

Action	Description	Update
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	Considering best locations for this provision and including in future developments.
	Work with local businesses to reduce single use plastics in food and consumable production.	NLC has stopped purchasing single use plastics through our Catering outlets - where stock has been used. Working to roll this out further.
	Work with local businesses and venues to reduce the use of single use plastics – providing self-serve water fountains and or jugs.	Considering best locations for this provision and including in future developments.
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.	Show a Litter Respect/No Rubbish Excuses Campaign literature shared with North Lindsey and UCNL team to ensure synergy of messaging -focus is on students between campuses and in Central Park.
PSPOs	We will work with our partners to strengthen our enforcement model through PSPO orders.	Cabinet report approved to progress with public consultation to strengthen the enforcement approach through PSPO which includes a One Council approach to delivering enforcement. Liaison underway with partners, including police, around future model delivery.
Behavioural Change	We will work with the voluntary sector and communities to encourage behaviour change in relation to the disposal of litter.	Ongoing work with the litter forum – supporting individual volunteers and working with internal partners around communications. *linked to communications below

Aim 2 – Understanding the problem

Action	Description	Update
Communications	<p>We will publish information proactively to all including:</p> <p>Policy Options for disposing of waste Facts about litter</p>	<p>Campaign materials shared across multiple platforms, press releases, socials and out of home.</p> <p>Most recent addition is signage at bins encouraging people to take their waste somewhere else if full (roll out through November).</p> <p>Language used is tailored towards driving behaviour change and positioning the problem with the people who drop the litter not the council for clearing up after others.</p> <p>Intent is to enable and empower communities to challenge bad behaviour and increase/improve pride and community ownership.</p> <p>Continuously pushing out “thank-you” narrative to community litter pickers, celebrating and raising profile of the right behaviour.</p> <p>Most recent statement: “We are very sorry communities have to put up with other people dumping their waste on the streets and we appreciate fully the impact it has on residents.</p>

		<p>"Once again, it is the council tax payer who picks up the bill for other people's disgusting behaviour - this latest clear up will be added to the more than £1 million a year spent clearing up after other people.</p> <p>"We have been out to this area many times to clear it up - every alleyway is cleared weekly, and where we find evidence we prosecute with fines of up to £400. We offer weekly collections and have recently provided 40 more bins in the area.</p> <p>"On top of this, litter-picking volunteers do a fantastic job and make a real difference, but as long as certain people think it is ok to dump their rubbish and expect other people to sort it out, we are faced with a continuing battle.</p> <p>"The solution is clear - people must take responsibility for their own rubbish. And if anyone sees any flytipping they should report it to us"</p>
Data and Evidence	We will use data to build a strong evidence base that informs the other aims providing robust cost information.	On-going supply and demand data is being develop across through the lense of offer, intervention and infrastructure.

Aim 3 - Community Engagement and Education

Action	Description	Update
Develop and implement a research driven communications strategy.	We will create effective communication to drive culture and behaviour change.	Ongoing

	<p>This will include:</p> <ul style="list-style-type: none"> Shock tactics Nudge interventions Digital interventions 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.	Ongoing work with the litter forum – supporting individual volunteers and working with internal partners around communications.
National and Local Campaigns	We will continue to support and develop local and national campaigns	Waste campaigns, developed with behaviour change in mind, plus clear products and ease of access continue to be utilised through partnership with Lets Recycle.
	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.	The content is also used to shape local campaigns. Continued to partner with the Great British Spring Clean. Published article and information in North Lincs newsletter – and nominated the community litter pickers for community champion awards.
Working with Schools and Colleges	We will create a single Schools offer around Litter/Waste/Road safety etc....	

Aim 4 - Infrastructure, optimisation, and demand management

Action	Description	Action
Infrastructure development plan	We will work with communities and place partners to ensure that the right litter receptacles are in the right place.	This work is ongoing with T&PC's following discussion with local residents and stakeholders we have increased bin capacity in the Crosby area.

	We will look to create opportunities for recycling on the go in communities where littering is an issue	We have introduced ROTG in Kirton Lindsey Messingham Crowle and Winterton shopping areas – future areas include Burton Stather South Killingholme. We are in the process of applying for grant funding to roll this out further at Waters edge and Humber Bridge viewing area.
	We will create a single branding strategy to ensure that signage is simple and understandable to all.	In development
	We will consider how we can optimise and control demand through our bin infrastructure.	We assess bin capacity and where appropriate replace with bigger bins.

Aim 5 – Enforcement

Action	Description	Update
Addressing hotspots	We will work on a place basis to ensure effective enforcement activity	One Council approach to pilot area of Crosby & Town in traction. Developing a holistic approach to identifying and tackling holistic community issues around causation in addition to response action.
	We will take a tactical joint approach to prevention and enforcement against waste crime.	We are working with stakeholders and partners to address waste crime.
	We will work proactively with existing F&B businesses to enable prevention of fly tipping.	We are working with and holding to account businesses who continue to fly-tip business waste.
	We will review our resources and policies to ensure we have the capacity to deliver the Litter plan.	PSPO review approved for consultation. Environmental Enforcement model under review.

Litter	We will continue to operate a zero-tolerance approach to littering.	Ongoing, inclusion of SLA Agreement with Doncaster Council.
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