

Appendix 1

Update on the strategic actions from the 2017-2023 Litter Strategy.

Action No	Task	Affect	Officer/s Responsible	Update
1	Reinforce corporate values for Street Cleansing teams with reference to encouraging employees to go the extra mile and taking ownership of their area.	Ensure resources are deployed effectively. Improved resident satisfaction. Improved cleanliness levels.	Refuse and Cleansing Manager	In response to reinforcing corporate values, the initiative 'See it, Do it, See it, Say it' has been implemented. Additionally, reporting is encouraged and showcased in the Depot Spotlight newsletter, highlighting team members positive contributions.
2	Providing educational material regarding litter which is easy to understand.	Promote behaviour change and participation in community clean teams.	Waste and Recycling Manager Waste and Recycling Engagement Officer Communications, Cultural and Civic Services Manager	The current 'Clean and Green' pack is being revised and refreshed to include additional educational material for schools. This update aims to make the litter related information engaging and more accessible to younger audiences.
3	Continue to provide presentations and educational talks.	Promote behaviour change and participation in community clean teams.	Waste and Recycling Manager Waste and Recycling Engagement Officer	The Waste and Recycling Officer continues to deliver presentations and educational talks on waste and recycling that incorporate a litter element. The Officer actively reaches out to schools and local community

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				groups to engage audiences and promote awareness. In 2023/24 the following events were undertaken: <ul style="list-style-type: none"> • 41 Clean and Green litter picks. • 8 of these litter picks included an engagement talk. • 431 residents engaged with litter picking and talks activity.
4	Explore the use of different medias in order to educate and increase the engagement with residents.	Promote behaviour change and participation in community clean teams.	Waste and Recycling Manager Waste and Recycling Engagement Officer Communications, Cultural and Civic Services Manager	The team use a variety of different methodologies with regards to engagement. This includes email me, social media, the Council's website, as well as face-to-face interactions at festivals, play days, and presentations to local community groups and schools. Targeted videos on appropriate litter management will also be produced in 2025/26.
5	Keep a watching brief on latest technological	Improvement efficiency within the Street Cleansing Operations.	Transport and Stores Manager	The Council has utilised funds from the Chewing Gum Task Force to acquire the

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	developments for plant and equipment.			latest equipment for addressing chewing gum staining and provide relevant training to employees in its use and maintenance. The team continues to monitor new technological innovations that may further enhance litter management and cleanliness efforts.
6	Educational campaign surrounding litter including linking to National campaigns.	Promote behaviour change and participation in community clean teams.	Neighbourhood Wardens Waste and Recycling Manager Waste and Recycling Engagement Officer Communications, Cultural and Civic Services Manager	<p>The team actively supports the Great British Spring Clean each year, organising a series of linked activities over a couple of weeks. The team also aim to align these efforts with other national campaigns.</p> <p>The team also deliver free Bulky waste days across the Borough. The aim of these events is to instil a sense of community pride by keeping their local environment clean. As part of these days, a community litter pick is organised. In 2024/25 seven free bulky house waste days</p>

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				were organised, engaging with over 200 people.
7	Increase the opportunity for people to recycle in the street.	Increase the opportunity for recycling. Increase recycling rate. Affect behavioural change.	Refuse and Cleansing Manager	Despite the installation of recycling bins on the street with clear signage, contamination remains a significant issue. This challenge is acknowledged, and the team are looking at other methodologies to improve public on-street recycling. In 2023, the Environment team launched a thrift stall at both Green Festivals. This enabled residents to donate unwanted goods and then offer these free of charge to others that may want these items. This aligns with the waste hierarchy in terms of waste reduction.
8	Provide binrastructure at strategic locations to facilitate good behaviour with regards littering.	Promote behaviour change and responsible environmental behaviour.	Refuse and Cleansing Manager	All requests for litter bins are carefully reviewed and addressed. Teams are also encouraged to identify new locations, particularly in areas identified as litter hotspots.

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				All red dog waste bins have bin replaced with mixed general waste black litter bins. This initiative is part of a broader programme to upgrade the Council's older bin infrastructure.
9	Visible community presence of the Neighbourhood Warden service.	Promote behaviour change and responsible environmental behaviour. Appropriate enforcement where deemed necessary.	Neighbourhood Wardens	The Neighbourhood Wardens conduct regular patrols and try to focus on litter hotspots. With the third-party contactor set to begin in March, the enforcement profile will be significantly enhanced.
10	Develop partnership working and stakeholder engagement.	Promote behaviour change and participation in community clean teams and community pride.	Waste and Recycling Engagement Officer	The Waste and Recycling Engagement Officer has actively developed partnership working and stakeholder engagement. Collaborations with the Neighbourhood Wardens and businesses responsible for contributing to litter have been established. For example, litter picking equipment has been provided to some fast-food outlets to help them to undertake litter picking near their

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				establishments. This area of partnership working will continue to evolve with the new strategy.