



LITTER PREVENTION STRATEGY FOR WIGAN BOROUGH

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Section 1: Introduction

1.1 Setting the scene on litter

The environment in which we live has a profound impact on our quality of life, the choices and decisions we make and how we interact with our communities. In nationwide surveys, residents have routinely and consistently identified local environmental factors as being one of the most important aspects of their wellbeing. When our towns, villages and countryside are blighted by litter, our ability to enjoy our local environment is reduced and so too is our wellbeing.

Litter and fly-tipping is a huge societal problem, which extends beyond the boundaries of Wigan borough, with most cities, towns and villages across the UK are impacted. Litter and fly-tipping is a significant problem in Wigan borough, and a concern for many of our residents, communities and businesses.

It is estimated that Wigan Council spends c. £4million per annum removing litter from public places, which includes £800,000 on fly-tipping alone. Although it is part of a local authority's role to maintain our greenspaces and street scenes, ensuring they are free of litter and waste, however we are all collectively responsible for our litter problem. Whether we are litter or fly-tipping offenders or ignore litter in our local area, or fail to call out offenders, we are all responsible.

Amid a cost-of-living crisis, it is also critical to think how public money is spent, and where people in our borough can benefit from additional services, if we can reduce our litter problem. Every pound of taxpayer's money spent clearing up after people who fly-tip in our borough, drop litter on our streets or fail to clean up after their pets, is a pound that could be invested in our schools, enhancing our local environment or caring for people in need.

1.2 The role of the strategy

There are many issues that this strategy will aim to address. Wigan Council is taking the lead at a local level to ensure that our residents, communities and businesses are empowered to tackle the huge problem of litter and fly-tipping within our borough. This strategy sets out high-level objectives in order to tackle this problem, as well as supporting our larger commitments to tackle the climate emergency by 2038 or sooner.

Tackling litter and fly-tipping also means stronger education on waste and recycling for communities and businesses, reducing the impact of pollution in the environment, saving money to redistribute to other essential services and promoting better mental and physical wellbeing for all.

There is a leadership and statutory role that the Council needs to provide to Wigan borough in terms of improving litter and fly-tipping rates. However, to progress we also need residents, communities, businesses and partners to take responsibility for the waste that they produce and ensure that it is disposed of in the correct manner, both inside and outside the home. In order to create a cleaner, greener Wigan Borough we all need to work together to make this issue socially unacceptable.

Section 2: Frameworks & Legal Duties

2.1 Our Local Framework

Tackling litter and fly-tipping is not just an environmental issue, but also a social and economic harm that impacts areas across our borough. Therefore, this strategy is one of a number of ambitious plans for our borough to tackle the urgent and important priorities we all now face. The Deal 2030 is the heart of Wigan Council's strategic vision and provides a unifying strategy for the whole borough, to make it the best possible place to live and work over the coming decade.

The Deal 2030 was created after Wigan Council undertook its biggest ever consultation 'The Big Listening Event' which visited 83 locations across the borough, spoke to over 6,000 people directly and collated 10,000 ideas. We found that communities want to be empowered to enable them to do what they do best, and finding out what was important to residents, communities and businesses is the key to tackling issues across our borough.

Our borough citizens identified that the state of the environment was a key issue and presented a major concern. Common issues raised included recycling, the impact of litter and fly-tipping on our natural environment, biodiversity and cleanliness. The Deal 2030 focusses an ambition of 'An environment to be proud of' and to achieve this by 2030, a dedicated litter and fly-tipping action plan is required to detail our approach to tackle this issue.

2.2 Wigan Council's Legal Duty

Litter and fly-tipping are some of the most significant environmental crimes impacting the UK at every level. In terms of definitions:

There is no official statutory definition of litter, but it is most commonly assumed to include materials that are improperly discarded. The four most common littered items tend to be smoker's materials, confectionary packs, non-alcoholic drinks and fast-food related litter¹.

In terms of fly-tipping, the action is defined as the illegal depositing of liquid or solid waste on land or in water. The waste is usually discarded to avoid disposal costs and typically includes household rubbish, white goods such as fridges and freezers, construction, demolition and home improvement materials, garden and trade waste².

