

Zero Litter Campaign 2022 - 2024



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This document and action plan is managed and implemented by the following teams:

- Waste Services
- Environmental Protection
- Communications
- Community Focus



Executive Summary

We want to capture the momentum established in 2021 by community groups across the district to tackle litter. Taking a one council approach, a collection of departments are working together to introduce a project to reduce litter, change behaviour and educate individuals about its impact.

The campaign will work alongside other council initiatives, national and regional activity to encourage individuals and businesses to keep North West Leicestershire clean and green.

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 work from across the authority.

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 percent 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 promotes regular reporting, including a '**litter dashboard**', that uses a variety of measures 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.

Visitors flocked to the countryside when lockdown restrictions were first introduced in 2020, and numbers have remained high. 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 an

increase in littering opportunities. The Department for Environment, Food and 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 worked alongside Keep Britain Tidy's **Love Parks** campaign, which encouraged people to treat parks with respect.

During the last century activities, products and people have moved more and more towards a throwaway society. While the introduction of single-use plastics brought great convenience, it has been at the expense of the environment.

Over the last decade there has been increased understanding of the health and environmental issues caused and there has been more discussion about 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 and Co have already changed direction in their marketing campaigns such as '**Buy Better, Wear Longer**'; this campaign promotes a shared responsibility on the environmental impacts of clothing production and use and encourages individuals to buy higher quality items and to wear them for longer.

Introduction

This change in companies' behaviour across the world has been spurred on by local shopper demand. 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 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 worked together to take responsibility to remove the litter they have seen increasing in their local areas. The North Leicestershire Litter Wombles started with a few individuals litter picking and sharing their results on social media; this quickly snowballed with more people pledging their support and the informal group now has a dedicated Facebook page that boasts **1,700 members** and counting. The Wombles collect on average more than **1,000 bags of grot** from across the district each month. As a council we have also seen a significant increase in requests to register as volunteer litter pickers. The number of individual volunteers has risen sharply from 170 in 2020 to 370 in 2021.

Over the last three years we have received 938 complaints in relation to litter.

To tackle this issue we have:

- Two senior enforcement officers
- Two enforcement officers
- 370 volunteer litter pickers
- 15 street cleansing staff
- 10 vehicles including sweepers and vans
- One CCTV van
- Seven trail cameras

Over the last three years, street cleansing staff have collected **1,109 tonnes of litter and 3,268 tonnes of sweepings** from across the district. In addition, from April 21 to September 21 the team collected around **85 tonnes of bagged litter** collected by volunteer litter pickers

The level of littering led to an internal taskforce being created, to bring council departments together to share ideas, experiences and resources. The taskforce instantly recognised a number of quick wins, and some longer-term goals.



Introduction

So far the team has:

- Improved our online report it tool for customers
- Made it easier to volunteer as a litter picker
- Made it easier to arrange for volunteer litter to be collected
- Received £15,000 to give litter picking equipment to parish councils and individuals

The team has distributed 466 litter picking kits to local parish and town councils.

Litter Picking Equipment Budget for Parish Councils

Total budget £15,000.00

Name of Parish Council (select from list)	Kit Qty
Castle Donington Parish Council	20
Coleorton Parish Council	20
Swannington Parish Council	20
Snarestone Parish Council	20
Lockington cum Hemington Parish Council	20
Appleby Magna Parish Council	20
Heather Parish Council	20
Ravenstone with Snibston Parish Council	20
Ashby de la Zouch Town Council	20
Ellistown and Battleflat Parish Council	20
Osgathorpe Parish Council	20
Whitwick Parish Council	20
Measham Parish Council	20
Kegworth Parish Council	20
Swepstone Parish Council	20
Ibstock Parish Council	20
Worthington Parish Council	20
Ashby Woulds Town Council	20
Chilcote Parish Meeting	20
Belton Parish Council	20
Hugglescote and Donington le Heath Parish Council	20
Breedon on the Hill Parish Council	20
Long Whatton and Diseworth Parish Council	20
Normanton le Heath Parish Meeting	6

Introduction

Our Recycling Focus

In April 2019 we launched our **Recycle More...** campaign, with the aim of increasing district recycling rates to 50 percent by 2023.

