



Litter and Fly-Tipping Strategy 2021-2026

TORFAEN
COUNTY
BOROUGH



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TORFAEN

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1. Executive Summary

- 1.1 Litter is a significant problem in Torfaen and a concern for much of our population. As an approximate estimate, the Council currently spends more than £1.36M per annum cleaning up litter and fly-tipping in public areas. Consequently, the Council has made 'Clean and Green' a priority in the Council's Corporate Plan. The forward in the plan recognises that:

'Every pound of taxpayers money spent clearing up after people who dump rubbish in our countryside, drop litter on our streets or let their dogs foul in our parks is a pound that could have been invested in our schools, enhancing our open spaces or caring for people in need'

This strategy will help deliver the following corporate plan commitments:

- We will keep the borough clean and free of litter
 - We will support residents working to improve the appearance of their local community
 - We will expect residents not to litter, fly tip or allow their dogs to foul in public areas
- 1.2 Nationally, the strategy will help meet the Welsh Government's goal of becoming a zero waste nation by 2050 – a nation where resource efficiency is part of our culture, where we recognise the value of our resources and reduce the quantity of waste that arises in the first instance <https://gov.wales/sites/default/files/publications/2019-05/towards-zero-waste-our-waste-strategy.pdf>
- 1.3 This document has been prepared taking account of the views made by the Council's Cleaner Overview and Scrutiny Committee and responses from the engagement and consultation activity undertaken, including:
- The Torfaen Litter Challenge online Dialog undertaken in Autumn 2019
 - Views of internal Council officers, operatives, key partners and volunteer litter champions gained from two staff workshop sessions in December 2019
 - Formal public consultation undertaken between 15th January and 9th February 2020
- 1.4 The strategy sets out the national and local context with respect to litter and fly-tipping, explaining the causes and consequences of littering both local and globally and the importance of taking action in Torfaen. Whilst the current approach has minimised the quantity of litter and fly-tipping present within the County Borough, there are litter and fly-tipping hot spots that are difficult to keep clean for a variety of reasons related to accessibility, health and safety reasons and budget constraints. The strategy therefore places greater emphasis on preventative activities including partnership working with other agencies,

communities and businesses, whilst also focusing on education and awareness raising.

- 1.5 The strategy comprises a vision with a series of 9 objectives, followed by an explanation of how progress will be monitored. An action Plan sets out what we intend to do under each objective over the period 2021 – 2026.

2. Introduction, Background & Context

2.1 National Context - Litter

- 2.1.1 The relevant legislation that the Litter and Fly-tipping Strategy must be set within includes:

- EU Waste Framework Directive
- The Waste (England and Wales) Regulations 2011
- Towards Zero Waste
- Waste (Wales) Measure 2010
- Well-being of Future Generations (Wales) Act 2015
- Environment (Wales) Act 2016
- EU Renewable Energy Directive
- EU Energy Efficiency Directive
- EU 2030 Climate Framework
- Climate Change Strategy for Wales

- 2.1.2 Litter is one of the most common forms of abuse people inflict on the environment of Wales. Litter is damaging for Wales' local environment and wildlife, and has been shown to have significant negative implications for our economy through both tourism and inwards investment. Annual litter clean-up in Wales costs around £70 million which has to be met by taxpayers.

- 2.1.3 Litter includes:

- discarded paper
- plastic items
- materials associated with smoking, eating, drinking
- chewing gum
- household items
- organic waste including food items and garden cuttings

Litter can also include material resulting from business operations or as part of waste and recycling collection operations. For the purpose of this strategy and in response to public consultation, we are also including abandoned shopping trolleys.

- 2.1.4 The main sources of litter are smoking related, confectionery related, drinks related and fast food. Most litter is discarded by the public. A person can be prosecuted for the Offence of Leaving Litter under the Environmental Protection

Act 1990 and the Clean Neighbourhoods and Environment Act 2005. Magistrate's Courts can fine up to £2,500 for Litter offences (WG 2013).

2.1.5 Local authorised officers working within the Local Authority or the Police can issue Fixed Penalty Notices (FPN's). These can be set at a local level from £75 to £150. Their powers to issue FPN's are contained in the Environment Protection Act 1990 and the Clean Neighbourhoods and Environment Act 2005.

2.1.6 Keep Wales Tidy reported in 2019, that more litter came from pedestrians than anywhere else. The report highlights that:

- Smoking-related litter was recorded on 79.6% of streets, the lowest figure to date
- Dog fouling was recorded on 8.8% of streets
- Confectionery related litter was found on 52.9% of streets
- Fast food litter was recorded on 19.6% of streets

2.1.7 The Environmental Protection Act 1990 (EPA) imposes a duty on statutory undertakers (Duty Bodies) including Local Authorities to keep streets and other places to which the public have access to (and are under the direct control of the Local Authority) clear of litter and refuse so far as is practicable.