¹ Priestly, S. (2017). Briefing Paper: Litter. House of Commons Library. Number CBP06984. [online report]. Available from: [Litter \(parliament.uk\)](https://www.parliament.uk/resources/papers/litter)

² Department for Levelling Up, Housing and Communities and Department for Environment, Food and Rural Affairs. (2016). Guidance. Fly-tipping: Council responsibilities. [online webpage]. Available from: [Fly-tipping: Council responsibilities - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/fly-tipping-council-responsibilities)

Wigan Council has duties under the Environmental Protection Act 1990³. There are two duties within section 89 of the Environmental Protection Act 1990 that mean certain organisations, which are mostly public bodies, are to, as far as is practicable:

1. Keep land clear of litter and refuse
2. Keep roads clean

Duty 1 applies to land and roads of local authorities, government ministers, crown authorities, the Crown Estate, educational institutions and transport operators. Relevant land in most cases must be owned or managed by these duty holders, be publicly accessible and open to the air. It includes paved areas, roads, parks, embankments and land covered by water.

Duty 2 applies to roads owned and managed by local authorities and government ministers. Local authorities are responsible for A (except special roads), B and C class roads as well as local roads.

The Council, therefore, in conjunction with a number of other agencies is required by law to keep streets, roads and open spaces which people have access to, clear of litter and refuse, and clean.

2.3 Our Climate Commitment

Wigan Council declared a climate emergency in July 2019, acknowledging the global crisis that is a direct result of human activity, and committing the Council and the borough to taking swift action to reduce greenhouse gas emissions and achieve Net Zero Carbon by 2038 or sooner. The Council adopted its Outline Climate Change Strategy in October 2020, and through this, focused direct climate action into six climate themes and associated action plans.

All action themes have dedicated 5-year climate action plans that are designed to be refreshed on an annual basis, with a full-scale review taking place every 5 years to 2038 and beyond. The action themes of 'Our Sustainability & Consumption' and 'Our Natural Environment' have actions dedicated to tackling litter and fly-tipping, to acknowledge the wider role that this issue plays in environmental degradation and pollution.

A stand-alone litter and fly-tipping action plan builds on the actions committed within our climate action plans and measures will work in partnership with each other.

2.4 Greater Manchester Framework

The 5 Year Environment Plan for Greater Manchester 2019-2024 sets out a number of themes that the 10 local authorities within Greater Manchester should jointly commit to in order to make the wider region a more sustainable place to live and work for the future. The theme of 'Our Production and Consumption of Resources' breaks down the need for a wider circular economy

³ UK Government (1990). Environmental Protection Act 1990. UK Public General Acts. [online legislation]. Available from: [Environmental Protection Act 1990 \(legislation.gov.uk\)](https://www.legislation.gov.uk/ukpga/1990/29)

to avoid the unnecessary waste that plagues every part of our society currently. The theme sets out four priorities:

1. Producing goods and services more sustainably, moving to a circular economy
2. Becoming more responsible consumers
3. Managing our waste as sustainably as possible
4. Reducing unnecessary food waste

There is a role for our residents, communities and business to be more conscious of how the choices made impact the environment, and how small changes can have a positive impact. This can range from reusing or leasing products, to buying more sustainable products. Starting to think more sustainably about how we all collectively consume goods and services, means that less waste, litter and fly-tipping ends up in our towns, streets, greenspaces and watercourses.

2.5 National Framework

The Litter Strategy for England, published in 2017 focusses on the need for the country to be a great place to live, with clean water and air; beautiful countryside to enjoy and urban areas that are prosperous, vibrant and welcoming. The strategy identified how littering is bad for our overall wellbeing, the environment and the economy and set out an ambition for us all to be the first generation to leave the natural environment of England in a better state than it currently is in. The strategy focused on the areas of:

1. Changing behaviour; through stronger enforcement and infrastructure
2. Measuring litter; through better baselining of data and monitoring of progress
3. Education and awareness; focusing on campaigns, anti-litter education, volunteering and community support

As a local authority within Northwest England, Wigan Council is committed to achieving our national ambition and working hard at the local level to ensure a cleaner and greener environment is experienced by our borough residents now and into the future.