One of the key actions within campaign is to encourage on-the-go recycling to help reduce litter. Single-use items including sandwich packaging, coffee cups, drinks cans and bottles, tend to be found in high footfall areas such as town centres, high streets and parks.

On-the-go recycling and litter is a real challenge, we have already seen that 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 these facilities have been withdrawn. New solutions are needed to encourage people to recycle when they are out and about.

As a council and district we are 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 a number of other schemes running in the UK to reduce on-the-go waste. The Refill app helps people to find the nearest place to refill water bottles for free, reducing the need to buy water when out.

The Council supports the refill scheme, 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 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.

The UK Government has indicated it will introduce a deposit scheme for cans, and plastic and glass bottles in its **Our Waste, Our Resources** strategy published in December 2018. This could see shoppers pay a deposit for the container when buying a canned or bottled drink, this would be refunded when taken to a reverse vending machine. An additional benefit of a deposit scheme is the reduction of litter.

Behaviour Change

Behaviour change is a key part of tackling littering.

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."

We want to encourage people to be responsible for their own litter and encourage people to take it home and dispose of it correctly.

We also want to educate and inform people of their responsibilities in order to ensure waste is disposed of correctly if using an individual/business to collect waste. 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

Our 2013/14 **Keep Your Cab Fab** campaign 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, which was

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 multilingual stickers for the drivers' cabs. Gathering information on their drivers' behaviour and using results to assist in composing a document to present as suggestions for planning policy.
2. Producing 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 and an interview with a female haulage driver to give a different perspective of haulage drivers' lives.
4. Street cleansing teams distributing information and snack wagons to add multilingual stickers to food bags and raise awareness of staff reporting system.
5. Conducting McMarathons (observations of littering offences) at all three McDonalds within the district and using enforcement at litter hotspot areas including traffic lights and junctions.

Street Cleansing

What they do

As the litter authority it is our duty to keep land in our area clear of litter and refuse (including dog mess), as far as it practicable. We work to the **Code of practice on litter and refuse**.

The street cleaning team regularly empties litter bins, litter picks, removes fly tipping and sweeps roads, footpaths and public areas including car parks.

In order to do this, the team follows routes to ensure that all litter bins in the district are emptied regularly and areas litter picked. The team uses three different sized sweepers, two large HGV's for sweeping roads, a medium sized sweeper for roads and car parks where the large one cannot access and two pavement sweepers. These also follow regular routes and are on a rota covering main, urban and rural roads. Litter picking and harder to reach areas such as heavily parked streets and narrow walkways are cleared using equipment such as litter collection barrows that the team can push along narrow streets.

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

The team litter picks the laybys of the A42 weekly, removing around one tonne of litter each time.

The team also collects bagged waste left by volunteer litter pickers, provides bins and litter picking at events and supports parish

councils and other groups and 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 easy to install and can be removed without causing any damage to the highway. Post mounted bins are installed in areas that do not need a large capacity bin or where the footpath is not wide enough for one.

Additional litter bin requests are dealt with on an individual basis, first the area is assessed to ensure teams can safely install and empty it. The area is also monitored to see if there is a need for a bin, if both requirements are met one 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 to develop targeted communication and enforcement.

There are new technologies for litter bins including solar panel bins and funnel bins. As part of this action plan, the team consider a number of options including suitability, cost, efficiency and safety. The team will also consider installing trial bins in appropriate areas and monitor before investing in more.

