



Broxtowe  
Borough  
COUNCIL

# Litter Strategy

2025-2030

DRAFT

[www.broxtowe.gov.uk](http://www.broxtowe.gov.uk)

# Contents

1	VISION STATEMENT .....	2
2	WHY DO WE NEED A LITTER STRATEGY? .....	2
3	SCOPE OF THE STRATEGY .....	2
4	RESPONSIBILITY.....	3
5	CLEAN AND GREEN - THE NEED FOR PARTNERSHIP WORKING.....	3
6	LEGISLATIVE AND POLICY DRIVERS .....	4
7	STRATEGIC AIM AND OBJECTIVES .....	5
8	GOVERNANCE.....	6
9	SERVICE PROFILE.....	6
10	CLEANLINESS SURVEY.....	10
11	FINANCIAL IMPLICATIONS.....	11
12	TAKING A STRATEGIC APPROACH TO REDUCING LITTER.....	11
13	MONITORING AND REVIEW .....	16
14	RISKS AND CHALLENGES .....	16
15	ACTION PLAN .....	17
16	REFERENCES.....	19
17	DOCUMENT REVIEW AND CONTROL.....	19
18	APPENDIX 1 – LITTER BIN TYPES IN THE BOROUGH.....	21

# 1 Vision Statement

---

To create a cleaner, greener community by fostering a culture of responsibility and stewardship, where every stakeholder actively takes part in litter reduction to protect the environment for future generations.

## 2 Why do we need a litter strategy?

---

More than two million pieces of litter are dropped in the UK every day. The cost to taxpayers for street cleaning is over £1 billion a year (Source: Keep Britain Tidy).

*'Litter is most commonly assumed to include materials, often associated with smoking, eating and drinking, that are improperly discarded and left by members of the public; or are spilt during business operations as well as waste management operations (Source: DEFRA Code of practice on litter and refuse 2019).'*

Litter is a longstanding environmental challenge both nationally and for the Council. Litter damages important habitats, changes the visual landscape and takes significant resource to clear up. For these reasons, the Council is committed to reducing litter.

As outlined in the Corporate Plan the Council's aim is to '**Protect the environment for the future**'. This will be achieved by:

- **Reduce carbon emissions and improve air quality.**
- **Continue to invest in our parks and open spaces.**
- **Reduce the amount of waste disposed of in the black-lidded bin and increase recycling and composting.**

In 2017, the Council adopted its first Litter Strategy, which outlined an approach to reducing litter through three strategic elements. These being:

- Bin infrastructure: Having bins located in strategic locations in the Borough.
- Education: Suitable educational and promotional campaigns.
- Enforcement: Officers authorised to issue Fixed Penalty Notices for littering.

The initial strategy ran until 2023, and over time it has become evident that the principles guiding the strategy have matured. Consequently, there is a need to review, refresh and rewrite certain elements of the document. Through the review process, the strategic elements have now expanded to four, to include an emphasis on partnership working.

Additionally, since the declaration of the climate emergency in 2019, various waste work streams have been included in the Climate Change and Green Futures programme, emphasising the importance of encouraging sustainable behaviour and responsible waste management. These developments underscore the necessity for a revised Litter Strategy that aligns with current priorities and effectively addresses the ongoing challenges of litter reduction.

## 3 Scope of the Strategy

---

Local Authorities have a duty and a responsibility to manage municipal waste arising within their areas. The relevant legislation and its effects are described in section 4. Municipal waste in this context is an umbrella term used to describe waste collected by, or on behalf of,

Broxtowe Borough Council. This includes waste and recycling arising from households (household waste) but also includes other waste streams such as fly tipped waste, waste from litter and dog bins and street sweepings. The management of litter collected from the adopted highway and the Council’s Parks and Open Spaces are the primary focus of the Litter Strategy.

The Council’s Waste Strategy outlines the strategic framework for delivering waste and recycling services, primarily focusing on kerbside collections. The Litter Strategy will serve as a complementary document to this overarching framework (Figure 1), providing strategic direction on how the Council manages litter and addresses littering behaviour. The document is intended to be dynamic, with updates made as necessary to reflect changes in legislation or working practices.

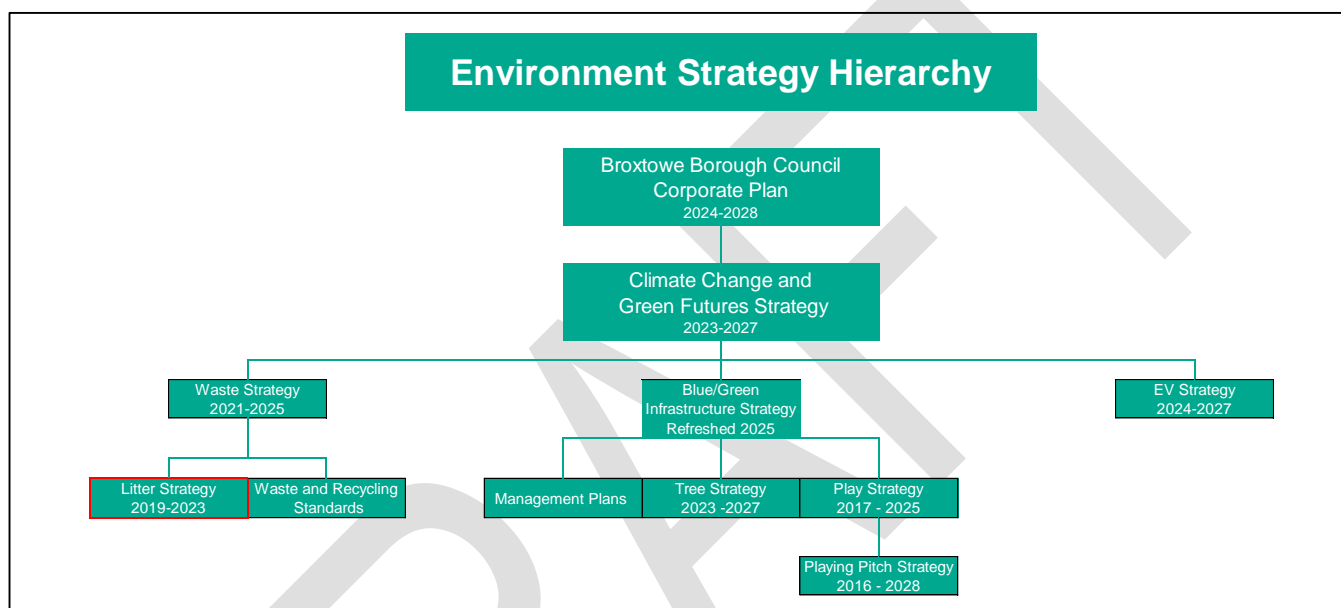


Figure 1: Environment Strategy hierarchy.

