

Report Title	OVERVIEW & SCRUTINY COMMITTEE COMMUNICATION OF LITTERING AND FLYTIPPING MESSAGES
Meeting	Overview and Scrutiny
Meeting Date	11 th September 2025
Report Author	David Walker
Directorate	Place
Lead Executive Member(s)	Councillor Zafar Ali
Wards Affected	All
Public. Part Exempt, or Fully Exempt	Public
Appendices (if any)	Examples of event promotion leaflets

1. Executive Summary

- 1.1 To provide Overview and Scrutiny Members with information of the most recent communication campaigns used by Operational Services to tackle the problems of littering and flytipping within the Borough. To advise on the effectiveness of the campaigns and provide details of campaigns used across the Country

2. Recommendations

For the reasons set out in this report, Overview and Scrutiny is recommended to:

- 2.1 Review the information presented and consider whether they wish to complete further work to investigate the financial implications of using alternate means of communication to improve public behaviour in relation to littering and flytipping to the Executive

3. Information: the Rationale & Evidence for the Recommendations

3.1 Operational Services has delivered behavioural change campaigns over the last two years. The campaigns have been used to connect with the communities we serve and to educate and encourage a positive change in behaviour.

3.2 Since 2023 Operational Services have delivered each year a minimum of three campaigns. The flytipping amnesty and rehome, recycle events have been held within Nelson, Colne and Brierfield. The events were promoted through social media posting, direct leafleting and post mounted signage.

3.3 The table below shows participation levels and tonnages from the events

2023					
Area	Number of Properties	Total Visits		Cage Vehicle (kg)	Refuse waste (kg)
Whitefield	1054	65		700	2720
Cloverhill	980	25		240	2080
Southfield	659	27		0	2420
Marsden	927	38		480	2460
Waterside	902	24		340	1900
2024					
Whitefield	977	68		118.8	2160
Southfield	659	51		56.1	2200
Brierfield	886	74		102.9	1728
2025					
Brierfield	886	31		145.3	2200
Southfield	659	15		125	4260
Colne	406	20		47	1400

- 3.4 Members will see that the 2023 and 2024 campaign in relation to communication with our residents proved more successful than the 2025 campaign. There are no clear identifiers as to why this was the case though the 2025 campaign concentrated on re-homing, reusing and recycling rather than offering a means of simply disposing of unwanted items.
- 3.5 In 2023 Operational Services successfully bid for £25,000 from DEFRA's chewing gum task force action fund. The fund was administered by Keep Britain Tidy on behalf of DEFRA.
- 3.6 The funding allowed Operational Services to buy handheld gum removal equipment, stencils and signs that promoted responsible disposal of chewing gum. The Council additionally promoted the campaign through local media channels.
- 3.7 The physical element of the campaign was completed in pedestrian areas with high levels of footfall. We predominantly chose town centre locations and routes to schools and the college. After cleansing we erected signage to railings and litter bins to encourage the correct disposal of gum and encourage behaviour change
- 3.8 Examples of signs and banners are shown below.



- 3.9 Most campaigns have delivered successful outcomes. Locations used for promotion of responsible disposal of gum were surveyed during the campaign and a 90 % reduction in staining was noted. In relation to the flytipping amnesties, patrolling officers noted that areas selected for intervention remained tidy for weeks after the event was held. The most noticeable improvement was the Whitefield ward in 2024 where the street remained free of waste items for 8 weeks
- 3.10 Operational Services annually supports the Great British Spring Clean and uses the Keep Britain Tidy branding to promote action from schools, businesses and other volunteer groups. In 2025 Pendle recorded that 9 groups had actively taken part in litterpicking events between 21st March and 6th April. Across the Country Keep Britain Tidy report 262,410 bags of litter had been pledged to the campaign.
- 3.11 Aside from the one-off and seasonal campaigns Operational Services use changeable banners on our refuse and recycling collection vehicles to promote income generating activities and encourage behaviour change.
- 3.12 Examples of the banner for littering shown below.



- 3.13 Nationally Keep Britain Tidy are promoting the responsible disposal of cigarette butts. The current campaign 'bin your butts' is aimed at reducing the number of cigarette butts that end up in drains, rivers and waterways harming marine life. The campaign was developed in response to Keep Britain Tidy's work on litter composition showing that cigarette butts make up the vast majority of littered items (66%) and 80% of cigarettes smoked outdoors are discarded improperly which impacts heavily on the environment and Local Authority budgets.
- 3.14 Examples of campaigns are provided within the background document section of this report.

- 3.15 In summary, all campaigns provide some improvement, why. The campaign will be noticed as its new, promoted for the life of the campaign by the delivering agency and supported by resources delivering physical activity, staff and immediate media interest.
- 3.16 Beyond the life of the campaign residents soon become blind to signage and due to changing priorities, limited budgets or new campaigns resources are no longer available to sustain continued nudge pressure.
- 3.17 Members will note from the examples shown that campaigns tend to concentrate on town centre and high footfall areas. In Pendle we recognise this is often not the areas of need as resources are deployed to maintain town centres on a higher frequency than residential areas surrounding them. There may be a long way to go but Officers in Pendle have recognised this need and the focussed delivery of events within our communities helps promote the services of the Council and get across key messages.

4. Implications

4.1 Financial Implications

There are no financial implications arising directly from this report. Additional resources either in staff or communication tools would incur yet unidentified costs.

5.2 Legal and Governance Implications

There are no legal implications arising directly from the recommendations of this report

5.3 Climate and Biodiversity Implications

Littering is an environmental offence. Litter ends up in our countryside, drains, rivers and waterways harming marine and other life.

5.5 Human Resources Implications

There are no Human Resource Implications arising directly from the recommendations of this report.

5.6 Equality and Diversity Implications

There are no equality and diversity issues arising directly from the recommendations of this report.

6. Consultation

This report is the consultation tool for Overview and Scrutiny

7. Alternative Options Considered

Options provided within the report for consideration.

8. Statutory Officer Sign off (please tick)

Section 151 Officer	☒
Monitoring Officer	☒

9. Background Documents

'Bin It - Don't Dump It' to keep Pendle tidy! | Pendle Borough Council

<https://share.google/aSQRle7DN7rf280pp>

Bin Your Butts! | Pendle Borough Council

<https://share.google/CNQbkB1coFwDXxpm>

Gum littering campaign being carried out across Pendle | Pendle Borough Council

<https://share.google/froDTVYwlyyfDAnJP>

Cumberland Council launches hard-hitting anti-litter campaign: 'Don't be a TO55 3R – take your litter home! | Cumberland Council <https://share.google/IE5a6LjilCHKivuci>

Keep it, Bin it | Keep Britain Tidy <https://share.google/Uk1Wjx2efoKp4tOZE>

Some of the best litter prevention campaigns from around the world | Zero Waste

Scotland <https://share.google/jlZo2AhhVjLVMcfF3>

www.cleanupuk.org.uk/news/keep-britain-tidy-recently-published-the-results-of-their-litter-com

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