Street Cleansing

Additional cleansing

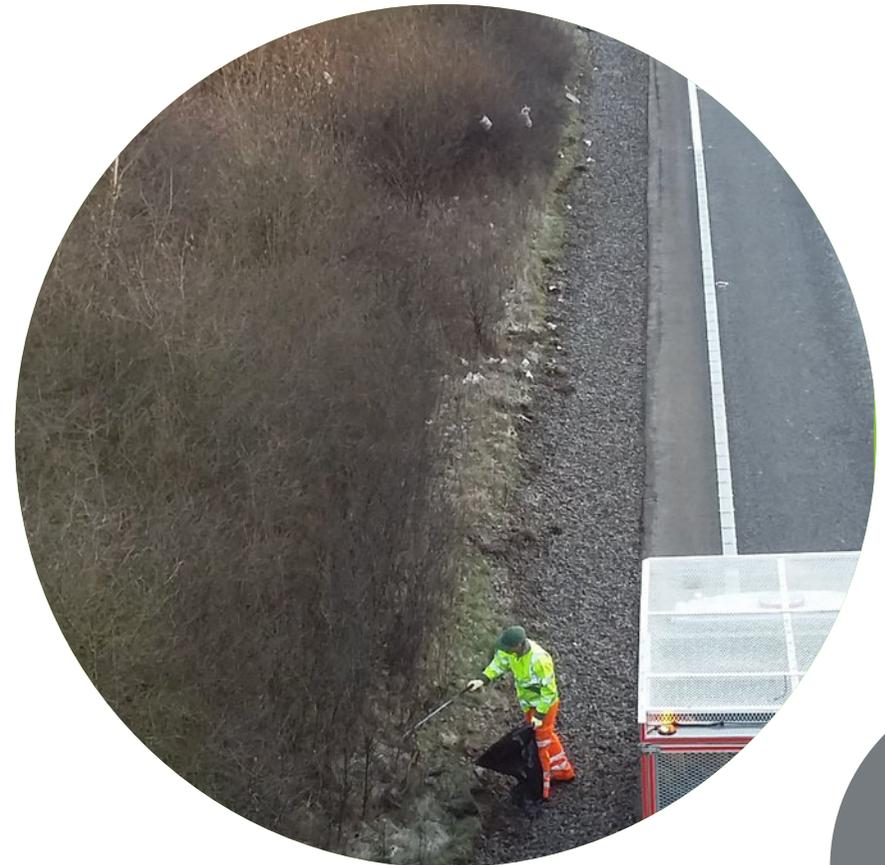
A42 - As this major A-road is not a motorway, the responsibility to keep it clean falls to the district council. An **annual programme** of works is carried out every September/October to litter pick and sweep this busy road.

For six weeks, crews work early on a Saturday and Sunday morning before the road becomes too busy, clearing four 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 traffic and weather are monitored throughout to ensure the safety of those working: if it becomes too hazardous the crews are removed for their safety.

Across the six-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, details are shared with colleagues to focus campaigns and enforcement to reduce future littering.

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 them.

Dangerous roads – There are many windy rural roads in the district that do not have pavements for safe litter picking. These types of road are litter picked in the early mornings in the shadow of a sweeper vehicle.



Street Cleansing

Creating cleaner places

Street cleansing staff, supervisors and enforcement officers 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 increases cleaning in the area while the emerging issue is being managed, this action alone often deters littering behaviour. While working their usual routes the team identifies areas that need additional resource in order to keep them to the required standard.

The graded standards shown 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 receives a large volume of littering and fly tipping complaints each year and is continually developing new and innovative ways to tackle the issues but still relies on members of the public reporting incidents.

It is important that members of the public are aware that the team requires 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 is often unable to investigate the incident.

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

To help gather evidence the team uses trail cameras, a CCTV van and one of three drones. The use of these technologies is always published by the displaying of CCTV monitoring signs. If the cameras catch the offence taking place, it will be followed up by the enforcement team.

If enough evidence is gathered, we can take appropriate action against the offender. This can include:

- Issue a fixed penalty notice
- Prosecution

- Recover the cost of clearing up the waste/fly tip from the offender
- Use Proceeds of Crime legislation to recover profits made by businesses by not disposing of waste correctly/legally.