2.1.8 A Code of Practice on Litter and Refuse (COPLR) was issued under Section 89(7) of the EPA. The COPLR defines standards of cleanliness, which should be achievable in different types of location and under differing circumstances. It is concerned with how clean land is rather than how often it is swept, it does not therefore suggest cleaning frequencies but sets out how quickly different types of land should be returned to a set cleanliness standard.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/834331/pb11577b-cop-litter1.pdf

2.1.9 The UK government has been consulting on potential deposit return schemes for recyclable materials especially plastic bottles, cans and glass. The outcome of this will influence how this strategy is taken forward.

2.1.10 Littering has local and global consequences. Natural Resources Wales has identified the following environmental, economic and social consequences of litter:

Environmental

- Litter is dangerous for pets and wildlife. The RSPCA get over 7,000 calls a year about animals injured by litter. The true number is not known as many will die from their injuries and are never found.
- Cigarette butts dropped or thrown from car windows can start grass fires. There were more than 55,000 grass fires in Wales and almost 550 forest fires in South Wales between 2000 and 2008. Cigarettes also contain plastic

and can easily enter the water system contributing to plastic pollution in our seas.

- Leaching of chemicals into soil can occur from litter such as batteries.
- Litter is often blown into streams and rivers and is eventually carried to the sea. Waste in the sea can injure and kill sea creatures.
- Tiny pieces of plastic are eaten by marine animals and fish and enter the human food chain.
- Garden waste deposited in public green spaces including woodland may not seem like fly-tipping as it is organic matter, but it is still regarded as such and subject to the same legislation. Waste deposited as such can have serious consequences such as the spread of non-native species.

Economic

- The cost of cleaning up litter in Wales costs around £70 million annually.
- The annual clean-up of fly-tipping incidents in Wales costs nearly £2 million.
- Property prices can be reduced in fly-tipping hot spots as the area is seen to be less attractive.
- Research shows areas full of litter or that are regularly fly-tipped are less likely to attract visitors, impacting local businesses.
- Litter can be especially devastating on places reliant on tourism for income. For example, in coastal areas the single most important factor influencing people's decisions about which beach to visit is its cleanliness. This means a littered environment can have a significant and long-term adverse impact on local business and community. As an example, dog exclusion within areas of garn lakes has significantly reduced the extent of dog litter and consequential complaints within the Local Nature Reserve.

Social

- Some types of waste can be harmful to health, such as asbestos. Litter can also attract pests like rats that can carry diseases.
- Litter makes the environment look unattractive. This can discourage those living in the area from spending time outside. This increases problems such as loneliness and obesity. It can also impact on mental health problems including anxiety and stress.

- Littering can reduce pride in an area, leading to it becoming neglected.
- Litter encourages more littering! In the same way an area which contains fly-tipped waste is more likely to have more waste dumped nearby.

2.1.12 The following causes of litter have been suggested by some:

Presence of litter in an area

Research has shown a correlation between the presence of litter in a given area and the intentional throwing of litter at that particular spot. It appears that when someone sees litter already accumulated somewhere, it gives the impression it's the right place to discard items.

Construction projects

A percentage of litter comes from construction projects. This can be through home improvements by home owners and/or building waste discarded by irresponsible construction workers. Debris generated in this way can contain wood, metal, plastic, concrete, cardboard, paint cans and paper.

Laziness and carelessness

Ignorance and carelessness has bred a culture of habitual littering. Typically, people have become more complacent or unwilling to properly dispose of litter. It has become common to spot people discarding litter out of their vehicles or come across fly-tipping from a house clearance, where the offender should have taken it to an appropriate recycling centre. One of the most common forms of litter collected is cigarette butts, but not all smokers would see dropping a cigarette butt as littering.

The belief that there is no consequence for littering

There is a perception that littering has no consequence for the action carried out, leading to an "*I don't care attitude*". Another common belief is that littering is the sole responsibility of the Council. Whilst the Council has statutory duties relating to litter, responsibility to dispose of litter falls upon everyone and the opinion that '*someone else will pick it up*' needs to change.

Lack of litter receptacles

Many residents report a lack of public litter bins or bins that have not been emptied resulting in an overflow of litter which is then blown around or scavenged by animals. There are currently over 600 litter bins in Torfaen, not including those in Bron Afon Community housing and private ownership.

Improper environmental education

Many people do not fully appreciate the cumulative effect of littering. As a result, people continue to throw litter anywhere without thinking of the environmental consequences. Smokers, for example, are often unaware of how the aimless throwing of cigarette butt affects the environment. The case is similar for passengers, pedestrians and people who aimlessly throw wrappers or other used items.

