

Committee(s): Port Health and Environmental Services – For Information	Date: 15 January 2019
Subject: Litter Intervention Trial	Public
Report of: Director of the Built Environment	For Information
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Summary

In January and February 2019, the Cleansing Service will be participating in an innovative litter intervention trial in partnership with Keep Britain Tidy. This campaign will focus on ‘careful littering’ which has a significant impact on our street environment and is when people place litter in a spot or on a ledge rather than take it away with them or place it in a bin. The campaign will use mirrored posters in three areas with ledges and surfaces that are prone to ‘careful littering’. The idea is that this will ‘help’ people see that they are in-fact littering when placing an item carefully and that littering can have a negative impact on their image as well as our street environment.

The three areas will be monitored during January and February and a full report will be produced detailing the outcome of the trial. If the trial is successful it may be considered for a wider campaign across the Square Mile late in 2019. Keep Britain Tidy will also produce a full case study for sharing with other local authorities and land managers.

Recommendation

Members are asked to:

- Note the report.

Main Report

Background

1. The City of London Corporation Cleansing Service has had a longstanding successful relationship with Keep Britain Tidy, in recent years partnering on high profile anti-litter campaigns such as ‘No Small Problem’ focussing on cigarette litter and ‘Bin It Your Way’ aimed at chewing gum litter in addition to the City’s highly acclaimed “No Ifs, No Butts” campaign.
2. Keep Britain Tidy have received funding from DEFRA to trial innovative anti-littering interventions and approached the Corporation to work together on designing and trialling a campaign to tackle specific types of litter.

Current Position

3. The campaign will focus on 'careful littering' where people place litter in a spot or on a ledge, rather than throwing it onto the floor, these people tend to perceive they are not littering by carefully placing an item and leaving it behind. There is strong evidence litter placement is most prevalent in areas of high footfall such as outside train stations, shops and licenced premises and that this issue has a significant impact on the City's street environment. Items that are mostly commonly observed to be carefully placed are newspapers, cigarette packets, coffee cups, drinks bottles, beer glasses and cans.
4. In an age of social media, smart phone and "selfies", image seems to be everything. This idea will be used to help people see that they are in-fact littering when placing an item carefully and leaving it behind and that littering can have a negative impact of what people think of them. Using reflective posters / mirrors in the campaign will enable the image of that person to be 'reflected back' with messaging focused on 'what would your friends think', 'what do people think of you' etc. This messaging has been tested before by Keep Britain Tidy to tackle blatant littering, but never to highlight that discarding of an item anywhere other than a bin is littering. The use of the reflective posters / mirrors are the intervention which would aim to change people's behaviours. A concept of the materials to be used in the campaign is included as Appendix 1.
5. The campaign will be targeted at identified key 'litter placement' hotspots, with a view that people would then catch themselves in the 'frame' as they carried out the activity and would choose not to litter, thus raising awareness that they are still littering. These hotspots will be Moorgate (outside Metropolitan University), Royal Exchange, and Cheapside (near St Pauls Station).
6. The use of mirrored material within the campaign, putting the individual in the frame, is the first of its kind and the project is innovative as, to our knowledge, it is the first anti-littering campaign focused on litter that is carefully placed.

Proposals

7. The intervention will commence in mid-January with two weeks daily monitoring at the three sites to understand the baseline littering levels for the sites. The reflective posters / mirrors will then be installed and litter levels monitored for another two weeks to assess their impact.

Corporate & Strategic Implications

8. This litter intervention project supports outcomes 11 and 12 of the Corporate Plan, ensuring "We have clean air, land and water and a thriving and sustainable natural environment" and that "Our spaces are secure, resilient and well maintained."

Implications

9. The costs for production of the materials are being covered by Keep Britain Tidy. The monitoring of the sites will be covered by current staff resources.

Conclusion

10. The Cleansing Division, working with Keep Britain Tidy, will trial a new concept of litter intervention using reflective material to deal with 'careful littering' where people place litter in a spot or on a ledge and walk away. This will be carried out during January and February 2019 at three sites across the City.

Appendices

- Appendix 1 – Litter Intervention Materials Concepts.

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