

Eastbourne Borough Council

Litter and Fly-tipping Reduction Strategy 2022 – 2027

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1. Our Vision

To reduce littering in Eastbourne, with the vast majority of residents viewing it as totally unacceptable. Volunteer litter picking groups feel supported in the council and all residents value the council’s work to tackle litter, dog fouling, fly-tipping and graffiti.

2. Introduction

Litter, fly-tipping, graffiti, fly-posting and dog fouling blights our streets, parks and beaches and costs thousands of pounds to clear up every year. To tackle this antisocial behaviour, we need to fully understand the problems so we will adopt a multi-agency approach working with our residents, community groups, businesses, stakeholders and other agencies and the national organisation Keep Britain Tidy.

3. What is litter, fly-tipping, graffiti, fly-posting and dog fouling?

Litter is generally accepted to be anything below the size of a sack of household waste and is mostly understood as items related to smoking, chewing gum or eating and drinking on the move where unwanted items have not been properly disposed of or have been dropped inadvertently.

Fly-tipping is illegal dumping of liquid or solid waste (usually more than a black bag) on land or in water. The waste is usually dumped to avoid disposal costs.

Graffiti and fly-posting is anything that is written, sprayed or painted on public or private property without permission.

Dog fouling is where dog owners and dog walkers do not clear up after their dogs when out in the open.

4. What are the causes of litter, fly-tipping, graffiti and dog fouling?

The causes of litter and fly-tipping are diverse and complex and require different approaches in dealing with them effectively.

This section aims to highlight what the council understand to be the key causes:

- **Eating on the go:** With a move to eating on the go, take-away food and drinks has seen an increase in single use packaging, bottles and food trays. In addition to dropped litter this often means litter bins fill more quickly and can over spill.
- **Visitors:** Eastbourne is a destination for tourists largely to enjoy the seafront, outdoor recreation and historic attractions. While this brings many benefits, tourists do not always have access to facilities for disposing of litter in the same way as residents, e.g. not so easy to take litter home. Tourism also supports demand for eating on the go.
- **Smoking:** Smoking related litter is a common type of litter found on our streets. Although cigarette ends are small, by law they still count as litter.
- **Casual litterers:** Some people think its ok to drop litter, some people don't realise what impact leaving one item can have for example a single use coffee cup left on bench.
- **Drugs paraphernalia:** This type of litter is relatively small terms of volume and often found at 'hot' spots. It can have significant potential impact on human health, both for the public and our staff dealing with the issue.

- **Packaging:** An increase in packaging has led to an increase in overall waste some of which ends up as litter.
- **Vehicles:** Litter from eating on the go, smoking, unsecured loads found on roadsides, verges and laybys often. These are common locations for fly-tippers disposing of both domestic and commercial waste.
- **Domestic and commercial waste collection:** Litter can be caused by overfilled bins, waste that is not securely contained in bags or bins, refuse sacks and open bins accessible to foxes and seagulls.
- **Fly-tippers:** Fly-tipping is a criminal offence with the majority of Offenders knowingly depositing their waste illegally. Offenders range from commercial waste removers using lorries and vans to domestic clearances by residents of one or two household items e.g. mattresses and white goods. Not all residents are not aware of their own legal requirement to dispose of their waste responsibly and the need to check the legal credentials of any waste handlers they may use.
- **Graffiti:** The reasons behind graffiti can be complex and can be related to other crime and disorder problems.
- **Fly-posting:** This falls into three main categories those promoting local events such as bands playing, car boot sales mainly on lampposts, railing, street furniture or building. Posters advertising products or events of larger organisations posted by professional poster companies mainly posted on vacant buildings. In addition, posters displayed by pressure groups or political bodies posted mainly ad hoc.
- **Dog ownership:** Most dog owners clear up dog fouling and dispose of it correctly but there remains a small minority of dog owners that either fail to clear up after their pets or clear up but fail to bin it.

5. What the Law says

Councils are given powers under various Acts to use enforcement however our approach is to proactive and find solutions to before they occur and apply a gradual approach to enforcement in line with our enforcement policy.

5.1 For Litter

Section 89 of the Environmental Protection Act 1990 (EPA 1990) places a legal responsibility (a 'duty') on certain organisations ('Duty Bodies') to ensure that land, as far as is practicable, is kept clear of litter.