Section 3: The price we pay to pollute the environment

As well as being unsightly, litter and fly-tipping are serious environmental, social and economic issues. The pollution causes harm to wildlife and communities, and in an era where local authorities' budgets are coming under increasing pressure, costs over £1billion each year nationally to clean up. More than two million pieces of litter are dropped in the UK every day, and this litter does not clean itself away to the nearest street bin or recycling point. It can take years for pieces of litter to degrade, adding more pressure to our plastic and man-made pollution of the environment. Waste food that is dropped also attracts pests and vermin, further worsening the socioeconomics within a local area. The pandemic and associated impacts have severely affected our behaviour towards littering and fly-tipping, with increases in both seen across the UK.

3.1 Our local problem

Although littering and fly-tipping is a nationwide problem, with many areas experiencing increases throughout and after the pandemic, we need to understand the situation across Wigan borough. In 2021, Keep Britain Tidy undertook a Local Environmental Quality (LEQ) survey to better understand the sources of litter and fly-tipping within our borough. 500 randomly selected sites were surveyed. The percentages below detail the presence of this type of litter at each site:

1. **Smoking:** smoking related litter is the most common form of litter at 83%
2. **Confectionary packaging:** crisps, chocolates and sweets wrappers make up 52% of litter
3. **Plastic Bottles:** non-alcoholic drinks related litter was the 3rd highest at 48%
4. **Fast food packaging:** 33% of litter identified across the borough involved takeaway cartons, boxes, cutlery, bags and other assorted packing
5. **Household:** domestic litter accounted for 19% of the borough's litter which should go through the domestic waste stream provided by the Council



Image: Fly-tipped waste in Norley (Wigan Today)

The identified sources of litter across Wigan borough, reflect the picture at the national level. It should be noted that other sources of litter including dog fowl made up smaller percentages of total litter.

3.2 Environment Impacts

Discarding of litter or fly-tipping on the pavement or curbside, ditches or back alleys often causes the detritus to get washed down in to roadside gullies or drains during heavy rain. This puts pressure on drainage infrastructure by blocking gullies from effectively draining water, potentially leading to localised surface water flooding. However, if the detritus gets through the gullies into the drainage system, this surface water leads to the nearest river and watercourse, and eventually the sea. Litter in water causes huge environmental problems that are witnessed globally. Plastic bags, bottles, netting and other detritus get broken down into microplastics by the sea activity. A toxic environment is created, harming aquatic and marine life who depend on thriving oceans and rivers to live independently from human harm and interference. The water is ingested by aquatic life, as well as land animals causing serious medical issues that often kill.

The implications of litter within our seas are also significant for human health. Smaller fish and marine organisms ingest microplastics, which are then eaten by larger fish and the chain continues. Once the fish are caught and marked for human consumption, we are essentially consuming the rubbish we once threw away.

Marine litter is a global concern, and every year millions and millions of tonnes of litter ends up in our seas and oceans. Marine litter is also one of the clearest symbols of a resource inefficient economy. Valuable materials are polluting our beaches and damaging our environment instead of being pumped back into our economy. Therefore, a circular economy approach which puts the emphasis on preventing waste and on recycling and reuse of materials and products in the first place, is the best solution to the marine litter problem⁴.