## 4 Responsibility

Table 1 outlines the varying responsibilities for managing litter based on land ownership. Understanding these distinctions is crucial as it clarifies the roles and obligations of each stakeholder. This will help to ensure that litter management efforts are co-ordinated effectively and that clear accountability is established for maintaining cleanliness across the Borough.

Litter found on:	Managed by:
Adopted, Council Owned or Public Land	Broxtowe Borough Council
Private Land	Landowners/Private Contractors

Table 1: Area and responsibility for dealing with litter.

## 5 Clean and Green - The need for partnership working.

Litter and waste are not issues that the Council can tackle alone. Whilst this plan outlines the work of the Council there is also a requirement for other stakeholders to collaborate with the Council to help ensure that the Council’s long-term vision becomes a reality.

Started in 2018, the ‘Clean and Green’ initiative has promoted and helped to facilitate community events aimed at improving the environment including litter picks. Volunteers are enthusiastic about preventing litter and the Council will work with stakeholders to increase the opportunities available to support the Council’s vision of reducing litter.

The Council will equip volunteers with the training, skills and the equipment needed, not only to take part in litter picks but also to act as front-line litter prevention ambassadors, sharing the Council’s ambitions with the wider public.

The Council will take this approach and ensure that there are the educational resources available to give detailed and hands on understanding of the impact of litter and the need to reduce waste as part of the Council’s response to the climate emergency. This will help to promote local pride and help in keeping the Borough clean.

There is also a need to partner with specific businesses, especially fast-food outlets that contribute to litter hotspots in the community. Collaborating with these establishments is essential, as they significantly impact litter generation, which undermines the cleanliness and attractiveness of the Borough.



Figure 1 – Keep Britain Tidy litter picking event.

## 6 Legislative and Policy Drivers

The key pieces of legislation that direct the Council’s functions with regards litter have been summarised in table 2:

Legislation	Function
Environmental Protection Act 1990	<p>This act does not set out targets but is the main piece of legislation for identifying roles and responsibilities with regards to managing household, commercial and industrial waste.</p> <p>This piece of legislation outlines that: Districts councils are classed as Principal Litter Authorities and have a legal responsibility and duty to keep relevant land free from litter. A person is guilty of an offence for dropping litter and can be issued with a Fixed Penalty Notice.</p>
Anti-social Behaviour, Crime and Policing Act 2014	<p>Permits an authorised person to issue a Community Protection Warning and/or Community Protection Notice if satisfied on reasonable grounds that: The conduct of the individual or body is having a detrimental effect, of a persistent or continuing nature, on the quality of life of</p>

Legislation	Function
	those in the locality, and the conduct is unreasonable. Community Protection Warning and/or Community Protection Notice can be issued on landowners where land is not kept free from litter and waste.
Litter Strategy for England 2017	In 2017, the Government published its National Litter Strategy. The strategy compliments the Governments 25 Year Environment Plan and outlines broad measures which are needed in support of behaviour change and reducing litter.
Environment Act 2021	Introduces measures for enhanced waste enforcement, the Deposit Return Scheme and Extended Producer Responsibility.

Table 2: Legislative drivers

## Climate Change

The Council is committed to addressing environmental issues and in July 2019, declared a climate emergency. The creation and adoption of the Climate Change and Green Futures Strategy (2023-2027) encompasses 10 programme themes aimed at reducing the Council's and Borough's carbon emissions and minimising its environmental impact.

A component of this strategy is addressing litter, as effectively managing waste is essential for protecting the environment. To combat littering, the Council must focus on prevention rather than reactive clean-up efforts. This strategy outlines the Council's approach to breaking the cycle of littering through proactive measures.

Litter is linked to waste reduction and by extension the collective response to the climate emergency. A significant proportion of litter collected could be recycled or reused rather than being simply discarded. The motivation to recycle has been reinforced by the Environment Act 2021, which includes the anticipated implementation of the Deposit Return Scheme in 2026, along with Extended Producer Responsibility in 2025/26.

These measures will provide residents with incentives for returning items such as plastic bottles, cans, and glass, encouraging responsible disposal. The legislation is expected to promote behaviour change, contribute to a circular economy for waste items and reduce the amount of litter discarded, thereby positively impacting climate change.

## 7 Strategic Aim and Objectives

### Aim:

**To enhance the Borough's cleanliness and environmental sustainability by effectively managing littering through improved bin infrastructure, robust enforcement measures and active community engagement.**

### Objectives:

- By 2026, ensure that there is an annual audit in place for the litter bins which will inform the litter bin maintenance programme.
- To repair or replace any damaged or missing litter bins within one month.



- Increase participation in the Clean and Green Community events by 10% by 2027 and then by a further 10% by 2030.
- Undertake regular patrols by the Neighbourhood Wardens/third party enforcement company that will lead to a 25% reduction in litter complaints by 2030.
- Ensure that residents are aware of the penalties and enforcement action that maybe taken for littering.
- Form partnerships with at least five local businesses and organisations by 2030 to support joint littering campaigns.
- Improve satisfaction levels achieved in the Budget Consultation Survey in relation to Street Cleanliness.

## 8 Governance

---

The Council currently operates under a Cabinet system with a Lead Portfolio Holder for each priority area within the Council. The Portfolio Holder for Environment and Climate Change leads on Environment Services, including litter.

Within the Council, the Litter Strategy is managed and delivered (in the main) by the Waste and Recycling Team.

Reports on progress are shared with General Management Team monthly, via Environment Service's KPI reporting tool.

