

**Zero Litter Campaign
2022 to 2024**

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This document has been produced by the following teams:

- Waste Services
- Environmental Protection
- Communications
- Community Focus

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Executive Summary

To be provided once report is finalised

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Introduction

In line with the council's delivery plan of developing a clean and green district, we have developed a two year "Zero Litter" campaign that involves cross departmental working.

The National picture

The Government published its [Litter Strategy for England](#) in April 2017, setting out its aim to deliver a substantial reduction in litter and littering within a generation. Key data from the strategy identified that:

- 81% of people are angry and frustrated by the amount of litter lying all over the country
- Street cleaning cost local government £778m in 2015/16

The strategy advocates regular reporting, including a '[litter dashboard](#)', that uses a variety of indicators to report on the level of littering across the nation. Although the latest Litter Strategy annual report and litter dashboard have been delayed due to the COVID-19 pandemic, the Government has published its [latest study of litter composition in the UK](#), carried out by Keep Britain Tidy.

The pandemic has resulted in an increase in the number of visitors accessing the countryside since lockdown restrictions were first introduced during 2020. This brought great benefits to help improve and strengthen people's health, wellbeing and resilience by spending time in the natural environment. However, an increase in visitor numbers resulted in a corresponding increase in littering opportunities. The Department for Environment, Food & Rural Affairs (Defra) responded by developing a 'Respect the Outdoors' campaign to encourage people to follow a new, updated [Countryside Code](#) and, in particular, to highlight the impacts of littering. This aligned with Keep Britain Tidy's [Love Parks](#) campaign, which encouraged people to treat our parks with respect.

During the last century, on a global scale society moved more and more towards a 'throwaway society', heralded by the introduction of single-use plastics that brought great convenience but at greater expense to the environment. Over the last decade there has been increased understanding of the health and environmental issues caused and there has been greater dialogue as to why '[our throwaway culture has to end](#)' (National Geographic, 2018). Global businesses have come to understand the magnitude of the problem and companies such as Levi Strauss & Co have changed direction in their marketing campaigns such as '[Buy Better. Wear Longer](#)'; this campaign advocates a shared responsibility on the environmental impacts of apparel production and consumption and encourages consumers to purchase higher quality items and to wear them for longer.

This change in companies' behaviour at the global level has been catalysed by consumer demand at the very local level; an excellent example of this is the [Thunberg effect](#), where one young person's lone demonstration outside the Swedish Parliament in August 2018 resulted in a global movement. Greta Thunberg attracted international attention for her school strike for the climate and her simple action repeated week on week ultimately resulted in more than 10 million people taking to the streets to demand action on climate change.

Local Context

Within North West Leicestershire residents have mobilised to take individual responsibility to eradicate the increased littering witnessed within their own local area during the pandemic. The North Leicestershire Litter Wombles started with a few individuals litter picking and sharing their results on social media; this quickly snowballed with more and more people pledging their support and the informal group now has a dedicated Facebook page that boasts 1,700 members and counting. The district council also registered a significant increase in requests to register as volunteer litter pickers. The number of individual volunteers has risen sharply in recent times from 170 in 2020 to 370 in 2021.

On top of this, a group called the North Leicestershire Litter Wombles was formed and quickly grew to over 1700 members. The North Leicestershire Wombles collect on average over 1000 bags of grot from the district every month which is then logged for a collection with the council.

In North West Leicestershire, over the last three years, we have received 938 complaints in relation to litter.

To tackle this issue we have:

- 2 x Senior Enforcement Officers
- 2 x Enforcement Officer
- 370 x volunteer litter pickers
- 15 x Street Cleansing Staff
- 10 vehicles including sweepers and caged transits
- 1 x CCTV van
- 7 x trail cameras

Over the last three years, Street Cleansing staff have collected 1109 tonnes of litter and 3268 tonnes of sweepings (detritus).