Causes, Problems and Solutions of Littering - Conserve Energy Future

<https://www.conserve-energy-future.com/causes-problems-solutions-littering.php>

2.2 National Context – Fly-tipping

Fly-tipping is the illegal dumping of rubbish or bulky items on land not licensed to receive it. Fly-tipping can be dangerous, pollutes land and waterways and costs the council tax payer significant amounts of money to clear away. Fly-tipping is a threat to humans and to wildlife, and a blight on our towns and countryside. Each year 42,000 tonnes of fly-tipping, the illegal dumping of waste, is reported in Wales.

2.2.1 Fly-tipping costs the Welsh tax payer more than £2.1 million every year to clear up.

2.2.2 Dumping household, industrial and commercial waste is a serious criminal offence that carries a fine of up to £50,000 (unlimited if the case goes to the Crown Court) or an offender can even be sent to prison. It is also an offence to permit fly-tipping.

2.2.3 Fly-tipping is often associated with dumping waste from vehicles; in this case the person who owns the vehicle can also be prosecuted, which means that it is possible for a prosecution to occur when only the vehicle, not the driver, is identifiable. The police also have the powers to seize vehicles used for fly-tipping.

2.3 Local Context - Litter

2.3.1 Litter is a significant problem in Torfaen and a concern for much of our population. As an approximate estimate, the Council currently spends more than £1.36M per annum cleaning up litter in public areas. Consequently, the Council has made 'Clean and Green' a priority in the Council's Corporate Plan. The forward in the plan recognises that:

'Every pound of taxpayers money spent clearing up after people who dump rubbish in our countryside, drop litter on our streets or let their dogs foul in our

parks is a pound that could have been invested in our schools, enhancing our open spaces or caring for people in need'

The plan commits to the following:

- We will keep the borough clean and free of litter
- We will support residents working to improve the appearance of their local community
- We will expect residents not to litter, fly tip or allow their dogs to foul in public areas

The Council has a number of work streams ongoing within the litter service area including some educational initiatives delivered as part of associated work, engagement with volunteer groups, its own service delivery and enforcement activity. Whilst these work streams are ongoing, they are currently undertaken by a number of service areas, and are not collated into one single strategic document.

2.3.2 The most visible work of maintaining areas free of litter is the responsibility of the Council's Environment and Streetscene Service through the area based teams. Whilst feedback from Members about the work of the service is generally positive, current arrangements are largely focused on reactive work, with minimal resources allocated to preventative action to help reduce litter and fly-tipping occurring in the future. The exception is the work piloted through the Environmental Volunteer Coordinator, who has started to undertake some educational work with schools and retailers.

2.4 Local Context – Fly-tipping

2.4.1 Fly-tipping is cleared on a daily basis in Torfaen by the Council's Streetscene Team, linked to the Fly-tipping Action Wales is a partnership initiative, sponsored by the Welsh Government and coordinated by Natural resources Wales. The latter exists to combat the threat against wildlife and humans and fight the damage to the environment in our countryside and towns by putting a stop to fly-tipping. This is made up of 50 partners including the 22 local authorities in Wales, the national police and fire services, the National Farmers' Union and many more. <http://www.taclotipiocymru.org/en>

2.4.2 Torfaen Council treats this problem very seriously and will usually prosecute anyone caught fly-tipping waste.

3. **Current Approach to Tackling Litter and Fly-tipping in Torfaen**

3.1 In accordance with the EPA duty, Torfaen County Borough Council has a clear corporate commitment to deal with litter, which is reflected in the Corporate Plan. Clean and Green is one of the Council's three corporate priorities (extract overleaf).



- 3.2 The Council's traditional approach to tackling litter is largely reactive; when litter and fly-tipping occurs, it is removed by the Council's Streetscene Service through routine patrols. Some litter reduction campaign/advocacy work has been undertaken as part of an annual Spring Clean event, led by the Volunteer Coordinator who is employed on a fixed term arrangement linked to external grant aid. However, members of the Council recognise that there is significant potential to reduce littering through public engagement and education initiatives.
- 3.3 The Streetscene Team operates on an area basis with five area teams, where allocated teams empty bins and undertake regular litter picks and road sweeping on a cyclical rota. There is also a Rapid Response Team that does some cyclical cleansing operations, but otherwise attends to urgent fly-tipping and cleansing incidents across the borough.
- 3.4 Torfaen County Borough Council will endeavour to remove fly tipped material as soon as possible, where it is on Council owned land. The speed with which we can respond is governed by the amount of work and the equipment necessary to get the job done, as well as any environmental health hazard, but generally requests are dealt with as soon as we possibly can. Torfaen CBC will not be responsible for removing all fly-tipping, this can depend on the type of waste and also the status of land.
- 3.5 Where waste is fly tipped on private land it is the responsibility of the land owner to arrange its collection and disposal.