## 9 Service profile.

---

In 2025 the profile of the Borough of Broxtowe is:

- **Population: 110,900 (Census 2021)**
- **Parks and Open Spaces: 62**
- **Area covered: 31 square miles.**
- **Total Litter Bins: 1,341**

### Street Cleansing Operations

The Council provides a street cleansing service covering adopted highways within the Borough and the Council's Parks and Open Spaces. The service profile is as follows:

- 2 channel street sweepers
- 2 pavement sweepers (Image 2)
- 5 Street Cleansing Teams consisting of 2 employees per team.
- 3 Town Centre Attendants



Image 2: Sweeping Teams in Kimberley.

The teams are area based with dedicated teams in Beeston, Eastwood, Kimberley, and Stapleford (this includes the surrounding areas to the main town centres). There is also a dedicated Parks Cleansing Team that solely concentrates on the Council's Parks and Open

Spaces. The Borough is split into North and South for sweeping operations with each Sweeping Team being allocated an area.

The purpose of area allocation is that this ensures employees become familiar with the area enabling resource to be deployed where it is most needed.

In addition, there are three Town Centre Attendants that are based in Beeston, Eastwood, and Stapleford. The role is dual-purpose with duties being split between litter picking, keeping the town centres clean, and cleaning of public conveniences. As Kimberley generally has a lower footfall and a significant proportion of the town centre area is privately owned there is no Town Centre Attendant allocated, although the Council does maintain and clean the public conveniences.

Each town centre is cleansed at least once a day, 6 days a week.

### Litter Bin Infrastructure

In the Borough there are currently 1,341 litter bins strategically placed to address the community's needs. This number typically increases every year, reflecting the growing demand for positive waste management solutions as indicated by service requests from residents and assessments conducted by the Street Cleansing Teams.

Bins are strategically located in areas where there is the potential for high litter generation. This proactive approach not only enhances cleanliness but also supports the Borough's commitment to the environment.

Strategic locations include:

- Bus Stops and transport hubs.
- School routes.
- Near to educational establishments.
- Near to nighttime economy venues.
- Town Centres.
- Parks and Open Spaces.

Currently there is no uniformity with regards the style of bin throughout the Borough. This is particularly evident within the town centres where different bins have been installed as part of town centre redevelopments. Examples of the types of bins currently in use are shown in **Appendix 1**. However, this inconsistency is being addressed; over the past few years there has been a concerted effort to standardise bin types. By ordering the same design, the Council aims to establish a cohesive aesthetic that enhances civic pride and promotes environmental consistency. A uniform appearance not only improves the visual appeal of public spaces but also reinforces community values regarding cleanliness and sustainability.

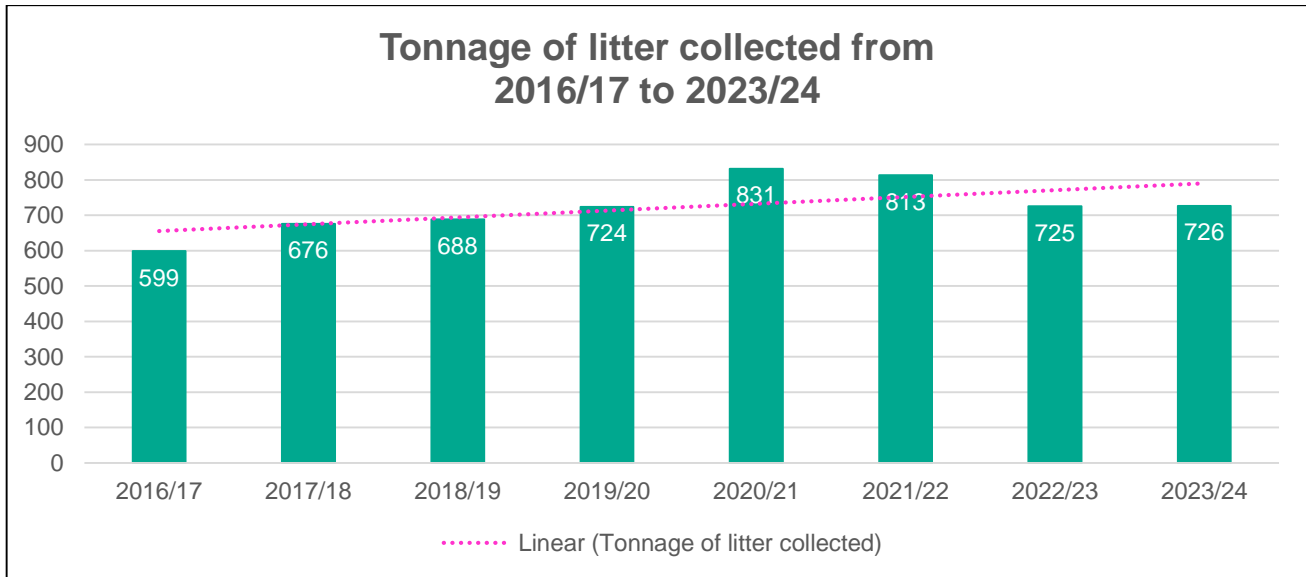


Image 3: Litter bin in Stapleford



## Tonnages

The amount of litter collected by the Street Cleansing Teams is shown in graph 1. The litter is collected either directly from emptying litterbins or from litter picking in the Borough.

