

APPENDIX A: Litter Minimisation Activities

Town Centre Pilot (On-Street Recycling)

What Success Looks Like (Why):

The overall aim is to match the manifesto pledge for household recycling, to recycle 60% of waste.

- No litter is currently recycled.
- It is estimated that 55-65% of litter within high street general waste bins is recyclable.
- On average 50 bags of refuse are collected from the current Huntingdon Town Centre bins on a weekly basis.
- The target for the number of bags of recycling for a weekly collection is 20%, based upon the current weekly average of refuse bags collected.



Overview (What):

Huntingdon town centre has a lack of recycling facilities, meaning no street waste is taken to be recycled.

We will trial methods of on street recycling from November 2019 to November 2020 to establish the cost benefit of rolling out similar schemes throughout the district should the Huntingdon Town Centre pilot be successful.

20 recycling stations will be trialled, which will comprise of containers for cans, plastic bottles and general waste. The location of these new recycling provisions will be decided by evaluating the efficiency of the existing facilities, including surveys on footfall, usage and location.

It will be established if an income can be achieved for the materials recycled from street litter.

Key Actions & Timescales (How):

HDC are currently in the procurement phase of sourcing the most appropriate and cost-effective recycling station for this pilot, whilst looking into scope for extending this to other areas of the district. Evaluating and confirmation of orders is estimated to be completed by mid-October 2019. The lead time for these products is variable dependent upon supplier, however HDC estimate that

based on an average lead time of 6 weeks that initial installations will mid-November 2019, with aims to finish installation before the end of November 2019.

Action	Timescale
Apply for 'Clean Our High Street' Central	<i>Complete July 2019</i>
Identify pilot locations	<i>Complete July 2019</i>
Rationalisation of bin locations in line with footfall	<i>Complete by 16/11 Mapping in progress as to not impact the Market stall</i>
Create specification for on street recycling	<i>Complete by 16/09- Currently in procurement</i>
Introduce on street recycling within the pilot	<i>Estimated December 2019</i>
Introduce new designs of cigarette bins	<i>Installation November 2019</i>
Enterprising sale of high-grade recyclable materials to create and income stream	<i>TBC- based upon future success and volumes of recyclable materials and receiving</i>
<i>Before and After audits and reporting to measure success</i>	<i>Initial audits complete 15/08. After audits scheduled July 2020.</i>
Collaborating with key stakeholders to include, Town Council, Police, BID, Cambs County Council, Businesses	<i>All relevant stakeholders will be contacted throughout the process between July 2019-July</i>

Measures:

Initial cleanliness will be taken using surveys. These will identify hotspots for litter, including cigarette litter, and subsequent surveys will be taken to identify whether recycling stations are located in the most appropriate place based on relative footfall and usage, and quarterly surveys will identify whether there has been a reduction in overall litter in Huntingdon Town Centre.

Before and after photos will be taken to show change in the overall aesthetic of Huntingdon Town Centre and surrounding areas.

Roadside Litter Pilot

What success looks like (Why):

A roadside litter pilot has been established due to the large volumes of litter left on verge-sides along main highways within the district. Huntingdon has some of the busiest 'A' roads connecting major routes for lorries to Folkestone and on to Europe. This pilot trials methods of reducing the incidence of littering from vehicles, particularly lorries.

A reduction in collected litter (tonnage) in pilot areas, after baseline figures are taken, will be analysed in comparison with previous months and the volume of waste (in bagged quantity) collected.

Success will also be monitored in the form of uptake of a mobile application for hauliers and haulage companies after a successful bid to WRAP and DEFRA to support innovative practices to reduce litter.

Successful collaborations with Highways England are a key objective: to create a safer and more efficient way of clearing litter from roadsides, increased number of prosecutions from offenders and improving prevention through the use of signage to educate members of the general public. To maintain the condition of the newly constructed A14 through the district, we aim for these meetings to allow educational signage to be added to coincide with the opening of this highway to discourage littering from vehicles.

Overview (What):

Evidence highlights road service stations and users of their facilities are the main road litter hot spots. We are working collaboratively with Highways England and other stakeholders to provide the most efficient solution to this issue, with safety of staff at the forefront of the conversation. We are discussing covert surveillance cameras along highways to enable enforcement and mapping hotspots. (Likely to be slow to implement due to the nature of contracts and multi-agency areas).

