

WEST DUNBARTONSHIRE COUNCIL

Report by Executive Director of Housing, Environmental and Economic Development

Housing, Environment and Economic Development Committee: 5 March 2008

Subject: West Dunbartonshire Council Litter Control Strategy - 2007 Progress Report

1. Purpose

- 1.1** The purpose of this report is to update the Committee on progress made in delivering the Council's Litter Control Strategy during 2007.

2. Background

- 2.1** In 2003 the Council recognised that there was a need to make improvements to the environment of West Dunbartonshire and a Litter Control Strategy was introduced to identify and deliver continuous improvements and enhancements to the existing Street Cleaning Service as well as improve the environment through a reduction in levels of Litter, Dog Fouling, Fly Tipping and Graffiti.
- 2.2** The Litter Control Strategy resulted in the integration of the Street Cleaning Service with Grounds Maintenance, significant financial investment and the introduction of two Litter Control Officers.
- 2.3** The Litter Control Officers are responsible for educating and increasing public awareness via talks and presentations to community groups, schools, etc. together with the enforcement and legislative aspects of Litter, Dog Fouling, Fly tipping and Graffiti via Fixed Penalty Notices. They also assist with Community Clean-ups and street cleanliness monitoring using the nationally recognised Local Environmental Audit and Management System (LEAMS) in partnership with 'Keep Scotland Beautiful' (KSB).

3. Main Issues

- 3.1** In order to further promote the Litter Control Strategy and enhance the work of the Council in this regard, a number of initiatives were undertaken during 2007.
- 3.2** During the early part of 2007 the Education Programme for Schools, developed by West Dunbartonshire incorporating a DVD entitled "The New Adventures of Binman" along with associated quizzes and a board game was delivered to 18 Primary Schools. Additional items to compliment the Binman DVD such as pencils, sharpeners and rulers promoting the Litter Control message were issued to school children.

- 3.3** In April 2007 work began on a joint initiative with Faifley Housing Association, Community Links Scotland and two local Primary Schools to purchase and install 6 New Litter Bins in the Faifley area. These bins have Artwork attached to them, created by pupils from the two schools who took part in a programme to raise awareness of environmental issues relating to the adverse effects of Litter on the community. To date these bins are well used and remain intact and undisturbed by any form of vandalism. A similar venture is due to take place in 2008 involving Knowes Housing Association.
- 3.4** A Litter Awareness Campaign was launched in mid-June 2007 to run over the summer months. The campaign included an updated package of advertising material which was distributed to libraries, community centres, housing offices, police offices, medical centres and other public venues. Publicity stands were set up within some of the above locations and also within local supermarkets, retailers and at Lomond Shores. The advertising campaign attracted positive comment from locals and foreign visitors to Loch Lomond and was highlighted on local radio and in local newspapers to stimulate greater awareness within the community.
- 3.5** The Litter Awareness Campaign supported a National Fast Food Litter Campaign aimed at making owners and customers of fast food outlets more aware of litter problems in the area and to encourage the public to use a bin at all times. Fast Food Anti-Litter posters were provided to these outlets by the Council.
- 3.6** In recognition of the requirement to devote additional resources to the Council's priority of creating a better environment, two Litter Control Assistants were appointed in July 2007 to assist the Litter Control Officers. This was achieved through a partnership arrangement with the Council's Anti-Social Behaviour Task Force. The Litter Control Assistants concentrate mainly on the monitoring and enforcement aspects of the Strategy.
- 3.7** During the winter period a second advertising campaign was introduced involving the display of customised banners within the Council's Library premises. This campaign will continue until April 2008 during which time each of the Libraries will have the banners on display on a two week rolling programme. The banners highlight the problems associated with the major issues of Litter, Fly Tipping, Dog Fouling and Graffiti.
- 3.8** The Table below shows the total number of complaints received by Grounds Maintenance during the period 1 January to 31 December 2007 compared to the same period in 2006.

	<u>2006</u>	<u>2007</u>
Litter	178	68
Fly Tipping	854	572
Dog Fouling	259	165
Graffiti	1,422	1,671

As can be seen Litter, Fly Tipping and Dog Fouling complaints have each shown a downward trend while Graffiti has shown an increase. Graffiti continues to be a major cause for concern and the Council's Litter Control Officers continue to work closely with the Police and other Council services in an effort to address the issue.

- 3.9** During 2007 there were 9 Fixed Penalty Notices issued by the Litter Control Team for Littering/Fly Tipping and a further 12 Fixed Penalty Notices for Dog Fouling.

4. Personnel Issues

- 4.1** The Litter Awareness Campaign is co-ordinated by existing Grounds Maintenance staff, particularly the Litter Control Officers and Assistants.

5. Financial Implications

- 5.1** Costs incurred in delivering the Council's Litter Control Strategy in 2007, including the various campaigns were met from the Grounds Maintenance Revenue Budget and from the Anti-Social Behaviour Task Force budget.
- 5.2** The two newly introduced posts of Litter Control Assistant are funded from the Council's Anti-Social Behaviour Task Force budget.

6. Risk Analysis

- 6.1** There is no requirement to undertake a risk analysis of the issues contained within this report.

7. Conclusions

- 7.1** Since the implementation of the Litter Control Strategy in 2003 the condition of the environment within West Dunbartonshire has shown steady improvement. This is due mainly to the introduction of additional street operatives, mechanical sweepers, employment of two Litter Control Officers, provision of bio degradable poop scoop bags, provision of increased signage and additional street bins and an overall increase in public awareness. It is believed that partnership working between the integrated Grounds Maintenance and Street Cleaning Service together with internal and external agencies provides a more comprehensive and efficient service to the public.
- 7.2** It is also believed that the recruitment of a further two employees, along with focussed Litter Awareness Campaigns and the issuing of Fixed Penalty Notices, has led to a further reduction in offending behaviour by some members of the public and continues to result in improvements to the environment.

8. Recommendation

- 8.1 The Committee is invited to note the content of this report which highlights additional resources being employed in the fight against Litter, Dog Fouling, Fly Tipping and Graffiti.**

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Date: 20 February 2008

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Appendices: None

Background Papers: None

Wards Affected: All