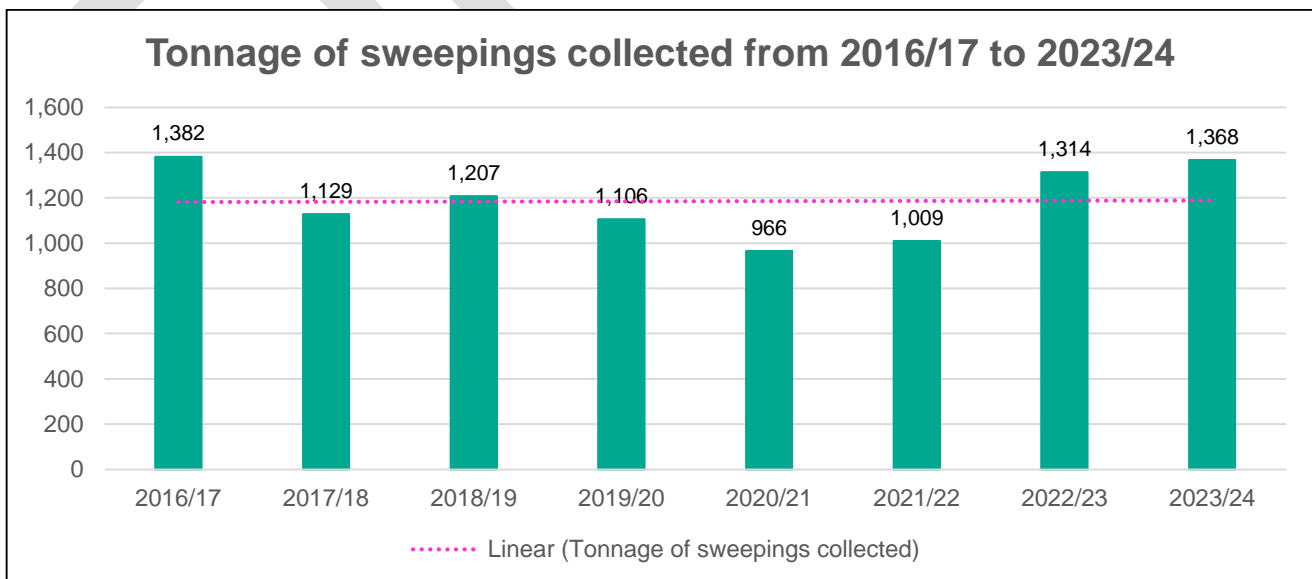


Graph 1: Tonnage of litter collected.

It is clear there has been a gradual increase in the amount of litter collected. Whilst this may be perceived as a negative, this may mean that people are being more responsible and using the litter bins provided.

The litter collected through these operations is transported to the Eastcroft Energy from Waste incinerator in Nottingham, where it is processed. The heat recovered from this process is used to provide heating for local homes and public buildings.

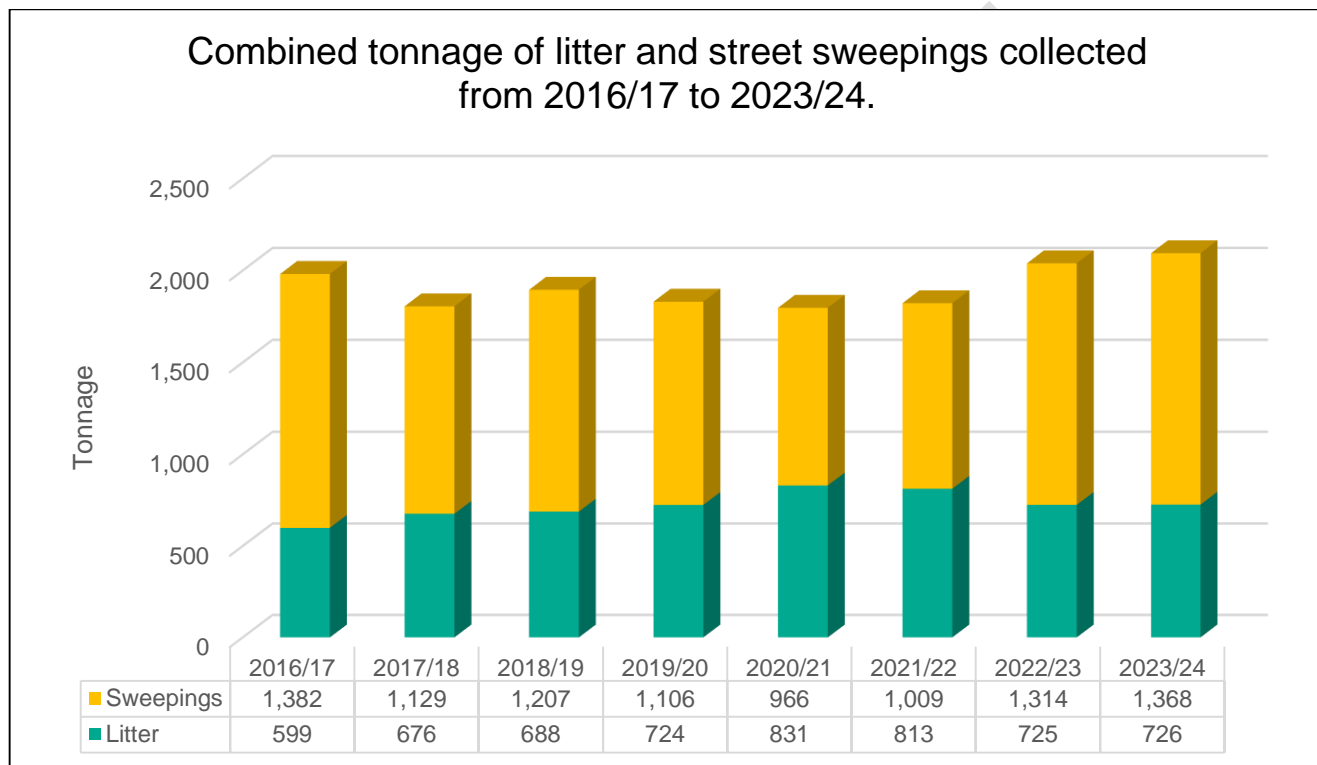
As well as waste from litter picking and emptying litter bins, the Council also has four sweepers, which keep the pavements and road channels free from litter and detritus. The amount of litter and detritus collected by the Sweeping Teams is shown in graph 2.



Graph 2: Collected street sweepings.

As highlighted in graph 2, the amount of litter and detritus collected has been increasing since 2021/22. This increase is due to having a full Sweeper Team, something which was not in place in 2020/21. Also, during that time many residents were working from home. This increased the number of cars parked on the road, restricting access to the pavements and highway channels.

Graph 3 details the combined tonnage of litter and street sweepings over the last eight years. Since 2016/17, the combined collected tonnage increased by 5.7%. This trend potentially underscores the ongoing challenges faced in keeping the public spaces clean and highlights the need for continued efforts in litter management and community engagement.

