

Title of Report:	UPDATE ON LITTERSMART ACTIVITY (JANUARY TO APRIL 2021)
Committee Report Submitted To:	ENVIRONMENTAL SERVICES COMMITTEE
Date of Meeting:	11th May 2021
For Decision or For Information	FOR INFORMATION

Linkage to Council Strategy (2021-25)	
Strategic Theme	Climate Change and our Environment
Outcome	Our natural assets and spaces are managed and developed to recognised standards and processes
Lead Officer	Head of Operations

Budgetary Considerations	
Cost of Proposal	N/A
Included in Current Year Estimates	N/A
Capital/Revenue	N/A
Code	N/A
Staffing Costs	N/A

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	N/A	Date:
	EQIA Required and Completed:	N/A	Date:
Rural Needs Assessment (RNA)	Screening Completed	N/A	Date:
	RNA Required and Completed:	N/A	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	N/A	Date:
	DPIA Required and Completed:	N/A	Date:

1.0 Purpose of Report

- 1.1 The purpose of this report is to update members on LitterSmart actions and activities from January to April 2021.

2.0 Background (to include any previous decisions of Council)

- 2.1 LitterSmart is one of eight themes under the LiveSmart initiative. The LiveSmart initiative was devised by the council's Environmental Resource Officer (ERO) team and launched in 2018.
- 2.2 LiveSmart focuses on lifestyle and behavioural change through engagement with residents, visitors, businesses, community & voluntary sector and schools. It encourages us to live more lightly on our planet by taking simple steps to protect our environment.
- 2.3 LitterSmart is a response to litter concerns in our area, promoting individual as well as collective responsibility. The ERO team help to facilitate litter lifts and promote awareness regarding the harm littering can cause to the environment.

3.0 Activity

- 3.1 A range of litter picking activity facilitated by the ERO team has taken place between January and April 2021 despite the constraints presented by lockdown and the continued requirement to social distance.
- 3.2 Assistance has been provided to various groups involving more than 760 participants. The groups were a mix of formal community groups, informal groups of residents/families and sports clubs. Council provided some groups with litter pickers and bags and also arranged the uplift of material collected by all groups.
- 3.3 In total, the combined efforts of the groups resulted in the collection of over 900 bags of litter.
- 3.4 Further engagement took place with 20 households who expressed a willingness to carry out a litter pick in their local area.
- 3.5 This is a continuation of LitterSmart activity which took place prior to 2021 whereby help has been given to 80+ groups.
- 3.6 Collected litter goes to a local Materials Recycling Facility where items suitable for recycling such as cardboard, paper and metal cans are extracted and diverted from landfill.
- 3.7 It is intended to deliver the LiveSmart Community Environmental Grant Programme in 2021-22. This pilot scheme will provide financial support up

to a maximum of £500 to local community and voluntary organisations who wish to:-

- improve the cleanliness in their local area
- promote recycling, reuse and waste reduction
- reduce carbon footprint by taking simple, practical actions such as planting

Total available fund is £10,500.

3.8 Community based litter picking is complemented by the daily litter picking and cleansing activity of Operations staff across the Borough.

4.0 **Recommendation**

It is recommended that the Environmental Services Committee notes the ongoing work to facilitate litter picking and litter related education awareness through its LitterSmart initiative and by work carried out by Operations staff.