

Report

Report to:	Climate Change and Sustainability Committee
Date of Meeting:	10 February 2021
Report by:	Executive Director (Community and Enterprise Resources)

Subject:	Development of a Litter Strategy
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1. Purpose of Report

1.1. The purpose of the report is to:

- ◆ seek approval of the proposed plan for the development of a Litter Strategy covering the period 2022 -2027.

2. Recommendation

2.1. The Committee is asked to approve the following recommendations:

- (1) the proposed plan for the development of a Litter Strategy (2022 to 2027) be agreed
- (2) the proposed Litter Strategy be submitted to a future Committee for approval in line with the timescales set out in section 6.

3. Background

- 3.1. On 27 February 2019, the Council agreed that additional investment of £100,000 be provided to support environmental initiatives. It was agreed that the £100,000 would seek to enhance the existing approach to tackle these issues through improved Education and Awareness, Prevention and Enforcement.
- 3.2. Part of the budget was set aside to fund an additional post with an education, promotion and policy development role. The Policy Officer (Environmental Initiatives) started on 23 December 2019 with a remit to focus on 'prevention rather than cure' through the development of a range of new plans, preventative actions, education, community involvement and engagement.

3.3. A key role of the Policy Officer will be to produce, implement and review on an ongoing basis a Litter Strategy that encompasses a range of litter related issues. These would consider the following areas:

- Litter
- Fly Tipping
- Dog Fouling
- Graffiti
- Fly Posting
- Enforcement
- Household Waste

3.4. The Code of Practice on Litter and Refuse (COPLAR) was reviewed, and a new version approved by the Scottish Government in 2018. COPLAR provides practical guidance on fulfilling the duties set out in the Environmental Protection Act 1990 with Section 89 defining the responsibilities of organisations in terms of their obligation so far as reasonably practicable and relating to Duty 1 and Duty 2:

- Duty 1: ensure that their land (or land that is under their control), is kept clear of litter and refuse.
- Duty 2: ensure that public roads (for which the body is responsible) are kept clean.

A list of organisations or bodies subject to each duty are identified in Appendix 1.

3.5. COPLAR has been updated and is aligned with the National Litter Strategy – Towards a Litter-Free Scotland, and provides guidance on several issues:-

- which materials fall within the meaning of 'litter' and 'refuse'
- which material the obligation of 'keeping clean' relates to.
- who has a responsibility under each duty.

3.6. The 3 main changes, compared to the previous code include;

- an emphasis on the role of prevention particularly for Duty 1
- revised grades and response times for each duty
- greater clarity about where litter/refuse should be removed from

3.7. Whilst COPLAR identifies the Council's responsibilities and that of other duty holders, the issue of littering and fly tipping on private land is one that causes concern for a number of our residents and communities. It is also a criminal act irrespective of where it occurs. The Council's Environmental Services work closely with private landowners in providing support and advise on how to address the issue.

3.8. The new approach puts prevention activity on an equal footing with dealing with the clear up of litter, providing the opportunity for duty holders to take a holistic approach to addressing the issues of littering and fly tipping. This recognises that the continued use of resources for street cleaning operations is not sustainable and no longer appropriate. Therefore, there is a need to develop policy interventions and activities that seek to influence behaviours. This approach provides the rationale for developing the strategy. In this regard, as detailed in section 4.0, it is important to highlight that the process and consultation in the preparation of the strategy will

provide an opportunity to further publicise the issues around litter and seek to influence behaviours.

- 3.9. The original intention was to present this proposal to the Community and Enterprise Committee on 16 June 2020 for approval. Covid-19 has delayed this by one year, nonetheless, a number of actions have been progressed during this time as set out in section 5.0 below.