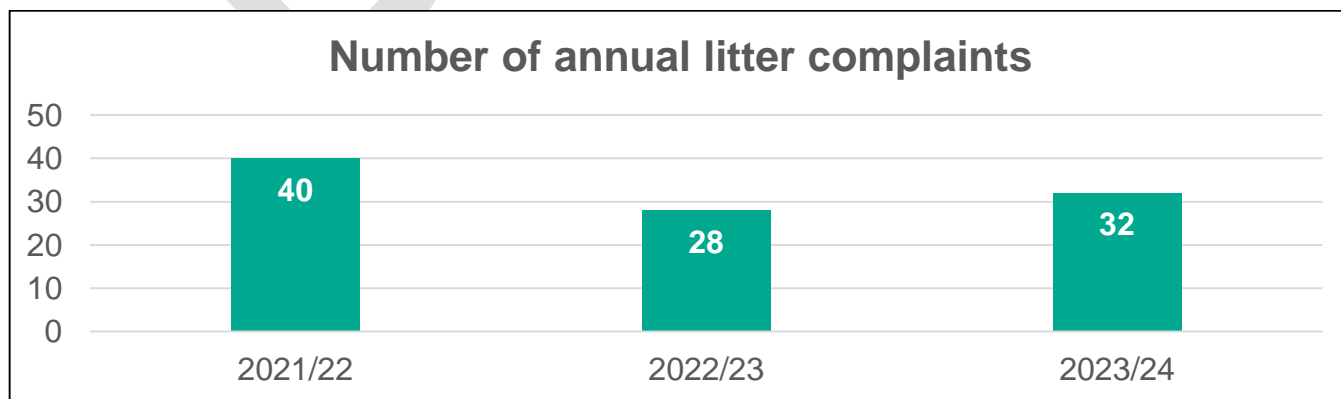


Graph 3: Combined tonnage of litter and street sweepings collected from 2016/17 to 2023/24.

The material collected by the sweepers has any non-biodegradable elements removed with the remaining biodegradable element being recycled and used as landfill cover.

Litter complaints.

Graph 4 highlights the number of annual litter complaints received from residents.



Graph 4: Number of litter complaints.

## 10 Cleanliness survey

There is no longer a need to nationally report the level of cleanliness within the Borough. However, keeping the Borough free from litter is a priority for both the Council and residents. In recognition of this, quarterly cleanliness surveys of the different land types are undertaken throughout the year and the cleanliness levels within the Borough are reported as a Key Performance Indicator within the Environmental Service's Business Plan.

The cleanliness levels are graded following the Governments Code of Practice for Refuse.

The scope for the grades is explained below:

- Grade A - no litter.
- Grade B - predominantly free of litter apart from small amounts.
- Grade C - widespread distribution of litter with minor accumulations.
- Grade D - heavily littered with significant accumulations.

Grade B is considered an acceptable level. The higher the number of areas surveyed that meet the acceptable grade, the higher the percentage scored. Table 3 shows the scores for the cleanliness of the Borough over recent years.

Year	Percentage of transects achieving grade B for litter	Percentage of achieving grade B for detritus (sweepers)
2021/22	96%	95%
2022/23	96%	95%
2023/24	96%	87%

Table 3: Cleanliness levels

Analysis of the results in the above table show that over the last five years 95% to 96% of streets have achieved the required cleanliness levels. Although this essentially translates into the Borough being a clean place for residents to live and work, the Council recognises further work is necessary to improve.

### Key Performance Indicators

Key Performance Indicator	Baseline measure for the year 2023/24
Number of litter complaints received	32
Number of Fixed Penalty Notices issued for Litter	2
Litter tonnages by Street Cleansing Teams	726 tonnes
Litter and detritus tonnages collected from the sweepers	1,368 tonnes
Number of litter campaigns delivered	2
Number of presentations on litter and environmental issues undertaken	8
Number of stakeholder groups or individuals making contact to take part in community litter picks	65
Number of residents engaged with litter picking and talks activity.	431
Number of litter/dog bins in the Borough	1,341

Table 4: Key Indicators for measuring success of actions within the litter action plan.

## 11 Financial implications

Each year there is an annual budget allocated for the procurement of litter bins. This budget is critical for ensuring that resources are available for maintaining and enhancing the current bin infrastructure. This budget is increased in line with inflation.

Currently, the Fixed Penalty Charge (FPN) for littering is set at £500, with a reduced fee of £100 if paid within 14 days of being issued in accordance with national legislation. As part of the Council initiative to tackle littering a third-party contractor has been appointed to assist with environmental enforcement. It is anticipated that the introduction of the third-party contractor will lead to an increase in the number of FPNs issued. A percentage of the revenue from these penalties will be reinvested by the Council into further litter reduction initiatives and the maintenance of the litter bin infrastructure.

## 12 Taking a strategic approach to reducing litter

To effectively reduce litter, it is imperative to adopt a strategic approach that governs the direction of travel for the Council’s resources. This section outlines the primary actions for consideration and highlights the synergy between various strategic points. The Litter Strategy will be built on four key programme themes, as detailed in table 5, Infrastructure, Engagement, Partnerships, and Enforcement. Each theme is intrinsically linked, contributing to the overall delivery of the service.

Theme	Description
<b>1 Bin infrastructure</b>	Ensure that litter bins are strategically placed in accessible locations, are maintained, and are adequately serviced. This will encourage community participation in keeping the environment clean.
<b>2 Engagement</b>	Increase stakeholder participation in Community Clean and Green Team events. By promoting awareness and education the Council can encourage active participation in litter reduction initiatives.
<b>3 Partnerships</b>	Build effective partnerships to enhance the impact of initiatives. Collaborative solutions can lead to resource sharing and increased numbers of volunteers. This will help to foster a cleaner and sustainable community.
<b>4 Enforcement</b>	Ensure there are robust enforcement mechanisms in place to uphold regulations. This includes the implementation of Fixed Penalty Notices (FPNs) and helps to address feedback from residents in the Budget Consultation Survey.

Table 5: Litter Strategy themes

The foundation of this strategy is the bin infrastructure and resources, ensuring that the appropriate bin facilities are in place and that shared spaces are designed and maintained to discourage littering. The next step in this hierarchy involves education, awareness and partnership working, which emphasises the importance of effective communication, working together with residents and businesses.

