

Zero litter theme	Zero litter action	Lead team	What went well?	What did not go so well?	What have we learnt from this?	Based on learning, what should we do next / in the future?
Changing Behaviours	1.1 Participate in the countywide fly tipping campaign	Environmental Protection	<ul style="list-style-type: none"> All local authorities in Leicestershire participated, including the City Raised awareness across the county in relation to waste which is not always associated with fly tipping, such as garden waste NWLDC reduced fly tipping during the campaign NWLDC Issued 2 fines in relation to fly tipping NWLDC engaged on social media with over 8000 impressions. Joint working with H&B on fly tipping issued on the border 	<ul style="list-style-type: none"> No report from the lead authority and limited feedback from the other authorities on their data and activities. This means we can only show results from our campaign Very little presence on social media by the other authorities 	<ul style="list-style-type: none"> The Leicestershire Waste Partnership group would be best equipped to take a lead on collecting the data from each authority. This is now in place for 2024/25 	<ul style="list-style-type: none"> A lead has been confirmed for the forthcoming campaigns
	1.2 Undertake a roadside litter campaign each month	Environmental Protection	<ul style="list-style-type: none"> Consistent patrols Staff participation Offences witnessed 	<ul style="list-style-type: none"> Needed to increase the use of social media to promote patrols by officers 	<ul style="list-style-type: none"> The public could of been made more aware that officers proactively patrol hotspot areas for littering and dog fouling 	<ul style="list-style-type: none"> Increase the use of social media to highlight enforcement patrols to show officers are proactively out on the district
	1.3 Participate in the Keep Britain Tidy (KBT) annual Big Spring Clean	Environmental Protection	<p>KBT Big Spring Clean was another successful campaign in terms of numbers of volunteers and volumes of waste collected. See figures below</p> <p>2022/23</p> <ul style="list-style-type: none"> 107 volunteers 12 streets covered plus open spaces 73 bags of waste collected weighing in at 530kg <p>2023/24</p> <ul style="list-style-type: none"> 104 registered volunteers 24 Streets covered 86 Bags of waste collected weighing in at 720kg 	<ul style="list-style-type: none"> By being slightly out of line with KBT dates, it meant the campaign did not have as much impact. This was due to capacity within the team 	<ul style="list-style-type: none"> To bring the dates of our community litter pick in the Spring back in line with KBT's Big Spring Clean 	<ul style="list-style-type: none"> Community litter pick for 2025/26 will be in line with KBT Big Spring Clean
	1.4 Use social media to promote homeowner responsibilities when disposing of waste	Environmental Protection	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Unable to action this as the Council were unable to have their own Facebook page due to Facebook rules. This came to light early on so other means for promoting home owner 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> The group is now aware that Facebook cannot be used so the group will continue with other social media sources and press releases etc

				responsibilities on social media channels were found.		
1.5	Distribute litter picking equipment to volunteers	Environmental Protection	Continued to receive a large number of requests for volunteer litter picking equipment. Here are the figures: 2022 – 2024 <ul style="list-style-type: none"> • Total of 591 volunteers • 319 litter pickers given out. • 304 hi vis vests supplied. • 19,765 bags given out. • 319 new volunteers. • 20 group litter picks consisting of a total of 419 volunteers. • Supported KBT, Big Spring Clean – see 1.3 	<ul style="list-style-type: none"> • Increases in cost for equipment and bags • Capacity within the team to deliver equipment and bags 	<ul style="list-style-type: none"> • Officers encouraged to make deliveries in conjunction with their other duties • Officers from other team are willing to help with deliveries 	<ul style="list-style-type: none"> • Due to the benefits of the volunteers and all of the work they do to support keeping the District cleaner and greener, the Council will continue to support individual volunteers and groups such as the North Leicestershire Litter Wombles
1.6	Refresh dog watch rural	Environmental Protection	<ul style="list-style-type: none"> • 16 landowners participated • Positive feedback from social media posts • Positive feedback from the landowners • Fresh new design for sign encouraging landowners to report issues • Fresh new design for signs to encourage dog walker to pick up and dispose of bagged waste responsibly 	<ul style="list-style-type: none"> • Confusion with other agencies promoting 'stick and flick' 	<ul style="list-style-type: none"> • Collecting data for measuring the outcome of the campaign is difficult and time consuming • Landowners reluctant to come forward 	<ul style="list-style-type: none"> • A new impact assessment is currently being prepared to improve outcome measures