- 3.6 Torfaen Council provides a waste disposal site and a household waste recycling centre where residents can safely and legally dispose of unwanted items. We also operate a Bulky Collection Service for larger items of household waste such as furniture and white goods at a cost of £28 per collection for up to 3 items. Extra items are then charged at £7 per item. Up to a total of 8 items can be collected in one visit.
- 3.7 The Council also operates a Re-use shop next to our Household waste Recycling Centre in New Inn, which sells good quality, pre-loved items that residents have donated to reduce waste and help support Circulate Furniture Recycling, a local charity <https://www.circulaterecycling.co.uk/>
- 3.8 We have approached all major supermarkets in Torfaen, to encourage them to work more closely with us in reducing abandoned shopping trolleys. We encourage residents to report abandoned trolleys to the relevant stores. Contact details can be found through the link below. Most of the supermarkets are members of Trolleywise, which can be contacted via its App. https://play.google.com/store/apps/details?id=com.wanzl.trolleywiseapp&hl=en_GB&gl=US
- <https://www.torfaen.gov.uk/en/RoadsTravelParking/StreetCareandCleaning/Abandonedshoppingtrolleys/Abandoned-Shopping-Trolleys.aspx>

4. Litter and Fly-tipping in Torfaen – Feedback from the Public, Operational Staff and Volunteer Litter Champions

- 4.1 An online platform was created during the Autumn of 2019, to encourage the public to put forward suggestions in terms of what should be included in this strategy. People were invited to join the conversation through our online tool and let us know how we can reduce the amount of litter in Torfaen. The top 6 suggestions i.e. those that received the highest comments were:
- More signs promoting putting litter into bins (4 comments)
 - Make businesses more accountable for their packaging i.e. KFC & McDonalds (3 comments)
 - Involve Schools – education in the classroom (3 comments)
 - Better recycling bins “nets not working” (2 comments)
 - Use Community Service offenders to carry out litter picks (2 comments)
 - Enforcement via CCTV, PCSO’s, Enforcement officers and 1 suggesting the general public are allowed to enforce (public arrest!!)
- 4.2 Streetscene Operational Staff and Volunteer Litter Champions attended engagement workshops on 18th and 19th December 2019.

5. Vision & Aims

5.1 Vision

Litter and Fly-tipping is a key component of the Council's Corporate Plan 2016-21. Our vision is to:

'provide cleaner and greener communities and a sustainable local environment that residents can be proud of'.

5.2 Aims

5.2.1 To help deliver the Vision, the Council will aim to work with partner organisations and active community groups, to provide stakeholders and residents with a high quality, professional and flexible service to tackle litter and fly-tipping through the activities as set out in the objectives below.

5.2.2 We will aim to work in accordance with the Well-being of Future Generations (Wales) Act 2015, which requires public bodies to embrace the sustainable development principle. This requires us to use integrated, preventative and collaborative approaches that take account of the long-term and involve our communities. These approaches are commonly referred to as the five ways of working, and are essential if we are to be successful in tackling the litter problem. In this respect, this strategy aims to bring about a change of approach for the Council from one of primarily collecting litter and fly-tipping, to a more integrated approach involving our communities and businesses, that places greater emphasis on preventative actions to tackle the source of litter, that will in the long term improve environmental quality and reduce costs.

6. Objectives

6.1 A multi-faceted and multi-agency approach will be necessary to deliver this strategy. The following key objectives have been identified:

Objective 1: Partnership Working – The Council will work in partnership with its partners and stakeholders to develop policies and actions that prevent and remove litter and fly-tipping.

Objective 2: Promoting Awareness and Understanding through Adult Education - The Council will focus on public education and awareness activities to help residents better understand the consequences of litter and fly-tipping.

Objective 3: Educating Children and Young People through Schools - The Council will work with schools to encourage greater focus on preventing litter.

Objective 4: Working with Local Businesses - The Council will seek to involve businesses in the development of actions to prevent and clear litter.

Objective 5: Infrastructure Review and Investment - We will examine the current location of bins to determine whether we have the correct number and that they are in the most suitable locations.

Objective 6: Streetscene Operational and Maintenance Objectives - The Council will continue to operate its area based Streetscene service, including the Rapid Response arrangement, continually reviewing priorities according to the levels of litter and fly-tipping experienced.

Objective 7: Waste Service Operational Objectives – The Council will review operational procedures related to recycling collections, to reduce the amount of litter created from wind-blown and dropped items.

Objective 8: Supporting Community Based Action through Volunteering
We will continue to support volunteering as a contribution to tackling litter problems in Torfaen.

