

***AGENDA MANAGEMENT SHEET***

**Report Title:** Litter in Rugby

**Name of Committee:** Cabinet

**Date of Meeting:** 29 March 2021

**Report Director:** Deputy Executive Director

**Portfolio:** Environment and Public Realm

**Ward Relevance:** All

**Prior Consultation:** None

**Contact Officer:** Dan Green

**Public or Private:** Public

**Report Subject to Call-In:** No

**Report En-Bloc:** No

**Forward Plan:** No

**Corporate Priorities:** This report relates to the following priority(ies):

**(CR) Corporate Resources**  To provide excellent, value for money services and sustainable growth

**(CH) Communities and Homes**  Achieve financial self-sufficiency by 2020

**(EPR) Environment and Public Realm**  Enable our residents to live healthy, independent lives

**(GI) Growth and Investment**  Optimise income and identify new revenue opportunities (CR)

Prioritise use of resources to meet changing customer needs and demands (CR)

Ensure that the council works efficiently and effectively (CR)

Ensure residents have a home that works for them and is affordable (CH)

Deliver digitally-enabled services that residents can access (CH)

Understand our communities and enable people to take an active part in them (CH)

Enhance our local, open spaces to make them places where people want to be (EPR)

Continue to improve the efficiency of our waste and recycling services (EPR)

Protect the public (EPR)

- Promote sustainable growth and economic prosperity (GI)
- Promote and grow Rugby's visitor economy with our partners (GI)
- Encourage healthy and active lifestyles to improve wellbeing within the borough (GI)
- This report does not specifically relate to any Council priorities but

**Statutory/Policy Background:** N/A

**Summary:** Over recent months, there has been a marked increase in reports and complaints relating to litter within the Borough.

Furthermore, in 2020, as the country came out of the first lockdown, there was a noticeable increase in littering throughout the Borough.

This report proposes that the Council leads a coordinated litter campaign which focusses on proactive communications, working with partners, regulation and volunteer participation.

**Financial Implications:** The financial implications of this include two specific areas of additional one off expenditure and are detailed within section 2.3 of this report.

1. The feasibility study into piloting new technologies to support litter enforcement activities will be financed from a £15,000 carry forward which was approved as part of the budget resolution in February 2020.
2. A £15,000 supplementary budget requested to fund targeted cleansing of the A46 in advance of the City of Culture celebrations

**Risk Management Implications:** 1) The supplementary budget might not be sufficient to achieve the desired improvements on the A46. This risk is being managed through quotes being obtained for these works in advance of the budget request.

2) The expenditure on the feasibility study might lead to no outcomes if it transpires that the new enforcement technologies cannot or will not be implemented.

<b>Environmental Implications:</b>	<p>The proposed campaign seeks to address the causes and effects of litter.</p> <p>During the pandemic, it has become clear that residents appreciate the provision of clean, well maintained green spaces. The campaign will support the ongoing provision of clean, well maintained green spaces.</p> <p>In addition to formal green spaces, the proposed campaign seeks to reduce litter in informal green spaces, including highways verges. Such informal green spaces often provide refuge and habitats for wildlife.</p> <p>The proposed campaign seeks to enhance natural resources and further engage residents in ensuring that long lasting behavioural change can be brought about.</p>
<b>Legal Implications:</b>	None arising directly from this report
<b>Equality and Diversity:</b>	An equalities impact assessment has been completed and is attached at Appendix 1.
<b>Options:</b>	<ol style="list-style-type: none"> <li>1. To approve the campaign and supplementary budget</li> <li>2. Not to approve the campaign and supplementary budget</li> <li>3. To approve selected elements of the campaign and supplementary budget</li> </ol>
<b>Recommendation:</b>	<ol style="list-style-type: none"> <li>(1) Progression of the proposed litter campaign be approved;</li> <li>(2) the carry forward of £15,000 from the 2020/21 Council Budget Resolution be used for a feasibility study into the use of new technologies in litter enforcement be approved; and</li> <li>(3) a supplementary budget of £15,000 be approved to fund targeted cleansing of the A46 in advance of the City of Culture celebrations.</li> </ol>
<b>Reasons for Recommendation:</b>	Not only will the proposed campaign support the Council to address the increased litter reports over recent month, but, as the currently lockdown measures are eased, it would be

desirable to have a coordinated campaign planned in advance.