4. Proposed Litter Strategy 2022 to 2027

- 4.1. The Strategy will cover the period 2022 to 2027 and will propose a vision for the development of a range of plans, policies and environmental initiatives that drive our commitment to preventing litter, dog fouling and fly tipping. It will also set out the objectives, outputs, activities and expected outcomes for the Council, its partners and its communities.
- 4.2. The Strategy will define the Council and the community's approach to address all litter concerns. It will build on current initiatives within Grounds Services and identify future opportunities within the Strategy for common and agreed objectives. The Strategy will also complement a range of national campaigns currently promoted by organisations such as Keep Scotland Beautiful and Zero Waste Scotland.
- 4.3. The Strategy will include consultation with internal stakeholders as well as key external stakeholders and education institutions. Each Council Resource will be required to contribute to the Strategy through the creation of a Litter Prevention Action Plan that recognises the role that each Resource can play in preventing the various strands of litter on land holdings where they have direct control or where they have an educational or enforcement role.
- 4.4. The Litter Prevention Action Plans will set out how they will support the Strategy and will be enhanced by the creation of a similar range of plans that identify the level of support from external organisations. This will range from community groups and how they can assist in their own areas to national companies and how they can support given a number already have environmental policies in place.
- 4.5. Support from Council Resources, who have no land holding or educational responsibility, will also play a key role in successfully meeting the aims of the strategy and this will include for instance access to Unpaid Work via the Council's Justice Services.
- 4.6. The Strategy will have a clear structure with set objectives that will inform the development of thematic actions that will complement and implement the overall aim of the strategy to prevent litter. The range of actions will include, but not exclusively, the following:
- Litter Prevention
 - Dog Fouling
 - Fly Tipping
 - Graffiti
 - Enforcement
 - Litter Bin
 - Household Waste
 - Communications
- 4.7. Monitoring and benchmarking will be included in the Strategy to evaluate performance and effectiveness of the preventative actions, highlight issues and

demonstrate change. This will utilise any current national performance indicators as well as a introducing a range of local benchmarking indicators that measure our performance year on year.

- 4.8. The proposed timeline below provides the next steps for the development of the Strategy 2022 to 2027 on the basis that it is agreed by the CMT and Climate Change and Sustainability Committee on 10 February 2021.

Next steps	Proposed Timeframe
<p>Definition of the vision and objectives of the Strategy:</p> <ul style="list-style-type: none"> • Identification of litter related challenges and opportunities as well as the needs and wants through consultations and engagement with Services and employees, partner organisations, private sector and educational establishments. • Identification and engagement with national stakeholders for consultation, future developments, resources and campaigns. • Identification and initial engagement with local stakeholders and groups including attending meetings, consultations, discussions on priorities and feedback. • Engagement with other local authorities to establish what approached have been trialled and best practice. • Consider the best approach to increased monitoring and mapping of flytipping occurrences. • Consider the development of a Media Engagement Plan with the Corporate Communication team. • Consider the development of a Community Engagement Plan with the Community Engagement team. • Consideration of Litter Bin Plan with mapping of current locations and future innovations. • Production of an intermediate report compiling and synthesizing the vision and objectives of the strategy. 	<p>June 2021 – October 2021</p>
<p>Consultations (internal and key external stakeholders, including community groups) to share and discuss the Strategy’s vision and objectives.</p>	<p>September 2021</p>
<p>Submission of the draft of the Strategy’s vision and objectives to CMT.</p>	<p>November 2021</p>
<p>Consultations (internal and key external stakeholders) to share and discuss the Strategy’s outcomes, outputs and activities. Public consultation (surveys) to share and discuss the overall Strategy and benchmark current performance and issues.</p>	<p>November 2021</p>
<p>Definition of the expected outcomes and outputs as well as activities for the first year through consultations with Resources and employees, the sub-groups and proposition of a monitoring system. It is proposed that activities of the Strategy will be defined on an annual basis and a midterm review of the strategy will be conducted.</p>	<p>December 2021</p>
<p>Consultations with local stakeholders and groups regarding education, engagement and proposed creation of a range of Litter Prevention Action Plans.</p>	<p>December 2021 – January 2022</p>
<p>Submission of the first draft of the Strategy to CMT.</p>	<p>January 2022</p>
<p>Submission of the final draft of the Strategy to CMT.</p>	<p>February 2022</p>
<p>Submission of final draft to Climate Change and Sustainability Committee (pending CMT approval)</p>	<p>March 2022</p>

Submission of the final draft of the Strategy to Executive Committee (pending Climate Change and Sustainability Committee approval).	March 2022
Launch of the Strategy with media engagement and consideration of a public event	April 2022

5. Progress to Date

5.1. Despite the delay due to Covid-19 in presenting the Strategy proposal, a range of actions have already taken place. These are component parts of the overall Strategy and can be summarised as follows.

