

LOVE YOUR NEIGHBOURHOOD


April 2024 - March 2027






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

- Waste Services
 - Environmental Protection
 - Communications
 - Community Focus
 - Parks and Open Space
 - Health and Wellbeing
 - Housing Management
- 





Executive Summary

During 2022 to 2024, we ran a Zero Litter campaign which involved taking a 'one team, one council' approach to reduce litter, change behaviour and educate people about the impact of littering.

This campaign was very successful, and to continue its success and expand into a bigger campaign involving more teams from across the council Love Your Neighbourhood has been developed.

This is a three year campaign to continue the focus on reducing litter, changing behaviour and educating people, and it also includes a weekend of action across the whole district.



Introduction

To continue the success of Zero Litter and take on board the learning from it, we have developed a three year 'Love Your Neighbourhood' campaign that involves work from across the authority.

The national picture

The government's Anti-Social Behaviour Action Plan, published in May 2023, is committed to increasing on the spot fines for certain offences. On 31 July 2023 these regulations came into force in England, increasing upper limits on the following Fixed Penalty Notices (FPNs):

- The maximum amount those caught fly-tipping could be fined would increase from £400 to £1,000
- The maximum amount those who litter could be fined would increase from £150 to £500
- The maximum amount those caught fly-posting and graffitiing could be fined would increase from £150 to £500
- The maximum amount those who breach their household waste duty of care could be fined would increase from £400 to £600.

Regarding waste and recycling collections, the government has confirmed a national recycling target of 65% by 2035 in England. To help meet this target, councils will be required to collect the following:

- Food waste and tetra packs from 2025 onwards
- Plastic bags and wrapping from 2027 onwards.

Local context

In line with the Government's Anti-Social Action Plan the upper limits and early repayment discounts for the following Fixed Penalty Notices for 2024/25 are as follows and came into force on the 1 April 2024.

- The maximum amount for those caught fly-tipping could be fined will increase from £400 to £600, discounted to £535 if paid within 10 days of issue
- The maximum amount those who litter could be fined will increase from £150 to £225, discounted to £200 if paid within 10 days
- The maximum amount those caught graffitiing or fly-posting could be fined will increase from £150 to £225, discounted to £200 if paid within 10 days
- The maximum amount those who breach their household waste duty of care could be fined will increase from £400 to £600, discounted to £525 if paid within 14 days.

Introduction

Enforcement data:

2022-2023

- 587 reported incidents
- Seven Fixed Penalty Notices Issues for fly tipping related offences
- 33 Fixed Penalty Notices issued for Duty of Care offences (commercial)
- 39 Fixed Penalty Notices issued for litter related offences
- Three Fixed Penalty Notices issued for breaches in PSPO's (dog-related)
- 16 vehicles removed for abandonment
- 12 deployments of the matrix sign including support for the annual A42 litter pick

2023–2024 (excluding February and March)

- 459 reported incidents
- Seven Fixed Penalty Notices Issues for fly-tipping-related offences
- Two Fixed Penalty Notices issued for Duty of Care offences (commercial)
- 28 Fixed Penalty Notices issued for litter related offences
- 16 vehicles removed for abandonment
- 24 deployments of the matrix sign including support for the annual A42 litter pick
- Seven deployments of the matrix sign countywide to support the countywide 'It's all Littering' campaign

Volunteer litter pickers and equipment given out 2022-2024:

- 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.

To tackle this issue we have:

- 2 senior enforcement officers
- 2 enforcement officers
- 591 volunteer litter pickers
- 13 street cleansing staff
- 10 vehicles including sweepers and vans
- One CCTV van
- Seven trail cameras
- Two pod cameras
- Drone



Street cleansing

It is our responsibility as a litter authority to ensure that our district (or land for which we are responsible) is, so far as is practicable, kept clear of litter and refuse. The street cleaning team regularly empties litter bins, litter picks, removes fly tipping, and sweeps road networks, footpaths and public areas including car parks.

The team operates three different sized sweepers - two large HGVs, a medium sized sweeper for roads and car parks, and two pavement sweepers. These follow regular routes and are on a rota system covering main urban and rural roads.

Our pavement sweepers also follow a more intricate rota to ensure our town and village centres and areas where the larger sweepers cannot safely operate, remain cleansed seven days a week. In addition, the services operate in response to weekend social activities, periods of high foot fall and support for community events.

Litter picking and harder to reach areas such as heavily parked streets, narrow walkways are cleared using pushed collection barrows.