Finally, enforcement serves as a necessary measure against offenders, which includes the issuing of FPNs. Together each of these themes create a comprehensive framework, that addresses littering from multiple angles, promoting a cleaner, more sustainable environment.

Diagram 1 shows how the four programme themes are all intrinsically linked and influence behaviour and the reduction in litter and waste.

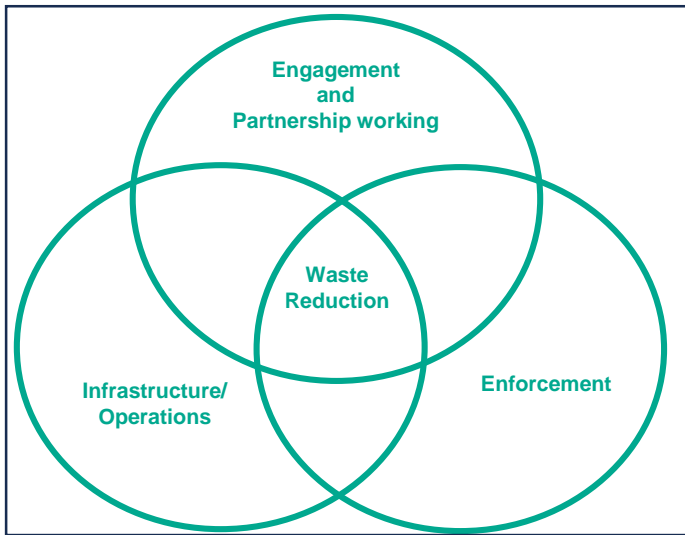


Diagram 1: Synergies for litter reduction

### Theme 1 - Bin infrastructure/Operations

Providing people with opportunities to put their litter in a bin is a fundamental part of the strategic approach to tackling litter. When a litter bin is being installed the strategic elements shown in table 6 are considered as part of the process.

Strategic Element	Item for considerations
Size of bin	How often is the bin likely to be full and require emptying? Is space restricted in which to place the bin?
Accessibility	Can the bin be used by all? Is the bin located on a flat surface? Is there any infrastructure that may hamper the bins usage?
Location	Is the bin on a high foot fall route, nighttime economy route, transport hub? Can the crews access the bins easily and avoid excessive manual handling when emptying? Is the bin clearly visible to users? Resident consultation to ensure no objection to the location. Is the bin likely to be subject to vandalism?
Advertising	Would the location be suitable for advertising and potentially bring in an income or allow positives messages to publicised?
Continuity	Does the bin match the current bins in the area?

Table 6: Strategic considerations for bin installations

### Recycling on the go.

In recognition of the importance of recycling waste and fostering sustainable habits outside of the home, the Council acknowledges the challenges faced by its existing recycling bin infrastructure. Despite the installation of recycling bins in a variety of public areas, the bins experienced contamination. Resulting in the collected materials being deemed unrecyclable.

To address these concerns, there will be an establishment of a designated trial area that will include new recycling bins and a supporting communications plan. This pilot will focus on enhancing public awareness and engagement and will work collaboratively with the Communications Team to develop targeted campaigns (including the use of video).



## Themes 2 and 3 - Engagement and Partnership working

The Clean and Green programme was launched in 2018 as a community initiative and has since seen a significant increase in resident engagement. Promoting positive messages to facilitate behavioural change is crucial to the strategy. Increasing engagement with stakeholders, including local businesses and universities is recognised as an integral part of driving this change. Since its inception, over 1,500 individuals and community groups have participated, fostering partnerships within the local area. The Council has previously collaborated with various businesses, including multinational companies, to address litter and, it will continue to explore these opportunities moving forward.



Image 4 - The Great British Spring Clean

Any communications campaign which is embarked upon will apply the principles of the Government's Behavioural Insight Team's EAST framework to help achieve successful delivery and promote behaviour change. The principles of the Government's EAST framework are shown in table 7.

<b>Easy</b>	Make the communication easy to understand or easy to action
<b>Attractive</b>	Make the communication attract attention and attractive for residents to engage in
<b>Social</b>	Make the desired outcome of the communication the social norm
<b>Timely</b>	Make the communications timely and relevant to what's happening

Table 7: EAST Principles.

### National and Local Campaigns

The Council is committed to supporting both national and local campaigns aimed at tackling litter and promoting sustainable stewardship of the local environment. The Council supports each year, Tidy Britain's, Great British Spring Clean, the nation's largest mass action environmental campaign focused on taking direct action against litter.

In addition to this, the Council hosts its Bulky Waste Action days, which is complemented with support from Street Cleansing and the Neighbourhood Wardens. These teams not only assist in keeping the streets clean, but they also engage with residents to promote litter prevention and responsible waste disposal practices.

The Environment Team also encourages Members and residents to organise their own litter picking activities. The Environment Team can support these by providing the necessary equipment and helping with the completion of risk assessments.

The Council will continue to identify and support any additional litter campaigns as they arise, wherever resources permit.

### Bring recycling sites and litter management

The Council recognises the ongoing challenges associated with bring recycling sites and the litter that can accumulate around these areas. Despite clear signage asking residents to take their waste home when recycling bins are full, it has been observed that many individuals

continue to leave their waste beside the bins, both when they are full and even when they are not. This behaviour not only contributes to littering but also poses a health and safety risk.

To address these issues, the Street Cleansing Teams conduct regular checks of the recycling sites to ensure that they are maintained properly. However, the Environment Team will enhance collaboration with the Communications Team to encourage residents to report problematic sites. This proactive approach will allow the Environment Team to respond swiftly to any complaints.

In cases where recycling bin hotspots have been identified the following actions maybe taken:

- **Additional bin installation:** Where feasible, the Council will explore the option of adding more recycling bins to high demand areas to reduce overflow and encourage appropriate waste disposal.
- **Increased monitoring:** Implement additional monitoring of hotspot areas to address issues before they escalate.
- **Community engagement:** The Council will work on initiatives to engage and communicate with residents about responsible recycling practices and the importance of keeping areas clean.
- **Bin removal:** If bins are consistently misused, the Council may consider removing the recycling bins from a site to prevent further littering.