5.2. Rezoning and Publication of Streets

The rezoning of all relevant land and roads where the Council has responsibility to clear litter has now been completed. This was one of the key parts contained within the review of COPLAR and, in addition to providing general information to the public on the actual zoning, it also highlights the associated response times for returning any area to an acceptable standard.

Zoning will support the Council in prioritising when and where to deploy resources based on how likely it is that litter and refuse or detritus will build up in an area, whilst also considering the levels of footfall and litter generators.

This information has subsequently been uploaded to the public map gallery titled 'Litter Zones' giving full access to the public, Council Management and Elected Members.

Link to gain access:

<https://southlanarkshire.maps.arcgis.com/apps/webappviewer/index.html?id=6718e68488b1451aa5df8df87f1f76>

5.3. Litter Bin Review/Mapping

A review of the existing litter bin provision is nearing completion and this exercise will provide essential information with regards to our existing litter bin infrastructure including type, model, capacity, condition and if it has a hood/lid. It is intended that this information will be stored digitally, available online and will be updated with changes made as and when required.

A Litter Bin Layer has also been developed to complement the rezoning work and this will allow a clear understanding of our bin infrastructure and provide a visual representation of the extent of our existing and future provision.

This work is currently ongoing and will be significant for our Litter Bin Policy and particularly any future replacement programme. It is also our intention to investigate any potential technological advances that will support and improve litter bin servicing e.g. the internet of things.

5.4. Litter Campaign

A litter campaign was developed in conjunction with PR with a specific message regarding discarding of litter in our parks, green spaces and school routes. It uses discarded litter to promote the message in terms of what does your litter say about you with a focus on displaying the word 'eejit'.

Bin stickers and posters have been created and displayed in appropriate locations, along with banners for eight Waste Services Refuse Collection Vehicles. An

animation was also created to promote this, and the image has also been shared on various social media sites.

The following table provides information on the level of use on various social media sites:

	Views	Likes	Shares/Retweets
<u>Facebook</u>			
Animation (16/10/20)	2,700	23	14
Poster (12/11/20)		44	54
Poster (18/11/20)		14	1
<u>Twitter</u>			
Animation (16/10/20)	2,900	31	18
Poster (12/11/20)		52	22
Poster (18/11/20)		6	2

Local Councillors, Community Councils and community groups have also been providing local support and promotion by sharing the message with their community via their own social media.

5.5. Fly Tipping Mapping/Heat Map

Since April 2020 the service has been recording all fly tipping and logging this information in our enquiry database, Confirm Environmental, this now includes recording all enquiries received by the public and any instances of fly tipping discovered by Grounds Services front line operatives as part of their normal daily duties.

On a quarterly basis, all fly tipping data is extracted from Confirm Environmental, quality checked for postcode and waste category and then forwarded to Zero Waste Scotland who upload it to the Fly Tipping map contained within the Litter Monitoring System.

The map software allows an effective visual representation of the instances of fly tipping, displays patterns, heat maps and brings emphasis to the hot spots. The data can also be filtered to show specific information. It is intended that this information will also be part of our online range of relevant information highlighting the extent of the litter issues facing the Council at present.

An example of the heat map for the Council area and also in a more localised and detailed format is provided in Appendix 2 .

5.6. Partnership (Cameras/Fly Tipping)

Grounds Services has worked closely with the Anti-Social Behaviour Investigation Team and Housing Services and has provided funding to allow the purchase of 3 cameras for Environmental Services and a further 4 for Housing Services.

Fly tipping is one of the areas where it is hoped that evidence will be forthcoming allowing increased enforcement activity through further partnership working, particularly with Environmental Services.

5.7. Awareness of Fly Tipping (Social Media)

Social media is being used to increase the awareness of fly tipping and the negative effects it can have on health, wellbeing and the environment. The service has also used financial information gathered from individual locations to highlight how much fly tipping costs the Council, emphasising how that time and money could be better spent.

Different locations and types of fly tipping are being used to emphasise that this is a wide-ranging problem that is affecting different areas all over South Lanarkshire.