**Cabinet - 29 March 2021**

**Litter in Rugby**

**Public Report of the Deputy Executive Director**

**Recommendation**

- (1) Progression of the proposed litter campaign be approved;
- (2) the carry forward of £15,000 from the 2020/21 Council Budget Resolution be used for a feasibility study into the use of new technologies in litter enforcement be approved; and
- (3) a supplementary budget of £15,000 be approved to fund targeted cleansing of the A46 in advance of the City of Culture celebrations.

**1. INTRODUCTION**

- 1.1 Over recent months, there has been a marked increase in reports and complaints relating to litter within the Borough.
- 1.2 This has included individuals reporting litter hotspots, elected members reporting litter concerns within their wards, parish councils requesting additional support for localised litter operations within their parishes and partner organisations reporting litter concerns.
- 1.3 Reflecting a national trend, during periods of lockdown, the Borough's residents have been making increased use of local parks and open spaces for recreation and health benefits. Whilst the majority of people do take responsibility for disposing of their litter when accessing parks and open spaces, there remains a minority who chose not to.
- 1.4 In addition to parks and open spaces, reports of increased litter have been received in relation to roadside verges and informal spaces.
- 1.5 The Council's established approach towards addressing litter includes responding to reports of litter hotspots; general patrols in areas where littering is known to be an ongoing issue; gathering intelligence and using that for and doing specific campaigns; vehicle enforcement when witnessed by employees or public; and action (formal and informal) against land owners and businesses who have litter on their land or whose litter it obviously is.
- 1.6 In 2020, as the country came out of the first lockdown, there was a noticeable increase in littering throughout the Borough and a number of reactive campaigns were required to help to manage the problem.

- 1.7 At that time, Rugby Borough Council delivered targeted communications regarding litter which received much local and national praise.
- 1.8 As the currently lockdown measures are eased, it would be desirable to have a coordinated campaign planned in advance, which can be refined and targeted to address localised needs.
- 1.9 It is recognised that the issue of litter is not one which the Council can tackle alone, and so the proposed litter campaign is underpinned by working with partners and harnessing the community spirit witnessed during the pandemic.

## **2. PROPOSED LITTER CAMPAIGN**

- 2.1 Recognising that the causes and effects of littering vary greatly and that no single solution can tackle the problem in isolation, it is proposed that the Council leads a coordinated campaign which focusses on proactive communications, working with partners, enforcement activity and volunteer participation.
- 2.2 The proposed campaign would begin in April 2021, to coincide with the easing of lockdown regulations and the anticipated increases in litter which that may bring.
- 2.3 The proposed campaign would include:
- A communications strategy, targeting behavioural change, personal responsibility to take litter home and working with volunteers / volunteer groups.
  - Maximising opportunities to work with local and national partners such as neighbouring local authorities, the Highways Agency and Keep Britain Tidy.
  - A feasibility study into piloting new technologies to support litter enforcement activities, up to a maximum cost of £15,000 will be financed from a carry forward which was approved as part of the Council budget resolution in February 2020. The budget of £15,000 was to 'undertake campaigns combining education and awareness-raising with targeted enforcement activity, in partnership with Keep Britain Tidy'.
  - Maximising the opportunities arising from national campaigns such as the Great British Spring Clean.
  - Developing a web portal to enable residents to quickly and easily report litter hotspots
  - Integrating litter reporting within the existing Rugby app, enabling the ability for GPS locations of litter hotspots to be easily shared with Council officers.
  - Targeted cleansing of the A46 (including necessary traffic management arrangements), in advance of the City of Culture celebrations, to a maximum cost of £15,000
  - A review of enforcement powers available to the Council to tackle the issue of littering.
  - Targeted support to new and existing community litter volunteers, such as established community litter groups, individuals participating in the Duke of Edinburgh Award Scheme and corporate volunteers.

