



Litter strategy 2021



Overview

It is accepted that litter, attracts littering behaviour, and we will continue working to address the litter issue, because maintaining a clean local environment is good for both our wellbeing and our local economy.

The litter strategy draws together existing work:

1. Promote the Tidy Fenland campaigns:
 - Education work with schools and businesses to provide information on the effects of littering and the best options for disposing of waste.
 - Support national campaigns such as 'Keep Britain tidy' and clean up days through volunteering and media.
 - Promote a culture which inspires and engages with local communities, and empowers them to act; including Street Pride, Getting It Sorted Volunteers & Green Dog Walkers.
 - To use legal powers to fine or prosecute those who choose to fly-tip, litter or allow dogs to foul in public spaces.
2. Review and maintain bin infrastructure to provide and maintain a suitable number of litter and dog waste bins with support from parish and town councils.
3. Maintain a good quality street cleansing service in line with national standards as set out in legislation.
4. Ensure that contractors working on behalf of the Council are working to improve the local environment.

Ambition:

'to make Fenland a safer, greener place to live and work for everyone'

Set out in Fenland's Business Plan are:

- Involve the Fenland community to reduce litter and protect the environment:
 - 18 Streetpride groups
 - 30+ Getting It Sorted Volunteers
 - 5 Green dog walkers' schemes
 - 6 'In Bloom' groups
 - 4 'Friends of' groups
- Waste Education via volunteering, events, assemblies and dedicated website and other forms of communication
- 'help to quit' is already promoted widely throughout FDC with Partners, this will help to reduce cigarette litter.
- Bulky waste service - affordable option compared to fly tipping.
- Commercial waste and support – to help local businesses
- Street cleansing – removing litter and fly-tipping

Introduction

We want Fenland to be a safer, greener place to live in. The environment in which people live has an impact on their quality of life. When our towns, villages and countryside are blighted by litter, our ability to enjoy our local environment is reduced and so too is our wellbeing.

Every decision that staff, residents, schools, businesses, and charities take can have an impact on our environment. We want to help people feel connected to the environment and able to take better-informed decisions to protect and improve it; ensuring everyone can understand the value that it brings.

FDC Business Plan supports the 2017 UK Litter strategy points:

- 1. Safety and Wellbeing** - Living in a littered environment makes people feel less safe in their communities and discourages people from going outside. This in turn affects their mental and physical health and creates further costs to local healthcare providers.
- 2. Litter Culture** - Most people say that they would feel guilty about dropping litter. Yet almost one in five people admit to dropping litter consciously. The real figure, which includes those who drop litter but do not admit to it, is likely to be higher. Anti-litter culture needs improvement and peer pressure to take force.
- 3. Economy** - Dealing with litter places a significant burden on our local councils, costing the taxpayer hundreds of millions of pounds each year at the price of investment in other local services. Poor local environment quality also discourages inward investment and may suppress property prices, damaging local economic growth.

Tackling litter

1. Clear consistent Tidy Fenland message

To do this we need to reduce the number of people who litter consciously through education and enforcement, and to generate a social change against littering.

Education

- Spread the message that litter is harmful to people, wildlife, and the environment.
- Use recommended communication techniques from Keep Britain tidy, WRAP and RECAP.
- Promote media campaigns and other forms of communication in all kinds of places to promote the 'Right choice'.
- Promote ways of disposing different types of litter for example at recycling centres or take back to the shops.
- Promote to businesses, schools, and charities the FDC commercial waste service to avoid fly-tipping

- Promote the bulky waste service and commercial waste service and its benefits to reducing fly tipping and littering locally.
- Support groups and schools to promote anti-litter messages.

Tidy Fenland Culture

- Show that it's socially unacceptable to drop litter, show the positive steps the community make to reduce litter, and how to dispose of litter incorrectly via different media formats
- Use the right bins or take your rubbish home messaging
- Support volunteers and other groups, businesses and schools with anti-litter and recycling promotional work
- Work with partners to provide free adult recycling qualification promoting the best place to dispose of litter and how to talk to people that are not yet making the correct choice
- Work with charities and other partners to promote environmental and social wellbeing
- Continue to recognise and reward volunteers, groups, and businesses for their contribution to tackling litter

Enforcement by Streetscene officers

- Issue Fixed Penalty Notices
- Investigation and prosecution of fly-tipping
- Demonstrate that Fenland takes littering seriously
- Continue to work with businesses to prevent and resolve litter related problems

2. Bin infrastructure

Bin design, making bins attractive to use, siting of bins to maximize the chance they are used for items consumed 'on the go' and assure access for regular emptying.

Community Involvement

- Continue to work with volunteer groups to ensure that litter solutions are found to suit the needs of the community as well as staff involvement.
- Continue to work with partners in the community to find the right solutions for the community to resolve littering issues.
- Follow the 3c's process to monitor customer satisfaction and complaints.

Tackling litter issues with the right bin:

- Litter in water –charity bottle banks near waterways to promote anti-litter messaging and support ‘right choices’ such as GreenSeas, continue to work with voluntary groups and partners to reduce litter.
- Coffee Cups – coffee cup recycling promotions and speak to businesses where litter is an issue to encourage recycling of coffee cups at local businesses
- Recyclable rubbish – provide recycling on the go in hotspot areas
- Dog fouling – promotion of dog waste can go in litter bins, upgrade bins as needed.
- Personal Protective Equipment – litter bins, media promotion and work with local businesses where issues occur
- Schools and parks litter hotspots – easy to use litter bins to encourage the ‘right choice’ at a young age
- Cigarette waste hotspots to have litter bins with cigarette waste extinguishing and collection incorporated. To avoid fires and tackle the litter.
- Litter along roads – continue to litter pick where safe to do so, working with volunteer groups and partners to reduce litter along roads. It is acknowledged that it is unsafe to have anti-litter road signs in hotspots and litter bins could attract more litter. We will continue to have litter bins in laybys as a local solution.
- Monitor changes in littering behaviour locally and react accordingly

3. Street Cleansing

This service is essential for preventing litter pollution entering our waterways, roads, and causing harm to people and wildlife. The rapid response to fly-tipping and investigations and clearance of litter is essential to deterring littering and catching culprits.

The emptying of litter bins must be sufficiently frequent to ensure that no such litter bin or its contents becomes a nuisance or gives reasonable grounds for complaint.

Following the 2019 review of litter bins recording locations, types of bins, bin capacity, types of litter found, hotspot areas in Fenland, and adopt ‘the right bin, for the right

place’ (as proposed by WRAP). We will review and react to changes in litter hotspots through monitoring from our Cleansing/ Streetscene teams.

Street cleansing inspections will continue to provide support to identifying the cleanliness of areas and identify changes in hotspot areas. The governments NI 195a technique and classifications in the The Code of Practice on Litter and Refuse 2018 will be used to evaluate progress and satisfaction surveys.

Events on FDC land must have sufficient litter collections and clean ups.

References:

Key information weblinks
<u>National Litter Strategy 2017</u>
<u>Fenland District Council Business plan 2020-21</u>
<u>Fenland District Council Corporate Enforcement Policy 2018</u>
<u>Right bin right place Wrap 2020</u>
<u>Code of Practice on Litter and Refuse 2018.</u>
<u>NI195a Improved Street and Environmental Cleanliness – levels of litter, detritus combined</u>
<u>RECAP</u>
<u>Keep Britain Tidy</u>
<u>Fenland District Council Volunteers</u>
<u>Getting it Sorted Volunteers</u>
<u>GreenSeas Trust</u>