By taking these measures the Council aims to improve the usability of its recycling sites whilst minimising litter.

#### Vapes/Batteries in litter bins

Sadly, the Council has seen an increase in refuse freighter fires, which have been linked to improper disposal of vapes and laptop batteries. During litter picking activities undertaken by the teams, a significant number of disposable vapes have been found discarded as litter, and many of these have also been found in litter bins. This poses a serious risk, as these items can ignite and lead to fires.

In response to this issue, the Communications Team have initiated a targeted campaign to educate residents about the importance of disposing of vapes and batteries responsibly. By providing clear guidance and accessible disposal options, the Council hopes to mitigate the risks associated with these materials.

#### Dog fouling and responsible disposal



Whilst dog fouling is primarily addressed within the Council's 'Dog Policy', it is important to recognise the littering issues that arise when dog owners fail to dispose of collected dog waste responsibly. It has been observed that some residents collect dog waste in bags but then improperly discard these bags by hanging them in trees or bushes, or simply leaving them on the ground. This behaviour not only contributes to littering but detracts from the overall cleanliness and aesthetic of the Borough's public spaces.

Image 5: Dog waste in a bag.

To address this concern the Councils Neighbourhood Wardens (and the third-party environmental enforcement contractor when they commence) are actively engaged in monitoring and enforcing responsible disposal practices. However, a more comprehensive approach is required, and the following actions will be implemented:

- **Educational campaigns:** The Neighbourhood Wardens will work with the Communications Team to raise awareness about the importance of proper disposal and the environmental impact of leaving dog waste in bags in inappropriate locations.
- **Increased signage:** Install clear signage in public areas to remind dog owners to dispose of waste in litter bins and the consequences of failing to do so.
- **Enhanced bin availability:** Assess the placement and accessibility of litter bins in popular dog walking areas.
- **Community Engagement:** Encourage residents to report instances of improper disposal which will allow the Neighbourhood Wardens to take swift action to address the problem.

#### Partnership working - Chewing gum task force and Keep Britain Tidy

In 2022, the Environment Team successfully secured a £15,000 grant for a chewing gum removal project. The funding allowed the team to purchase equipment for the removal of gum staining, which was utilised across all four town centres. Additionally, signage provided by Keep Britain Tidy was installed on litter bins throughout these areas to encourage responsible behaviour amongst residents and visitors.

Follow up assessments have shown a notable reduction in gum staining demonstrating the positive impact of the project. The Council will continue to seek a collaborative approach and look for partnerships with other stakeholders.

#### Theme 4 – Enforcement

The Council recognises the importance of achieving and maintaining consistency in its approach to enforcement. For many areas of its enforcement activity, government guidance already exists in the form of Codes of Practice, Planning Policy Guidance, and Government Circulars.

When considering what action should be taken, the Council will look to:

- Be proportionate to the nature of the offence and the harm caused.
- Change the behaviour of the offender.
- Eliminate any financial gain or benefit from non-compliance.
- Address the harm caused by regulatory non-compliance, where appropriate.
- Deter future non-compliance.
- Be responsive and consider what is right for the offender and regulatory issue.

The Council's position is that the first step in enforcement is to promote good practice, ensure policy compliance and prevent contravention of the law by raising awareness. However, where it is deemed appropriate, Fixed Penalty Notices (FPN's) can be issued for littering and prosecution cases can be taken forward by the Council.

Once the third-party enforcement contractor has begun work within the Borough, the Council will implement a monitoring system. This will not only track service KPI's but will help to

support integrated collaboration between the Council and the third-party service provider to ensure a robust operation.

### Third Party Enforcement

Responsibility for environmental enforcement is assigned to the Neighbourhood Wardens Service, which sits within Environment Services. An array of duties is undertaken by the Council to maintain the cleanliness of the local environment, with an objective of driving down litter and reducing fly-tipping. The Council recognises this requires a combination of education and enforcement of environmental legislation.

In September 2024, Cabinet agreed to engage a private enforcement contractor as a one-year pilot. This also included an option to extend for a further year (to be agreed by Cabinet). This was due in part to on-going recruitment challenges within the Neighbourhood Warden Team. The contractor will undertake enforcement activities on behalf of the Council, providing a positive solution aimed at enhancing the existing services offered by the Neighbourhood Wardens. The contractor will also help to address the feedback received through the Budget Consultation Survey, where residents asked for more work to be carried out in relation to littering, fly tipping and general street cleanliness.

This collaboration is expected to strengthen enforcement efforts across the Borough. It is anticipated that the new third-party contractor will commence operations in March 2025.

## **13 Monitoring and Review**

To be able to determine the success of strategic actions it is important to be able to measure and evaluate performance. A series of key indicators as shown in **Section 10, table 4** will be used as the baseline to measure the success of the strategic actions.

The Litter Strategy will be reviewed when there are any changes to processes or to legislation.

## **14 Risks and Challenges**

The risks and challenges of the Litter Strategy are highlighted in table 9.

Action Number	Risk or Threat to Key Task	Action taken/required to mitigate /minimise the risk or threat
2,3	Funding constraints	Explore funding sources, including grants, and sponsorships.
1,2,9	Resource constraints	Conduct an assessment on staffing needs and allocate accordingly. Utilise volunteers to deal with litter hotspots.
3,4,5,6,7,8,9,13	Lack of public engagement	Implement a targeted awareness campaign and enhance community events to educate residents on the importance of litter reduction and encourage participation.
10,11,12	Enforcement difficulties	Increase collaboration with third party stakeholders and promote positive



Action Number	Risk or Threat to Key Task	Action taken/required to mitigate /minimise the risk or threat
		reinforcement strategies to encourage compliance.
1,2,3	Environmental factors	Develop flexible litter collection schedules that account for seasonal variations.
7,8,9,10	Lack of interagency collaboration	Establish regular meetings with stakeholders to facilitate collaboration.

