

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COMMUNITY SCRUTINY COMMITTEE – THURSDAY, 4
APRIL 2024**



Title of Report	UPDATE ON ZERO LITTER CAMPAIGN AND LAUNCH OF LOVE YOUR NEIGHBOURHOOD	
Presented by	Paul Sanders Head of Community Services	
Background Papers	Agenda for Cabinet on Tuesday, 11th January, 2022, 5.00 pm - North West Leicestershire District Council (nwleics.gov.uk)	Public Report: Yes
Financial Implications	Zero Litter and Love Your Neighbourhood campaigns are being delivered from existing budgets. The Love Your Neighbourhood project includes an application to the Bardon Quarry Community Fund and £5,000 allocation of UK Shared Prosperity funding.	
	Signed off by the Section 151 Officer: Yes	
Legal Implications	No direct legal implications arising from the report.	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	No direct staffing or corporate implications arising from the report.	
	Signed off by the Head of Paid Service: Yes	
Reason Agenda Item Submitted to Scrutiny Committee	To provide Community Scrutiny with an update on the completed Zero Litter campaign including an evaluation. To give Community Scrutiny an overview and opportunity to comment on the proposed Love Your Neighbourhood campaign.	
Recommendations	COMMUNITY SCRUTINY COMMITTEE IS REQUESTED TO: 1. NOTE THE UPDATE AND EVALUATION OF THE ZERO LITTER CAMPAIGN 2. PROVIDE COMMENTS AND ANY RECOMMENDATIONS ON THE LOVE YOUR NEIGHBOURHOOD CAMPAIGN TO CABINET AHEAD OF ITS CONSIDERATION OF THE MATTER ON 23 APRIL	

1.0 BACKGROUND

- 1.1 Littering in the district spans across a number of Council services such as Street Cleansing and Environmental Protection. In order to tackle littering in the best possible way a task force was set up with representatives from these services. The taskforce implemented several changes to how littering was dealt with. These included:
- Introducing a new litter picking procedure for communities to litter pick safely and be collected by the Council in blue bags
 - Distributing over £6,000 of litter picking kit to 23 town/parish councils and individual litter pickers
 - Investigating littering and fly tipping cases and issuing FPNs where appropriate through regular patrols to hot spot areas
 - Holding educational talks with workers at a large employer in Coalville to advise them not to drop cigarette ends during breaks
- 1.2 The group developed the Zero Litter campaign. The campaign ran for two years and included partnership working, education, litter bins, enforcement and communication.
- 1.3 The Zero Litter campaign Action Plan covered the following themes: Changing Behaviour, Litter Infrastructure, Enforcement and Joint Working. Some of the actions included participation in local and national campaigns, litter bin usage and technology options, the use of CCTV cameras in hotspot areas and partnership working with colleagues across the county.
- 1.4 The campaign was agreed at Cabinet in January 2022. The Campaign and Action Plan can be seen in the background papers via the link above.

2.0 EVALUATION

- 2.1 At the end of the Zero Litter campaign, the task force reviewed the actions to evaluate the successes and take on board any learning using an evaluation template. On the whole, the Zero Litter campaign was very successful particularly in relation to the following:
- The County-wide fly tipping campaign
 - The Keep Britain Tidy Big Spring Clean resulted in 1,250kg of waste being collected over the 2 years
 - As a result of this campaign there are now nearly 600 volunteer litter pickers
 - Over 19,000 bags have been given out to volunteer litter pickers
 - Over the two years the campaign has attracted 319 new volunteer litter pickers
 - 28 FPNS and one prosecution for littering from vehicles
 - Successful deployment of the matrix trailer covering 132 miles of the County
 - 34 deployments in 23/24 of the matrix trailer in North West Leicestershire
 - Litter pick on the A42 resulted in 38 tons of sweepings and detritus and 15 tons of litter picked
- 2.2 A detailed evaluation of each action can be found in Appendix 1.

3.0 Love Your Neighbourhood

- 3.1 The working group set up in the Zero Litter campaign, continue to meet and have included more teams from across the Council including Parks and Council Housing. They have built on the success of the Zero Litter campaign and taken on board the evaluation and learning from the campaign and have developed a three year Love

Your Neighbourhood (LYN) campaign. The aim of this campaign is to continue with the education but also leave a legacy.

3.2 An action plan for the first year of the campaign has been developed and the themes are:

- Changing behaviour
- Enforcement
- Community Engagement
- Weekend of action.

This will be evaluated and the second and third year action plan will be developed from the findings of the year one action plan.

3.3 The LYN project will be funded from existing resources. However, applications will be made to the Bardon Aggregates Community Fund and £5,000 has been allocated from the UK Shared Prosperity funding (UKSPF).

3.4 The new topic for this campaign is the Weekend of Action.

3.5 The weekend of action will be held on 6 and 7 of July across the district and additional support will be provided in three targeted areas. The areas have been chosen because they have lower than normal recycling rates and the highest data for localised fly tipping and littering issues. The areas are:

- Thringstone
- Greenhill
- Measham

3.6 The three targeted locations will receive additional officer support to allow for pop up events. The themes and activities being developed in the three targeted areas include the following:

- Low recycling rates
- Fly tipping
- Accumulations in gardens and fire risk – bulky waste
- Community litter picks
- Pavement parking
- Dog fouling

3.7 The draft LYN document and first year action plan can be found in Appendix 2.

3.8 The LYN campaign is being presented to Cabinet on 23 April to seek approval to launch the campaign in early May. Any comments from Community Scrutiny will be included in the Cabinet report.

Policies and other considerations, as appropriate	
Council Priorities:	Clean, Green and Zero Carbon.
Policy Considerations:	Any enforcement action taken will follow the Council's approved enforcement policy.
Safeguarding:	Any safeguarding concerns raised will be referred as appropriate.
Equalities/Diversity:	An equality impact assessment has been completed.
Customer Impact:	Residents will have the opportunity to take part in improving the environment they live in.

Economic and Social Impact:	The LYN campaign is targeting areas where there are reduced recycling rates, high levels of littering and fly tipping. These communities will have an opportunity to apply for funding through grants.
Environment, Climate Change and zero carbon:	The work will contribute towards improving the environment in North West Leicestershire by reducing enviro crime and educating the residents.
Consultation/Community Engagement:	The LYN campaign will involve working with communities to improve the environment.
Risks:	As part of its Corporate Governance arrangements, the Council must ensure that Risk management is considered and satisfactorily covered in any report put before elected Members for a decision or action.
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