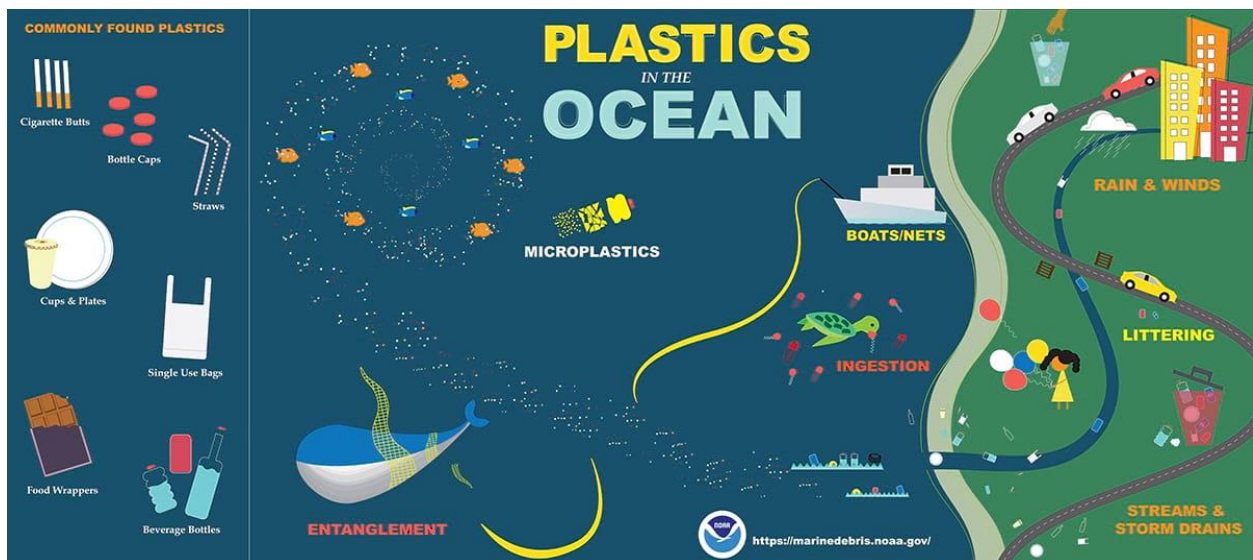


Image: Plastics in the Ocean ([NOAA](https://marinedebris.noaa.gov/))

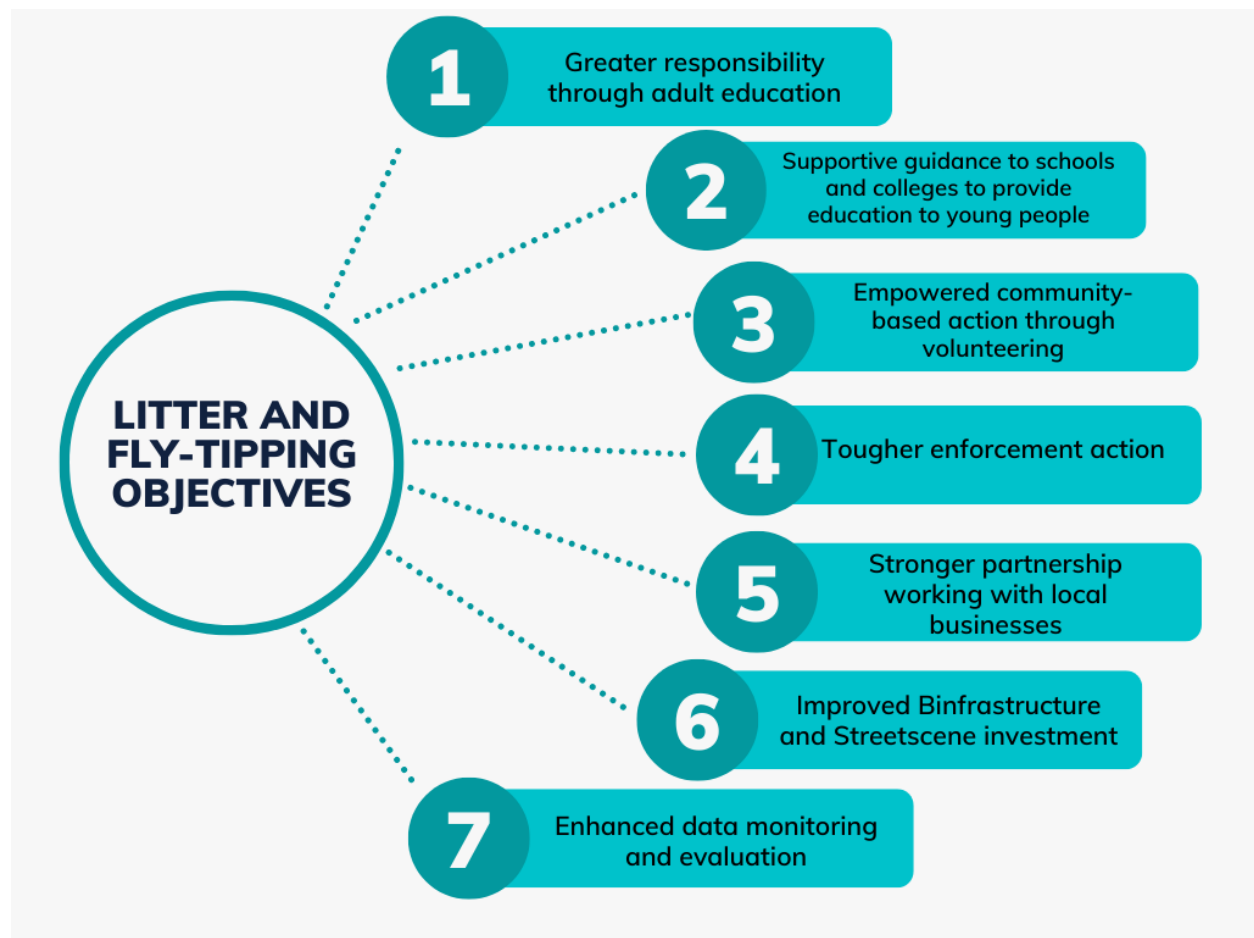
⁴ [Marine litter - GES - Environment - European Commission \(europa.eu\)](https://ec.europa.eu/eip/eip_marine_litter_en)

