

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – TUESDAY, 23 APRIL 2024



Title of Report	UPDATE ON ZERO LITTER AND LAUNCH OF LOVE YOUR NEIGHBOURHOOD	
Presented by	Councillor Michael Wyatt Communities and Climate Change Portfolio Holder PH Briefed <input type="checkbox"/> yes	
Background Papers	Agenda for Cabinet on Tuesday, 11 January, 2022, 5.00 pm - North West Leicestershire District Council (nwleics.gov.uk) Minutes of the Community Scrutiny Committee, 4 April 2024.	Public Report: Yes
		Key Decision: Yes
Financial Implications	Zero Litter and Love Your Neighbourhood 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	
Purpose of Report	To provide Cabinet with an update on the completed Zero Litter campaign including an evaluation. To seek approval from Cabinet on the Love Your Neighbourhood campaign.	
Reason for Decision	To adopt and approve a new approach to help make the District cleaner and greener.	
Recommendations	THAT CABINET: <ol style="list-style-type: none"> 1. NOTES THE UPDATE AND EVALUATION OF ZERO LITTER. 2. NOTES THE COMMENTS FROM COMMUNITY SCRUTINY ON THE LOVE YOUR 	

	<p>NEIGHBOURHOOD CAMPAIGN.</p> <p>3. APPROVES THE LOVE YOUR NEIGHBOURHOOD CAMPAIGN.</p>
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1.0 BACKGROUND

- 1.1 Littering in the district is dealt with by 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 Fixed Penalty Notices (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 is available 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. Over the two years,, the Zero Litter campaign was very successful particularly in relation to the following:
- Participation in the County-wide fly tipping campaign
 - The Keep Britain Tidy Big Spring Clean resulted in 1,250kg of waste being collected
 - Zero Litter saw the recruitment of an additional 319 volunteer litter pickers taking the total now to nearly 600 volunteer litter pickers operating in the District
 - Over 19,000 bags have been given out to volunteer litter pickers
 - 28 FPNS were issued and one successful prosecution was secured for littering from vehicles
 - Successful deployment of the matrix trailer covering 132 miles of the County of which there were 34 deployments in 23/24 in North West Leicestershire
 - Annual litter pick on the A42 resulted in 38 tons of sweepings and detritus and 15 tons of litter collected
- 2.2 A detailed evaluation of each action can be found in Appendix 1.

3.0 LOVE YOUR NEIGHBOURHOOD

- 3.1 Building on the success of working together during the Zero Litter campaign, a wider group of cross-departmental officers has been established. The group has taken on board the evaluation and learning from the campaigns and has now developed a three-year Love Your Neighbourhood (LYN) campaign.
- 3.2 The aim of this campaign is to improve the environment of the district – to make it cleaner and greener. Whilst the Council cannot tackle this alone, it can bring people together to make improvements across the district and help to create civic pride.
- 3.3 This is a three year campaign to continue to reduce litter, change behaviours and educate individuals but it will also include a weekend of action across the whole of the district. Engagement with community groups is key. In order for the LYN campaign to have maximum impact across the district, a comprehensive communication plan will sit alongside the campaign.
- 3.4 The LYN campaign will also include celebrating the achievements of volunteers.
- 3.5 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.

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

- 3.6 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).
- 3.7 The new topic for this campaign is the Weekend of Action.
- 3.8 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
- 3.9 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
- 3.10 The draft LYN document and first year action plan can be found in Appendix 2.

3.11 The LYN campaign was presented to Community Scrutiny on 4 April and their comments were:

- The evaluation of Zero Litter was welcomed
- LYN was supported and Community Scrutiny was pleased to see the Council looking to make a cleaner, greener District
- Community Scrutiny would like an update/evaluation after the delivery of year one of LYN

A link to the minutes of the meeting can be found in the background papers above.

Policies and other considerations, as appropriate	
Council Priorities:	Developing a clean and green district
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 environmental crime and educating the residents.
Consultation/Community/Tenant 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. Volunteer litter pickers are acting in an individual capacity, however, because the Council supports them by providing litter picking equipment guidance is provided by the Council on litter picking safely.
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