

SUBJECT:	Litter Strategy
DIRECTORATE:	Operations / Waste & Street Services
MEETING:	Strong Communities Select Committee
DATE:	November 2018
DIVISION/WARDS AFFECTED:	All

NON – PUBLICATION

Not applicable

1. PURPOSE:

To present to the Select Committee a draft of a new Litter Strategy (attached) and to obtain support and direction on priority areas for work so that the strategy can be finalised for submission to Cabinet.

2. RECOMMENDATIONS

For Members to provide guidance to Officers on the areas within the action plan that should be prioritized over the next three financial years

3. KEY ISSUES

- 3.1** In recent years, public concern about the impact on litter has increased as have the public demands on the county council to improve its performance in managing litter. This increase in demand reflects changes in the types of litter, the causes of litter, and wider understanding of the impact of litter on the environment, economy and wellbeing.
- 3.2** Despite best efforts in constrained times, last year the independent audit of street cleanliness in the county identified an increase in litter in our communities for the first time in a decade. Given the challenges faced by the Waste and Street services department over the last five to ten years, performance has held up well. However, with further cuts expected and increasing calls for action from the public, the department has reviewed its activity to ensure that its work appropriately targeted the challenges of today and in the coming years.
- 3.3** The outcome of the departmental review is to produce a litter strategy. Currently, there are national litter strategies for England and Scotland but not for Wales. Furthermore, this will also be the first publicly available local authority litter strategy in Wales

4. EQUALITY AND FUTURE GENERATIONS EVALUATION (INCLUDES SOCIAL JUSTICE, SAFEGUARDING AND CORPORATE PARENTING):

See attached evaluation

5. OPTIONS APPRAISAL

- 5.1** Due to the increasing pressure on the department to show clear leadership in the area of litter management. A combined Litter Strategy and Strategic Action Plan was considered the most appropriate way forward to ensure that the department provided a clear narrative to staff, the county council, stakeholders and members of the public what its ambition is in terms of managing litter and the constraints it faces in achieving this ambition. The combined strategy and action plan has advantages over a strategic report or stand-alone action plan as it clearly aligns how the projects or actions directly contribute to overcoming the issues and achieving the ambition.
- 5.2** With regard to the guidance requested from the select committee, the attached Options Appraisal provides a summary breakdown of the Themes within the action plan to enable the committee to make informed recommendations to support the departments focus over the coming three financial years

6. EVALUATION CRITERIA

Some of the projects have been designed specifically with piloting approaches to reducing litter that will include evaluation, for example, the Gateway to Wales Project looking at bins in laybys on the strategic road network. Other work such as the work in Theme 1: Education and Engagement is harder to assess and for which there will always be a need as population changes through migration and generational cycles. The action plan within the strategy outlines a number of mechanisms to monitor the litter and the departmental response to litter that give a broad view of the extent and location of littering to help target those less measurable activities.

7. REASONS

Litter and its impact on wellbeing has never been higher on the agenda. Interest in this area has been significantly augmented by high profile national media such as the Blue Planet series and there is growing social media activity generating on the ground activity including the Plastic Free movement in Monmouthshire. Furthermore, the county council has a duty to act under the Wellbeing of Future Generations Act and Environment Act. Finally, within the department, it is felt that the county's position as a leader in the area of household waste recycling should be matched by an equally ambitious approach to litter that meets the needs and wishes of the local population and contributes to well being

8. RESOURCE IMPLICATIONS

- 8.1** Following the latest review of funding from Welsh Government (WG) for Local Environmental Quality (LEQ), the department's budget is, yet again, being reduced. However, some of this resource is being offered back to local authorities in the form of grants for partnership working across a range of LEQ and other environmental themes. This funding is expected to

last for three financial years from April 2019. Waste and Street Services are working with Keep Wales Tidy and other Local Authorities to re-secure some of this funding for litter and other related activities.

- 8.2** The Strategy identifies many aspirational projects developed through consultation, particularly with Volunteer Litter Champions. These projects have been designed to tackle the issues raised by the public and consultees. As current resources do not allow for all projects in the action plan to be carried out, the strategy provides a focus for staff to work towards and, where possible, seek external funding to support delivery. Importantly, by putting together an action plan comprising a number of strategically aligned projects, the department will be in a strong position to secure external funding if and when it presents itself or can be found.
- 8.3** Key to finalising this strategy and the focus of work for the department is for elected members to review the proposed activities in each area of work and provide guidance on which activities should be the priority.
- 8.4** The committee will note that a funding column is included in the action plan; much of this funding is yet to be secured. The department is currently putting together a collaborative bid with Keep Wales Tidy to secure a grant of £30,000 pa for three years that, if successful, will contribute to staff time and the delivery of four key projects:
- 8.5** Gateway to Wales: Project aimed at arterial roads and laybys entering and crossing the county
Love Where You Live: Project aimed at town centres
Give Dog Fouling the Red Card: continuation of the anti dog fouling campaign
Beacons of Beauty: Working with neighbouring authorities on historic fly tipping and litter hotspots such as the Bloreng and Clydach Gorge.

9. CONSULTEES

- 9.1** The draft strategy presented has been produced in consultation between Waste and Street Services Department, Keep Wales Tidy, Community Groups and our volunteer litter champions.

10. BACKGROUND PAPERS

Litter Strategy and Strategic Action plan attached

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