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Litter Infrastructure	2.1 Monitor if additional vehicles and staff are required to help with demand of bin emptying/litter picking	Waste Services	<ul style="list-style-type: none"> Waste Services review initiated. This will be a review of our current services and operational requirements 	<ul style="list-style-type: none"> Sickness levels remain high and deployment of staff to ensure coverage is widely practised Industrial action affecting waste collection staff created priority of statutory duties and distribution of qualified staffing 	<ul style="list-style-type: none"> Further procedural review and policy changes are required to manage sickness and absence levels 	<ul style="list-style-type: none"> HR supporting through review of current sickness and absence policy
	2.2 Monitor litter bin technology i.e. solar and funnel and trial in appropriate areas	Waste Services	<ul style="list-style-type: none"> Footfall analysis confirmed North West Leicestershire district are predominately rural, main towns do not produce footfall for expense and maintenance programme for equipment 	<ul style="list-style-type: none"> Expense of equipment Maintenance support annual fees unsupported through financial requirements 	<ul style="list-style-type: none"> Continue to monitor litter levels and plan for installation of equipment if required Continuous monitoring of market development for future improvements 	<ul style="list-style-type: none"> Continue to monitor and explore developing products available to the market in support of further recycling avenues
	2.3 Monitor litter bin usage and remove if not needed	Waste Services	<ul style="list-style-type: none"> Identified areas that require further support and utilised grant funding 	<ul style="list-style-type: none"> New product development on the market place has not satisfied placement investigations within North West Leicestershire District. Products are aimed at high traffic city centres 	<ul style="list-style-type: none"> Current system and supply of litter bins adequate for usage at present levels 	<ul style="list-style-type: none"> Explore recycling street litter bins to ensure we are supportive of legislation changes and maximising capacity to recycle more

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Enforcement	3.1 Undertake a roadside litter campaign each month	Environmental Protection (EP)	<ul style="list-style-type: none"> Offences witnessed 28 FPN's issued for littering 1 prosecution for littering, £220 fine, total costs £1,118.00 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Continue to undertake the campaign as it was successful 	<ul style="list-style-type: none"> Campaign very successful and we will continue to use this approach to catch people who litter in the District
	3.2 Use the Council's technology e.g. cameras, CCTV to investigate hot spot areas	Environmental Protection	<p><u>Matrix Trailer</u></p> <ul style="list-style-type: none"> The Matrix trailer was will have been deployed on 34 occasions during 2023/24 and in line with the pre-planned schedule. Supporting the A42 Litter pick Supporting LWP with the "Its all fly tipping" campaign covering 132 miles across the county. Supporting district events for example Party in the Park. Supporting Community Safety Partnership in Ashby over the Christmas period giving "Stay Safe advice" <p><u>Cameras</u></p> <ul style="list-style-type: none"> Trail cameras have been deployed on 14 occasions in hotspot locations in an attempt to catch offenders committing fly tipping offences The pod camera has been deployed on three occasions capturing two offences with quality images from 73m 	<p><u>Matrix trailer</u></p> <ul style="list-style-type: none"> Wet weather conditions resulting in wet and soft verges have hampered the deployment. <p><u>Cameras</u></p> <ul style="list-style-type: none"> Difficulties in find suitable pod camera locations. Weather conditions not only affects the lens but hampers deployment. 	<ul style="list-style-type: none"> Consider using Council owned land with hard standing where a matrix trailer cannot be deployed, without a permit and at short notice Consider using private land to install pod cameras 	<ul style="list-style-type: none"> Be flexible with the schedule to enable the matrix trailer to be deployed without the need of a risk of going onto soft verges Contact landowners in rural areas to assist in deploying pod cameras Look into modifying the matrix trailer so a pod camera can be fitted
	3.3 Look at external campaigning funding to support the work of the Taskforce around cleaner and greener District	Zero litter campaign working group members		<ul style="list-style-type: none"> Although no external funding was secured as North West Leicestershire were not eligible for external funding at the time, the Zero Litter group did stay within budget and were able to deliver all of the relevant campaigns 	<ul style="list-style-type: none"> North West Leicestershire District Council was not eligible due to the criteria of some of the funding sources at the time 	<ul style="list-style-type: none"> N/A

