

**From:** Mike Whiting, Cabinet Member for Planning, Highways, Transport and Waste

Roger Wilkin, Director of Highways, Transportation & Waste

**To:** Environment & Transport Cabinet Committee- 20 March 2018

**Subject:** Litter Strategy Approach and Joint Working with Kent Resource Partnership

**Classification:** Unrestricted

**Past Pathway of Paper:** N/A

**Future Pathway of Paper:** N/A

**Electoral Division:** All

**Summary:**

The Litter Strategy for England was released in April 2017.

The strategy is primarily the responsibility of the waste collection authorities as they have the direct responsibility for the collection of litter on both streets and highways. KCC waste management have a responsibility to dispose of the waste once it is collected.

Kent County Council (KCC) is actively engaged in the Kent Resource Partnership (KRP) who bring together both KCC and all Districts to form a joined-up approach to litter issues in Kent. As part of this collaboration we engage in the Keep Britain Tidy campaign the "Great British Spring Clean". This consists of litter picking events that are carried out through the month of March.

The KRP works in collaboration with both KCC Highways and Highways England and through that arrangement, where possible, work scheduled on the high speed road network is coordinated so that districts can litter pick when road closures are in place

**Recommendation:** It is recommended that the Cabinet Committee endorse or make recommendations to the Cabinet Member for Planning, Highways, Transport and Waste for Highways, Transportation and Waste's continued work with the KRP to ensure that a joined-up approach to litter continues in Kent.

## **1. Introduction**

- 1.1 This report gives a brief outline of the work that is being carried out in relation to the delivery of the Litter Strategy.
- 1.2 Litter in the public realm continues to be a problem across the country and this includes litter on the highway. As well as being unsightly and marring the appearance of the county, there is also a high cost to collect and dispose of this waste. The responsibility for waste collection and street cleansing lies with the District/Borough councils whilst KCC is the disposal authority.

## **2. Financial implications**

- 2.1 The cost of litter collection and disposal is increasing across the county. A budget of £150K has been allocated to enable this campaign to be delivered.

## **3. Kent Resource Partnership (KRP)**

- 3.1 The Kent Resource Partnership is a partnership between the district councils and KCC which as a group looks at ways to improve waste management in Kent. The KRP Street Scene Project Group (a sub-group of KRP) has been set up for a number of years and its membership includes all 13 Kent councils and Highways England. The group has discussed joint working initiatives on issues such as littering on the highway, fly tipping, fly posting, grass cutting, weed spraying, overgrown vegetation, graffiti removal etc. Prior to this KCC had been a part of the Clean Kent initiative. Involvement in the Project Group has provided the opportunity for Highway Operations and Waste to explore areas for joint working with the district councils and Highways England. The Street Scene Project Group meets regularly to discuss the approach to this issue and is currently working on a year's plan of activities to ensure that low cost engagement, such as social media, targets residents with consistent messaging.

### **a) Project updates**

- 3.2 **KRP Crime Practitioners Group:** the KRP along with KCC have introduced the 'Crime Practitioners Group' to allow for local authority enforcement teams and Kent Police to work together tackle cross border cases using intelligence collated by the new Intelligence Officer that has been funded by the KRP for a two-year period.

The project has proved useful to all local authorities so far and the expectation is that this will improve further as more intelligence becomes available.

- 3.3 **KCC High Speed Roads:** the KCC high speed road programme is regularly promoted to Kent district councils via the KRP and several of them are fully engaged in this project to utilise any road closures to facilitate the collection of litter. A similar project is also in place with Highways England and local authorities. This approach also optimises the verge maintenance programme to ensure that litter is cleared before the maintenance takes place.
- 3.4 **KRP Street Scene:** is a collaborative approach to communications and currently a 'year plan' is being jointly collated to ensure that communications are joined up across all agencies. Shared documents are in place such as the 'Waste Guidance' and 'Business Guidance'.
- 3.5 **Great British Spring Clean:** Last year the joint working between KCC and the district councils proved very effective and the response from members of the public was very positive. This year KCC Highways will focus mainly on sign cleaning, shrub bed maintenance and white lining. The Waste team will also be taking part in this initiative and will be liaising closely with districts and parish councils to promote local events, supply litter picking kits where possible and encourage members of the public to 'get involved' in litter picking activities. Plans are well underway to deliver the Spring Clean across the county. Due to the snow during the week of 26<sup>th</sup> February, the scheduled works for the 2<sup>nd</sup> – 4<sup>th</sup> March has been rescheduled and the programme has been extended until the 25<sup>th</sup> March. Appendix A details some of the work scheduled by KCC to date and District councils will also have schedules of work.
- 3.7 **Communications** – a social media campaign around the Spring Clean has been developed. To maximise Kent's engagement with the Keep Britain Tidy's national campaign, the hashtags that will be used are **#GBSpringClean** and **#KeepKentClean**. All partners will be using their own communications teams to schedule in tweets/messages via their social media outlets. KCC Communication team will also engage in this activity and will upload pictures of local activities to reflect the positive activities taking place in Kent. Additionally, the variable message signs on Kent's roads will feature anti-littering messages.

