

Briefing: Litter Minimisation

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Background

Members supported a bid to establish a Litter Minimisation role in 2019 to deliver:

- Pride of place
- The Corporate Strategic Plan objectives: Supporting a safe and healthy environment by making Huntingdonshire a better place to live, work and invest.
- Part of the prevention agenda that focuses on social responsibility and pride under a proposed theme of 'Love Huntingdonshire'.

Street Cleansing nationally has a traditional focus on responding to and addressing the problem of litter once it has occurred, littering has therefore already impacted people, their lives and where they live. Litter Minimisation will find practical ways to address the cause.

HDC continues to support a significant and growing number of Community Litter Pick activities by local communities (36 since April), but this is still focussed on clearing up.

Aims and Objectives

Litter minimisation aims to establish a long-term and sustainable approach to litter reduction and prevention by:

- Coordinating and extending the Council's current operations with an integrated approach including other agencies
- Engaging the community in what is a community issue
- Developing a range of mechanisms to increase community awareness, ownership, responsibility and civic pride.

Prevention activity in 2019/20 is focused on pilot schemes to test and develop successful projects, within Huntingdon. Pilot locations have been selected to give the most representative sample of the district, with the overall aim to create projects which can be rolled out through the district. These pilots will create robust evidence as to the effectiveness of the proposed ideas and create justifiable evidence to support the roll out of these pilots into a district-wide project.

There are five key themes of pilot activity (fully detailed in Appendix A):

- **Town Centre** – Recycling on the go (turning litter into recycling and litter in the right bin)
- **Roadside** – Surveillance, enforcement, messages targeting motorists
- **Business** – Responsibility and securing waste so it does not become litter, improving recycling and education of the surrounding communities
- **Community Fly-Tipping** – Engagement regarding impact and cause, bulky collection

pilot

- **Rural Litter** - Encouraging responsibility through litter reduction initiatives, recycling pilot and education within primary schools

In addition, a **branding activity** is proposed to establish 'Love Huntingdonshire' with consistent messaging about the impacts of litter, encourage responsibility, publishing all activities, pilots and successes. Suggested logo's are presented for the launch (see Appendix B).

This is also a collaborative initiative led by Litter Minimisation within the Council joining up

Community Services, Recycling and Waste Services, Waste Minimisation and Street Cleansing.

Benefits and Messages

- To reduce the incidence of littering in Huntingdonshire by increasing civic pride and responsibility, whilst directing resources at key areas of concern.
- To encourage recycling instead of littering, responding and harnessing public interest in recycling and a clean environment
- To address the cause of litter, to be more efficient and effective at prevention to then minimise the need for extensive conventional street cleansing.
- To develop a cost/benefit assessment of prevention activities to drive future service change.

The measures for each activity area are set out below. Each activity is setting a baseline for the first time to monitor progress.

Pilot	Benefit Measures
Town Centre	Photos, Cigarette survey, Change in volume of waste in general waste/recycling in comparison with initial survey. Survey
Roadside	Collaborative working with Highways England to provide a consistently low volume of litter alongside highways. Lower
Business	Reduction in litter throughout Industrial pilot area based on NI195 survey. Photos.
Community fly-tipping	Number of bulky collections booked through scheme. Number of fly tips reported.
Rural Litter	Overall reduction in litter based on

Further Information

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