



North Lincolnshire Council
Litter Plan
2022



**North
Lincolnshire
Council**

Litter Plan for North Lincolnshire

Vision: To create a cleaner, greener, healthier, more sustainable, and attractive North Lincolnshire



Our outcomes



Our principles:

- 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 Ideas:

- Aim 1 - Transformation – Tackling the problem at source
- Aim 2 - Understanding the problem
- Aim 3 - Community Engagement and Education
- Aim 4 - Infrastructure, optimisation, and demand management
- Aim 5 - Enforcement

Aim 1 - Transformation – Tackling the problem at source

We will innovate, change people's behaviours and work collaboratively and proactively to tackle the problem of litter at its source. We will make better use of budgets and equipment.

There needs to be flexibility in our litter plan, acknowledging that there is a balance to be struck between prevention and dealing with the problem of litter and fly-tipping.

Monitoring is key to ensuring that prevention approaches are having the desired effect and to identify any gaps.

Investment in prevention needs to be an integral part of decision and policy making and strategic planning.

Benefits of transformation

Targeted, evidence-based, strategically-led preventative tactics will help to:

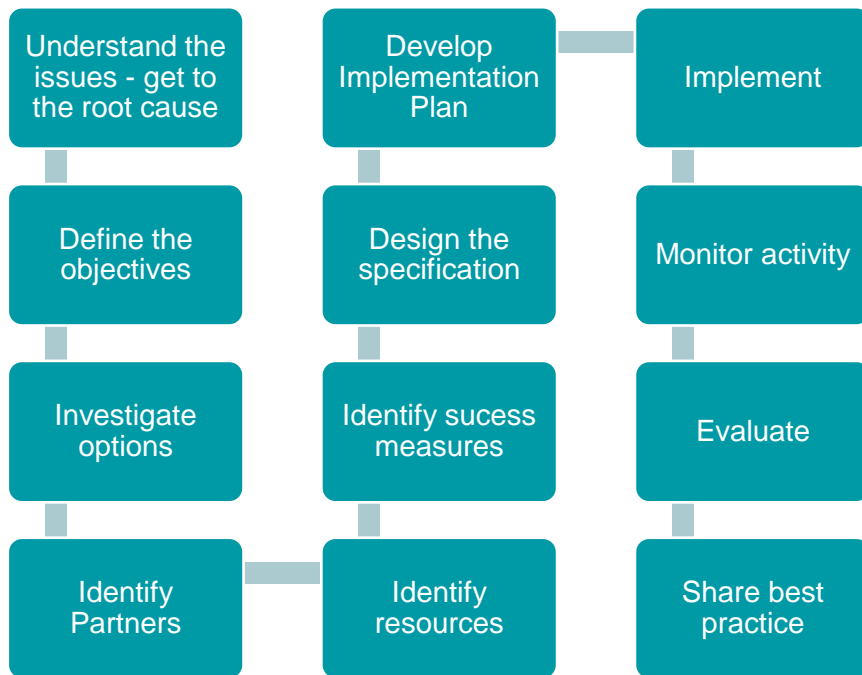
- Enable partnership working and sharing of resources
- Move towards sustainable services and long-term efficiencies
- Make better use of resources and assets
- Improve local environmental quality
- Make services proactive rather than reactive
- Improve resident/customer experience

Transformation in action

Much of the research in relation to litter highlights that littering behaviour is affected by factors that include location, amenity, time of day, social situation, audience and perception of individual litter types. We will think beyond the bin to transform.

Review of Behaviour Change encourages Individual, Social and Material contexts to be considered when examining the effectiveness of environmental behaviour change interventions. There's no single answer. We need to be able to identify all the factors that could be contributing to the litter problem to discover the most appropriate prevention approach and how it might need to evolve over time.

Our approach to transformation will:



Aim 2 - Understanding the problem

We will use data, insight, intelligence, and practice wisdom, to understand the problem, implement successful measures and evaluate their effectiveness.

