

**NORTH LINCOLNSHIRE COUNCIL**

**CABINET**

**NORTH LINCOLNSHIRE LITTER PLAN**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To approve and adopt the North Lincolnshire Litter Plan.

**2. BACKGROUND INFORMATION**

- 2.1 North Lincolnshire Council is committed to delivering our priority 'Enabling Resilient and Flourishing Communities'. The North Lincolnshire (NL) Litter Plan brings together all the Transformation, Implementation and Improvement into one document with a clear vision, principles and aims and builds upon the excellent strength of our volunteer litter pickers in NL.
- 2.2 Through our One Council, One Family, One Place approach we will deliver our new vision, principles and aims for Litter, ensuring that the first best intervention takes place in an effective and timely manner.
- 2.3 Key to the success in reducing litter is changing the behaviour of those who currently feel that it is acceptable to drop litter. The development of an effective litter plan needs to combine our aims of transformation, engagement and education and infrastructure optimisation and design. We must link understanding the problem with enforcement, so they complement each other's approach but also sending the right message and precedent to our residents and businesses, that the proper depositing of litter is an important priority for North Lincolnshire.
- 2.4 Whilst we would hope that education can pre-empt enforcement action in most cases, in others education does commence with enforcement action having to be taken. So, all of our aims need to go hand in hand and reinforce one another. It is vital that we effectively raise the awareness and knowledge of the public, so we improve practice regarding the depositing of litter.

2.5 The vision is 'To create a cleaner, greener, healthier, more sustainable, and attractive North Lincolnshire'.

Our principles are:

- Communicate, Engage and Educate
- Work with communities and partners
- Make it easy to interact on litter issues
- Monitor and inform
- Think beyond the bin
- Innovate and transform
- Tough on Enforcement
- Encourage people to act responsibly

Our aims are:

- Transformation – Tackling the problem at source
- Understanding the problem
- Community Engagement and Education
- Infrastructure, optimisation, and demand management
- Enforcement

2.6 The NL Litter Plan does not just seek to deal with result of littering but also look at the problem at source, e.g., how we reduce the use of single use plastics – not just with our residents but our schools and businesses too.

### **3. OPTIONS FOR CONSIDERATION**

3.1 Option 1 – Approve and adopt the NL Litter Plan appended to the report.

### **4. ANALYSIS OF OPTIONS**

4.1 The Litter Plan sets-out clear principles, aims and actions for North Lincolnshire to support the continued prevention, reduction, and increased responsibility of litter in NL.

5. **FINANCIAL AND OTHER RESOURCE IMPLICATIONS (e.g. LEGAL, HR, PROPERTY, IT, COMMUNICATIONS etc.)**

5.1 Financial

The cost of implementing the plan will be funded through current revenue and capital budgets.

5.2 There are no Legal, HR, Property, IT and Communication issues

6. **OTHER RELEVANT IMPLICATIONS (e.g. CRIME AND DISORDER, EQUALITIES, COUNCIL PLAN, ENVIRONMENTAL, RISK etc.)**

6.1 The proposed Litter Plan supports the delivery of the Council Plan and Green Futures Plan.

7. **OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

7.1 A stage one impact assessment has been carried out, there are no issues to report.

8. **OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

8.1 Consultation has taken place with cabinet member and relevant stakeholders. The comments have been built into the final plan version.

9. **RECOMMENDATIONS**

9.1 That Cabinet approves and adopts the North Lincolnshire Litter Plan which will:

- i. Be tough on enforcement and publicise prosecutions
- ii. Encourage people to act responsibly
- iii. Increase the number of bins and increase capacity by removing all bins on posts and replace with bins of at least 110 litres in size.
- iv. Where and when necessary, increase the frequency of emptying bins

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**Background Papers used in the preparation of this report: Nil**