5.2 For Fly-tipping

Follows the same rules as for littering but with the addition of incident investigation, penalties and prosecution

5.3 For Graffiti and Fly-posting

There are a number of Acts that cover graffiti and include fly-posting where penalties can be issued: Anti-Social Behaviour Act 2003, Criminal Damage Act 1971 and the Town and Country Act. Local authorities are required to remove graffiti and fly-posting from public properties with priority given to the removal of offensive graffiti, that which contains words or pictures related to hate comments, extremist sentiment, anti-faith and swear words.

5.4 For Dog Fouling

Clean Neighbourhoods and Environment Act 2005 enables dog fouling to be controlled by way of Public Space Protection Orders (PSPOs) for land that is open to the air which the public have access to.

5.5 Enforcements used

- **Fixed Penalty Notes (FPNs).** It's an offence to drop litter on land or into water that's accessible to the public even if it's private land. This applies to private land that the public can access, for example a right of way.
- **Public Space Protection Orders (PSPOs)** for problems in public spaces including owners of dogs who do not clear up after their dogs.
- **Community Protection Notices (CPNs)** requiring businesses or individuals to clear litter from around their premises and or take steps to prevent future littering.
- Apply powers to keep land clear by removing abandoned vehicles, shopping trollies and certain leafleting.
- Enforcement can lead to Offenders being prosecuted in a magistrates' court and fined up to £2,500.

6. The Council's Responsibility

Eastbourne Borough Council is a 'duty body' referred to as a litter authority and responsible for all 'relevant land' where the following applies:

- Land that is open to the air on at least one side
- Under the council's direct control
- Publicly accessible (with or without payment)
- Beaches (above the average high-water mark)
- Any highway for which the council is responsible

Other 'Duty Bodies' responsible for litter on their land are: Crown authorities, educational institutions, Network Rail and rail operators, water companies and some road agencies.

For fly-tipping we carry out investigations by assessing the waste type, land type and ownership, any harm that may be caused to people, animals and the environment and arrange the safe removal of the waste. The council will work with Sussex Police the Environment Agency and East Sussex County Council and other agencies where necessary.

7. Meeting Our Vision and Obligations

To achieve our vision, we have reviewed our approach to dealing with litter, fly-tipping, graffiti, fly-posting and dog fouling and set out a positive and collaborative Action Plan to help us achieve this, using the following approaches:

- Education and behavioural change campaigns
- Partnership working
- Enforcement
- Efficient and effective Service design and infrastructure

7.1 Our Communications will

- Use various campaigns to promote our three key messages
 - ✓ **Littering is detrimental to the environment**
 - ✓ **Promote the work of volunteer litter pickers and opportunities to get involved**
 - ✓ **The council takes swift and tough action when responding to reports of littering, fly-tipping and graffiti**

- The council will use the full range of communications channels at its disposal including online, PR, posters, social media, email and more.
- Work in partnership with Keep Britain Tidy campaigns.

7.2 Our Engagement will

- Be a point of contact for our partners and stakeholders. Support individuals, local groups and initiatives and share knowledge, ideas and best practice
- Work alongside our Environment First, Neighbourhood First and Homes First teams.
- Continue to support local groups such as Plastic Free Eastbourne and Mucky Mermaids by assisting with the supply of equipment and sacks and collect the waste after their events. The council maintains a designated website page with details of local groups who hold litter picking events.
- Continue to support the Be a Responsible Angler campaign along with the National Line Recycling Scheme, LISA Sussex Anglers and the Environment Agency to reduce fishing line waste left on the beach and quay sides. Fishing pipe bins for nets and lines are located along the sea front.

7.3 Our Neighbourhood First team will

- Work proactively with our local community, stakeholders and our partners Sussex Police, Environment Agency and East Sussex County Council to identify 'hot' spots for fly-tipping, establish the causes and to find solutions.
- Investigate incidences of littering, fly-tipping, graffiti, fly-posting and dog fouling for evidence and ensure a graduated and robust approach to enforcement in line with our Enforcement Policy (Appendix 2).
- Along with our partners we will investigate options into campaigns for checking that those operating commercial waste collections and removals within our borough hold valid Waste Carrier Licences and Waste Transfer Notes.
- Work proactively with our Parks and Open Spaces team and Homes First to find solutions to reduce littering, fly-tipping, graffiti and dog fouling on council owned property and areas.