Outside of marine pollution, litter can also result in soil and air pollution with hazardous chemicals leaking out of litter or fly-tipped waste, damaging the immediate environment where they have been discarded and leaking into nearby soils and watercourses. Litter can also contain flammable materials, thereby increased litter and fly-tipping may result in an increased likelihood of fires.

Section 4: Litter & Fly-tipping Objectives

It is clear that to tackle our collective problem of litter and fly-tipping across Wigan borough, behaviour change is required at every level to complete our aims. An enhanced focus on engagement, education and enforcement alongside a refresh of the Council's bin infrastructure (binrastructure) and street cleansing, is necessary.

In order to take the necessary action as a local authority, as well as promoting partnership and collaborative working across the borough to ensure we tackle the problem together, the Council has developed a number of key objectives:



The seven key objectives are designed to cover the areas of engagement, education, enforcement and enhanced Council operations on assets and infrastructure to provide a coordinated effort to tackle this complex problem.

We have developed a litter action plan (**Appendix A**) and a fly-tipping action plan (**Appendix B**), that supports the following objectives: -

Objective 1: Greater responsibility through adult education

Lack of awareness of the environmental and socio-economic costs that Wigan borough residents are paying through their Council Tax, are potential factors in the creation of litter and fly-tipping. Mostly everyone will litter at some point and there is no 'littering demographic' however, a number of motivations and barriers influence littering and fly-tipping behaviour such as:

- Lack of responsibility for litter
- Carelessness
- Resident apathy
- Lack of respect for a local community or environment
- Lack of understanding of littering or fly-tipping impacts and harms
- Social networks and whether other people around us litter or fly-tip
- Available bin/infrastructure
- Lack of enforcement or action by authorities

Much emphasis is often put onto schools and young people to educate and engage on environmental issues; however, a bigger onus is on the vast population of adults with inbuilt habits and societal and cultural norms. To prevent litter and fly-tipping, the Council will focus on enhanced public engagement and awareness activities to help residents better understand the consequences. Highlighting the individual responsibility, we all must clean up after ourselves is an important value, however education is key to this objective and the Council needs to ensure that all residents have access to the necessary information to prevent littering and fly-tipping.

Objective 2: Supportive guidance to schools and colleges to provide education to young people

Now more than ever, it is important to prioritise the urgency of the climate and ecological crises and ensure the youth voice is included in a transition away from harmful and unsustainable human practices. When it comes to litter, fly-tipping and other environmental pollution, a child's formative years will support the learning and values they take into adulthood. Across Wigan Borough, over 90% of schools are registered Eco Schools which prioritise environmental issues within the curriculum and extra-curricular activities. However, historically environmental education is much simpler to deliver with primary age pupils and a disjoint occurs when most young people enter high school and the prevalence of littering soars.