We will improve the quantity and quality of data captured, and maximise the use of this information to inform decisions about which activities to implement. We will:

- Publish information making it accessible for individuals and organisations. For example:
 - Communicate bin policies to the public
 - Options for disposing of waste materials
 - Facts about litter
- We will use data and build evidence to optimise operational practices, monitor performance, provide robust cost information and identify root causes of litter and refuse problems:
 - Evaluating the impact of litter interventions
 - Analysing the costs and impact of litter and fly tipping
 - Community action to prevent litter and fly tipping
 - Exploring the indirect costs of litter in North Lincolnshire

Aim 3 - Community Engagement and Education

A key factor in changing behaviours is effective communication. We will establish littering communications in the right context, and be specific in order to reach different audiences.

Fly tipping behaviour is different to littering behaviour; our communications should be targeted, based on informative data to identify audience, materials and locations.

Actions will include:

1. Developing and implementing a research driven communications strategy
2. Using the channel/s best suited to the audience – social media, messaging on vehicles/bins, staff engagement, digital media, press
3. Using contextual messaging – allowing the message and the medium to be matched to the audience and the situation – and use data to target these communications
4. Using communications to promote behaviour change
5. Working with partners to share materials and messages through existing channels, such as social media
6. Refreshing prevention materials and messaging regularly
7. Communicating success stories
8. Publishing information such as monitoring data, enforcement activity, zoning detail

Targeted messaging

- Developing innovative and motivating communication tools:
 - Shock tactics
 - Nudge interventions
 - Clean graffiti
 - On pack labelling
 - Digital advertising
 - Public installations and artwork
- We will support national and local campaigns promoting litter and fly tipping prevention
 - Keep our Communities Flourishing
 - Road Side Litter Campaign
- Developing and empowering frontline staff to engage effectively with people and communities around litter and behaviour change
- Training frontline staff to recognise their role in prevention, for example through public engagement, reporting hotspots etc.
- Engaging with other departments in the organisation to understand their role and responsibility for litter prevention
- Holding staff engagement sessions on the importance of preventing litter and fly tipping

We will work with all stages of the educational system – pre-school, primary, secondary, colleges/universities – to engage in behaviour change and education initiatives to drive the cultural shift required to make littering unacceptable this could include:

- Litter prevention measures embedded in School Conversations
- Working with schools to prevent litter
- Secure and support teacher/school leader involvement in litter prevention initiatives and communications to increase ownership

- Use school-specific communication channels to increase reach and identify the best communication mediums and messages to engage and motivate families.
- Make use of any education materials developed on litter prevention
- Use data to inform intervention e.g. resources used to clean routes to and from buildings in terms of cost and time, litter types found in the area used by pupils
- Develop and deliver incentive projects with schools to encourage greater community role for pupils
- Deterrent measures to prevent students from littering

In addition to schools, we should continue to educate our residents to drive the cultural shifts in single uses plastics, littering and fly tipping

- Develop a campaign on single water bottle ‘tap water is good and cheap’.
- Different litter measures in those ‘spaces and places’ where littering level is high

Aim 4 - Infrastructure, optimisation, and demand management

- Putting the right infrastructure and services in place can help encourage people to dispose of their litter responsibly.
- It is important to understand the problem to plan services effectively, identify areas for improvement, drive policy and strategic direction and inform change.
- To help improve service provision we will:
 - Investigate opportunities to encourage recycling of materials on the go
 - Use clear signage to make it easier for people to use the correct bins, such as adopting single branding strategy.
 - Think beyond the bin – when considering our infrastructure, considering how we can optimise and control demand management.
 - Provide more bins and empty them more regularly.

Aim 5 - Enforcement

To ensure enforcement plays a proactive role in changing behaviours it is important to increase the deterrent effect of enforcement.

North Lincolnshire Council and the Police have powers to issue fixed penalty notices to people who litter materials or fly tip waste and we will take a ‘zero’ tolerance approach to littering and fly tipping.

To help support this there are several additional activities that can help improve the deterrent effect:

- We will use intelligence to target effective enforcement activity. Reports from other organisations and individuals can help enforcement authorities to target problems and identify the best solution.
- We will work on a place basis to explore enforcement opportunities and discover alternatives to traditional enforcement.
- We will work with partners to act on and to prevent waste crime.
- We will operate a zero-tolerance approach to all forms of littering.

