

REPORT OF: ENVIRONMENTAL SERVICES MANAGER

TO: EXECUTIVE

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LITTER STRATEGY FOR ENGLAND

PURPOSE OF REPORT

To inform the Executive of the Government's Litter Strategy for England.

To inform the Executive of the Government's consultation document reviewing the case for increasing the fixed penalties for littering and related offences and for giving councils outside London the power to fine the keeper of vehicles from which litter is thrown.

RECOMMENDATIONS

- (1) That the Strategy be noted and that regular update reports be submitted on the Government's progress with it.
- (2) That the proposals in the consultation document be broadly welcomed and that a response be submitted in consultation with the portfolio holder for Environmental Services.

REASONS FOR RECOMMENDATION

- (1) Implementation of the Strategy will assist the Council to meet its strategic objective of working with and empowering our partners and local people to provide clean, healthy, safe and cohesive communities.
- (2) The Strategy will assist the Council in maintaining the quality of our environment through effective and efficient services, education, community and voluntary involvement, partnership working and enforcement.

1. In April 2017, the Government released the Litter Strategy for England. This is the Summary as it appears in the document:

We want our whole country to be a great place to live in, with clean water and air; beautiful countryside to enjoy and urban areas that are prosperous, vibrant and welcoming. A littered environment is bad for our wellbeing, and bad for the economy.

The facts concerning litter speak for themselves:

- Street cleaning cost local government £778m in 2015/16. A significant portion of this will have been avoidable litter clear-up and the money could have been better spent on vital public services

- The National Crime Survey has found that 28-30% of people perceive “litter and rubbish lying around” to be a problem in their area

- 81% of people are angry and frustrated by the amount of litter lying all over the country

- In the 2016 Great British Beach Clean 802 litter items were collected per 100 metres of beach in England

- Last year the RSPCA received over 5,000 phone calls about litter-related incidents affecting animals

Our ambition is to be the first generation to leave the natural environment of England in a better state than it found it. We are clear that we must act now to clean up the country and change our culture so that it is no longer acceptable to drop litter. The changes in how local government is funded also make it vital for local authorities to attract business and housing growth. Keeping streets cleaner and litter-free will be of the utmost importance in their efforts to do this.

Our strategy is to apply best practice in education, enforcement and infrastructure to deliver a substantial reduction in litter and littering behaviour, so that in the coming years we see demonstrable improvements against the figures above.

We will:

- Send a clear and consistent anti-litter message, by:

- Developing, seeking funding for, and delivering a world class national anti-littering campaign

- Developing an anti-littering culture which aims to educate young people not to litter

- Inspiring and engaging local communities, and empowering them to take action, including introducing a new ‘litter innovation fund’ to pilot, implement and evaluate small scale local research projects that could be replicated more widely

- Making a compelling business case for businesses of all kinds to invest in anti-litter activity

- Exploring voluntary and regulatory measures that aim to increase recycling and reduce litter

- Working with stakeholders to look at innovative ‘nudge’ techniques’ to tackle littering behavior

- Improve enforcement against offenders, including:

- Delivering on our Manifesto commitment to review the case for increasing fixed penalties for littering and related offences

- Introducing new regulations to help councils tackle littering from vehicles

- Providing improved guidance for councils on how to use their enforcement powers proportionately and appropriately, and

- Raising councils’ and magistrates’ awareness of the range of sanctions available to tackle littering and fly-tipping.

Clean up the country, including:

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Supporting national clean-up days

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Working with Highways England to put in place measures to deliver a lasting improvement in cleanliness at 25 priority litter hotspots on the Strategic Road Network, including updating the Code of Practice on Litter and Refuse to clarify the expected standards of cleanliness on the Network

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Producing new guidance on “binrastructure” (the design, number and location of public litter bins and other items of street furniture) for local areas to help them reduce levels of litter

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Working with the relevant industries to tackle certain types of particularly problematic litter, including fast-food packaging, smoking-related litter and chewing gum

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Exploring the ways in which packaging and packaging design can contribute to reducing litter. This is not a strategy that will just gather dust. We want everyone to step up and deliver, and one of our first actions will be to develop a new ‘litter baseline’ to measure the progress being made. Where voluntary approaches are not working we will continue to consider other measures which could help to achieve our strategic aims, as well as promote a more resource-efficient economy. Good infrastructure and clear social expectations, supported by proportionate enforcement, will help reinforce social pressure on everyone to do the right thing. Throughout, we want to encourage innovation, and the continued development of effective new ways to reduce littering, as well as ensuring that approaches which are proven to work are implemented as widely as possible.