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



Enforcement

#IfOnly

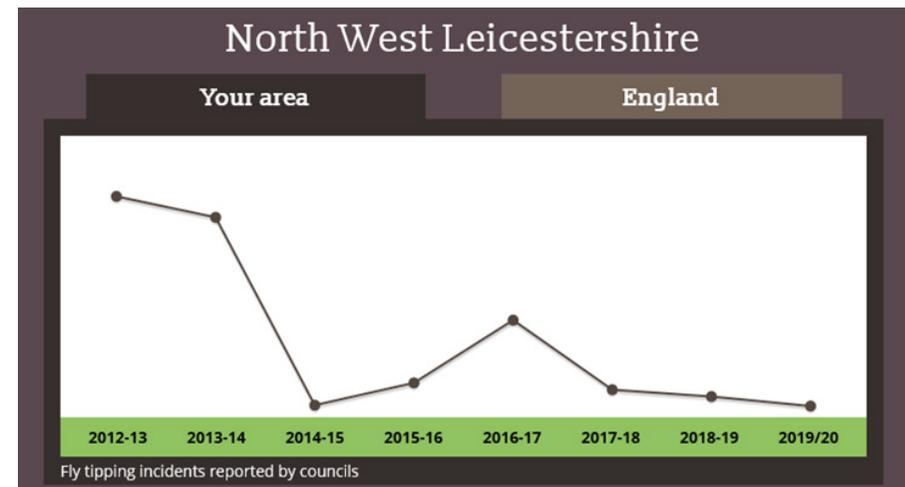
In 2018/19 the council was involved in a county-wide campaign to reduce fly tipping and raise awareness around householder's duty of care in relation to their waste.

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

The video jingle and message was also aired across local radio stations throughout Leicestershire in a bid to spread the message wider. The key campaign message was that if people don't make the necessary checks, and their waste was dumped or illegally disposed of, they could receive a fine.

The campaign successfully delivered the education around duty of care, which meant we also saw a reduction in fly tipping cases.

The graph opposite shows the decline during the year of the campaign the years that followed.



Enforcement

The BIG Bring Site Clean-Up

In 2017 the council launched a local campaign to raise awareness around recycling 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 we investigated **49 cases of fly tipping**, issued 43 Fixed Penalty Notices for littering and six for fly tipping. With this and other information and reports from the public we identified five hotspot sites.

A set of roadshows were held at the sites and new signage installed to engage and educate the public. Where our CCTV van was used it created an eye-catching focal point and highlighted the enforcement action we take.

To support the education an information leaflet highlighted **Your Waste, your responsibility** giving information regarding the sites and highlighting householder's duty of care when disposing of their waste.

Following the campaign, in the first quarter of 2018, there was a 47 percent reduction from the previous year in Fixed Penalty Notices being issued.

The campaign was shortlisted alongside seven other councils in the **LGC Awards**, recognising the best campaigns across local government.



Enforcement

Dog Watch and Dog Watch Rural

These are our longest running and most successful campaigns to date, aimed at dog walkers to raise awareness of the potential health risks to humans and livestock if they come into close contact with dog faeces. Both campaigns highlight the duty to pick up and dispose of dog waste have been recognised nationally for their innovative approaches to education.

Dog Watch raises 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 won the prestigious **MJ Awards** in 2016. The campaign also reached the finals of the **Keep Britain Tidy Awards** in 2016 and 2019.

Dog Watch Rural raises vital awareness around the diseases Neosporosis and Sarcocystosis which infects livestock if they come into contact with infected dog waste. 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 recognised in 2018 at the **Keep Britain Tidy Awards**.



Dog Watch Rural

Dog fouling can cause cows and sheep to abort their young therefore please keep your dogs on the public footpath

Pick up after your dog or face the fine £100

01530 454545 • www.nwleics.gov.uk/report • [@NWLEnviro](https://twitter.com/NWLEnviro)
CCTV may be in operation in this area



Enforcement

Fixed Penalty Notices Issued

	2019/20	2020/21	2021/present
Littering	36	4	37
Fly tipping	45	3	5

Prosecutions

Littering - 2019

1 - received a fine of £1,642

Fly Tipping - 2019

2 – both received fines of £750



Enforcement Statistics

Table showing the number of cases received each year:

	2018/19	2019/20	2020/21
Littering	273	286	379
Fly tipping	894	1,237	1,623

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

	2018/19		2019/20		2020/21	
Littering	28	£3,420	36	£2,940	4	£450
Fly tipping	37	£4,100	45	£4,020	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 as one council 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.