Table 9: Risks and Challenges to the Litter Strategy

## 15 Action Plan

Ref	Action	Target Date	Responsible Officer
<b>Theme 1: Bin Infrastructure/Operational considerations</b>			
1	Conduct a comprehensive audit of the current bin infrastructure across the Borough, ensuring that these are mapped.	March 2026	Refuse and Street Cleansing Manager Waste and Recycling Manager
2	Ensure that where necessary, bin facilities are upgraded.	On-going	Refuse and Street Cleansing Manager Waste and Recycling Manager
3	To repair or replace any damaged or missing litter bins within one month of being reported.	On-going	Refuse and Street Cleansing Manager Waste and Recycling Manager
4	Enhance bin visibility and signage. This will also include responsible dog fouling disposal and appropriate disposal at bring recycling sites.	March 2026	Refuse and Street Cleansing Manager Waste and Recycling Manager
5	Undertake a sweeper review to ensure efficiency by: <ul style="list-style-type: none"> <li>• Creating a RAG status for each of the sweeper routes, to help inform sweeper frequency.</li> <li>• Review the sweeper hotspot cleansing regime for areas that are susceptible to flooding.</li> <li>• Undertake an annual drain survey in the areas that experienced flooding during Storm Babet and Henk.</li> </ul>	March 2027	Waste and Recycling Manager
6	To undertake a litter bin recycling trial in one area in the Borough.	March 2026	Refuse and Street Cleansing Manager Waste and Recycling Manager



Ref	Action	Target Date	Responsible Officer
7	Increase monitoring of recycling sites to promptly address littering issues and enhance signage to encourage responsible waste disposal.	March 2026	Refuse and Street Cleansing Manager  Waste and Recycling Engagement Officer
<b>Theme 2: Engagement</b>			
8	Enhance the current Clean and Green promotional material.	March 2026	Waste and Recycling Engagement Officer
9	Create a litter awareness challenge. Encourage residents to report litter hot spots and share information on community litter picks. This will also include responsible dog fouling disposal and appropriate disposal at bring recycling sites.	On-going	Waste and Recycling Engagement Officer
10	Increase participation in Clean and Green Community events by 10% by 2027 and then by a further 10% by 2030	March 2027/March 2030	Waste and Recycling Engagement Officer
11	Increase the number of talks and presentations to local schools and community groups. (Target: 10 a year)	On-going	Waste and Recycling Engagement Officer
12	Improve satisfaction levels achieved in the Budget Consultation Survey by 2% in relation to Street Cleanliness.	On-going	Waste and Recycling Manager
13	Launch a campaign to promote responsible disposal of vapes and batteries.	March 2026	Waste and Recycling Engagement Officer
14	Participate in National litter campaigns, such as the 'Great British Spring Clean' and identify additional initiatives to enhance local engagement and awareness.	March 2026	Waste and Recycling Manager  Waste and Recycling Engagement Officer
<b>Theme 3: Partnerships</b>			
15	Strengthen partnerships with local schools. Collaborate with schools to implement educational programmes on litter, including the development of an appropriate lesson plan.	On-going	Waste and Recycling Engagement Officer
16	Form partnerships with at least five local businesses and other organisations (including universities) by 2030 to support joint littering campaigns.	On-going	Environmental Co-ordinators  Waste and Recycling Manager

Ref	Action	Target Date	Responsible Officer
<b>Theme 3: Partnerships</b>			
17	Reinforce Corporate values among the Street Cleansing to encourage going the extra mile and taking ownership of their area. Embedding the See it / Do it – See it / Report it.	On-going	Refuse and Street Cleansing Manager  Waste and Recycling Manager
<b>Theme 4: Enforcement</b>			
18	Undertake joint enforcement training for both the Neighbourhood Wardens and the third-party contractor.	June 2025	Assistant Director of Environment
19	Establish regular patrols in litter hotspot areas, which will lead to a 25% reduction in litter complaints by 2030.	March 2030	Assistant Director of Environment
20	Launch an awareness campaign on penalties for littering.	June 2025	Waste and Recycling Engagement Officer.
21	Create an enhanced data management system to monitor the effectiveness of the Litter Strategy.	December 2025	Assistant Director of Environment  Environmental Co-ordinators

Table 10: Litter Strategy action plan

## 16 References

DEFRA – Code of practice on litter and refuse (2019)

<https://www.legislation.gov.uk/ukpga/1990/43/contents> Environmental Protection Act 1990

<https://www.gov.uk/government/publications/litter-strategy-for-england> Litter Strategy for England 2017 (Referenced 28 December 2024)

<https://www.gov.uk/government/publications/litter-strategy-for-england> Anti-social Behaviour, Crime and Policing Act 2014

<https://www.keepbritaintidy.org/faqs/advice/litter-and-law> Litter and the Law – Keep Britain Tidy Referenced 28 December 2024.

## 17 Document review and Control.

The document will be reviewed in 2030, or if there are any changes to service delivery or legislation.

### Document Information

<b>Title</b>	Litter Strategy 2025-2030
<b>Identifier</b>	Litter
<b>File Location</b>	Y:\2.1Environment\KIMBERLEY\StrategyReviews\Litter Strategy
<b>Description</b>	Litter Strategy

Litter Strategy 2025-2030

February 2025 – V3

<b>Keywords</b>	Litter
<b>Format</b>	WORD
<b>Author</b>	Assistant Director of Environment
<b>Owner</b>	Assistant Director of Environment
<b>Classification</b>	OFFICIAL (SENSITIVE)
<b>Date Created</b>	March 2022
<b>Last Review Date</b>	February 2025
<b>Next Review Date</b>	Interim review 2027
<b>Date to Dispose</b>	Retain until superseded

**Document History**

<b>Date</b>	<b>Summary of Changes</b>	<b>Version</b>
January 2025	Full review and refresh.	2
February 2025	Amendments made following POWG. Changes include target setting, recycling bin trial, dog fouling, Vape/battery disposal, partnership working and supporting national campaigns.	3

**Document Approval**

<b>Date</b>	<b>Name</b>	<b>Version</b>
February 2025	Policy Overview Working Group	2
March 2025	Cabinet	3

**Distribution**

<b>Name / Group</b>	<b>Title</b>

# 18 Appendix 1 – Litter bin types in the Borough








Bin Type	Bin Type
	
	
	
	

Table 10: Litter bin types