fill these
- Who is or could be involved in solutions



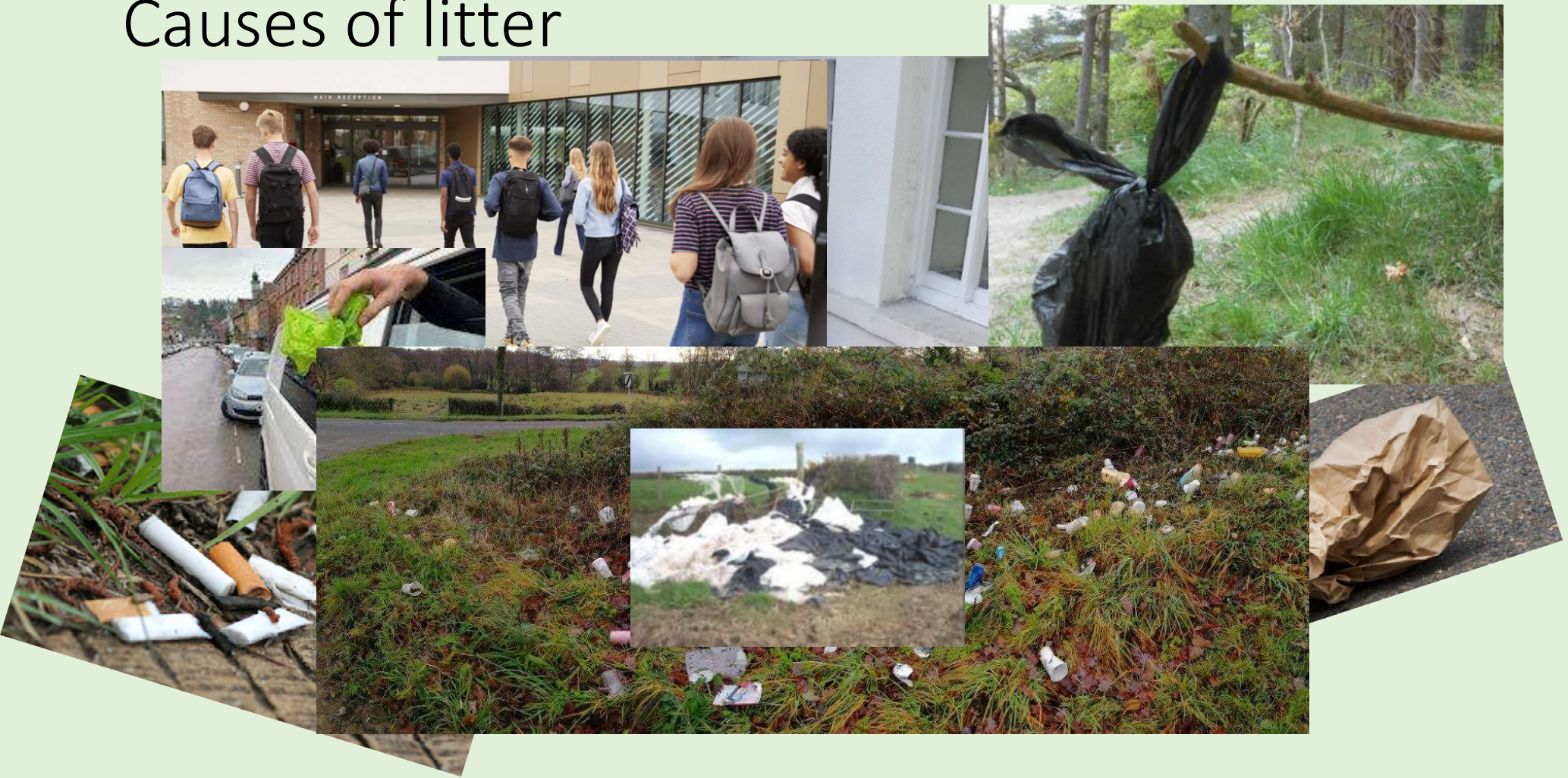
Causes of Litter and our approach

Causes of litter	Education	Enforcement	Infrastructure	Service Design	Partnership Working
Public understanding of the impact of litter	x				x
Lack of a national strategy for litter					x
Changes in culture	x	x	x		x
Eating on the go	x	x	x	x	
Tourism and leisure			x	x	x
Smoking related litter	x		x		
The impact of dog ownership	x	x	x		x
Drug paraphernalia				x	x
Packaging					x
Construction projects	x				
Long distance transport			x	x	x
Schools	x		x		
Agricultural derived litter	x	x			x
Waste collection services			x	x	

Thematic Approaches



Causes of litter



Action Plan

Aspirational Action Plan – to set out possibilities/opportunities and current good practice

- Identified existing work and how it fitted into the matrix
- Identified new Actions (ideas and projects) that could be adopted to tackle causes of litter and the thematic area they sat within
- Considered who could be involved in delivery
- How they could be delivered
- Put some measurable targets against them
- Indicated where funding may be available to enable the action.

Working with

Local businesses

Events organisers

Environmental health and licencing colleagues

Highways and SWTRA colleagues

Waste and recycling colleagues

Keep Wales Tidy

Town and Community Councils

Chambers of Commerce

Schools

Volunteer Litter Champions

Dog fouling campaigners

Plastic Free Community groups

Democratic Mandate

Importance of Member scrutiny

Process

Feedback

Although the Strategy and Plan have not yet been adopted, this process has provided us with direction for the areas of the Action plan that we need to focus on.

Data and evidence

How can we be smarter

- Analysis of data from service request via online portal (litter and fly tipping)
- Use of Operational staff mobile devices to capture information – developing new forms to:
 - Capture information about incidents (unreported fly tipping and litter)
 - Bin surveys
- Litter bin decision tool
- Community involvement in data collection e.g. LEAMS, layby litter bins

Some outcomes - work has started on implementation



I LOVE TRAINING



TRAININGS MY FAVORITE



New challenges resulting from Covid



Thanks for listening