The publication of this Strategy is the beginning, not the end, of the process.

2. We understand that the Government will continue to work hard to implement this new strategic approach and will report to Parliament on progress.

3. The document sets out the programme of intended activity as follows:

What		Who	When
Measuring Litter			
1	Develop a baseline and an affordable, Impartial, statistically robust and proportionate Methodology for assessing and monitoring the Extent of litter in England.	Working Group on Data & Monitoring	Spring 2017
Education and Awareness			
2	Deliver a world class national anti-littering Campaign	Working group on National Campaigns	Launch in 2017/18
3	Review existing teaching materials, make sure that they meet teacher’s needs and are easily accessible to them. We will also seek to link any new teaching materials to the proposed national communications campaign, to ensure that young people receive consistent messages about litter	Defra, campaigning organisations, providers of teaching resources etc.	By 2020
4	Work with the National Citizen Service, the Scouts Association and other organisations that work with teenagers and young adults, to discourage littering and raise awareness of	Defra, Scouts Association, National Citizen Service, campaigning organisations etc.	By 2020

	the environmental and economic costs of dropping litter		
5	Continue to support and endorse national clean up days such as the Great British Spring Clean and the Great British Beach clean and to use Central Government's influence to encourage participation and support by as many people and businesses as possible	Defra, DCLG, Keep Britain Tidy, Marine Conservation Society, corporate and other supporters	Ongoing
6	Explore the barriers to engaging and involving citizens in tackling litter and improving local places, and to recommend steps to address them	Working Group on community Engagement	Programme of actions to be agreed mid 2017
7	Ensure that participation in The Great British Spring Clean and other organised litter-picking activity is formally recognized in progress towards existing qualifications / awards or badges by the National Citizen Service and the Scouts Association	Defra, Cabinet Office, Keep Britain Tidy, National Citizen Service, Scouts Association, Girlguiding etc.	From 2017
8	Explore further how best to acknowledge and recognize the voluntary contributions made by individuals to tackling litter	Defra	2019
9	Support and encourage Councils and other land-managers to aspire to achieve the highest standards of local environment quality and to apply for these awards to ensure that their efforts are recognized	Defra, DCLG, Keep Britain Tidy, CIWM etc.	Ongoing
10	Encourage all businesses to work in partnership with their local communities to help tackle littering near their premises and create clean, welcoming public spaces which are attractive to customers and staff	Defra, DCLG	Ongoing
Make a compelling business case			
11	Explore different voluntary and / or regulatory options and measures to improve recycling and reuse of packaging, and to reduce the incidence of commonly littered items	Working Group on Voluntary and Economic Incentives to Reduce Litter	2017
12	Develop a suitable voluntary code on placing anti-litter messaging on packaging and at point of sale, and promote this online, through social media and PR.	Foodservice Packaging Association, working with packaging converters, importers, distributors and retailers / caterers	June 2017
13	Consider the role packaging could play in reducing litter and littering behavior	Advisory Committee on Packaging	2017
14	Promote the FPA's voluntary Code of Practice and the Sustainable Packaging Checklist, and encourage their adoption by manufacturers and retailers of other types of packaging	Defra, Foodservice Packaging Association, INCPEN, Food & Drink Federation etc.	Ongoing from mid 2017
15	Continue to seek ways to increase the reach of Chewing Gum Action Group's work	Chewing Gum Action Group	Ongoing
16	Publish research on best practice in removing gum	Chewing Gum Action Group	2017
17	Review and update guidance on " <i>Reducing litter caused by 'food-on-the-go': A voluntary</i>	Defra, working with producers, packagers and	2018-2019