From April 21 to September 21 the team collected around 85 tonnes of bagged litter collected by volunteer litter pickers

It was recognised that a number of departments throughout the council need to work together to share ideas and pool resources. For this reason an internal taskforce was set up. The taskforce instantly recognised there were a number of areas that could be achieved quickly and some more longer term. So far the team have improved the "report it" system meaning that registering as a volunteer litter picker and arranging for the collection of waste is more streamlined and easier for the customer. Also, the team has been allocated £15,000 to distribute litter picking kit to parish councils and individual litter pickers.

By the end of August 2021, the team had distributed the following:

Litter Picking Equipment Budget for Parish Councils

TOTAL BUDGET	£15,000.00	EXPENDITURE	£5,852.00	
Parish Council Orders				
Name of Parish Council (select from list)		Date of order	Kit Qty	
Castle Donington Parish Council		01/06/2021	20	
Coleorton Parish Council		01/06/2021	20	
Swannington Parish Council		01/06/2021	20	
Snarestone Parish Council		01/06/2021	20	
Lockington cum Hemington Parish Council		01/06/2021	20	
Appleby Magna Parish Council		01/06/2021	20	
Heather Parish Council		01/06/2021	20	
Ravenstone with Snibston Parish Council		02/06/2021	20	
Ashby de la Zouch Town Council		02/06/2021	20	
Ellistown & Battleflat Parish Council		04/06/2021	20	
Osgathorpe Parish Council		04/06/2021	20	

Whitwick Parish Council	09/06/2021	20
Measham Parish Council	10/06/2021	20
Kegworth Parish Council	10/06/2021	20
Swepestone Parish Council	15/06/2021	20
Ibstock Parish Council	14/06/2021	20
Worthington Parish Council	14/06/2021	20
Ashby Woulds Town Council	24/06/2021	20
Chilcote Parish Meeting	01/07/2021	20
Belton Parish Council	03/08/2021	20
Hugglescote and Donington le Heath Parish Council	04/08/2021	20
Breedon on the Hill Parish Council	06/08/2021	20
Long Whatton and Diseworth Parish Council	06/08/2021	20
Normanton le Heath Parish Meeting	17/08/2021	6

Our Recycling Focus

In April 2019 the council adopted the Recycle more plan. One of the key actions within Recycle more is to encourage on the go recycling to help reduce litter and capture these materials. This is for single use items such as sandwich packaging, coffee cups, drinks cans and bottles for people consuming food and drink whilst on foot. This tends to be in high footfall areas such as town centres, high streets and parks.

On-the-go recycling and litter is a real challenge as the council have found where on street recycling points are available, they are not respected and the levels of contamination with non-recyclable items has been very high.

This has meant some of the on-the-go recycling facilities were withdrawn. New solutions are needed to encourage people to recycle when they are out and about.

The UK Government has indicated they will introduce a deposit scheme for cans, and plastic and glass bottles in its 'Our Waste, Our Resources' strategy published in December 2018. This means you may pay a deposit on the container when you buy a drink in a can or bottle and receive a refund when you take it to a 'reverse vending machine'. There are other benefits for these deposit schemes, one includes helping to reduce litter.

North West Leicestershire is not alone in struggling with on-the go recycling. A 2017 study of 100 UK local authorities revealed similar key barriers to on the go recycling:

- High levels of contamination in bins
- Inadequate budget for consumer communications and education
- Procurement, maintenance and collection costs
- Cost vs benefit does not add up

Investment is needed to prove the business case for on-the-go collection schemes:

- Good data is required to assess the costs and potential benefits
- Funding is needed to buy and install bins, for scheme maintenance and collection of recycling

Source: Recoup - Local Authority Disposal 'On the Go' Survey December 2017

There are some good schemes already established in the UK to reduce on-the-go waste. The Refill app allows you to find the nearest place where you can refill your water bottle for free, meaning you no longer need to buy water when you are out and about.

The Council Offices building is already a Refill point, and we are encouraging other businesses and buildings in town and village centres to sign up to the scheme.

The 'We Recycle app' is being piloted in Leeds and allows people to scan some packaging, and find out whether it can be recycled and where the nearest bin in Leeds is. It is hoped that this will spread to other areas soon.

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Behaviour Change

The best way to tackle litter is by changing behaviours.

