

Date of Meeting: 27th April 2021

Litter Issues

1. Purpose of Report

To consider options to address the increased issues of litter around the town over the last 12 months.

2. Background

Since April 2020 the issue of littering and overflowing litter bins has significantly increased. It is believed the impact of the pandemic is a contributing factor due to the increased use by the public of take away services for food and drink and the increased use of outdoor space.

3. Considerations

Some members have been contacted by residents complaining about the increase in litter problems around the town, both in the town centre and Brookfield Park.

ANSA has been very helpful in providing emergency responses to litter reporting in addition to the regular service provision. The regular service provision by ANSA is seven mornings per week except Christmas day.

As a result the Clerk has met with Councillors Groves and Statham to discuss options to address the issue. Several ideas were discussed which include:

1. Forming a Youth Council committee from our elected members, such as that for Policy and Finance committees. This committee could work with our local schools, getting invitations to attend the School council meetings so that we can discuss various issues with the young people. Whilst this idea would cover many topics both from the Council and from the young people, one topic could be the issue of litter and how we could encourage young people to take responsibility.
2. Increased suitable signage around the town. This would have a small financial cost and the Town Council would need to work with CEC if signage were to be erected on their land.
3. A Spring Clean initiative linked to and supported by Keep Britain Tidy and the Great British Spring Clean campaign between 28th May and 13th June 2021. The Town Council could assist in promoting and coordinating volunteers including schools and businesses.
4. The current Service provision from ANSA is seven mornings per week. This is a base line service, but the Clerk and Facilities Manager have met with an officer from ANSA to discuss the potential for an enhanced service. The officer will provide a quote for an additional four hours per day over seven

- days to allow the Town Council to understand potential cost implications. The Clerk will have this information available to present during the meeting.
5. The Town Ranger role is currently on hold, but part of the duties includes enhancing the street cleaning services.
 6. A short promotional video that can be shared online as well as using paid promotion to get decent exposure with low cost. Similar to the recent success with the videos commissioned last year to promote the town which were really well received. We could include sections from volunteers, ANSA and the RSPCA highlighting the damage to wildlife etc.
 7. Incentive based initiatives for young people:
 - Ballot Bins – bins with two sides to fill, for example one labelled Man United and the other Liverpool.
 - Vouchers given when litter is seen being put in bins by teens –supported by the supermarkets, new housing companies or Engie? (This is something that has worked in other towns and been supported by businesses)
 - Raising awareness through social media channels more suitable for their age group – competition for the best litter picking Tik Tok??
 8. Run a campaign with a catchy slogan, e.g. ‘Dabbers Don’t Drop, running it in conjunction with schools, litter groups, businesses, organisations. Get the slogan out as much as possible, on bags, potentially clothing (hi-viz, t-shirts), run competitions for hours litter collecting/number of bags collected, etc.

There are many ideas that could be adopted, and not one idea will solve the problem alone, but a combination of approaches may help with education and addressing the issue of litter directly by increased service provision.

4. Recommendations

4.1 That Council consider the ideas for addressing litter issues and agree actions to be taken.

5. Financial Implications

There would be costs associated with the appointment of a Town Ranger, but this would be off-set against the savings from the retired cleaner or the appointment of external contractors to maintain Market Street Toilets referred to in the earlier report on Public Toilets. There would also be costs associated with an enhanced service provided by ANSA.

There would be cost implications for some of the other ideas including promotional work and increased signage which could be met through existing marketing budgets.

6. Equalities Impact

There would be no direct equality impact with the introduction of any of the ideas suggested within the report.

7. Personnel Implications

There would be personnel implications with several of the ideas, but some could be managed through existing resources, including promotional work, coordinating a Spring Clean event and creating a Youth Council committee.

8. Environmental implications

Any of the proposals would have a positive impact on the environment.

9. Consultation

Councillor Statham has spoken with representatives from the Nantwich Litter Action Group which supports the ideas to address the issues of litter in the town.