7.4 Our Environment First team will

- Follow the **Code of Practice on Litter and Refuse** which explains how different types of land should be kept clear.
- Carry out collections and clearances efficiently to minimize vehicle emissions.
- Maintain access to public bins for litter, dog waste and recycling.
- Improve our dog waste bins via our new programme to replace broken or damaged dog waste bins with a combined litter and dog waste bin.
- Maintain our litter and recycling bins installed to help residents and visitors to our area recycling on the go.
- Maintain the cleanliness of our seafronts and beaches through routine cleanings schedules keeping to the standards within the Code of Practice on Litter and Refuse
- Work with our partners, National Highways - formerly Highways England - and their Network Contractor, to promote key anti littering messages along the roadside using their Variable Messaging Signs (VSM) for example 'Take your litter home with you', 'Keep it clean' and 'Don't Drop Litter'.

8. Appendices

Appendix 2: Action Plan for Eastbourne Borough Council (table below)

Background paper: Eastbourne Borough Council and Lewes District Council, Enforcement Policy, February 2018 (Separate document)

Appendix 2: Action Plan for Eastbourne Borough Council

Our Action Plan demonstrates our commitment to work proactively and collaboratively to reducing litter, fly-tipping, graffiti, fly-posting and dog fouling.

Action	Target	Date	Owner
Litter			
Community Led Litter Picking <ul style="list-style-type: none"> Provide equipment to groups Provide information, knowledge and best practice to community led litter picks 	Circa 10x groups	On-going	Engagement Officer
Keep It Bin It - Keep Britain Tidy poster and social media campaign <ul style="list-style-type: none"> Social media posting Posters at littering and fly-tipping hot spots 	Posters installed at 'hot' spots	On-going	Engagement Officer Neighbourhood First Advisors (Zones)
Roadside litter messages <ul style="list-style-type: none"> Partnership with Highways England promote key messages using their Variable Messaging Signs (VSM) e.g. 'Take your litter home with you', 'Keep it clean', 'Don't Drop Litter' and social media postings. Bin not a Bin Roadside poster campaign: Place A1 posters at key roadside locations, including A27 and social media postings. Investigate option into sending key messages to road users securing their vehicle loads to reduce litter. 	2x number of locations	As and when basis	Engagement Officer
	2x number of locations	On-going	Engagement Officer
	Establish options for implementation	March 2022	Engagement Officer
Containing your waste <ul style="list-style-type: none"> Neighbourhood First teams to remind customers of their responsibility to contain their household waste, as and when identified. 	Customers visited as required	On-going	Neighbourhood First Advisors (Zones)
Recycle on the Go litter bins - WRAP campaign <ul style="list-style-type: none"> Install Recycling on the Go style litter bins where practical 	3x bins installed	On-going	Environment First

<i>(These bins have a dual compartment for litter and dog waste and a separate compartment for recyclables)</i>			
Gum Litter banner and bin sticker campaign <ul style="list-style-type: none"> Install 'The bin is right here' and 'The bins are over there' banners 	2 x locations 2 x litter bins	On-going	Engagement Officer
Fly-tipping			
Fly tipping costs more than you think.... Keep Britain Tidy poster and social media campaign <ul style="list-style-type: none"> Social media postings 	Social media postings	On-going	Engagement Officer
Report it App <ul style="list-style-type: none"> Social media posting 	Seasonal postings	On-going	Communications
Graffiti and Fly-posting			
Report it App <ul style="list-style-type: none"> Social media posting Community Graffiti Mural Projects 	Social media postings As required	On-going	Communications Neighbourhood First Advisors (Zones)
Dog waste			
Rolling programme to Improve our dog waste bins <ul style="list-style-type: none"> Where practical replace broken or damaged dog waste bins will with a combined litter and dog waste bin 	2 per year	March 27	Environment First Team Leader (Streets)
Walk it home with the dog (KBT) <ul style="list-style-type: none"> Social media posting 	Social media postings	On-going	Neighbourhood First Advisors (Zones)
Love our parks and open Spaces <ul style="list-style-type: none"> Social media posting 	Seasonal postings	On-going	Neighbourhood First Advisors (Zones)