- We will improve evidence gathering techniques and processes to ensure accurate information is collated to help pursue enforcement action throughout the chain and improve the end outcome.
- Take part in enforcement campaigns and targeted action organised by enforcement agencies
- We will install CCTV and surveillance to deter offenders and to gather intelligence for investigations
- We will trial alternatives to enforcement action in line with behaviour change models
- Work with other departments and agencies to maximise enforcement activities
- Develop partnership working protocols across agencies including Police, Environment Agency and Fire and Rescue Service
- Establish suitable ways to increase the deterrent effect of enforcement to reduce litter and fly tipping e.g. publish number of fines and prosecutions
- Optimise the use of existing legislation to reduce litter and fly tipping
- Review enforcement policies and procedures to maximise the deterrent effect.

Litter Plan – Action Plan

- Aim 1 - Transformation – Tackling the problem at source
- Aim 2 - Understanding the problem
- Aim 3 - Community Engagement and Education
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- Aim 5 – Enforcement

Aim 1 – Transformation Tackling the problem at Source

Action	Description	Owner
Reduce the use of single use plastics	Provide simple water stations for the refilling of water bottles in key locations across North Lincolnshire. Prioritising Town Centres and key open spaces and attractions	AD Place
	Work with local businesses to reduce single use plastics in food and consumable production.	Economic Development Lead
	Work with local businesses and venues to reduce the use of single use plastics – providing self-serve water fountains and or jugs.	Place Development Lead
Work with Partners	We will work with our place partners to ensure that Litter and Fly tipping is addressed as one at a place level. Ensuring joint communications and action where appropriate.	AD Place
PSPOs	We will work with our partners to strengthen our enforcement model through PSPO orders.	AD Public Protection

Behavioural Change	We will work with the voluntary sector and communities to encourage behaviour change in relation to the disposal of litter.	Street Cleansing Lead
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Aim 2 – Understanding the problem

Action	Description	Owner
Communications	We will publish information proactively to all including: Policy Options for disposing of waste Facts about litter	Head of Communications and Marketing
Publicise Prosecutions.	We will publish information on prosecutions.	Head of Communications and Marketing
Data and Evidence	We will use data to build a strong evidence base that informs the other aims providing robust cost information.	AD Place

Aim 3 - Community Engagement and Education

Action	Description	Owner
Develop and implement a research driven communications strategy.	We will create effective communication to drive culture and behaviour change. This will include: Shock tactics Nudge interventions Digital interventions	Head of Communications and Marketing

	Public Artwork	
Empower our community workforce	We will develop and empower our community workforce to engage effectively with people and communities around litter and behavioural change.	Neighbourhood Services
National and Local Campaigns	We will continue to support and develop local and national campaigns	Head of Communications and Marketing
	We will continue to strengthen our volunteering litter picking groups across North Lincolnshire – ensuring we communicate the success and impact they are having in NL.	Andy Tate
Working with Schools and Colleges	We will create a single Schools offer around Litter/Waste/Road safety etc....	Lesley Potts

Aim 4 - Infrastructure, optimisation, and demand management

Action	Description	Owner
Infrastructure development plan	We will work with communities and place partners to ensure that the right litter receptacles are in the right place.	Neighbourhood Services
	We will look to create opportunities for recycling on the go in communities where littering is an issue	Neighbourhood Services
	We will create a single branding strategy to ensure that signage is simple and understandable to all.	Head of Communications and Marketing
	We will consider how we can optimise and control demand through our bin infrastructure.	All

	<p>Remove all bins on posts and replace with bins of at least 110 litre minimum size</p> <p>Increase the number of visits to collect waste from litter bins.</p>	
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Aim 5 – Enforcement

Action	Description	Owner
Addressing hotspots	We will work on a place basis to ensure effective enforcement activity	AD Public Protection
	We will take a tactical joint approach to prevention and enforcement against waste crime.	AD Public Protection
	We will work proactively with existing F&B businesses to enable prevention of fly tipping.	AD Public Protection
	We will review our resources and policies to ensure we have the capacity to deliver the Litter plan.	AD Place
Litter	We will continue to operate a zero-tolerance approach to littering.	AD Public Protection

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