

## **Update Litter Strategy**

### **Background**

In partnership with Ubico, the Council operate a litter picking function across the district on both a scheduled and reactive basis, emptying over 1400 dog and litter bins and cleaning over 2000km of road.

The Council is governed by The Code of Practice on Litter and Refuse, which provides practical guidance to local authorities and other duty bodies on how to comply with their legal obligation, to keep land clear of litter and refuse and provides a set of recovery times to address problems with litter, refuse and detritus, should they fall below the prescribed standard.

Whilst the code of practice provides a duty bound framework for local authorities and duty bodies, in 2013 DEFRA introduced a “food on the go”, Voluntary Code of Practice for local partnerships. It provides a suggested framework to help businesses and consumers to reduce litter and waste that is dropped once consumers leave their premises.

A number of projects have been undertaken to improve the presence of litter around the district, and to engage businesses to work within the parameters of the voluntary code to tackle litter around their premises.

### **Projects undertaken to date**

- The Council wrote to a number of businesses in 2022, to highlight the statutory duty they have to ensure land owned by them is free of litter. The letter aimed to engage businesses in further discussions around the voluntary code of practice and to encourage businesses to undertake litter picks adjacent to their premises to ensure the area is free of any litter relating to their business activities.
- Work is underway to improve and upgrade litterbins along the A38 corridor. This includes providing litterbin covers to existing wheeled bins to prevent overfilling/spillages/fly tipping, whilst utilising the bin covers to advertise positive littering messages, aimed at lorries and articulated vehicles that frequently use the laybys.
- Stroud attended a consultation for an updated version of the Litter Code of Practice. The consultation was mainly focused on reviewing response times and the litter/detritus grading system. Stroud conveyed that it would be beneficial if the existing voluntary code of practice for “Food on the Go”, was made mandatory.
- The Council have engaged with and had a positive meeting with the franchise holders of a fast food outlet. The franchise holder has agreed to engage the wider corporation about the potential for printing of anti littering messages on receipts, and potential signage on the exit of the restaurants, to encourage responsible disposal of litter by customers.

- Officers have met with the store manager of a supermarket in Stroud, to establish how a collaborative approach can be made to tackle litter around the store including expanding on zones of litter picking, installation of bins and the potential for joint community events
- Contact has been made with another supermarket and a meeting is being arranged to further discuss littering around the adjacent boundary of the store.
- Officers have patrolled Stroud town centre and spoken to some businesses to encourage the use of cigarette bins at the frontage of their businesses, especially outside pubs, cafes and gambling shops.

### **Future Projects/works**

- Utilising in-cab technology to identify whether current litter bin frequencies are adequate.
- Tackling food on the go litter by engaging businesses in a “Good Trader Agreement”. The agreement encourages traders to pledge to undertake a number of actions to help combat litter relating to their businesses. Traders who have signed up to the scheme will be advertised via the Councils website and social media pages. Traders will be closely monitored to ensure compliance with the pledges made.
- Neighbourhood Wardens and the Community Services team are using an App to monitor street cleaning. Audits are carried out across the district and can provide an indication of litter levels in addition to identifying grot spots.
- Close regular monitoring of market towns, to ensure Ubico are providing adequate cleaning standards to ensure a positive street scene for visitors.
- Promotion of Keep Britain Tidy littering campaign across the District in 2024.