Many people have expectations such as:

“I should be able to dispose of all my waste at the local waste and recycling site”

“Litter bins should be provided so I can dispose of litter when out and about”

“I have paid someone to take my waste away so I have done everything I need to”

However, the clear message needs to be that people are responsible for their own litter and need to take it home and dispose of it correctly. Also, people who collect waste need to have appropriate licenses and it is for the person disposing of the waste to ensure they do.

Roadside Litter

‘Keep Your Cab Fab’ was aimed at haulage drivers and roadside litter thrown from vehicles, it received national recognition for its success to change behaviour and improve the district’s environment.

The aim was to Support the Litter Strategy for England who were taking responsibility to Work with local councils, ports and the haulage industry to understand the particular issues drivers face in disposing of waste along their journeys, and to identify options to improve facilities for, and communications about, proper waste disposal by UK and overseas hauliers.”

The Campaign included:-

1. Partnership working with haulage firms raising awareness of the problem of litter by using multi lingual stickers for the drivers’ cabs. Gathering Intel on their drivers’ behaviour and using results to assist in composing a document to present as suggestions for Planning Policy.
2. Produce a document with results of drivers’ behaviour, and suggestions on infrastructure, to support improving the litter problems across the district for consideration by Planning Policy.
3. Filming & an interview with a female haulage driver “A Day in the Life Of” to give a different perspective of haulage drivers lives.
4. Partnership working with Street Cleansing to distribute literature and snack wagons to add multi lingual stickers to food bags and raise awareness of staff reporting system.
5. Conducting McMarathons (observations of littering offences) at all 3 McDonalds within the district & using enforcement at litter hotspot areas including traffic lights & junctions.

Street Cleansing

What they do

As the litter authority it is the council's duty to keep land in their area clear of litter and refuse (including dog mess), as far as it is practicable, further information regarding this can be found in the Code of practice on litter and refuse published by Defra [Code of practice on litter and refuse \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/61222/code_of_practice_on_litter_and_refuse.pdf)

The work that the Street Cleansing team do in order to keep the district clean includes the regular emptying of litter bins, litter picking, fly tip removal and sweeping highways, footpaths and public areas such as car parks.

In order to do this, the team follow routes to ensure that all litter bins in the district are emptied regularly and areas litter picked. There are two pedestrian barrows used for litter picking the more difficult to access areas such as heavily parked streets and narrow walkways.

The team use 3 different sized sweepers, 2 large HGV's for sweeping the highways, a medium sized sweeper for highways and car parks where the large one cannot access and 2 pavement sweepers. These also follow regular routes and are on a rota covering main, urban and rural roads.

A large cage vehicle is used to collect fly tipping, before removal the crew will look for evidence of the origin of the waste and take photographs to pass to the enforcement team to follow up.

The team litter pick the laybys of the A42 weekly, removing around 1 tonne of litter each time. The verges are cleansed annually over a 6 week period (see additional cleansing).

The team also collect bagged waste left by volunteer litter pickers, provide bins and litter picking at events and support parish councils and other stakeholders in reducing their litter.

Litter bins

There are currently around 500 council owned litter bins in North West Leicestershire, all are emptied regularly. The standard bins are ballasted so they are easy to install and can be removed without causing any damage to the highway. There are also post mounted bins for areas that do not need a large capacity bin or where the footpath is not wide enough for a standard bin.

Additional litter bin requests are dealt with on an individual basis, first the area is assessed for safety of the crews servicing the bin and placement of the bin on the highway. The crews then monitor the area to see if there is a need for a bin, if both requirements are met a bin will be installed.

Litter bins in laybys attract fly tipping and abuse, therefore if there are problems with litter in these areas the approach is to litter pick more frequently and work with colleagues on targeted communication and enforcement.

There are new technologies for litter bins including solar panel bins and funnel bins. The team monitor these and assess if they are suitable based on a number of criteria including cost, efficiency and safety. To assess their effectiveness trial bins will be installed in appropriate areas and monitored before investing in more.

Additional cleansing

A42 - The A42 is not a motorway meaning that the responsibility to keep it clean falls under the remit of the district council. Therefore, an annual programme of works is carried out every September/October to litter pick and sweep this busy road.