5.8. Clean Up Road Closures (Social Media)

Keep Scotland Beautiful organise a campaign each spring that focusses on litter in our communities. The Council is keen to continue to support this and regularly arrange and support a number of community clean ups across the authority. At the start of the year the Council had a programme of clean ups arranged in different locations that required road closures. This was to tie in with the Big Spring Clean and highlight the major issue of roadside litter that is predominately disposed of from moving vehicles or blown there by the wind.

As these roads are dangerous to have staff working on, there was traffic management put in place including lane closures. This was promoted on social media a few days before, apologising with the reason for the closure, and then a thank you message posted after with a photo of the litter collected. This action worked well and was increasing awareness, however we had to stop our programme of clean ups when Lockdown happened. This activity is something we will use again for future clean up traffic management.

6. **Strategic Environmental Assessment**

6.1. In April 2021, the Pre-screening exercise will be undertaken in order to assess whether a Strategic Environmental Assessment (SEA) is required. This exercise is expected to last from 3 to 4 weeks. Moreover, a Screening might be carried out depending on the results of the Pre-screening.

6.2. If the Screening concludes that a SEA is required, the timeline for the development of the strategy indicated above will be modified to take into account the deadlines and stages imposed by the SEA process.

7. **Employee Implications**

7.1. Development of the strategy will be one of the key tasks of the Policy Officer. In addition, all Resources will need to contribute to the development of the Strategy to ensure that a co-ordinated and comprehensive approach is adopted. Implication of Resources and services will vary depending on the relevance of their activities with regards to litter.

7.2. In addition to developing the Strategy, the Policy Officer will champion and report on wider issues relating to litter, dog fouling and fly tipping prevention.

8. **Financial Implications**

8.1. There are no financial implications at this stage.

9. **Climate Change, sustainability, and the environmental implications**

9.1. Littering and fly-tipping has a detrimental impact on health and wellbeing, the economy, and the natural environment. Litter and fly-tipping can lead to soil, water, and air pollution and it is estimated that 80% of marine litter washing up on our beaches started out on land. It can affect our ecosystem services and bring harm to biodiversity. Prevention of litter and fly-tipping has a key role to play in sustainable

development and promoting the circular economy. The Litter Strategy will support the outcomes of the Council's Sustainable Development and Climate Change Strategy.

- 9.2. A further positive outcome of prevention of littering and flytipping is that proper disposal will have a positive effect on the Council's recycling figures. At present the disposal of litter and fly tipping is not separated prior to disposal and in the main is sent for incineration.

10. Other Implications

- 10.1. There are no other implications associated with this report.

11. Equality Impact Assessment and Consultation Arrangements

- 11.1. A consultation and an equalities impact assessment will be carried out as part of the development of the strategy.
- 11.2. Consultation will take place at a local level and, in particular, through the creation of a range of Local Litter Prevention Action Plans. These will give local communities the opportunity to contribute to the overall strategy in terms of how their actions will not only support the policy but also determine the extent to which they can rely on the Council's support whether that be in terms of provision of equipment or promoting national or local campaigns.
- 11.3. This will also extend to local businesses as well as those who form part at a national level and who may already have an environmental policy on litter prevention and where this can be tailored to a local position.

Michael McGlynn

Executive Director (Community and Enterprise Resources)

25 January 2020

Link(s) to Council Values/Ambitions/Objectives

- Work with communities and partners to promote high quality, thriving and sustainable communities.
- Support the local economy by providing the right conditions for inclusive growth.
- Support our communities by tackling disadvantage and deprivation and supporting aspiration.

Previous References

- Community and Enterprise Resources Committee report on Code of Practice on Litter and Refuse (Scotland) 2018 on 24 August 2017
- Community and Enterprise Resources Committee report on Litter Development Policy Officer on 26 March 2018

List of Background Papers

- None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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Appendix 1.

Bodies that are subject to each duty are categorised within the following tables:

Duty 1: To keep land clear of litter and refuse.