3.4 Investigate reports of littering/fly tipping where sufficient evidence is available	Environmental Protection	<ul style="list-style-type: none"> Although evidence is often difficult to find there has been good success from fly tips visited by EP Seven FPN's for fly tipping offences Toolbox talks arranged with the Parks Team and Street Cleansing on best practise evidence gathering which resulted in six quality statements and evidence being presented to EP from the Parks Team 	<ul style="list-style-type: none"> Enforcement is difficult and involves a lot of Officer time Cases are totally reliant on evidence found 	<ul style="list-style-type: none"> Finding evidence is crucial so the tool box talks have helped Education to prevent fly tipping in the first place is essential 	<ul style="list-style-type: none"> Continue tool box talks to support other teams to identify evidence Encourage more members of staff to report fly tipping and littering
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Joint Working	4.1 Waste Services and Environmental Protection will meet on a bi-monthly basis	Waste Services and Environmental Protection	<ul style="list-style-type: none"> Established Zero Litter working group to deliver the campaign, this also included other departments 	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> Involving multiple teams improves the way we tackle enviro crime and improve the District 	<ul style="list-style-type: none"> Continue to work together and involve more teams to further improve the District i.e. Housing
	4.2 Partnership working with the District and Parish Councils	Community Focus (CF)	<ul style="list-style-type: none"> Utilising Parish monthly newsletters to provide information and updates on campaigns Parish Fair workshop (18 attended) and information stand September 2022 May 2022 Enviro-crime workshop attended by 13 councillors and clerks CF officers' regular meetings with parish Councils and providing intelligence to EP on local issues 	<ul style="list-style-type: none"> Parish fair was attended by 42 clerks and councillors throughout the evening, which is considered a low attendance in relation to the number of councillors elected across the district. 	<ul style="list-style-type: none"> Information sharing is key, enables parishes to communicate scheme and initiatives to the wider community using their own social media. They feel included and informed. 	<ul style="list-style-type: none"> Consider opportunity for EP officers to attend district days Consider the use the trailer for pop up events in hot spot areas
	4.3 Debrief from annual litter pick of A42 – intelligence from Street Cleansing	Waste Services and Environmental Protection	<ul style="list-style-type: none"> Litter pick went ahead and was completed as planned Volume of waste collected: Sweepings and detritus – 38.620T, Litter picked waste – 15.440T 	<ul style="list-style-type: none"> Takes a lot of time due to when the work can be carried out 	<ul style="list-style-type: none"> Better understanding of what waste has been discarded 	<ul style="list-style-type: none"> Can make the enforcement campaign more targeted now we have more detail on waste type and location Undertaking a Countywide campaign on A roads through Love Your Neighbourhood Regular enforcement patrols in the lay-bys on "A" roads with the CCTV van Continue with matrix sign on slip roads to educate road users Looking to use the pod camera with matrix sign

							<p>to catch perpetrators who litter from vehicles</p> <ul style="list-style-type: none">• Improve signage in lay-bys
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