For 6 weeks, crews work early on a Saturday and Sunday morning before the road becomes too busy, clearing 4 kilometre stretches of the highway of litter and detritus. They are supported by a traffic management company who close a lane off and follow with a buffer wagon to protect the staff. The whole time the crew are working on the highway the traffic and weather are being monitored for safety. If it becomes too hazardous the crews are removed for their safety.

In a 6 week period the crew can collect up to 16 tonnes of litter or 0.5 tonnes every kilometre, consisting of items such as fast food packaging, bagged waste and vehicle parts. Following the clean, intelligence is shared with colleagues to focus campaigns and enforcement to try and prevent people from littering in the future.

Night sweeping - is carried out on busy roundabouts and junctions every quarter, these areas are too dangerous to sweep during normal hours so staff work during the night to cleanse these areas.

Dangerous roads – There are many windy rural roads in the district that do not have pavements for safe litter picking. Therefore, the teams work in the shadow of the sweeper early mornings to litter pick these types of road.

Creating cleaner places

Street cleansing staff, supervisors and Enforcement Officer's continuously monitor litter bin usage, discarded litter and fly tips looking for evidence, patterns of behaviour and emerging hotspots. This intelligence is passed to the environmental protection team to manage through communication, education and enforcement in order to prevent them becoming an issue.

The street cleansing team increase their cleansing in the area whilst the emerging issue is being managed, this action alone often deters littering behaviour. Whilst working their usual routes the team will identify areas that need additional resource in order to keep them to the required standard.

The graded standards shown below are as defined in the original Code of Practice on Litter and Refuse issued under section 89(7) of the Environmental Protection Act 1990. These are used as guidance for our teams for consistency.

**Set A: litter and refuse in both relevant
highway and hard surface setting**



Grade A
No litter or refuse



Grade C
Widespread distribution
of litter and/or refuse with
minor accumulations



Grade B
Predominately free of litter
and refuse apart from
some small items



Grade D
Heavily affected by litter
and/or refuse with
significant accumulations

Enforcement

The Environmental Protection team receive a large volume of littering and fly tipping complaints each year and are continually developing new and innovative ways to tackle the issues but still rely on members of the public reporting incidents.

It is important that members of the public are aware that the team require evidence to be able to investigate reports. This could be car registrations, personal information within a fly tip or video footage. Without this evidence the team are often unable to investigate the incident.

To assist members of the public with reporting incidents of littering and fly tipping, the Council have a report it facility which runs through a series of questions to ensure as much information is gathered to assist the investigation.

To help gather evidence the team use a new of technologies including trail cameras, cctv van and one of three drones. The use of these technologies is always published by the displaying of cctv monitoring signs yet people still fly tip and litter in the areas.

Campaigns are also a key player in tackling fly tipping and littering. The Council take part in both county and local campaigns.

#IfOnly

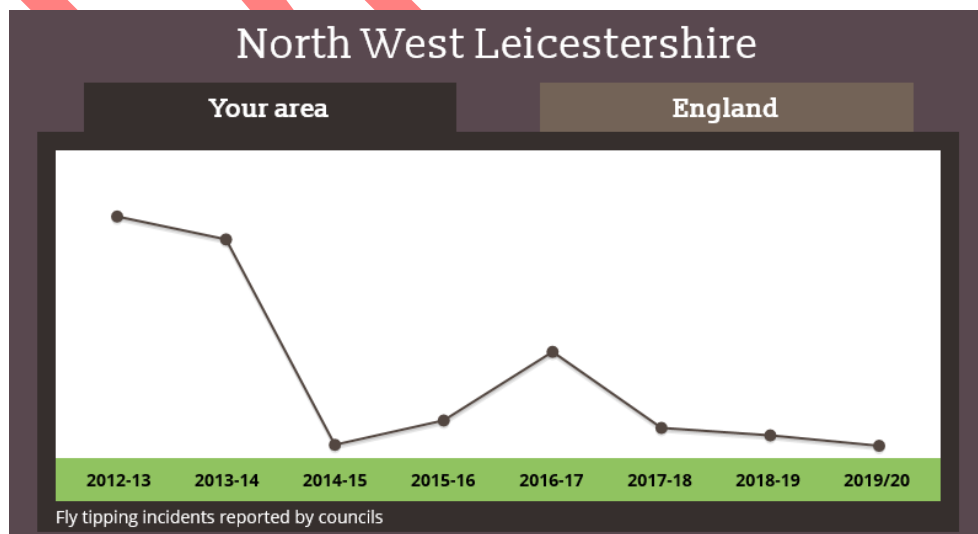
In 2018/19 the council was involved in a county wide campaign to reduce fly tipping and raise awareness around householder's duty of care in relation to their waste.