- Providing additional extra bin capacity that can be moved to known hot spots on our parks and open spaces based on the intelligence from the exit from lockdown 1.

2.4 As the campaign evolves, and as coronavirus restrictions are eased, further actions and initiatives may be added to the campaign. In particular, opportunities to deliver against broader outcomes such as health and wellbeing and community cohesion will be further explored.

### **3. IMPLEMENTATION, MONITORING AND EVALUATION**

3.1 Subject to Cabinet approval, an officer 'squad' will be formed to oversee operational implementation, establish robust performance measures and report into the litter and fly tipping working group.

3.2 Monitoring of the campaign would be undertaken by the litter and fly tipping working group, with further initiatives being recommended by that group.

3.3 Any further financial implications will be presented in future reports to Cabinet for consideration.

**Name of Meeting:** Cabinet  
**Date of Meeting:** 29 March 2021  
**Subject Matter:** Litter in Rugby

**Originating Department:** Environment and Public Realm

**DO ANY BACKGROUND PAPERS APPLY**       YES       NO

**LIST OF BACKGROUND PAPERS**

Doc No	Title of Document and Hyperlink

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

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Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A



# EQUALITY IMPACT ASSESSMENT (EqIA)

## Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
  - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
  - advancing equality of opportunity between people who share a protected characteristic and those who do not,
  - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
  - age
  - disability
  - gender reassignment
  - marriage/civil partnership
  - pregnancy/maternity
  - race
  - religion/belief
  - sex/gender
  - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.
10. For advice and support, contact:  
Minakshee Patel  
Corporate Equality & Diversity Advisor  
[minakshee.patel@rugby.gov.uk](mailto:minakshee.patel@rugby.gov.uk)  
Tel: 01788 533509

## Equality Impact Assessment

<b>Service Area</b>	<b>Environment and Public Realm</b>
<b>Policy/Service being assessed</b>	<b>'Litter in Rugby' campaign</b>
<b>Is this is a new or existing policy/service? If existing policy/service please state date of last assessment</b>	<b>New campaign, crossing several service areas</b>
<b>EqlA Review team – List of members</b>	Dan Green Minakshee Patel
<b>Date of this assessment</b>	<b>18.03.2021</b>
<b>Signature of responsible officer (to be signed after the EqlA has been completed)</b>	Dan Green

**A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Corporate Equality & Diversity Advisor.**

**If you require help, advice and support to complete the forms, please contact Minakshee Patel, Corporate Equality & Diversity Advisor via email: [minakshee.patel@rugby.gov.uk](mailto:minakshee.patel@rugby.gov.uk) or 01788 533509**

**Details of Strategy/ Service/ Policy to be analysed**

<b><u>Stage 1 – Scoping and Defining</u></b>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	Recognising that the causes and effects of littering vary greatly and that no single solution can tackle the problem in isolation, it is proposed that the Council leads a coordinated campaign which focusses on proactive communications, working with partners, regulation and volunteer participation.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	The campaign will contribute to numerous corporate priorities, including enhancing our parks and open spaces, improving the efficiency of waste and recycling services, enabling residents to live healthy, independent lives and understanding our communities and allowing people to take an active part in them
(3) What are the expected outcomes you are hoping to achieve?	Reduced litter in the Borough Increased resident participation in litter campaigns More responsive Street Cleansing operations (targeted toward litter hot spots)
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> <li>• Customers</li> <li>• Employees</li> <li>• Wider community or groups</li> </ul>	Yes – all three
<b><u>Stage 2 - Information Gathering</u></b>	
(1) What does the information tell you about those groups identified?	As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, eg service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).
	Through analysis of complaints and customer correspondence, it is clear that littering is an issue which is of concern to residents. An increasing number of customers are expressing a desire to become more involved in managing litter. Furthermore, informal recreation has become increasingly important through the pandemic – this is both reliant on clean open spaces but can also lead to increased litter in open spaces.

