

Title of Report	ZERO LITTER CAMPAIGN STRATEGY	
Presented by	Cllr Andrew Woodman Community Services Portfolio Holder	
Background Papers	Agenda for Community Scrutiny Committee on Wednesday, 24th November, 2021, 6.30 pm - North West Leicestershire District Council (nwleics.gov.uk)	Public Report: Yes
		Key Decision: Yes
Financial Implications	None apparent from the report	
	Signed off by the Section 151 Officer: Yes	
Legal Implications	None apparent from the report	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	Any implications are identified in the report	
	Signed off by the Head of Paid Service: Yes	
Purpose of Report	To seek approval of the Zero Litter Campaign and Action Plan	
Reason for Decision	To ensure the reduction of littering, fly tipping and dog fouling across the district.	
Recommendations	THAT CABINET APPROVES THE ZERO LITTER CAMPAIGN AND ACTION PLAN	

1.0 BACKGROUND

- 1.1 The Covid-19 pandemic has put many teams within the council under different pressures. The Government's stay at home message meant that many people had more time and could undertake tasks such as clearing their homes and gardens or volunteering.
- 1.2 Since the start of the pandemic officers have seen a huge increase in volunteer litter picking equipment requests rising from 55 in 2019/20 to 210 in 2020/21. The number of volunteers has risen from 170 in 2020 to over 370 in 2021.
- 1.3 This took an unprecedented amount of officer time to register the volunteers, ensure they are signed up to the health and safety procedures and deliver the volunteer litter picking kits.
- 1.4 During the height of the pandemic, the street cleansing team were receiving

around 100 requests for bagged litter collections every day from the additional volunteer litter pickers, meaning that extra staff had to be employed to take on the work.

- 1.5 An improved reporting system was established to manage the requests by using a booking system allowing the team to plan the collections, which have now returned to pre-Covid levels of around 30 a week. The additional staff are still working within the team as they are supporting street cleansing as a result of some long term sickness absence.

2. DOG FOULING

2.1 Reported cases

Year	Cases
2019/2020	195
2020/2021	251
2021/present	70

There have been 3 Fixed Penalty Notices (FPNs) issued during 2019-2020 for breach of Public Spaces Protection Order (PSPO) by dog fouling and 1 FPNs issued during 2020-2021 to date.

2.2 Issues that have been encountered when dealing with these cases are:

- Not enough evidence available to warrant the investigation to progress.
- Some reports are of dog fouling in a location only with no details of an offender.
- Some request signage to be installed.
- During 2020-2021 the council's safe systems of work protocols restricted face to face contact in line with Covid restrictions which resulted in dog fouling cases being put on hold; and
- Cameras have been used but they only show an offence and do not provide details of the offender.
- Since evidence is difficult to gather in dog fouling cases the council also uses campaigns and signage to try and inform and educate the public of the health risks associated with dog fouling and the offences. However, if we do have sufficient evidence of an offence, we can issue a FPN to the offender.

2.3 In March 2021, the district wide PSPO in relation to dog control was extended for a further two years with no amendments. This allows officers to deal with:

- **Failing to remove Dog Faeces**

It is an offence if you don't remove the faeces of any dog in your charge immediately from any land open to the air which the public are entitled or permitted to have access to within the North West Leicestershire District Council (NWLDC) area.

- **Dogs on lead by order**

Anyone who is in charge of a dog that is deemed out of control by an authorised NWLDC officer will be guilty of an offence if they do not comply with the direction from that officer to put and keep the dog on a lead.

- **Exclusion of Dogs**

Anyone who is in charge of a dog will be guilty of an offence if they allow the dog to enter or remain in a fence/enclosed children's play area or designated

marked sports pitch or athletic area.

- **Means to pick up**

Anyone who is in charge of a dog will be guilty of an offence if they fail to produce an appropriate means to pick up the dog faeces following a request from an authorised NWLDC officer.

- 2.4 The Environmental Protection team has introduced a Dog Fouling Assessment form to assist during a site visit. This enables the amount of dog fouling seen within 100 metres either way of the reported location to be recorded. These are spray marked, with up to three repeat site visits made to record the level of the problem. This work has been included within the “Zero Litter Campaign” and the team is working on new signage to incorporate the fact that dog owners are picking up but then discarding full bags.