Signs were installed in key areas throughout Leicestershire along with a video which highlighted unregistered waste carriers and explained the checks people should making before organising waste removals from their properties.

The jingle in the video was also aired across local radio stations throughout Leicestershire in a bid to spread the message wider and if people didn't make the necessary checks they would receive a fine.

The campaign was a huge success in delivering the education around duty of care, we also saw a reduction in fly tipping cases being reported.

As you can see from the graph below there was a decline during the year of the campaign and also the years that followed.



The BIG Bring Site Clean-Up

In 2017 the council launched a local campaign to raise awareness around bring sites in a bid to reduce misuse and fly tipping.

These unmanned sites were hotspots for fly tipping and contamination of the bins resulting in most of the recycled waste being taken to landfill.

In 2017 the council investigated 49 cases of fly tipping resulting in 43 Fixed Penalty Notices being issued for littering and 6 for fly tipping, this along with data collected from the waste services team and complaints received from the general public we were able to establish 5 hotspot sites.

A set of roadshows was organised at the local sites and new signage installed in an attempt to engage and educate the public where the council's CCTV van was used to create an eye-catching focal point and to highlight the council's intentions that enforcement action would be taken.

To support the education an information leaflet was designed called "Your Waste, your responsibility" which gave information regarding the sites and highlighted householder's duty of care when disposing of their waste.

The campaign was a huge success and in the first quarter of 2018 there was a 47% drop from the previous year in Fixed Penalty Notices being issued.

The campaign was also shortlisted in at **LGC Awards** who recognise the most exceptional local government talent.

Although the campaign was unsuccessful in winning its category, being shortlisted for this prestigious award was a fantastic achievement in itself.

Another strategy used by the team is education. Many people are unaware that even throwing a banana skin from your car is classed as littering. The team therefore continually educate people on the do's and don'ts for littering and undertake presentations at school assemblies. This is really successful as it gets children thinking about the environment.

Dog Watch & Dog Watch Rural

These are our longest running and most successful campaigns to date, highlighting the potential health risks to humans and livestock if they come into close contact with dog faeces. Both campaigns were aimed at dog walkers and their duty to pick up and dispose of their dogs waste/litter.

Dog Watch raised awareness around Toxocariasis, which infects humans if they handle soil, sand or grass contaminated with infected animal faeces. Infected people can experience mild symptoms such as: a cough, headache and stomach pain however, in rare cases it can cause seizures, breathing difficulties and even blindness.

Dog Watch was recognised as an innovative way to educate the dangers of not picking up and won the prestigious **MJ Awards** in 2016 and finalists at **Keep Britain Tidy Awards** in 2016 and 2019.

Dog Watch Rural raised vital awareness around the diseases Neosporosis and Sarcocystosis which infects livestock if they come into contact with faeces from infected dogs.

Neosporosis is caused by a parasite whose eggs are produced by infected dogs. It is now thought to be responsible for the highest percentage of all cattle abortions reported in the UK.

Sarcocystosis is also caused by a parasite which can cause neurological disease and death in sheep.

Dog Watch Rural was also recognised in 2018 at the **Keep Britain Tidy Awards** for its unique way in raising awareness to dog walkers when exercising their dogs in rural areas.



