

'Against Litter'

A Litter and Fly Tip Action Plan for Chichester District

2017 – 2019

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Foreward by Councillor Roger Barrow, Portfolio Holder for Chichester Contract Services

Chichester District is a great place to live with beautiful countryside to enjoy and pleasant, welcoming towns and villages. The public tell us that the beautiful countryside is what they love about the area and maintaining it as such is very important to the residents of the District. However, residents are concerned about litter, dog fouling and fly tips. The Council spends significant resources and budget clearing and keeping the district clean and green. Chichester District Council has the ambition to change attitudes and behaviour to littering and fly tipping, by working with partner agencies, local businesses and each community to raise awareness by introducing a robust action plan.

I want to offer my thanks for the work already done by volunteers in cleaning up litter across the District and I am pleased to say that the contribution from communities is part of this action plan and the Council will continue to support community clear up days.

Surveys of the public consistently identify local environmental factors as being one of the most important factors in their wellbeing. When our countryside, towns and villages are blighted by litter and fly tips, our ability to enjoy our local environment is reduced and so too our well-being.

Litter is an avoidable problem and we all have a responsibility to help address the problem. I encourage everyone to come together to help us get on top of the persistent litter and fly tips that plague our District and help us release funds that could be spent on other public services.. I am optimistic about the Governments drive to make everyone accountable, to work together to make litter a thing of the past.

Summary

Chichester District Council (CDC) has produced this Action Plan to set out how we will work with communities and businesses to reduce litter and fly tips which can tarnish our countryside and towns and villages.

The facts concerning litter speak for themselves;

CDC streets budget £1,030,000 pa. Approximately 1/3rd of these costs could be avoided and money spent on vital public services. Approximate costs of clearing the city centre is £220,000, towns and villages £250,000, mechanical sweeping £145,000, highway litter picking £200,000. A significant portion of these costs will have been avoidable and the money could have been better spent on vital public services.

Highway litter picking is complex and costly due to traffic management considerations. The recent 'deep clean' of the A27 cost £56,000.

There is a big increase in the number of fly tips in the District. In 16/17 there were 988 reported fly tips, up from 618 in 15/16. The 2016/17 costs to remove fly tips was £74,300 (including £21,000 for hazardous waste fly tips).

A national survey shows that 28–30% of people perceive 'litter and rubbish lying around to be a problem in their area'. Also 81% of people are 'angry and frustrated by the amount of litter lying all over the country'.

In the 2016 Great British Beach Clean, 802 litter items were collected per 100m of beach in England.

Last year, the RSPCA received over 5000 calls about litter-related incidents affecting animals.

The Councils strategy is to apply best practice in the following areas; good infrastructure, education to build clear social expectations supported by proportionate enforcement with the aim of reinforcing social pressure on everyone to do the right thing and which will deliver a substantial reduction in litter and littering behaviour and fly tipping so that in the coming years we see demonstrable improvements against the figures above.

We will;

1. Send a clear and consistent anti-litter and fly tip message, by;

Developing, seeking funding for and delivering a number of anti-littering and anti-fly tipping strategies

Develop an anti-littering culture which aims to educate young people not to litter

Engage with local communities, and empower them to take action, including supporting communities to adopt an area

Engaging with local businesses to care about their local area and work with others to deal with local litter problems

Look for new ways to encourage more recycling and reduce litter.

2. Clean up the district, including;

Working with WSCC Highways Authority and Highways England to reduce litter on the District's roads

Lobby WSCC to make it as easy as possible for people and local businesses to get rid of their rubbish properly

Work with organisations to make sure they have the right facilities to get rid of litter

Work with parish councils in deciding where bins should be placed, what types to use and how many are needed

Use innovative ways to encourage people to report litter and fly tips

3. Improve enforcement by;

Participating in a litter enforcement trial with neighbouring local authorities

Improving resources for fly tipping enforcement

Explore technology to make enforcement action count

About this action plan

Chichester needs an action plan that reflects how the Council will work with groups and businesses to reduce litter and fly tipping. It will explain how the Council will implement the national litter and fly tip strategies within Chichester District's particularly environmental and social needs.