3. LITTERING

3.1 Reported cases and FPN's

Year	Cases	FPN's
2019/2020	287	36
2020/2021	350	4
2021/present	118	25

- 3.2 One off funding in the council's 2021/22 budget has been utilised to purchase new cameras which will have the potential of recording vehicle registration numbers in low light conditions.
- 3.3 From April 2021 12 campaigns have been held which has resulted in 40 littering cases being investigated and 22 FPNS being issued for littering. The campaigns take place on a monthly basis by officers in the Environmental Protection Team.
- 3.4 A new automated system of online forms is now available which allows volunteer litter pickers to order kit and book a waste collection. Officers have also introduced different coloured bags for our volunteer litter pickers changing from clear to blue. This was a countywide decision along with the other 7 district councils within Leicestershire which should reduce the number of reports received where volunteer waste is confused with a fly tip.

4.0 FLY TIPPING

4.1 Reported cases and FPN's

Year	Cases	FPN's
2019/2020	696	39
2020/2021	1482	4
2021/present	386	1

- 4.2 One off funding in the council's 2021/22 budget has been used to purchase new cameras which will have the potential of recording vehicle registration numbers in low light conditions.
- 4.3 Officers have been through the renewal process for the PSPO which restricts

vehicular access on Netherfield Lane, Sawley and surrounding areas. The original PSPO was introduced in 2019 to reduce fly tipping. The renewal was approved at Cabinet in December 2021 and will be in place for a further 3 years.

- 4.4 In 2018 Netherfield Lane was reported on national television as being the worst fly tipped road in England. Since the introduction of the PSPO there has only been a handful of incidents largely due to the retractable barrier which was installed under the order.

5.0 NEXT STEPS/ZERO LITTER CAMPAIGN

- 5.1 Littering in the district cuts across a number of departments within the council. In order to tackle littering in the best way possible a task force has been set up with representatives from a number of departments. The taskforce has already implemented several changes to how littering is dealt with. These include:

- Introduced a new litter picking procedure for communities to litter pick safely and have their hard work collected by the Council in blue bags.
- Distributed over £6,000 of litter picking kit to 23 town/parish councils and individual litter pickers.
- 40 littering cases have been investigated and 22 FPNs have been issued for littering.
- 3 FPNs have been issued for fly tipping; and
- Held educational talks with workers at a large employer in Coalville to advise them not to drop cigarette ends during breaks.

- 5.2 The Zero Litter Campaign will run for two years and will include partnership working, education, litter bins, enforcement, communication and much more.

- 5.3 The Action Plan is separated by themes, the headings are Changing Behaviour, Litter Infrastructure, Enforcement and Joint Working. Some of the actions include participation in local and national campaigns, litter bin usage and technology options, use of CCTV cameras in hotspot areas and partnership working with colleagues across the County,

- 5.4 The Zero Litter Campaign document and Action Plan at Appendix 1, was presented to Community Scrutiny Committee on the 24 November 2021. Community Scrutiny supported the great work that was being conducted and planned for a further two years to tackle litter in the District. The minutes can be viewed at [Agenda for Community Scrutiny Committee on Wednesday, 24th November, 2021, 6.30 pm - North West Leicestershire District Council \(nwleics.gov.uk\)](#)

- 5.5 Some key comments from scrutiny included:

- the level of fines issued and if this was a big enough deterrent
- the level of fly tipping incidents and the number of prosecutions. This led to a discussion on the need for strong evidence
- the need to review litter picking and deposit scheme incentives

Policies and other considerations, as appropriate	
Council Priorities:	<ul style="list-style-type: none"> - Developing a clean and green district - Our communities are safe, healthy and connected
Policy Considerations:	<p>Climate Change & Zero Carbon Roadmap - North West Leicestershire District Council (nwleics.gov.uk)</p> <p>https://www.nwleics.gov.uk/pages/recyclemore</p>
Safeguarding:	N/A
Equalities/Diversity:	N/A
Customer Impact:	<p>Legislation allows the local authority to fine people who are caught littering, fly tipping and not picking up after their dog.</p> <p>Working with volunteer groups to keep the district clean encourages others to keep the areas they live in clean and litter free.</p>
Economic and Social Impact:	Heavily littered areas have a detrimental effect on the people who live and visit there, often crime and anti-social behaviour is higher in these areas.
Environment and Climate Change:	The fines help towards a cleaner district. Removing litter prevents damage to wildlife and water courses.
Consultation/Community Engagement:	N/A
Risks:	<p>The legislation allows officers to fine people who do not comply.</p> <p>The fine levels are set by Government.</p>
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