Objective 9: Enforcement Action: Torfaen Council will investigate anyone caught dropping litter or fly-tipping waste, and where appropriate, will prosecute offenders.

7. Delivering the Strategy

7.1 Partnership Working

The Council will work in partnership with its stakeholders to develop policies and actions that prevent and remove litter and fly-tipping. Whilst this is not a complete list, key partners are likely to include Torfaen Public Services Board, Welsh Government, Fly Tipping Action Wales, Keep Wales Tidy, Police, Registered Social Landlords, Transport for Wales, Aneurin Bevan University Health Board, Canal & Rivers Trust, Public Health Wales, Local Authority partners, Sustrans, Angling Clubs, supermarkets, Network Rail, South Wales Trunk Road Agency (SWTRA), National Probation Services, PSB community based organisations, and individual residents.

7.2 Promoting Awareness and Understanding through Adult Education

Lack of awareness of the problems, and indeed the clean-up costs which Torfaen residents are paying through their Council Tax, are thought to be causal factors in the creation of litter and fly-tipping. Behaviours are likely to have been ascertained either from parents, siblings, other family members or other adults and children.

The Role of the Council in preventing litter is undertaken by the Environmental Volunteer Coordinator, and the Education Officer in Waste and Recycling Team focuses on promoting recycling, in respect of which the Council publishes a range of resources.

Teaching resources

<https://www.torfaen.gov.uk/en/RubbishAndRecycling/Education/Education.aspx>

In order to prevent litter and fly-tipping, the Council will focus on public education and awareness activities to help residents better understand the consequences of litter and fly-tipping.

7.3 Educating Children and Young People through Schools

According to Eco-Schools, <https://www.eco-schools.org.uk/> “Many schools have a litter problem to some degree. Controlling litter, and making sure that school grounds are cleansed regularly, is an important priority. A school with a serious litter problem creates complaints from local residents and businesses, is off-putting to visitors, can be demoralising for staff and pupils, can be dangerous (due to broken glass or cans on the playing field) and is breaking the law”

In Torfaen, residents are acutely aware of the problem of litter associated with schools, and whilst individual schools may successfully tackle litter in their grounds, few if any take responsibility for litter dropped by their pupils in the surrounding areas. Consequently, roads, walking and cycling routes in the vicinity of schools tend to be hot spots for litter. The Council is not suggesting that all children litter. Far from it; many are responsible, but working with those who are not must be a high priority.

<https://www.keepwalestidy.cymru/pages/category/eco-schools>

A newsletter about recycling is published every quarter and is sent to all schools in the County Borough. By way of an example, here is a link to issue 15 <https://www.torfaen.gov.uk/en/Related-Documents/RubbishWasteAndRecycling/Education/School-Newsletter/School-Newsletter-Issue-15.pdf>

The Council will work with schools to encourage greater focus on preventing litter. This will include talks, presentations and practical litter picking events, and encourage groups of young people to develop and manage their own initiatives to prevent and clean up litter.

7.4 Working with Local Businesses

Litter, which clearly bears the brand of its source retailer is commonplace around the UK and within Torfaen. Residents and Council Members have also identified litter hot spots in the vicinity of nationally recognised and independent takeaway food outlets.

In 2017, Business Advice featured an article on branded litter on the high street, which found that the vast majority of UK consumers look upon a business negatively if they have witnessed its products discarded onto public

streets, according to new findings uncovering the worrying reputational impact of branded litter.

E-cigarette retailer Vapour.com polled over 1,200 British shoppers to establish what kind of effect seeing branded products littered, had on a brand's reputation, and to what extent brands and retailers could be suffering from negative connotations of littering.

After seeing a product littered, some 76 per cent of respondents admitted a negative perception was passed down directly onto the brand, regardless of where it was seen. Meanwhile, over a third claimed they would be deterred from buying a brand altogether if they had seen it littered on the street. After calculating the overall sales hit, the study claimed branded litter could even represent a two per cent drop in a company's turnover.

The findings also uncovered the subconscious effect of litter visible outside high street businesses, putting retailers at risk. Over half of respondents believed that items sold from a shop with litter outside would be "of a poorer quality" than a litter-free equivalent.