According to the nationwide Eco Schools programme, most schools have a litter problem to some degree. Residents are acutely aware of the problem of litter associated with schools, and whilst individual schools may successfully tackle litter in their grounds, few take responsibility for litter dropped by their pupils in the surrounding areas outside of school. Consequently, roads, walking and cycling routes and quiet areas around schools tend to be hotspots for litter, posing greater threats to active travel, and healthy and safe neighbourhoods.

It is wrong to suggest that all young people litter, however as with adult education, education for young people needs to be catered to all to ensure we all take responsibility for our own litter. Alongside the current and historic support to all schools from an environmental education perspective, the Council will begin a greater focus on empowering school staff and students to tackle littering. This will include dedicated talks and workshops, practical litter picking and volunteering events and support for young people to develop and manage their own school-based

initiatives to prevent and clean up litter. We will also focus on the dangers of fly-tipping, particularly when it comes to young people playing on our near dumped rubbish and the potential health hazards and risks.

Objective 3: Empowered community-based action through volunteering

Local community pride and spirit is a strong factor in many of Wigan borough's towns and villages, and a cleaner and greener environment is desirable to everyone. Tackling global environmental issues such as climate change or plastic pollution are not abstract problems that only impact countries overseas. We see the problem with our own eyes within our local areas, on our doorsteps, on our streets, in the local park or greenspace where we walk our dogs, or along our local rivers and watercourses.

However, Wigan borough has a strong history of environmental volunteering and numbers have only increased throughout the pandemic over the past two years. Thanks to hundreds of extremely enthusiastic and committed local volunteers. The Council provides strong support for community-based action including the necessary equipment, personal protection, health and safety information and risk assessments. We will continue to provide this support, however, will also begin to provide greater education on littering and recycling behaviours, so that volunteers and communities can take this knowledge back to their local areas.

Celebrating our volunteers and community action through nominating Street Champions also supports enhanced community spirit and a greater purpose to residents who care deeply about environmental issues such as littering and fly-tipping.

Objective 4: Tougher enforcement action

People in Wigan borough that drop litter or fly tip can be fined and by developing an intelligence led approach, the Council is becoming more effective and tougher with enforcement actions. The result of this are high profile court case prosecutions. Repeat offenders are targeted to ensure they face the consequences of their actions and the harm they bring to local communities.

Our educational approach highlights that Fly-tipping is the illegal depositing of rubbish or bulky items on land not licensed to receive it. It identifies that Fly-tipping can be dangerous, pollutes land and waterways and costs the Council Taxpayer significant amounts of money to clear away. The depositing of 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 Crown Court) and offenders can face a custodial sentence. It is also an offence for a landowner to permit fly-tipping on their land.

The development of out-of-town shopping centres and superstores has seen a new blight on our environment in abandoned shopping trollies. To support recovery and removal of these abandoned items a 'Shopping Trolley' policy has been developed to provide consistency in dealing with this issue **Appendix C**.

Our aim is to make it socially unacceptable to drop litter and to fly-tip by focusing on engagement and education and making it easier for residents to report repeat offenders quickly and anonymously if they choose. We also aim to make these environmental issues frowned upon in

society, and residents may become empowered to ask someone to pick up their litter and put it in the nearest bin or take it home.

Objective 5: Stronger partnership working with local businesses

Most litter clearly bears the brand of its source retailer or manufacturer and is commonplace across the UK and within Wigan borough. There are also a number of litter hotspots across the borough in the vicinity of nationally recognised and independent supermarkets, shops and takeaway food outlets.

Modern marketing relies heavily on packaging as it helps to sell a product within a supply chain and also to the end consumer. Packaging is a hugely important element of the marketing process for any size of business, however once the contents of the package have been consumed, the brand name does not disappear⁵. Many UK consumers look upon a business negatively if they have witnessed its products discarded on public streets and greenspaces.

In a survey of 1,200 British shoppers, 76% of respondents admitted a negative perception was passed down directly to the brand if they identified a product littered, regardless of where this was seen. Over a third of respondents claimed they would be deterred from buying a brand altogether if they had seen it littered on the street⁶.