	<i>code of practice for local partnerships”</i>	retailers of food-on-the-go	
Improving enforcement			
18	Review the case for increasing the fixed penalties for littering	Defra	2017/18
19	Lay Regulations which allow English councils to fine the keeper of a vehicle from which litter is thrown	Defra	2017/18
20	Continue to work with stakeholders to deal with fly-tipping and ensure that the right enforcement tools are available to local authorities to tackle the issues	Defra and the National Fly-Tipping Prevention Group	Ongoing
21	Promote the use of Community Protection Notices to deal with businesses or individuals whose behavior is having a detrimental effect on the quality of life of those in the locality	Home Office	Ongoing
22	Publish improved guidance to promote proportionate and responsible enforcement	Defra, Working Group on Enforcement	2017
23	Promote transparency and accurate reporting of enforcement action against littering	Defra, Department for Communities and Local Government	Ongoing
24	Raise councils and magistrates’ awareness of the range of sanctions available for littering and fly-tipping offences, including alternatives to fixed penalties	Defra, Ministry of Justice, HM Prison and Probation Service, Judicial Office	Ongoing
Better cleaning and litter infrastructure			
25	Identify opportunities for improvement in the cleaning of the Strategic Road Network	Defra, Department for Transport, Highways England, Department for Communities and Local Government	Ongoing
26	Put in place measures to deliver a lasting improvement in cleanliness at 25 priority litter hotspots on the Strategic Road Network	Highways England in collaboration with local authorities as required	2017
27	Commission and publish an independent assessment of road cleanliness	Defra, Department for Transport, Department for Communities and Local Government	2017/18
28	Reallocate responsibility for managing relevant cleaning activities from any local authority that is not fulfilling its statutory duties on the road network, and consider how to provide a mechanism to recover the cost of these activities from local authorities. (If needed put in place powers for the Secretary of State to make this transfer of responsibility and funding)	Government	2019
29	Explore and identify means to address the practical barriers to keeping our roadsides clear of litter, including issues relating to both cleaning and litter prevention	Working Group on Roadside Litter	Programme of actions to be agreed mid 2017
30	Support councils in collaborating to co-ordinate cleaning	CPRE	Ongoing
31	Review the Code of Practice on Litter and	Defra, Department for	2017

	Refuse and update it as necessary, including clarifying the standards which we expect to apply to land with 'special circumstances'	Transport, Highways England, Department for Communities and Local Government, working with others as necessary	
32	Produce guidance on 'binrastructure' (the design, number and location of public litter bins and other items of street furniture designed to capture litter)	Working Group on Infrastructure and "what works"	2019
33	Encourage councils to adopt a whole-business approach to tackling litter, and to consider ways to foster collaboration between contractors, waste management, street cleaning, planning and licensing teams to help ensure that impacts on litter are taken into account in decision making.	Defra, Department for Communities and Local Government, local councils, Keep Britain Tidy, Clean-up Britain, CIWM	Ongoing
34	Work with local councils, ports and the haulage industry to understand the particular issues drivers face in disposing of waste along their journeys, and to identify options to improve facilities for, and communications about, proper waste disposal by UK and overseas hauliers	Defra, Department for Transport, British Ports Association, Highways England, UK Border Agency and others	2019
35	Spread best practice in street cleaning and reducing littering, including learning from international experience and implementation / evaluation of innovative new approaches	Keep Britain Tidy, Hubbub	Ongoing
36	Launch new Litter Innovation Fund	Defra	2017

4. At this stage the attention of Members is particularly drawn to Actions 18 and 19 and the consultation document "Review of Fixed Penalties for Environmental Offences and Introduction of Civil Penalties for Littering from Vehicles Outside London" also issued in April.

5. The document contains:

- options for increasing maximum littering fixed penalties from £80 to either £100 or £150
- clarification that councils will be able to spend fixed penalty income on any of their functions
- proposed amendment to the Local Government Transparency Code to make it clear that data on enforcement activities against littering and other environmental offences should be published
- proposals to extend the power to impose fixed penalty charges for littering from a vehicle to all councils

6. The consultation is rather technical and it is suggested that a detailed response be drawn up in consultation with the Portfolio Holder for Environmental Services.

IMPLICATIONS

Policy: The implementation of the national strategy will have implications for the Council's policies and practices on littering and waste.

Financial: Increased fixed penalties will increase the Council's income.

Legal: No implications arising directly from the Report

Risk Management: No implications arising directly from the Report

Health and Safety: No implications arising directly from the Report

Sustainability: No implications arising directly from the Report

Community Safety: No implications arising directly from the Report

Equality and Diversity: No implications arising directly from the Report

APPENDICES None

LIST OF BACKGROUND PAPERS