However, the study suggested that consumers placed responsibility on business owners – not local authorities – to do more to tackle visible high street litter. Some 82 per cent of respondents believed companies should go further in ensuring goods are disposed of properly

Researchers asked consumers which brands they most associated with on-street litter. Brand Percentage of respondents who often see this as branded litter:

McDonalds	89 %
Coca Cola	87 %
Walkers	72 %
Cadbury	65 %
KFC	64 %
Other	53 %
Costa	43 %
Starbucks	40 %
Stella Artois	36 %
Subway	25 %
Extra (chewing gum)	11 %
Monster	7%
Evian	4%

Why branded litter on the high street is leaving a bad taste for consumers
Praseedna Nair. Business Development 20 October 2017

<https://businessadvice.co.uk/business-development/sales-marketing/why-branded-litter-on-the-street-is-leaving-a-bad-taste-for-consumers/>

Keep Britain Tidy research indicated that 39% of the public would be more likely to purchase from a "good" business seen to be working to reduce litter, while

34% would avoid purchasing from a business they associate with branded litter (Keep Britain Tidy Poll, 2013).

Businesses were not identified as bearing primary responsibility for people littering around the vicinity of their premises, or for people throwing wrappings and waste from the products they manufacture. Participants, however, could easily recall particular retailers who they perceived to behave responsibly or less responsibly, and the positive and negative impacts that this behaviour has on the local area. Results from the wider poll demonstrated that people feel businesses do have a role to play and that it can be negative to business when their recognisable brands are seen as litter.

The public think that relevant businesses and the government should take more responsibility for litter (82% and 72% questioned respectively).

https://www.keepbritaintidy.org/sites/default/files/resources/KBT_CFSI_The_Big_Litter_Inquiry_Report_2013.pdf

The Council will seek to involve businesses in the development of actions to prevent and clear litter, including reducing the number of abandoned shopping trolleys.

7.5 Infrastructure Review and Investment

The Council has over 600 permanent bins located across the borough which it empties on a daily or weekly basis. This is in addition to bins that are owned and managed by others, such as Bron Afon Community Housing, retailers and Cwmbran Shopping for example. Most of the Council bins receive both litter and dog waste. Whilst we have regular requests for additional bins, the location of bins is determined by a number of factors, including the ability of our operational teams to access them easily from the highway.

We will examine the current location of bins, working with registered social landlords and other stakeholders, to determine whether we have the correct number and that they are in the most suitable locations. Increasing the number of bins is not necessarily the most sustainable way forward given the cost involved in purchasing and emptying them, not to mention the associated carbon emissions resulting from the manufacturing processes and vehicle fuel. In a society which is concerned about climate change, ideally citizens should be encouraged to take their litter home and dispose of it through the Council's refuse and recycling collection services.

7.6 Streetscene Operational and Maintenance Objectives

The Council's Streetscene Team is responsible for street cleansing operations and the removal of fly-tipping. Five area-based teams operate across the authority emptying bins and removing litter from neighbourhoods. Within the parks, Park Rangers empty litter bins as part of their wider role. This is the traditional approach to tackling litter, which is costly and unsustainable in the long term. Part of the aim of this strategy is to significantly reduce the amount

of litter that occurs. If this is successful, the residents of Torfaen will not only benefit from improved environmental quality, but the scarce resources of the Council will not be wasted on avoidable activities like picking up litter.

The Council organises annual Spring Clean events, working in partnership with Keep Wales Tidy and local enthusiastic voluntary groups and individuals, to bring about intensive litter removal and associated publicity. <https://www.torfaen.gov.uk/en/News/2019/March/04-Torfaen-preparing-for-spring-clean-with-cleanse-of-A4042-roadside-verges.aspx>

The Council will continue to operate its area based Streetscene service, including the Rapid Response arrangement, but the level of service will continually be reviewed in light of the anticipated reduction in litter and fly-tipping which it is hoped this strategy will achieve.

7.7 Waste Service Operational Objectives

The Waste and Recycling Services operated by the Council are set out in the Waste Strategy <http://modern.gov.torfaen.gov.uk/mgConvert2PDF.aspx?ID=38630>

7.8 Supporting Community Based Action through Volunteering

Volunteers have proved to be of huge benefit in tackling litter Torfaen, thanks to a number of extremely enthusiastic and committed volunteers. Many of these are active throughout the year, supported by the authority's Volunteer Coordinator, which is intensified during the Spring Clean. During 2019, we also organised an Autumn Clean which was entirely reliant on volunteer action.

The third Spring Clean campaign in 2019, builds on the success of the 2018 event where more than 150 volunteers took part in 12 community led litter picks in Blaenavon, Cwmbran and Pontypool, collecting more than 400 bags of rubbish and clocking up more than 300 volunteer hours

<https://www.southwalesargus.co.uk/news/17626002.war-on-litter-volunteers-collect-almost-1000-bags-of-litter-as-part-of-2019-torfaen-spring-clean/>

We will continue to support volunteering as a contribution to tackling litter problems in Torfaen.