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Fixed Penalty Notices Issued

Littering

- 2019/20 - 36
- 2020/21 - 4
- 2021/present - 37

Fly tipping

- 2019/20 - 45
- 2020/21 - 3
- 2021/present - 5

Prosecutions

Littering

1 - received a fine of £1,642

Fly Tipping

2 – both received fines of £750

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Enforcement Statistics

Table showing the number of cases received each year:

	2018/19	2019/20	2020/21
Littering	273	286	379
Fly tipping	894	1237	1623

Table showing the number of fines and total income each year:

	2018/19		2019/20		2020/21	
Littering	28	£3420	36	£2940	4	£450
Fly tipping	37	£4100	45	£4020	3	£860

Table showing the number of prosecutions each year:

	2018/19	2019/20	2020/21
Littering	0	1	0
Fly tipping	0	0	0

Joint working

Internal teams

It is important that we work and liaise with all internal teams to progress, promote, and inform members of staff on the Zero Litter Campaign. A substantial proportion of staff are North West Leicestershire residents as well as employees and they have connections and an interest in promoting the project.

Ensuring that not only those who are directly working on the project through the working group or management team are championing Zero Litter throughout the district, but to also continue to promote the “one team, one council” ethos.

Internal teams can reach not only residents but businesses within the district. Using these internal teams we can publicise surveys, consultations, collate customer feedback, improve, and advertise reporting methods, receive suggestions and intelligence. All teams have a part to play, and this should be embraced from the management to their staff.

Parishes/Town Councils

North West Leicestershire has 25 Parish and Town Councils and 5 Parish Meetings. It is important that our parishes feel engaged and informed as they play an important and invaluable role in the promotion of campaigns.

Community Focus use a monthly Parish Newsletter to promote information of a local and national nature. The newsletter is used to publicise district council campaigns and are a method in which to provide them with the campaign material and resources to promote to their own communities through their networking channels.

Parish Liaison meetings are held 4 x a year and are a method of delivering detailed information to parish and town councils through presentations and workshop sessions.

Parish and Town Council workshops are an opportunity to provide specific detailed information on the law and the local authority duty.

Most parishes have their own social media platforms which can be used to publicise key messages of the district council ensure parishes are engaged and encouraged to publicise.

Events

Attend large community events to publicise campaigns ie, Picnic in the Park, Jims Tractor Run & Castle Donington Music Festival.

Consider attending smaller pop-up events in town centres or supermarkets to promote campaigns or carry out consultations/surveys.

Attend events in areas identified as having a low participation of recycling/fly tipping or littering to engage and educate the community.

Events should be interactive and engaging where possible to attract all members the community.

Campaigns

In all ongoing and future campaigns, there will be key thematic areas of work such as education and enforcement.

There is a huge amount to be done on changing mind-sets and encouraging people to understand the impact of their behaviour regarding littering. As an authority collecting data so

that we can better understand the impact of campaigns and societal changes on littering behaviour is key.

Working groups will be created for campaigns where internal departments will be involved and briefed when developing a campaign to ensure that all parties have a clear understanding of the intended outcome and delivery. A strong communications plan will be developed.

The communications plan will set out in detail:

- who the different audiences are
- How we will reach those audiences and details of your messaging
- Our coordination, budgets, and timeframes, including a campaign launch date
- details of who needs to sign off the plan
- ways to monitor and capture data so we can evaluate our campaign's success.

It is essential that any digital campaigning is fully integrated within your overall campaign and communications strategies, and that it brings our offline and online campaigning together.

Schools

Those who are taught about the negative impacts of litter at an early age are more likely to have a responsible attitude towards this, and other environmental issues as they reach adulthood. This generation should be educated to consider littering unacceptable.

Children's habits are not fixed at an early age. Targeting children with litter prevention messages will mould attitudes of the future.

Children are persuasive and impressionable, information they learn at school they will take home to their parents and other family members.

Sessions within schools should be interactive – from games and songs for little ones, to a project-driven, independent learning approach for older groups.

Schools should be a part of making inventive ways to fit litter into their lesson plans by integrating litter prevention into the curriculum.

This could include: a school's 'Litter Prevention Charter.' A full review of school policies. Investment in infrastructure. Lessons focused on litter prevention. Environmentally focused extra-curricular activities.