Businesses can help reduce the impact of litter by:

Reducing packaging to improve business efficiency, reduce waste and save money through:

- ✓ Where possible reducing the amount or type of packing on items sold or bought
- ✓ Ask customers if they need a bag, lid, napkins, straws etc.
- ✓ Offer incentives for using reusable packaging

Leading locally and cleaning up litter, restoring local pride by:

- ✓ Being a responsible business and keeping the areas around premises clean
- ✓ Providing bins on premises to allow customers to dispose of waste items responsibly
- ✓ Look to progress to full recycling of business and trade waste
- ✓ Conduct litter picks in the area close to the premises

Enhancing education on the harmful impacts of litter from the business by:

- ✓ Engaging staff on the prevention of litter and fly-tipping
- ✓ Displaying information within the premises to engage customers on litter education

Ensuring waste management is a priority by:

⁵ Roper, S. Parker, C. (2006). How (and where) the mighty have fallen: Branded Litter. Journal of Marketing Management. Vol 22. PP: 473-487

⁶ [Why branded litter on the high street is leaving a bad taste for consumers \(businessadvice.co.uk\)](http://businessadvice.co.uk)

- ✓ Maintaining commercial waste through proper management, storage and correct presentation so that it does not become a problem
- ✓ Ensuring a waste contract is in place to deal with any commercial waste the business produces
- ✓ Cleaning up any litter or commercial waste spillages created by the business

A thriving local economy is necessary to support progress and wellbeing for our residents, businesses and communities. However, we must work collaboratively to foster stronger relationships with businesses to encourage uptake of plastic free packaging, unnecessary package and waste from trade. Particularly in areas of hotspots typically found near fast food and takeaway outlets, it is necessary for the Council to educate, engage and enforce stronger action on littering with businesses to prevent the harmful environmental and social damage. The Council will also seek to involve businesses in the development of borough-wide actions to prevent and clear litter, including reducing the number of plastic packaging and abandoned materials such as shopping trolleys.

Objective 6: Improved Binrastructure and Streetscene operations

Binrastructure

Litter bins are part of the everyday street scene that we all recognized, however historic experience tells us that the more litter bins that are present in an area, does not necessarily correlate with less litter. In addition, unsightly, damaged or unusable bins attract further accumulation of litter and fly-tipping. Similarly, whilst the cost of a litter bin may be relatively modest, the continual maintenance and servicing costs can easily and quickly become expensive, especially when the placement of a new litter bin does not guarantee reduced litter in an area. Our litter bin policy **Appendix D** supports the consistent approach to deploying resources and dealing with requests for new or replacement bins.

The not-for-profit WRAP introduced a report 'The Right Bin in the Right Place' in 2020 providing guidance to local authorities for the provision of litter disposal infrastructure (binrastructure)⁷. The report identified the following aspects of infrastructure design and deployment that are important in avoiding litter: -

- Bin design, to make them attractive to use and easy to service
- Siting of bins, to maximise the chance they are used and ensure access for emptying
- Shared space design and maintenance to discourage littering

Wigan borough has approximately 2,000 litter bins on streets and in parks. This is in addition to bins that are owned and managed by others such as businesses and retailers. Most of the Council litter bins receive both litter and dog foul. 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. Through this strategy we will produce a refreshed

⁷ WRAP (2020) The Right Bin in the Right Place. WRAP: Banbury. [online report]. Available from: [WRAP-Right bin in the Right Place Final.pdf](#)

baseline of our assets supported by a new “street bin policy” and will focus on whether litter bins are:

- **Right Place:** located as conveniently as possible to allow people to dispose and / or recycle on the street
- **Right Number:** ensure we have the right volume of bins in communities and town centres where it can be demonstrated that there is a genuine need for one
- **Right Time:** ensure that bins are emptied in line with local demand and usage

We will also examine whether increasing the number of litter bins is the most sustainable action, given the cost of purchasing and emptying them, alongside the associated greenhouse gas emissions from the manufacturing processes and vehicle fuel of Council fleet to maintain street bins.