7.9 Enforcement Action

People that drop litter in Torfaen could be fined. The law allows us to give on the spot fines of £100 to anyone we see dropping litter. It is an offence to drop litter and allow dogs to foul. A £100 fixed penalty notice can be issued for these offences. This includes things that many people think are insignificant, like dropping cigarette ends and apple cores. The maximum fine for littering is £2,500.

We also work with businesses to encourage a responsible attitude to preventing littering, and where necessary, imposing requirements on businesses to make sure their premises and surrounding areas are kept free of rubbish.

Fly-tipping is the illegal dumping of rubbish or bulky items on land not licensed to receive it. Fly-tipping can be dangerous, pollutes land and waterways and costs the council tax payer significant amounts of money to clear away. Dumping household, industrial and commercial waste illegally is a serious criminal offence that carries a fine of up to £20,000 (unlimited if the case goes to the Crown Court) or an offender can even be sent to prison. It is also an offence to permit fly-tipping.

Torfaen Council treats this problem very seriously and will investigate anyone caught dropping litter or fly-tipping waste, and where appropriate, will prosecute offenders.

<https://www.torfaen.gov.uk/en/Related-Documents/Food,HealthandSafetyEnforcement/Enforcement-Policy/Enforcement-Policy.pdf>

8. Monitoring and Continuous Improvement

- 8.1 The Council will undertake robust and ongoing evaluation to assess delivery of this strategy in accordance with the activities detailed in the action plan. The findings will be used to adjust and tailor the medium and long term plan, which means that some actions could be amended to improve outcomes.
- 8.2 The Council values feedback from its residents. Dialog with the public and feedback as a result of public consultation has informed this strategy. We will maintain ongoing engagement and dialog with residents and partners in delivering this strategy, and will regularly encourage feedback.
- 8.3 Given the period of this strategy, there are likely to be external factors which could result in changes to the action plan. As an example, potential legislation could be forthcoming related to deposit return schemes.

9. Action Plan

- 9.1 An action plan is attached as Appendix 1

Torfaen Litter and Fly-tipping Strategy 2021-2026 Action Plan

Action	Strategic Objective	2021/22	2022/23	2023/24	2024/25	2025/26
1	Partnership Working	Widen partnership of organisations to include businesses	Pro-actively work with partners on actions to prevent litter	Review the work undertaken in 2021/22 & 2022/23 to improve partnership working arrangements	Continue to improve partnership working arrangements using the experience of previous years	Work with partners to review progress delivering this strategy, & develop an approach for 2025 to 2030
		Develop closer working relationships between Council services, Keep Wales Tidy & Fly-Tipping Action Wales to tackle fly-tipping	Continue to work with Fly-tipping Action Wales & Keep Wales Tidy & develop joint activity programmes with Community Councils	Review partnership working arrangements established in 2021/22 & 2022/23, identifying barriers and building on successes	Continue to improve working arrangements with the key agencies and Community Councils to deliver joint activity programmes	Review the work undertaken to date to inform the future approach
		Develop 5 year work programme with Probation Services	Deliver joint programme with probation services	Review the Probation Services work programme, building on successes and resolving barriers	Continue to develop the probation services programme	Review the work undertaken to date to inform the future approach
		Publicise recently established local litter hubs in Torfaen	Promote and support local litter hubs in Torfaen	Further develop the litter hub concept, working with keep Wales Tidy	Review the role of litter hubs in Torfaen to establish a long term approach	Establish a long term approach to litter hubs in Torfaen

Action	Strategic Objective	2021/22	2022/23	2023/24	2024/25	2025/26
2	Promoting Awareness & Understanding through Adult Education	Develop a media campaign to highlight the problems caused by litter & fly-tipping	Maintain & encourage community based social media activity related to litter & fly-tipping	Monitor community based social media activity on litter and fly-tipping	Monitor community based social media activity on litter and fly-tipping	Monitor community based social media activity on litter and fly-tipping
		Work with Keep Wales Tidy to take advantage of national promotion and awareness campaigns	Review Welsh Government policy on litter prevention & update the Torfaen approach to ensure public participation			
3	Educating Children & Young People through Schools	Deliver presentations to schools	Encourage school eco-groups to run litter prevention campaigns	Review the work of school eco-groups, providing support to help them lead the way through exemplar activities	Continue to support school led campaigns that reduce litter	Report on the work of eco groups to encourage less littering
		Develop joint initiatives with schools to reduce litter outside school grounds	Monitor joint initiatives with schools that reduce litter outside school grounds	Using 2021/22 experience, update the approach being taken with schools to reduce litter outside school grounds	Establish a way forward for the future	
4	Working with Local Businesses	Identify business related sources of litter	Develop a partnership arrangement and local action plan with businesses with the aim of reducing litter at source	Implement practical actions to prevent litter from businesses	Review actions taken to assess success and build on positive arrangements	Establish a long term approach with businesses to prevent litter
		Establish partnership arrangements with	Encourage membership of	Review partnership working	Continue to improve working	Review the work undertaken to date