We want to ensure all staff champion the council and the Zero Litter campaign throughout the district. This is particularly important as teams from across the council can reach residents, businesses and stakeholders. All teams have a part to play in raising awareness, collecting feedback and gathering evidence to support the project.

Parishes and town councils

There are 25 parish and town councils and five parish meetings in North West Leicestershire. It is important our parishes feel engaged and informed as they play an important and invaluable role in the promotion of campaigns.

The Community Focus team's monthly parish newsletter is used to publicise district council campaigns and helps parishes and town councils to promote them in their own communities. This can be through their websites, social media platforms, notice boards and meetings. Further detailed information is also provided at parish liaison meetings, held four times a year, through presentations and workshops.

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."



Joint working

Karen Stirk – Swepstone 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 – e.g. 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!”



Joint working

Businesses

It is important to work with business on reducing litter:

- 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 could have a negative impact on a business's reputation and reduce trade
- Businesses are powerful role models for customers
- Businesses keeping clean, tidy and litter free premises have a positive influence on customer behaviour
- Businesses have the power to reduce their packaging.

Businesses with premises have a responsibility to keep their land clear of litter, to manage their waste and ensure areas 100m either side of their business is kept clean and tidy.

As a council we have the power to force businesses clean up if they create too much litter.

Events

As a vibrant district with thriving towns and villages, there are a number of large community events that we can attend to help promote our campaigns. These include, Picnic in the Park, Jim's Tractor Run and Castle Donington Music Festival.

Smaller pop-up events in town centres and supermarkets, and specifically those in areas identified as having higher levels of littering or fly tipping, should also be attended where possible.

We aim to make event workshops interactive and engaging to attract different audiences.



Joint working

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 continue to 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. As children are impressionable, much of the information they learn at school is taken home to family members and discussed with friends.

As with events, we work to ensure sessions in schools are interactive and age appropriate.

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 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 in Leicestershire is important for sharing information and learning. Working together and sharing information between similar teams is important, but senior leadership and policy writers are also key audiences for partnership working.

Volunteers

Volunteers and organised groups have a key role to play in the battle against litter. We recognise that as the district council we are unable to combat the amount of litter across the district alone.

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

How we will involve volunteers in the future:

- Keep local momentum: offer continued support for local community groups to reduce project reliance on a few key volunteers
- Best practice: sharing successful methods of engaging hard to reach groups
- Collaborative working: working with businesses, private organisations, voluntary groups and charities to help increase support for voluntary groups
- Review communication: promoting recent successes and learning from others to help raise awareness.



What happens next?

Teams from across the council have created an action plan, including all of the ideas presented so far, to help us reach our ambitious target of having Zero Litter in the district in just two years.

The two-year plan will be supported by a communications strategy, to ensure we continue to learn from the campaign and the evidence and data we collect.

The Zero Litter campaign team will continue to meet and monitor progress against the actions detailed in the two-year plan.

Action Plan

Year 2021 / 2022

Theme one	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
1. Changing behaviour	1.1 Participate in the countywide fly tipping campaign	Engagement on social media Reduce number of Duty of Care and Fly Tipping offences	Environmental Protection	April 22 – June 22	Yes
	1.2 Undertake a roadside litter campaign each month	No. of offences witnessed	Environmental Protection	Monthly	Yes
	1.3 Participate in the Keep Britain Tidy annual Big Spring Clean	No. of participants and volume of waste collected	Environmental Protection	March 2022	Yes
	1.4 Use social media to promote home owner responsibilities when disposing of waste	Engagement on social media	Environmental Protection	April 22 - June 22	Yes
	1.5 Distribute litter picking equipment to volunteers	No. of volunteers and kits distributed	Environmental Protection		Yes
	1.6 Refresh dog watch rural	Reduce dog fouling complaints in rural	Environmental Protection		Yes