Other Local Authorities

Partnership working across local government authorities in Leicestershire is important, we can gain from their experiences, their insight and engagement from working together and sharing information.

We can identify areas of overlap in objectives, a successful collaboration will result in the campaign achieving the desired aims and outcomes for both parties.

Officers at the district council have contacts across the district although sustainable collaboration comes when senior leadership and policy writers are invested in the campaign.

Volunteers

Volunteers and organised groups have a key role to play in the battle against litter. The district council alone is unable to combat the amount of litter across the district.

We should include and appreciate the importance of volunteers in litter campaign planning.

The key considerations identified for involving volunteers and maximising the success and impact of future projects are:

- Sustaining local momentum: ongoing support for local community groups could reduce project sustainability from reliance upon a few key volunteers.
- Best practice: sharing successful methods of engaging hard to reach groups and monitoring litter prevention levels will help develop models of best practice.
- Collaborative working: greater cross-sector working (e.g., engaging with other agencies such as Local area coordinators, VAL etc) could help community groups increase participant numbers and diversity; and
- Enhanced communication: promoting upcoming local events and recent successes will increase awareness of activities and help to recruit new participants to the campaign.

Businesses

It is important to engage and work together with business on reducing litter because:

- The quality of public space matters to everyone including businesses
- Clean public spaces attract custom - people like to shop in a clean and safe environment.
- Businesses suffer from customers dropping litter
- Litter degrades the perception of a business and will reduce trade. Brand reputation can also be damaged when products are discarded as litter.
- Businesses are powerful role models for customers
- Businesses maintaining clean, tidy and litter free premises have a positive influence on customer perception and behaviour.
- Reducing packaging
- Improved business efficiency and saves money.
- Reduces the need for the Council to service notices
- Legislation is available to local authorities to serve notice on those businesses that create excess litter, requiring that they clean up to 100m either side of their business. Statutory obligations also exist for businesses to keep their land clear of litter and manage their trade waste.

Dawn Roach – Measham Parish Council



"The scheme has been great for Measham as it has enabled us to replace worn out equipment that our existing community pickers have been using for years and to also loan out kits to families and individuals who want to collect litter in their area on an ad hoc basis. The parish council have also supported organised litter picks by providing the participants with all the kit they need to get the job done."

Karen Stirk – Swebstone Parish Council

"The litter picking equipment has been fantastic!

It has been borrowed by the local Brownies for a village litter pick, which was part of their challenge. The children all loved the experience wearing the high vis jackets and there were enough pickers for them to have one each. Their leader said it had been a great success!

Also, recently the Parish Council organised its autumn litter pick which also was a very successful event. Many people borrowed the equipment and we collected 13 bags of rubbish which the District Council collected promptly.

Thank you for the equipment it has helped keep our two beautiful villages litter free!"

Kegworth Plan Group – Karen Dayman, Treasurer

"We always get a great response to our litter picking events but have run out of equipment in the past. So we wanted to make sure we had sufficient kit to make sure that we never have to turn away any willing volunteers again. We also want to encourage children to take part in these events so have bought some children's sized pickers.

We organise two or three community litter picks per year for Kegworth and regularly have 30–50 volunteers coming forward to take part. We also support other groups with our kit – eg ONE Kegworth and Kegworth Wombles – when they organise litter picks of their own. Sadly we have lots of litter to go at!

Thank you so much for your support in making this possible!"





So what happens next???

From all the joint working, the team has pulled together an action plan which forms part of this document and is supported by a communication strategy. This encompasses all of the thoughts and ideas which have been presented throughout the document so that numerous campaigns and initiatives can be delivered over the next two year period with an ambition to achieve zero litter in North West Leicestershire.

The zero litter campaign team will continue to meet and monitor progress against the actions detailed in the two year plan.