A range of vehicles is used following fly tipping reports. Before the removal, the crew must complete an analysis of the waste being collected and identify any evidence of where the waste has originated from to pass to our enforcement team. The crews use a variety of collection vehicles, from caged tippers to hiab lorries, which use a crane loading system. On average our crews collect a weekly tonnage of five tonnes for the removal of fly tipping occurrences across the district.

Our programme of litter collections takes place on a weekly basis along the A42 road network. This is a 15 mile stretch of major trunk road, connecting the east midlands between the M1 and M42. Each week our team collects over a tonne of litter from laybys along this stretch of road. Every year we carry out an extended litter pick of the verges under the guidance and approval of the highways agencies and traffic management companies who partially close live traffic lanes to allow our teams to operate safely.

Litter bins

During the Zero Litter campaign, we increased the number of council-owned litter bins from 500 to 600. The street cleansing team ensures these bins are emptied on a regular schedule, and we dispose of around 0.5 tonnes on a weekly basis.

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.

Litter bin installation requests are dealt with on an individual basis, to assess safety installations and emptying.

Placement of 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.

Technological advances for litter bins mean the world of litter collection is continuously evolving. As part of this action, the team will consider several options including suitability, cost, efficiency and safety. The team will also consider installing trial bins in appropriate areas and monitor before investing in more.

Our recycling focus

Our Recycle more... campaign was adopted in 2019 to encourage people to recycle more materials, more often. Since it was adopted, some of the following has been introduced and achieved:

- A weekly food waste collection trial for 4,000 households on selected streets in Coalville, Whitwick, Measham and some rural parts of the district
- The introduction of household battery and mobile phone recycling at the kerbside for all households
- Exploring the type of recycling containers residents will use in the future, with 500 households already trialling two different recycling container systems.

The LYN project will help to identify areas of the district where recycling participation is lower, enabling Recycle more... and its aims to be delivered and focused at a local and community-based level, supporting residents to recycle more.



Litter bins

Zero Litter – how successful were we?

- Participated in the county-wide fly tipping campaign
- The Keep Britain Tidy Big Spring Clean resulted in 1,250kg of waste being collected over the two years
- There are now nearly 600 volunteer litter pickers – 319 have been recruited during the two years of the campaign
- Over 19,000 bags have been given out to volunteer litter pickers
- 28 FPNS and one prosecution for littering from vehicles
- 34 successful deployments of the matrix trailer covering 132 miles of the county
- Litter picking on the A42 resulted in 38 tons of sweepings and detritus and 15 tons of litter picked

As part of the evaluation of Zero Litter, we have recognised that more teams from across the council need to be involved. Therefore Parks and Open Spaces and Housing Management have been included in LYN.

Community engagement

Opportunities to represent the district council at events to educate and share information on the campaign include large community events such as Picnic in the Park, Jims Tractor Run, the Emergency Services Open Day, Christmas in Coalville, which are well attended by 2000+ people and have high engagement levels.

Smaller pop-up events working in partnership with smaller parish councils and events groups and resident involvement team for our own social housing scheme event.

The VCSE Newsletter will continue to be published every three weeks and circulated to over 500 community groups, village halls and charitable organisations across the district. Organisations are encouraged to share the content with their members and service users.

Monthly parish newsletters will be circulated to all parish and town councils across the district. Articles relating to the scheme will highlight updates and success stories throughout the term of the campaign. Parish and town councils will be encouraged to share this information with their residents.



Quarterly Parish Liaison meetings are an opportunity to provide information directly and in person.





Love Your Neighbourhood

By evaluating Zero Litter, the working group has developed four key themes for Love Your Neighbourhoods first year. These are:

- **Changing behaviour**
 - **Enforcement**
 - **Community engagement**
 - **Weekend of action**
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Action Plan 2024 / 2025

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Working with schools delivering a series of enviro- crime and recycling workshops.	Contact schools and local groups e.g. Scouts to arrange delivery of two workshops on enviro crime and recycling Produce a detailed project campaign plan with communication plan	Confirm the schools and local groups for the workshop Prepare workshop materials. liaising with the Recycling Officers	Deliver the series of workshops	Send out questionnaires to the schools and local groups that participated to evaluate the use of the workshops	Workshops delivered in five primary school classes, five secondary school classes and local groups e.g. Scouts	Environmental Protection

Action Plan 2024 / 2025

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Deliver recycling and enviro-crime awareness at summer fetes	Identify the fetes in the district and prioritise those with the greatest opportunity for impact e.g. Picnic in the Park	Attend the fetes throughout the district	Evaluate campaign – how effective was the use of attending summer fetes		Level of engagement at fete Measure footfall to the stands and engagement Number of Fetes attended	Waste Services Development Officer
		Produce information for the engagement with the public at the fete liaising with the Senior Enforcement Officers					
		Produce a detailed project campaign plan with communication plan					