CDC may not be able to prevent all litter and fly tipping, nevertheless, its actions, priorities and leadership can make a difference to local residents and businesses. Together, we can influence others to work towards cost-effective outcomes, encourage others to 'do right' by waste and signal to the local community about the sort of activity and behaviour we should be encouraging.

Littering and fly tipping consumes considerable council resources in both terms of officers and budget. The aim therefore is to undertake various preventative initiatives to change public behaviour through a combination of awareness, education and enforcement to enable these resources to be diverted to deliver other vital services.

The action plan aims to balance preventative initiatives that improve awareness, including well-defined and targeted key messages with eye catching publicity material and new infrastructure to targeted enforcement against offenders who litter and fly tip.

The environmental and public health context

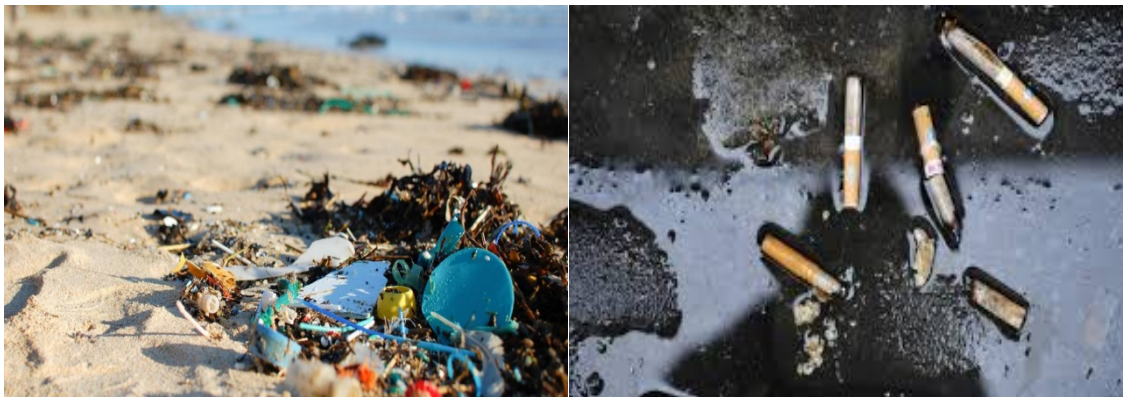
The impacts of litter and fly tips are extensive, below are a few examples but the list could be endless.

Litter and fly tips are pollution, contaminating soil or water. It looks bad and can affect the value of your home and business. It affects the local economy, particularly tourism. 'Litter breeds litter' and sends out a message that people don't care.

Litter kills and harms wildlife. The biggest source of litter is cigarette butts. Though small they can be very dangerous. The butts contain harmful chemicals that can contaminate water and soil. Humans, animals and plants all need unpolluted water to survive. Litter is a threat to public health; it attracts vermin and is a breeding ground for bacteria.

Litter in the streets and parks can clog storm-water drains and fly tips can block ditches, which and result in flooding after heavy rain. Litter and debris is thrown, blown or washed into rivers, canals and the sea, where it finds its way in to the food chain. Litter, in particular plastic is harming our aquatic ecosystems and blights coastal communities and tourism. Litter is consumed by aquatic animals, damaging their health or they become entangled in it. Litter can smother habitats, resulting in species declining or disappearing.

Litter and fly tips can be a fire hazard.



Removing litter from the environment costs everyone money. Where this is public money, it could be better spent on services for the public.

This strategy compliments the Council's recycling strategy which aims to reduce waste and maximise value from natural and material resource assets by reducing the amount of new materials we need for our products and services thereby reducing waste and improving waste management techniques. We will continue to support people being able to recycle more, including recycling 'on the go'. We will continue to lobby for free disposal of household waste at WSCC civic amenity sites and improved opening times.

Strategic alignment

Reducing litter and fly tipping and maintain a clean and pleasant place is a key aim for achieving the corporate policy of managing our built and natural environment. The action plan also fits into national strategy towards littering as outlined in the Government's National Litter Strategy of 2017.