Action	Strategic Objective	2021/22	2022/23	2023/24	2024/25	2025/26
		major supermarkets in Torfaen to minimise the number of abandoned shopping trolleys.	Trolleywise for those supermarkets that are not part of the scheme Encourage residents to report abandoned trolleys Consider alternative approaches if the issue of abandoned trollies continues	arrangements established in 2021/22 & 2022/23, identifying barriers and building on successes Implement solutions developed in 2022/23 to deal with abandoned shopping trolleys	arrangements with the supermarkets to minimise the number of abandoned shopping trolleys	to inform the future approach
		Review best practice from elsewhere in reducing litter	Develop any appropriate initiatives resulting from the review, feeding them into the wider activities in this action plan			
		Investigate possible business sponsorship opportunities such as funding litter bins	Establish pilot business sponsorship schemes where possible	Review the success of the pilot sponsorship schemes to inform an approach for the future	Develop a future business sponsorship scheme	Commence implementation of a business sponsorship scheme
5	Infrastructure Review	Carry out a litter bin review	Change the location of bins identified as being in the wrong location	Replace damaged litter bins	Maintain litter bins	Report on litter bin activity undertaken as part of the project
6	Streetscene Operational &	Deliver Spring Clean Campaign & Activities	Review the approach to the Spring Clean Campaign & establish an approach for the	Deliver updated Spring Clean Campaign & Activities	Review the updated Spring Clean Campaign undertaken in	Plan future Spring Clean Campaigns

Action	Strategic Objective	2021/22	2022/23	2023/24	2024/25	2025/26
	Maintenance Objectives		future within the context customer demand and budget constraints		2023/24 to determine whether any amendments are required	
		Review the approach taken to removing fly-tipping	Implement the results of the review undertaken in 2021/22	Remove litter & fly-tipping illegally deposited in Torfaen	Remove litter & fly-tipping illegally deposited in Torfaen	Report on fly-tipping removed during the period of this action plan
		Annual cleanse of strategic road corridors	Work with Welsh Government & SWTRA to establish a more efficient & cost effective partnership approach to cleansing trunk roads in Torfaen	Establish any new approaches if they are agreed in 2022/23	Review the approach taken in 2023/24	Report on the activities taken to date during this programme
		99% of fly-tipping cleared within 5 working days	Review targets for fly-tipping removal & establish new ones	Review targets for fly-tipping removal & establish new ones	Review targets for fly-tipping removal & establish new ones	Report on activities undertaken to date
		86% of smashed glass cleared within 1 working day	Review targets for smashed glass clearance removal & establish new ones	Review targets for smashed glass clearance removal & establish new ones	Review targets for smashed glass clearance removal & establish new ones	Report on activities undertaken to date
		92% of dog fouling on hard surfaces complaints responded to within 3 days	Review targets for removal of dog fouling & establish new ones	Review targets for removal of dog fouling & establish new ones	Review targets for removal of dog fouling & establish new ones	Report on activities undertaken to date

Action	Strategic Objective	2021/22	2022/23	2023/24	2024/25	2025/26
7	Waste Service Operational objectives	Refer to Waste and Recycling Strategy Action Plan				
8	Supporting Community Based Action through Volunteering	Establish Torfaen Litter Hubs for Volunteers to meet and collect materials and equipment				
		Support volunteers to clear litter	Review the support provided for volunteers to clear litter and record learning from previous work	Establish any revised approaches for volunteer support	Review the volunteer support provided	Report on activities undertaken to date
				Examine Opportunities to sustain the Environmental Volunteer Coordinator post	Bid for funds to sustain the Environmental Volunteer Coordinator post	Set out future plan to sustain the post of Volunteer Coordinator
9	Enforcement Action	Work with Torfaen's Public Protection Team to examine closer joint team working opportunities, whilst continuing to issue fixed penalty notices for litter and fly-tipping offences	Implement any integrated working opportunities developed in 2020/21 Issue fixed penalty tickets for littering and dog fouling	Issue fixed penalty tickets for littering and dog fouling within the joint working arrangements established	Review enforcement arrangements for dealing with litter and fly-tipping Issue fixed penalty tickets for littering and dog fouling	Report on the progress made to tackle litter and fly-tipping through enforcement action
	Monitoring & Evaluation	Monitor any reduction in litter and				Report on litter and fly-tipping incidents

Action	Strategic Objective	2021/22	2022/23	2023/24	2024/25	2025/26
		fly-tipping as a result of this strategy through the Council's existing performance monitoring systems.				to assess the success of the Litter & Fly-tipping Strategy