Appendix 1

<p>(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?</p>	<p>No prior consultation has taken place, however there have been numerous comments and complaints from the public regarding the issue of litter.</p>		
<p>(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.</p>	<p>Prior consultation is not necessary as this is an operational campaign. An element of the campaign seeks to increase community involvement and therefore protected characteristics will be considered in ongoing aspects of the work – for example, comms messages will be available in different languages/ formats</p>		
<p><b><u>Stage 3 – Analysis of impact</u></b></p>			
<p><b><u>(1)Protected Characteristics</u></b>                  From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination?                   If yes, identify the groups and how they are affected.</p>	<p><b>RACE</b></p>	<p><b>DISABILITY</b></p>	<p><b>GENDER</b></p>
	<p><b>MARRIAGE/CIVIL PARTNERSHIP</b></p>	<p><b>AGE</b></p>	<p><b>GENDER REASSIGNMENT</b></p>
	<p><b>RELIGION/BELIEF</b></p>	<p><b>PREGNANCY MATERNITY</b></p>	<p><b>SEXUAL ORIENTATION</b></p>

Appendix 1

<p><u>(2) Cross cutting themes</u>                  (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how?                   (b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	<p>No                   No</p>
<p>(3) If there is an adverse impact, can this be justified?</p>	<p>N/A</p>
<p>(4) What actions are going to be taken to reduce or eliminate negative or adverse impact? (this should form part of your action plan under Stage 4.)</p>	<p>Equalities impacts will be evaluated during and after the campaign</p>
<p>(5) How does the strategy/service/policy contribute to the promotion of equality? If not what can be done?</p>	<p>The campaign seeks to ensure enjoyment of open spaces for all of the community. The campaign seeks to improve the cleanliness of the Borough for all.</p>
<p>(6) How does the strategy/service/policy promote good relations between groups? If not what can be done?</p>	<p>An element of the campaign is to encourage individuals and groups to become involved in volunteer litter picking. There is an opportunity to use this to bring different groups together around a common cause.                  Clean streets and open spaces would encourage people with disabilities, mobility issues or parents of young children to engage with the campaign.</p>

Appendix 1

<p>(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?</p>	<p>There may be difficulties for individuals with disabilities to take part in community litter picking, however the campaign will ensure opportunities for these individuals and groups Communications may be difficult to access for speakers of other languages and will therefore be produced in various formats Elements of the campaign focus on improved digital reporting of litter issues. This who are digitally excluded may find this a barrier and so alternative methods of reporting will be maintained and promoted</p>
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<p><b><u>Stage 4 – Action Planning, Review &amp; Monitoring</u></b></p>	
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If No Further Action is required then go to – Review & Monitoring

(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.

**EqlA Action Plan**

<b>Action</b>	<b>Lead Officer</b>	<b>Date for completion</b>	<b>Resource requirements</b>	<b>Comments</b>
Final campaign sign off	Dan Green	30 <sup>th</sup> March 2021	NA	At this point, consideration will be given to any further Equalities Impacts and how they can be mitigated
Periodic review	Dan Green	Throughout campaign	NA	Throughout the campaign, equality impacts will be periodically reviewed with remedial action taken as necessary
End review	Dan Green	End of campaign	NA	At the end of the campaign, lessons learnt will be considered and elements of the campaign will be mainstreamed. At this point, a final review of Equality Impacts will be carried out.



(2) Review and Monitoring  
State how and when you will monitor policy  
and Action Plan

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Please annotate your policy with the following statement:

**'An Equality Impact Assessment on this policy was undertaken on (date of assessment) and will be reviewed on (insert review date).'**