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Action Plan

Year 2021 / 2022

Theme one	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current resources (Y/N)	Specify extra resources if required
Changing behaviour	1.1 Participate in the Countywide fly tipping campaign	TBC	TBC	Ian Webster & Mark Tooley	TBC	Yes	
	1.2 Undertake a roadside litter campaign each month	No. of offences witnessed	None	Ian Webster & Mark Tooley	Monthly	Yes	
	1.3 Participate in the Keep Britain Tidy annual Big Spring Clean	No. of participants & volume of waste collected	Percentage of annual budget?	Ian Webster & Mark Tooley	TBC	Yes	
	1.4 Use social media to promote home owner responsibilities when disposing of waste	No. of hits on social media	None	Ian Webster & Mark Tooley	TBC	Yes	
	1.5 Distribute litter picking equipment to volunteers	No. of volunteers	TBC	Ian Webster & Mark Tooley	TBC	Yes	

Theme two	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current	Specify extra resources if
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						resources (Y/N)	required
Litter Infrastructure	2.1 additional vehicles & staff to help with demand of bin emptying/litter picking	TBC	£6,760 vehicles £27,070 staff Total £33,830	Claire Preston	TBC		
	2.2 additional street cleansing operatives	TBC	£28,213	TBC	May 21 (6 month contract)		
	2.3 Monitor litter bin technology i.e. solar and funnel, and trial in appropriate areas	Reduction of litter in area and usage of bin	TBC	Dean Hughes	TBC		
	2.4 Monitor litter bin usage and remove if not needed	Crew time saved, amount of litter in area, complaints received	TBC	Dean Hughes	TBC		

Theme three	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current resources	Specify extra resources if required
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						(Y/N)	
Enforcement	3.1 Undertake a roadside litter campaign each month	No. of offences witnessed	None	Ian Webster & Mark Tooley	Monthly	Yes	
	3.2 Use the council's technology e.g. cameras, CCTV to investigate hot spot areas	No. of sites camera installed	None	Ian Webster & Mark Tooley	TBC	Yes	
	3.3 Look at external campaigning funding to support the work of the Taskforce around cleaner & greener District	Bids submitted for suitable campaign funding	Unknown	Zero Litter Campaign working group members	April 2022	Yes – bid can be delivered within current resource	Subject to successful bid
	3.4 Investigate reports of littering/fly tipping where sufficient evidence is available	No. of reports	None	Ian Webster & Mark Tooley	Ongoing	Yes	

Theme four	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current resources (Y/N)	Specify extra resources if required
Joint Working	4.1 Waste Services & Environmental Protection will meet on a bi-monthly basis	At least one campaign is jointly developed per	Nil	Ian Webster/ Mark Tooley/ Dean Hughes/ Mick Hughes	Ongoing	Yes	

		year					
	4.2 Partnership working with district and parish councils	TBC	Nil	Community Focus	Ongoing	Yes	
	4.3 Debrief from annual litter pick of A42 – intelligence from Street Cleansing team	Tonnage collected Litter type Campaign	TBC	Dean Hughes, Ian Webster, Mark Tooley	Ongoing	TBC	

Year 2022 / 2023

Theme one	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current resources (Y/N)	Specify extra resources if required
Changing behaviour							

Theme two	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current resources (Y/N)	Specify extra resources if required
Litter Infrastructure	2.1 Monitor litter bin technology i.e. solar and funnel, and trial in appropriate areas	Reduction of litter in area and usage of bin		Dean Hughes			
	2.2 Monitor litter bin usage and remove if not needed	Crew time saved, amount		Dean Hughes			

		of litter in area, complaints received					
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Theme three	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current resources (Y/N)	Specify extra resources if required
Enforcement	3.3 Look at external campaigning funding to support the work of the Taskforce around cleaner & greener District	Bids submitted for suitable campaign funding	Unknown	Zero Litter Campaign working group members	April 2022	Yes – bid can be delivered within current resource	Subject to successful bid

Theme four	Action (SMART)	Outcomes / Measurable	Finance	Lead Officer	Date of action	Delivered within current resources (Y/N)	Specify extra resources if required
Joint Working	4.1 Waste Services & Environmental Protection will meet on a bi-monthly basis	At least one campaign is jointly developed per year	Nil	Ian Webster/ Mark Tooley/ Dean Hughes/ Mick Hughes	Ongoing	Yes	
	4.2 Partnership working with district and parish councils		Nil	Community Focus	Ongoing	Yes	

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Communications

To be completed

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