HDC were successful in our bid to secure funding from WRAP, whom are partnered with DEFRA and other central government departments, for innovative practices to reduce litter as part of a Litter Innovation Fund application. This includes:

1) Developing a mobile application for hauliers, which will be used to promote different initiatives, send messaging and to give a platform in which they can report fly tipping and litter whilst on the road. This is currently at the public consultation stage, whereby hauliers will be targeted to give feedback on the use of a mobile application, which features would be desirable and whether this would work for them. Subject to positive feedback this idea will be drafted, and timescales given from 3C ICT, who will be tasked with making a working application for us to promote. The promotion of this will be through various channels, including roadside signage and working directly with haulage companies to attempt to infiltrate its use into the target audience.

2) Pilot laybys being used to introduce roadside waste facilities and movable signage. This is still in

its early stages, however, is likely to include localised statistics from the collection data sources prior to the implementation of the pilot.

Key Actions & Timescales (How):

HDC are currently in the process of organising a meeting with Highways England to discuss using gantry footage and laybys for signage and bins. Whilst this is arranged, HDC are currently advising street cleansing to collect data sheets on the selected pilot laybys within the district, this will be conducted on a weekly basis over a one-month period to ensure data is representative and averages can be taken. This will also act as baseline data for comparisons of tonnage collected in the following months of this project.

Some timescales for this project are heavily influenced by external organisations, such as Highways England, due to the required collaborative approach with other agencies with their own priorities.

The following shows the schedule of event for this project with estimated time frames:

Action	Timescale
Litter Innovation Fund Application	<i>Complete 2018- Successful Grant funding</i>
Identify laybys used for highway litter	<i>Complete</i>
Monitor data on volumes of litter collected in	<i>Complete beginning of November 2019- One</i>
Public Consultation with hauliers for scope of the mobile application and features	<i>Estimated completion end of November 2019</i>
Collaborate with Highways England, Cambs County Council and Enforcement	<i>November 2019- Meetings organised for further discussion</i>
Building rapport with key stakeholders eg Highways England	
Explore options for use of Highways England gantries to display anti-littering	<i>November 2019-January 2020 Meeting booking in progress to discuss further with</i>
Explore opportunity to share Highways England gantry footage with the enforcement team for	<i>January-March 2020- Meeting booking in progress with Highways England and HDC</i>
Explore options for covert surveillance cameras and suitable locations	<i>January-March 2020- Meetings organised with HDC enforcement team to discuss legislation surrounding surveillance</i>
Meeting with 3C ICT about possibilities of app	<i>Meeting scheduled November 2019 for possible</i>
Improved littering enforcement	<i>Estimated March 2020- Meeting pending contact with Highways England</i>
Before and After surveys of the area to monitor progress	<i>Before estimated October 2019, after estimated July 2020- Will be based on selected areas identified by enforcement, street cleansing and Highways</i>

Local Business Litter Reduction Community Pledge

What success looks like (Why):

There have been significant issues identified surrounding volumes of litter within the Stukeley Industrial Estate, Huntingdon. These have been identified through site visits, street cleansing teams and public complaints and general enquiries.

Huntingdonshire District Council have worked closely with the street cleansing team to identify key areas which have significant volumes of litter from the

industrial estate. One of the key issues which HDC will be tackling through this scheme will be the level of litter which is produced from commercial units due to inefficient storage of waste. This litter creates an unsightly environment for residents, commuters and for visitors to Huntingdon and degrades the overall perception of the town and surrounding areas.

Success of this project will be primarily identified through comparative surveys of the pilot area to analyse against baseline data which has already been collected. The aim is to see a reduction in overall litter, graffiti, detritus and flyposting, as noted from the NI 195 survey conducted before and after the implementation of the project, in line with the corporate plan place indicators.

Another measure of success will be identified from uptake of the scheme from businesses in the pilot areas. This will also be analysed in terms of the higher number of businesses on higher levels, the more successful the project implementation and advertising has been.