Action Plan 2024 / 2025

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Attend staff roadshows and team briefings to encourage staff to report incidents of enviro-crime and volunteer as a litter picker	Develop a presentation on reporting enviro-crime and engaging as a volunteer litter picker	Attend one roadshows or team briefings To encourage reporting enviro-crime and becoming a volunteer litter picker	Attend one roadshows or team briefing to encourage reporting enviro-crime and becoming a volunteer litter picker	Evaluate number of individual and group litter picks	Increased number of enviro- crime reports received from members of staff to help tackle enviro- crime Staff attendance at the Roadshows, number of Team Briefings attended and number of staff and group litter picks	Environmental Protection
		Look to streamline statements online and supporting evidence for staff	Supply information on the quantity of litter picked by staff volunteers	Supply information on the quantity of litter picked by staff volunteers	Number of reports made Enviro Team.		
		Engage with Team Managers to attend team briefings	Publish the presentation on the staff intra- net so staff that could not attend can access the information	Publish the presentation on the staff intra- net so staff that could not attend can access the information	Publish competition results (pending feasibility from Q1)		
		Look at feasibility of running staff competition for number of reports received					

Action Plan 2024 / 2025

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Develop an Enviro charter with businesses within NWL	Identify two hotspot areas within the district to sign up to the charter. Produce a detailed project campaign plan with communication plan to assist with developing the charter Laise with the Economic Development and Regeneration Team to identify businesses to develop and sign up to the charter	Identify two businesses within each of the specific hotspot areas to sign up to the charter and launch the charter at their premises Develop a launch event with a communication plan	Work with the businesses that have signed up to the charter with their launch event and use media to publicise their launch event	Evaluate campaign and continue to engage with businesses signed up and build on success ready for 2025/26	Environmental Protection	

Action Plan 2024 / 2025

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Design and develop a LYN, 'No Littering' and 'No Fouling' signs	Produce a detailed project campaign plan with communication plan to produce new signs to deter littering and dog fouling. 'It's All Littering'	Launch new designed enviro signage along with social media messages	Deploy signs in areas where concerns have been raised Continue awareness messages on social media	Evaluate success and feedback and continue work from Q3	Number of signs on the district Social media messages engagements Have reports increased or decreased in comparison with previous year(s)	Environmental Protection
	Deploy Matrix sign at key locations throughout the district to communicate and educate the public on littering	Detailed plan to include major events around the district and to apply for relevant permits for the year Produce information for other council's to use the matrix sign for a fee to generate income to contribute to costs	Deploy matrix sign at key locations and events Investigate the feasibility to promote the use of the matrix sign with other Leicestershire and neighbouring councils to generate income	Continue deployment of the matrix sign at key locations and events	Continue deployment of the matrix sign at key locations and events Evaluate success and feedback from use of the sign	Number of deployments Number of social media messages/ engagements	Environmental Protection

Action Plan 2024 / 2025

Theme two	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Enforcement	Raise awareness of Duty of Care with householders including the requirement for waste carriers to be licensed	Produce a detailed project campaign plan with communication plan Send out information to all households through the council tax annual billing system advising households on their duty of care. Include S.46 information, requirements to present waste in line with legislation	Continue communications around householders' duty of care using social media platforms available	Continued communications around householders' duty of care using social media platforms available	Evaluate campaign, Plan and design information for 2025/26 around householders' duty of care through the council tax annual billing system. Include S.46 information, requirements to present waste in line with legislation	Number of reaches to householders and social media engagements	Environmental Protection

Action Plan 2024 / 2025

Theme two	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Enforcement	Deliver fly tipping campaign targeting rural and private land.	Identify hot spot areas through analysing data and encourage landowners to report fly tipping on their land	Support and work with landowners. Raise awareness on social media It's all fly-tipping. Install cameras on private land to support landowners	Continue to support and work with landowners. Raise awareness on social media. It's all fly-tipping Install cameras on private land to support landowner	Evaluate campaign Evaluate the use of cameras on private land	Number of private landowners, compare with previous years Have cameras worked as a deterrent? and number of offences capture	Environmental Protection
		Identify hot spot areas for littering and dog fouling and produce a schedule for the patrols Produce communication information to publicise the outcome of the patrols so the public are aware and to act as a deterrent	Identify hot spots areas for the next quarter Undertake patrol and publicise the outcome Potential use of technology from matrix sign to cameras	Identify hot spots areas for the next quarter Undertake patrol and publicise the outcome Potential use of technology from matrix sign to cameras	Evaluate campaign Continue... Identify hot spots areas for the next quarter Undertake patrol and publicise the outcome Potential use of technology	Number of fixed penalties issued Evaluate any improvement in the areas that were patrolled Social media engagements Number of technology related deployments	