The Council has a duty under the Environmental Protection Act 1990 to keep relevant land in the open air to which the public have access clear of litter and debris. The Code of Practice on Litter and Refuse 2006 sets a requirement on the Council to return a littered area to a satisfactory state, maintain it and keep it clean within a set time frame.

The Action Plan

The responsibility to monitor the delivery of the action plan lies jointly with the Contract Services Manager and Environment Manager.

1. Sending a clear message

	What	Who	When
Awareness and Community Involvement			
1	Continue and expand the current Communication Strategy including; Keep it Clean, Keep it Green campaign in Initiatives and other CDC literature covering - cost and impact of littering, cigarette litter, dog fouling, duty of care towards waste, fly tipping	PR Chichester Contract Services Environmental Protection	On-going
2	Deliver a Tradesman Project in partnership with retailers of trade tools and hardware including campaigns on properly sheeted commercial vehicles, duty of care towards waste	Member Officer Litter Working Group PR Chichester Contract Services Environmental Protection Relevant local trade businesses	January 2018
3	Introduce an “Adopt an Area” Initiative which incorporates themes appropriate to local needs such as community clean up days, “Paws and Pick Up” events, citizen awards, community pledges for particular problems e.g. dog fouling	Member Officer Litter Working Group PR Chichester Contract Services Environmental Protection City and Town Councils	March 2018

4	Deliver a Clean Street Pledge in Chichester, Midhurst, Selsey, Petworth towns	Member Officer Litter Working Group PR CCS Environmental Protection City and Town Councils Chichester Bid Local Chamber of Commerce	April 2018
5	Support and compliment the WSCC Highways and Highways England initiative to keep roads and verges clear of litter through social media campaigns.	CCS Manager, WSCC Highways Highways England	November 2017
6	Run Waste Buster in 5 local schools each year	Chichester Contract Services	On-going

2. Cleaning up the District

	What	Who	When
Infrastructure and Collaboration			
7	Review of Infrastructure including; <ul style="list-style-type: none"> • Litter bin & dog bin audit (right place/frequency/right messages) • 'Recycle on the go' provision • Shops / pubs to have cigarette bins • Improve clean up resources and use of external contractors • Co-ordinate highway work (grass cutting / routine maintenance) 	Chichester Contract Services	On-going, report due at Cabinet Dec 17

	<ul style="list-style-type: none"> Review of existing street cleaning schedules 		
8	Improve and expand on collaboration between internal teams and services - waste management, street cleaning, environmental protection, community wardens, legal services, including clear roles and responsibilities and efficient procedures	Chichester Contract Services Environmental Protection Community Wardens Legal Services	On-going
9	Hold quarterly Member Officer Litter Working Group meetings/workshops, including annual reporting of costs related to littering and fly tipping and enforcement action	Chichester Contract Services Environmental Protection Members PR	On-going
10	Attend county-wide strategic Member waste group	Portfolio Holder for Contract Services	On-going
11	Attend county-wide officer waste group	Contract Services Manager	On-going
12	Improved stakeholder collaboration including parish councils, Chichester City Council, Chichester BID, WSCC, SDNP, Waste Partnership.	Contract Services Environmental Protection Portfolio Holder for Contract Services	On-going
13	Attend land owners fly tip liaison meeting	Land owners WSCC Environmental Protection	On-going

3. Improving enforcement

	What	Who	When
Enforcement			
14	Participate in the Litter Enforcement Trial with East Hants District Council, targeting litter and dog fouling enforcement to towns, car parks, parks/recreation grounds, other open space, and beaches. The FPN will be set at £80, in line with other Council FPNs, with a reduction to £60 if paid within 14 days. The process will include a process of appeal.	Environmental Protection East Hants District Council Legal Services	October 2017
15	Provide additional resources for fly tip investigations	Environmental Protection	On-going
16	Plain cloth operations at problem dog fouling areas	Environmental Protection Dog Control Officers	October 2017
17	Participate in Countywide remote cameras trial for fly tipping	WSCC Communities team Sussex Police Sussex Fire and Rescue Environmental Protection Legal Services	August 2017