Overview (What):

HDC will trial an audited award scheme to encourage businesses to voluntarily improve their storage and surrounding environment. Through this award scheme HDC will be able to offer a package of different services alongside offers on commercial tasks e.g. cleansing and recycling services, which will be offered exclusively to businesses signed up to the scheme.

The main channel of promotion will be through direct contact to advertise the scheme and provide information. This promotion is likely to include focussing on incentives another channel for advertisement and marketing which will be trialled is via communal business groups, such as monthly business breakfast, whereby representatives can register interest and information can be provided on how to take part.

There is also reason to involve media outlets, including newspapers, radio and social media platforms to allow the public to see what we are aiming to achieve within these areas. This will subsequently provide enhanced reasoning for businesses within this area to partake in the scheme, as there will be added benefit from customers and visitors who see this award advertised on site.

Key Actions & Timescales (How):

Action	Timescale
Identify Pilot area	<i>Complete 07/19</i>
Undertake NI 195 litter surveys and map to	<i>Complete 30/08</i>
Create a comprehensive list of businesses with	<i>Complete 30/08</i>
Produce award branding	<i>Complete 15/08</i>
Produce accompanying audit	<i>Audit draft complete 15/08- Final deadline</i>
Produce accompanying award	<i>Estimated 30/10</i>

Offer free advice on improved housekeeping and recycling offered to those signing	<i>Estimated 30/10 Meeting scheduled to discuss benefits that HDC could offer as</i>
Engaging with local businesses within Huntingdon (Piloting Stukeley Industrial	<i>Estimated January 2020</i>

to sign up to an environmental pledge, this will	
Explore commercialisation opportunities with local businesses for operational	<i>Meeting scheduled January 2020 with various departments to discuss</i>
Audits scheduled for businesses who have	<i>Estimated January 2020 (bi-annually thereon)</i>
Advertisement through media and social media outlets eg HuntsPost to promote the	<i>Estimated February 2020</i>
Before and After surveys of the area to monitor progress	<i>July 2020- Before surveys complete, after surveys will be completed at key</i>

Community Fly-Tipping Reduction

What success looks like (Why):

When speaking with the street cleansing team and enforcement, it was evident that there is a large issue with fly-tipping in the Oxmoor area, with suggestion that the main reasons for this issue is a combination of lack of education, language barrier and cost.

Success will be monitored over the duration of the project, including the number of fly-tips recorded. The overall aim will be to see a reduction in the number of fly-tips recorded within the Oxmoor area, which will be analysed monthly with the aim of seeing a negative trend. Success will also be monitored in terms of number of bulky waste collections booked through HDC, alongside the idea of a white goods amnesty, to provide areas of deprivation with an accessible service to remove bulky goods, which might otherwise become fly-tipped.

Overview (What):

When speaking with the street cleansing team and enforcement, it was evident that there is a large issue with fly-tipping in the Oxmoor area, with suggestion that the main reasons for this issue is a combination of lack of education, language barrier and cost. Furthermore this has led to an overall strategy which incorporates the community in its foundations, offering residents the chance to integrate with the project through education and community champions who will be encouraged to spread the understanding of our project, this could be especially prominent with those with a language barrier.

After the initial analysis of fly-tipping and bulky waste collection data, it was evident that fly-tipping far outweighs bulky collections, and when analysed over the district, Oxmoor still remains one of the largest urban hotspots for fly-tipping.

Hotspots for fly-tipping have been mapped and fly-tipping statistics will be further analysed in the coming quarters to monitor changes in rates in fly-tipping.

Key Actions & Timescales (How):

The following shows the schedule of event for this project with estimated time frames:

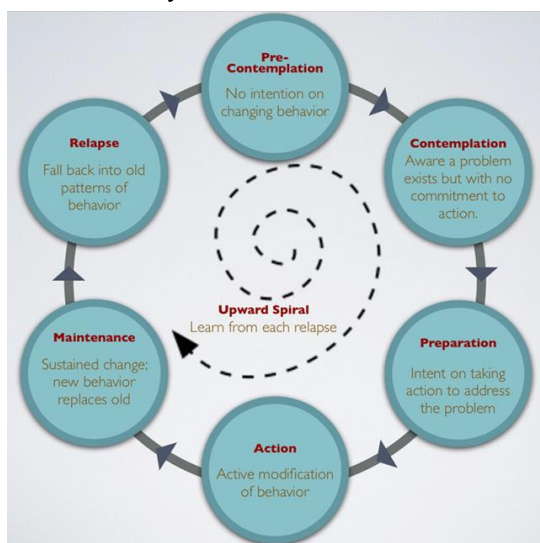
Action	Timescale
Collate statistics from previous 12 months for	<i>Complete</i>
Pilot to run alongside the existing Oxmoor projects. Meeting to understand how litter minimisation can be	<i>October 2019</i>
Identify community champions	<i>December 2019</i>
Complete walk around to identify key issues	<i>Scheduled 18/09</i>
Undertake community forum to understand	<i>December 2019</i>
Gauge community opinion on the causes of fly-tipping and how this can be improved	<i>December 2019- Meeting scheduled with</i>
Explore piloting free bulky waste collections/white goods amnesty	<i>Communities department to discuss</i>
	<i>December 2019- Data analysis shows underuse of bulky collection service in Huntingdon (Oxmoor particularly low), in comparison with fly tips which show Oxmoor as a hotspot. Further discussion needed to identify cost- benefit analysis of this scheme</i>
Education created and encourage uptake through community champions	<i>December-February 2019- Meeting with Communities Department to identify key figures and community champions to help infiltrate the message of our scheme into the local community with the message of respect and</i>

Rural Litter Reduction Campaign

What success looks like (Why):

It is common practice throughout Europe to have a limited number of public litter bins (These are mostly in Town centres), with the social norm that the public take litter home with them. It is also evident that our friends on the continent are way ahead when it comes to recycling. This is a behavioural change we are aspiring to instil into the residents of the local communities which this six-month pilot has been selected for, to encourage recycling and to adopt responsibility for their local environment.

Initial surveys will be taken as bench line figures, including number of bags of waste taken from litter bins in these areas and volume of litter. The overall aim is to improve education for the public and in turn reducing the volume of waste going to landfill. The target for these parishes will be a reduction of 60% of on street waste going to landfill, by encouraging recycling and taking litter home to dispose of with domestic waste, this is in line with the manifesto pledge to reduce waste to landfill. Based on initial surveys, we can expect litter in these areas to reduce, as the presence of litter bins are known to encourage fly tipping and loose litter to be poorly discarded or littered by animals, often resulting in a high volume of litter nearby to on street litter bins.



We will be using the behaviour change cycle to base our educational campaign on, as this explains how behaviour change is developed and what to expect when implementing the campaign. This also considers how action creates modification of behaviour and the potential for relapse.

Overview (What):

There will be a pilot running to educate the public on how to effectively recycle and encourage behavioural change through interaction with local primary schools and community groups. This pilot will include Stibbington, Water Newton, Alwalton, Chesterton, Elton, Haddon, Morborne, Folksworth and Washingley, whereby it has been identified that these bins are underutilised or misused. Currently 100% of litter bin waste from these areas goes to landfill. Litter bins also encourage wild animals which inviable distribute litter from bins across the open spaces. There are also incidents of people fly tipping adjacent to litter bins which people regards as acceptable because they regarded it as a collection point.

Within this pilot different areas will be identified to trial different ideas to encourage behavioural change and increased recycling. This will include removal and relocation of litter bins. When this pilot has been implemented, there will be a phase of education throughout these target parishes on recycling and disposal of waste. This will include collaborative working with parish councils, schools, local businesses and community groups to inform and educate the public on what we are trying to achieve in their neighbourhood.

Key Actions & Timescales (How):

Action	Timescale
Research effectiveness of on-street litter bin in	<i>Complete</i>
Identify key locations for litter bin pilot	<i>Complete</i>
Create educational materials on	<i>November 2019</i>
Identify key community groups and parishes which will be contacted with	<i>December 2019</i>
Remove litter/relocate bins in rural/semi-rural	<i>December 2019</i>
Circulate educational materials to community	<i>December- February 2019</i>
Before and After litter surveys of the area to	<i>November 2019 Before March 2019 After</i>