Action Plan 2024 / 2025

Theme two	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Enforcement	Deliver a Bag it and Bin it RURAL Campaign.	<p>Produce a detailed project campaign plan with communication plan</p> <p>Continue to monitor areas and work with landowners already signed up from 2023/24</p> <p>Identify further hotspot areas within a rural environment using social media, signage and leaflets</p>	<p>Carry out assessment visits and install signage as required within any new hotspot areas</p> <p>Use social media, radio to promote best practices when walking in the countryside</p>	<p>Continue with assessment visits and install signage as required within any new hotspot areas</p> <p>Use social media, radio to promote best practices when walking in the countryside</p>	<p>Evaluate campaign</p> <p>Continue with assessment visits in this quarter and install signage as required within any new hotspot areas</p> <p>Use social media, radio to promote best practices when walking in the countryside</p>	<p>Number of rural landowners engaged</p> <p>Number social media engagements</p> <p>Number of Fixed Penalty Notices issue</p>	Environmental Protection

Action Plan 2024 / 2025

Theme three	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Community Engagement	Work with Housing Associations and NWL housing team to change waste disposal behaviours	Produce a detailed project campaign plan with communication plan	Develop a working group with Recycle More, Housing, environmental Protection and Communications teams	Deliver the educational workshops within identified hotspot areas to engage local community groups, parish councils, schools and clubs	Evaluate campaign	Reduction in fly tipping Increase use of bulky waste services Encourage re-use Increased recycling	Waste Services
		Work collaboratively with NWL housing team to identify the issues and hot spots	Work alongside Recycle mores existing projects which identify hotspots and educational interaction within that community				
		Engage the Housing Associations to identify the issues and hot spots	Create further educational workshops within identified hotspot areas to engage local community groups, parish councils, schools and clubs				
		Devise campaign	Use social media outlets to highlight issues, share success and progress				

Action Plan 2024 / 2025

Theme three	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Community Engagement	Work with Parks and Open Spaces and Waste Services to reduce abuse of public litter bins	Produce a detailed project campaign plan with communication plan which includes the Green Flag award Target known hotspots; identify potential hotspots. Create signs for bins. Late in Q1, get ready for summer Engage with local community groups	Use social media out put to highlight issues Deploy enforcement cameras where possible Engage schools prior to holidays Tie in with keep Britain Tidy (Green Flag)	Engage public at council event Deploy enforcement cameras where possible Continue with social media out put during summer months Use matrix sign if needed. Review information ready for the Q3,4	Ramp up social media output for Christmas holidays and post Christmas clear outs Early in October - engage schools	Reduce abuse of public litter bins Number of camera deployments	Parks

Action Plan 2024 / 2025

Theme three	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Community Engagement	Engage with People Zones / Projects	<p>Develop a campaign to include identifying opportunities for funding and new initiatives.</p> <p>Use social media to highlight issues and engage with community groups / parish council to promote positive activities</p> <p>Work alongside Recycle mores existing projects which identify hotspots and educational interaction within that community</p>	Engage schools and community groups prior to holidays. Tie in with district, county and national campaigns	Work with NWL housing team, Community Safety, EP, Parish Councils and community groups to identify the issues and hot spots	Engagement, evaluation and planning for the next year	Reduction in fly tipping and enviro crime, Evaluate any improvement in the areas, Response to community engagement. Yearly evaluation of the area	Health and Wellbeing Team and Community Focus

Action Plan 2024 / 2025

Theme three	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Community Engagement	Big Spring Clean	Participate in a district wide Big Spring Clean engaging with parish and town councils, volunteer litter pickers and Leicestershire Wombles	Encourage and support volunteers Design a sign - LYN, this area has been litter picked by volunteers	Encourage and support volunteers	Participate in the Keep Briain Tidy Big Spring Clean engaging with parish and town councils, volunteer litter pickers and Leicestershire Wombles	Number of volunteers, new and current Number of bags and equipment given out	Environmental Protection
Community Engagement	Implement the Community Lottery Scheme (Gatherwell)	Cabinet to agree for the scheme to go ahead. Start the process with Gatherwell, this will take 20 weeks	Final checks, development of the website. The launch of the scheme to be held end of September (VCSE / Parish Fair)	Delivering marketing on the scheme and encourage 'causes' to sign up and generate ticket sales Monitoring of data	Monitoring of data. Engagement with causes Marketing of the scheme	40 community groups set up causes via the Community Lottery Scheme website 100 ticket sales	Community Focus