#### **b) Future activity**

There is a range of activity planned for the future, including:

##### **a) Litter**

- Joint logo to be utilised by all local authorities to ensure that recognition for Kent activities is realised
- Joint behaviour change activities to enhance projects
- Carry out the 'year plan' and monitor successes
- Identify joint initiatives that can realise behaviour changes

- Ensure all engagement is cohesive with the message that litter is unacceptable
- Common themes to be identified
- Data to be utilised to monitor successes
- Monitoring of Highways England litter trials at service stations including the use of large aperture bins

**b) Crime Practitioners;**

- Continue to be ambassadors of the 'Right Waste, Right Place' National Campaign and ensure that all practices are appropriate
- Monitoring the use of fixed penalties for fly tipping up to £400 by local authorities.
- Engagement with DEFRA
- Cross border engagement

**c) Street scene;**

- Joint behavioural change initiatives to be identified by group for inclusion in the 'year plan' and actioned as agreed as a group
- October clean up activity be used as the launch for the joint logo
- Review the outcome of the Wastebusters pilot relating to children's education

**d) Monitoring;**

- utilise the data function to establish if the initiatives that are identified are effective
- Engage with cross border local authorities to utilise lessons learnt in relation to enforcement and intelligence sharing
- Continue to utilise data to reduce contamination

#### **4. Member and Parish involvement**

4.1 During the 2017 Spring Clean many parishes got involved by arranging litter picking and other clean up activity in their area. This was very successful and local communities were able to get involved. Some Members used their Community Members Grant to fund clean-up work in their area. It is expected that similar Member and parish involvement will be a feature of this year's programme and Highways District Managers will work with parishes and Members to ensure full participation is possible.

#### **5. Conclusion**

5.1 The aim of all KRP members is to achieve a substantial reduction in litter and littering within a generation as per the Litter Strategy

- 5.2 The joint working that has resulted has been beneficial for the residents of Kent and people who visit the county.
- 5.3 Going forward HTW will continue to work with KRP and district colleagues to share expertise, benefit from economies of scale and help shape the actions that will be taken in the coming year(s).

## **6. Recommendations**

- 6.1 It is recommended that the Cabinet Committee endorse or make recommendations to the Cabinet Member for Planning, Highways, Transport and Waste for Highways, Transportation and Waste's continued work with the KRP to ensure that a joined-up approach continues in Kent.

## **7. Appendices:**

- Appendix A: Anti-Litter Activities table

## **8. Contact details**

### Highways:

Name: Carol Valentine  
Title: Highway Manager Growth, Environment and Transport  
Tel No: 03000 418141  
Email: [carol.valentine@kent.gov.uk](mailto:carol.valentine@kent.gov.uk)

### Head of Service:

Name: Andrew Loosemore  
Title: Head of Highways Asset Management, Growth Environment and Transport  
Email: [Andrew.loosemore@kent.gov.uk](mailto:Andrew.loosemore@kent.gov.uk)

### Waste Management:

Name: Nichola Hood  
Title: Waste Business Partnership Manager  
Tel No: 03000 413393  
Email: [nichola.hood@kent.gov.uk](mailto:nichola.hood@kent.gov.uk)

## Appendix A

Council/ Partner	Anti-Litter Activities	Lead Officer
Kent CC	<ul style="list-style-type: none"> <li>- Effective Social Media Support</li> <li>- VMS Signage: Working with Highways England- messaging across Kent to promote GBSC &amp; celebrate successes</li> <li>- Waste Management have engaged with KALC and expressed an interest to work closely with them in relation to the GBSC campaign</li> <li>- Waste Management will supply KALC with information for the Parish Council's that will encourage the formation of litter picking groups. They will be encouraged to liaise with the District/Borough Council in advance to ensure that the waste is collected efficiently and safely</li> <li>- Link any activity to a short guide and the Waste Guidance document that KCC produced last year to ensure that guidance is available throughout</li> <li>- Providing KALC with a newsletter item to encourage litter picking and the use of electronic signatures to promote the campaign</li> <li>- Waste Management will be volunteering and carrying out a litter pick</li> <li>- Link activities with Highways England and Aone+</li> </ul> <p>Display Material:</p> <ul style="list-style-type: none"> <li>- GBSC banner to be displayed at Sessions House to encourage litter picks to be co-ordinated</li> <li>- Corex boards to be displayed at our Household Waste Recycling Centres (HWRC's) to encourage litter picks and safe disposal of waste</li> <li>- Library posters to be displayed at all Kent libraries to encourage visitors to carry out a litter pick</li> <li>- Internal notice boards to encourage staff to get involved too</li> </ul>	Nichola Hood