

Anti-litter strategy 2021 to 2023

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Introduction

The presence of litter has a negative impact on our local area, communities and economy.

- Litter is visual pollution
- Is expensive to the council who is responsible for clean-up costs
- Is known to lower the perception of safety and satisfaction of areas
- Can be harmful to wildlife
- Can increase the presence of pests which can be harmful to health
- Poor local environment quality discourages inward investment
- Can be damaging to the reputation of the Town and its residents

The purpose of this document is to set out the strategic direction of travel for the next two years. The detail of this work will be provided in an [anti-litter action plan](#) which will support this document.

Key aims and ambitions

- To eradicate litter in Luton by making it socially unacceptable
- To promote civic pride in the local area
- To engage both domestic and commercial producers of litter to sign up and contribute to local solutions

Legal definition of littering

[Environmental Protection Act - section 87 \(1\)](#) states: a person is guilty of an offence if he throws down, drops or otherwise deposits any litter in any place to which this section applies and leaves it. The offence may be committed in any place in the area of a principal litter authority which is open to the air.

Our vision

Empowering all Luton residents and visitors to be socially responsible and Keep Luton Tidy making Luton a community that CARES about wildlife and the environment.

Strategic priorities

The four key areas that need to be strategically addressed are:

1. prevention - to prevent littering from occurring through education, challenging attitudes and tackling the issues which contribute to the poor behaviour choices that directly contribute to the presence of litter
2. intervention – to intervene by adopting a combination of actions in response to varying situations (including enforcement action where appropriate)
3. collaboration- work collaboratively with all producers of litter encourage a sustained commitment (pledge) to Keep Luton Tidy
4. services – deliver quality services and robust enforcement to enhance the environmental quality standard by purging areas

Governance

This strategy will be overseen by the Strategic Waste Delivery Board with ownership retained by the anti-littering working group.

Performance measures

Our key aims and ambition to eradicate litter in Luton are reflected in the performance targets below. In addition, we'll create and deploy an evaluative framework to measure how successful we are in:

- eradicating littering
- public satisfaction with both their local area and this initiative
- increasing community and business contributions to anti-littering campaigns and clean up

Four step action plan

Prevention

- Raise awareness of key partners to the impact of litter and their social responsibility
- Visual examples of the local impact of litter
- Zero tolerance of littering
- Lobby to have littering added to school curriculum and promote social responsibility amongst the youth
- Target and challenge root causes of littering

Intervention

- Work with community groups to deliver bespoke campaigns
- Work with the private sector to make better decisions around the volume of waste they produce that becomes litter
- Provide business with good practices schemes (tool kits) that demonstrate social responsibility and good waste practices
- Intervene where necessary to improve the [local environmental quality standard](#)

Services

- Perform our statutory duty in relation to litter removal and street cleansing
- Support councillor lead community influencing to drive the anti-littering agenda forward in our communities
- Promote and enable civic pride in local area

Collaboration

- Work collaboratively with other council departments and key stakeholders to eradicate littering
- Undertake robust enforcement within a transparent performance monitoring framework
- Support community schemes to tackle littering and provide local clean up opportunities throughout the year
- Engage the community to be part of the solution supported by powerful consistent messaging on social responsibility to do the right thing with litter

Anti-litter action plan 2021 to 2021

No.	Focus	Action	Lead	Date	Progress
1	Prevention	<p>Raise awareness within key partners to the impact of litter and their social responsibility</p> <p>Use visual examples of the local impact of litter to motivate change</p> <p>Promote Zero tolerance of littering in a drive to change behaviour</p> <p>Lobby to have littering added to school curriculum and promote social responsibility amongst the youth</p> <p>Promote Keep Britain Tidy agenda locally</p>			
2	Intervention	<p>Work with groups to deliver bespoke campaigns and toolkits</p> <p>Intervene where necessary to improve the Local Environmental Quality Standard</p> <p>Target root causes of littering</p>			
3	Collaboration	<p>Undertake robust enforcement and transparent performance monitoring</p> <p>Support community schemes to tackle littering and clean ups throughout the year.</p> <p>Deliver effective and consistent messaging on social responsibility to do the right thing with litter</p>			