Action Plan 2024 / 2025

Theme four	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Weekend of action	To hold a day of action in targeted areas to engage with residents and improve the area	<p>Review data to identify areas</p> <p>Data sets to include: fly tipping, street cleansing rounds, volunteer litter pick areas, recycling rates, complaints</p>	<p>Develop a plan for the day of action to include working with local community groups, parish councils, parks and open spaces, waste services, Enviro crime, volunteer litter pickers, housing estate teams, community focus, communications team</p> <p>Key themes to tackle will include dog fouling, littering, fly tipping and taking pride in the area</p> <p>Use this as an opportunity for other services within the council to promote their services</p> <p>Promote other initiatives e.g. free trees / bulbs that are appropriate at the time and lottery</p>	<p>Deliver the day of action</p> <p>Promote using social media, radio</p>	<p>Evaluate the day of action</p> <p>Number of people / groups engaged on the day</p> <p>Number of bulbs / trees planted</p>	<p>Day of action held</p> <p>Opportunity to engage with residents on issues specific to each area</p> <p>Through community engagement, evaluate the impact of the day of action and gauge the buy-in from the community</p> <p>Leave behind a legacy for residents to 'Love their Neighbourhood'</p> <p>Recycling rates</p> <p>Number of volunteers</p> <p>Number of dog fouling, littering and fly tipping reports</p>	<p>Environmental Protection, Housing Resident Involvement and Community Focus</p>

Monitoring

The learning from the evaluation of the Zero Litter campaign has highlighted a need to improve the monitoring and measurement of the outcomes and outputs.

Taking the learning from Zero Litter into LYN, the group has established some Key Performance Indicators (KPIs) so we are able to measure the outcome and the outputs from the campaign. This will help in future years in terms of shaping campaigns ensuring we are targeting resources and establishing key priorities for the district.

The group has also improved the detailed action plans that the group uses to deliver the actions on the ground to include SMART measurements so we can understand if a campaign has made a difference, been effective and good value for money.

A number of KPIs have been developed to monitor the progress of LYN.

Theme 1 - Changing behaviour

Ref	Task	KPI	Outcome
1.1	Working with schools to deliver educational programme on littering	Deliver the programme to five local primary schools and five secondary / youth groups. Reach a satisfaction score from post talk survey of 80% or more.	Children educated on enviro crime and recycling to reduce litter and increase recycling
1.2	Attend NWLDC Staff Roadshows to promote recycling and educate on enviro crime	Attend two roadshows or briefings, one in Q2 and one in Q3. Reach a satisfaction score from post roadshow survey of 80% or more.	Staff briefed on how to report littering and have a better understanding on recycling
1.3	Deploy the matrix trailer	To see an improvement in the level of littering through the assessment score, before and after the deployment.	Residents and visitors to the district understand the penalties of committing enviro crime. The matrix trailer acts as a deterrent to enviro-crime

Theme 2 – Enforcement

Ref	Task	KPI	Outcome
2.1	Participate in the countywide 'It's all fly-tipping' campaign	To see an improvement in the level of fly tipping through the assessment score, before and after the campaign	Reduced fly tipping and raised awareness
2.2	Undertake enforcement patrols in lay-bys with substantial littering throughout the district	To see an improvement in the level of littering through the assessment score, before and after the patrols	FPNs have been issued to offenders and enforcement officer presence is a deterrent
2.3	New impact assessment form developed for 'Bag it bin it rural' campaign	10% reduction in dog fouling	Dog fouling reduction in the campaign areas

Theme 3 – Community engagement

Ref	Task	KPI	Outcome
3.1	Work with Parks and Open Spaces and Waste Services to reduce abuse of public litter bins	To see a reduction in the amount of abuse of public litter bins using an assessment score	Reduced levels of litter and less incidents of abuse of litter bins
3.2	Community Lottery Scheme delivered	40 community groups set up causes via the Community Lottery Scheme website 100 ticket sales	Communities have benefited from the lottery scheme

Monitoring

Theme 4 – Weekend of action

Ref	Task	KPI	Outcome
4.1	Hold a weekend of action	To see an improvement in all areas using an assessment score. 100% of the grant is allocated	That community volunteers come together to improve the area where they live and create a visual impact. That volunteers are provided with the equipment they need to continue to volunteer in their area



Future years

Towards the end of 2024/2025 the working group will evaluate and review the success of the first years action plan along with statistics such as fly tipping collection, complaints etc and develop the 2025/2026 action plan.