As a local authority and a borough with a commitment to tackling the climate crisis, ideally residents should be encouraged to take their litter home and dispose or recycle this through the Council’s refuse and recycling collection services.

Streetscene operation and maintenance

Significant resources are allocated to the traditional process of litter and fly-tip removal which dilutes the impact of available staff on the borough’s appearance. The main aims of this strategy include the need to significantly reduce the amount of litter that occurs. By achieving individual litter responsibility, residents and businesses will not only benefit from improved environmental quality, but the scarce resources of the Council can be deployed to enhance the appearance and environmental quality.

The Council and its partners must plan and manage the demand for its services to ensure that public spending is controlled, and work is carried out effectively and efficiently. Service optimisation is currently underway within our Streetscene Service and although the Council will continue to operate services to keep the borough clear of litter and fly-tipping, this will be continuously reviewed in anticipation of the reduction of pollution that this strategy hopes to achieve.

Objective 7: Enhanced data monitoring and evaluation

Robust and ongoing monitoring and evaluation is required to assess the effectiveness of this strategy, in accordance with the activities detailed within the action plan. Data is a valuable resource and the Council will continue to research and utilise innovative technology to focus particularly on litter and fly-tipping hotspots where enforcement is required. We will also begin to record the more qualitative data gathered from engagement and education of litter and fly-tipping by undertaking surveys and feedback workshops with schools, communities and businesses.

We will also identify where efficiencies can be found in the reporting and investigation of litter, fly-tipping and dog fouling incidents across council services, incorporating the latest technology and prevention approaches to ensure quick resolution.

Given the period of this strategy and the consistent changes in national legislation surrounding environmental and climate targets, there are likely to be external factors which could result in changes to this action plan.

Section 5: Monitoring & Responsibility

Responsibility

We have a nationwide challenge to tackle litter and fly-tipping and their harmful consequences to the environment, human health and the economy. People connect to the environment in many ways, but it is within their local areas and communities where they experience the direct impacts of littering and fly-tipping.

Local authorities are the leading organisations with statutory duties to maintain the cleanliness of streets and open spaces, supporting the recycling and waste we throw away as well as providing infrastructure, engagement and education to prevent littering and fly-tipping. Wigan Council has a responsibility to the people and communities of the borough to ensure we transform our behaviours to take pride in our local areas and maintain them for the future. However, we all have individual and collective responsibility, to be held accountable for our own actions.

Governance

The council can evidence that the traditional approach in dealing with litter and fly tipping is costing more, year on year as resource demand increases. Moving forward, difficult and challenging decisions are needed to do something different especially around resource deployment, finance and funding. To ensure the strategy is effective, it will be monitored by the Environment Board using a set of agreed performance indicators, held to account by benchmarked targets.

The board will engage with external partners to support the delivery of the strategy and action plans and will promote partnership working where appropriate. Progress will be shared periodically with other “interested parties” as well as the Council’s Portfolio Holder and Lead Member for the Environment. Regular progress reports will also be presented to the Confident Places Scrutiny Committee, the Council’s Senior Leadership Team and Cabinet members.

Monitoring

The strategy sets out litter and fly-tipping action plans, which provide overviews of each individual action including the responsible service team, timescale of completion, key environment performance indicators, analysis of resources that may be required and partner organisations and support to deliver actions.

All actions will be monitored and reviewed within the given timescales and this process will be the responsibility of the named service department and associated officers, together with the relevant members of senior management team.

As part of the monitoring process, the senior management team will review performance and impact of the strategy based on the following measures of success;

- Significant reductions in litter present across the borough – measured via LAMS survey (Land Audit Management System)

- Significant increase in the overall cleanliness of our parks and streetscene - measured via LAMS survey
- Significant reduction in the number of reported fly tips – measured via Fly Capture
- Improved condition of street bin provision – measured by ongoing asset surveys
- Right bin in the right place – measured by a reduction in complaints regarding overflowing bins
- Increase in awareness and compliance – measure via perception surveys
- Reduction in costs of removing litter and fly tipping – measured via budget spend
- Successful Fixed Penalty Notice and prosecutions secured – service dashboard

Section 6: Action Plans