Action Plan

Year 2021 / 2022

Theme two	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
2. Litter Infrastructure	2.1 Monitor if additional vehicles and staff are required to help with demand of bin emptying/litter picking	Decision required after monitoring has taken place for additional vehicles/support	Waste Services	Ongoing	Yes
	2.2 Monitor litter bin technology i.e. solar and funnel, and trial in appropriate areas	Reduction of litter in area and usage of bin	Waste Services	Ongoing	Yes
	2.3 Monitor litter bin usage and remove if not needed	Crew time saved, amount of litter in area, complaints received	Waste Services	Ongoing	Yes

Action Plan

Year 2021 / 2022

Theme three	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
3. Enforcement	3.1 Undertake a roadside litter campaign each month	No. of offences witnessed	Environmental Protection	Monthly	Yes
	3.2 Use the council's technology e.g. cameras, CCTV to investigate hot spot areas	No. of sites camera installed	Environmental Protection	Ongoing	Yes
	3.3 Look at external campaigning funding to support the work of the Taskforce around cleaner and greener District	Bids submitted for suitable campaign funding	Zero Litter Campaign working group members	April 2022	Yes – bid can be delivered within current resource
	3.4 Investigate reports of littering/fly tipping where sufficient evidence is available	No. of reports	Environmental Protection	Ongoing	Yes

Action Plan

Year 2021 / 2022

Theme four	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
4. Joint Working	4.1 Waste Services & Environmental Protection will meet on a bi-monthly basis	At least one campaign is jointly developed per year	Waste Services and Environmental Protection	Ongoing	Yes
	4.2 Partnership working with district and parish councils	Improved communication and participation in district wide campaigns	Community Focus	Ongoing	Yes
	4.3 Debrief from annual litter pick of A42 – intelligence from Street Cleansing team	Tonnage collected litter type and campaign	Waste Services and Environmental Protection	Ongoing	Yes

Action Plan

Year 2022 / 2023

Theme one	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
1. Changing behaviour	1.1 Participate in the countywide fly tipping campaign	Engagement on social media Reduce number of Duty of Care and Fly Tipping offences	Environmental Protection	April 22 – June 22	Yes
	1.2 Undertake a roadside litter campaign each month	No. of offences witnessed	Environmental Protection	Monthly	Yes
	1.3 Participate in the Keep Britain Tidy annual Big Spring Clean	No. of participants and volume of waste collected	Environmental Protection	March 2022	Yes
	1.4 Use social media to promote home owner responsibilities when disposing of waste	Engagement on social media	Environmental Protection	April 22 - June 22	Yes
	1.5 Distribute litter picking equipment to volunteers	No. of volunteers and kits distributed	Environmental Protection		Yes

Action Plan

Year 2022 / 2023

Theme two	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
2. Litter Infrastructure	2.2 Monitor litter bin technology i.e. solar and funnel, and trial in appropriate areas	Reduction of litter in area and usage of bin	Waste Services	Ongoing	Yes
	2.3 Monitor litter bin usage and remove if not needed	Crew time saved, amount of litter in area, complaints received	Waste Services	Ongoing	Yes

Year 2022 / 2023

Theme three	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
3. Enforcement	3.1 Undertake a roadside litter campaign each month	No. of offences witnessed	Environmental Protection	Monthly	Yes

Action Plan

Year 2022 / 2023

Theme four	Action (SMART)	Outcomes / Measurable	Lead Team	Date of action	Delivered within current resources (Y/N)
4. Joint Working	4.1 Waste Services & Environmental Protection will meet on a bi-monthly basis	At least one campaign is jointly developed per year	Waste Services and Environmental Protection	Ongoing	Yes
	4.2 Partnership working with district and parish councils	Improved communication and participation in district wide campaigns	Community Focus	Ongoing	Yes

Communications

To support the delivery and implementation of the action plan a communications strategy will be developed.

The plan will use audience research, evaluation from previous campaigns and will evolve through the two-year plan. While items may be initially added, we will review how effective they are to ensure we're achieving our aims of reducing litter, raising awareness and changing behaviour.

Our target audiences will vary depending on the theme and messages we are communicating, however they will include:

- Schools
- Volunteers
- Parish and town councils
- Community groups
- Our councillors
- Our staff
- Residents of the district
- Business owners and managers in the district

