Cleaner Communities
English Litter Strategy - update

Tina Benfield

Technical Manager

CIWM

Outline

- Send clear consistent anti-litter message
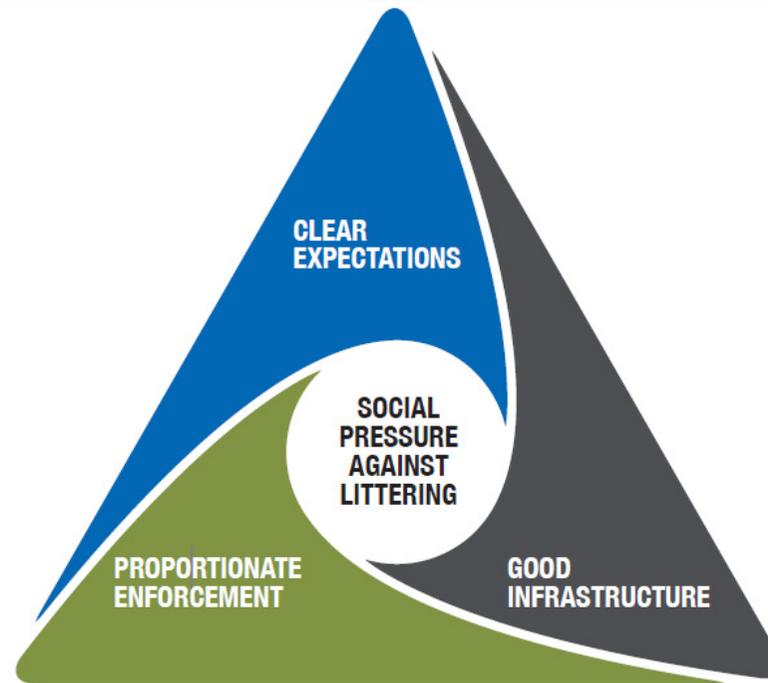- Improve enforcement against offenders
- Clean up the country

Overall Strategy

- Apply best practice in education, enforcement and infrastructure
- Changing behaviour

Elements of behaviour change

CLEAR EXPECTATIONS

SOCIAL PRESSURE AGAINST LITTERING

PROPORTIONATE ENFORCEMENT

GOOD INFRASTRUCTURE

Good infrastructure and clear expectations, supported by proportionate enforcement, helps reinforce social pressure to do the right thing

CIWM

Measurement and data

- Data and Monitoring working group
- Baseline data
- Marine litter key element
- Dashboard

- National campaign message
- Testing names and identities
- Partnership agency

Partnerships and community

- Highways
- Community participation
- Clean up campaigns
  - Great British Spring Clean
- Littering from vehicles

CIWM

Binfrastructure

- Smart bins
- Understanding of design for use
- Nudge
- Case studies

Enforcement

- Fixed penalty notices - litter
- Littering from vehicles
- Community protection notices

CIWM

Support and future work

- Litter Innovation Fund
- Chewing gum action group (CGAG)
- National fly-tipping prevention group (NFTPG)
- Code of Practice – update