- Local Authorities.
- Scottish Ministers.
- Certain Crown Authorities that occupy or manage Crown Land.
- Crown Estate Commissioners.
- Crown Estate Scotland.
- Educational Institutions including universities, publicly funded colleges and schools.
- Any operator of a relevant railway asset (railway station and track).
- Passenger transport executive.
- Light railway/ tramway operators.
- Road transport operators (other than taxi or hire cars).
- Canal Operators.
- Port/ dock/ harbour/ pier operators.
- Airport operators.
- Occupiers of relevant land within a Litter Control Area.

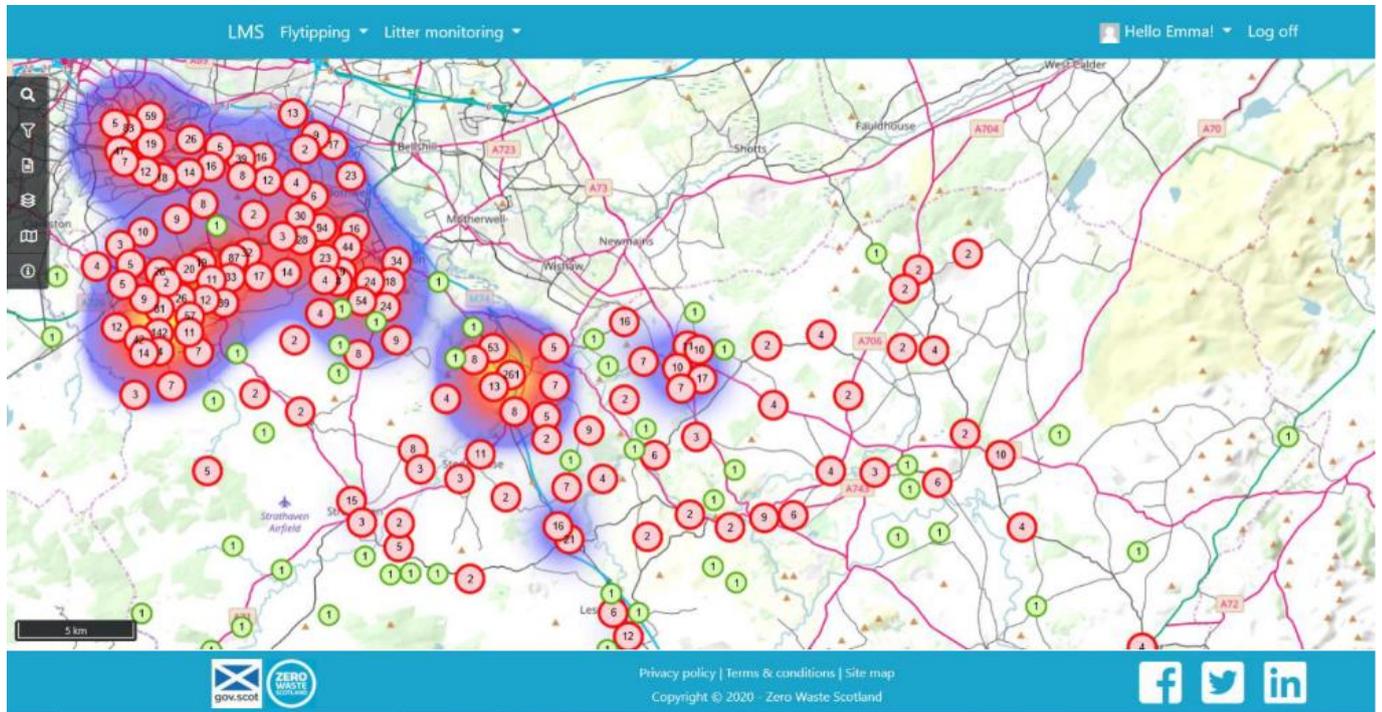
Duty 2: To keep roads clean.

- Local authorities – in respect of roads for which they are responsible.
- Scottish Ministers – in respect of motorways, and other special roads that are also trunk roads and certain other roads for which they are responsible.

Appendix 2.

Fly tipping mapping examples

Showing an overview of the fly tipping in South Lanarkshire Council for Q1 and Q2 of 2020. The incident numbers disperse to the specific locations as you zoom in on the map.



Fly tipping map filtered to show the incident locations and a more descriptive heat map of the three wards in Hamilton (Hamilton North and East, Hamilton South, Hamilton West and Earnock).

