

# Cabinet Meeting

## 14<sup>th</sup> February 2022

**Subject:**

Local Environment Quality Management Plan 2022 - 2026.

**Purpose:**

The plan sets out the direction of the Council's for litter management within the County for the next four years. The purpose of the plan is to demonstrate how litter management will be undertaken thereby contributing to the Council's Corporate Strategy, with particular emphasis Wellbeing Objective 10 – Healthy and Safe Environment; look after the environment now and in the future.

**Recommendations / key decisions required:**

To approve the attached revised Local Environment Quality (LEQ) Management Plan (formerly the Litter Management Plan 2014-2018) for Carmarthenshire, including the LEQ Action Plan.

**Reason(s) for recommendation:**

To update the former Litter Management Plan 2014-2018 (renamed the Local Environment Quality Plan) in order to meet the Council's aim of prevention and control of litter and associated environmental blight in a coherent and comprehensive manner.

Relevant scrutiny committee to be consulted Yes – E& PP Scrutiny Committee 1<sup>st</sup> February 2022

Cabinet Decision Required	Yes
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Council Decision Required	No
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**CABINET MEMBER PORTFOLIO HOLDER:-**

Cllr. Hazel Evans –Environment

Cllr Philip Hughes – Public Protection

**Directorate:**

Environment

**Designations:**

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# **EXECUTIVE SUMMARY**

## **Cabinet Meeting 14<sup>th</sup> February 2022**

### **Local Environment Quality Management Plan 2022 - 2026**

#### **1. Background**

The Environmental Protection Act 1990 (As amended by the Clean Neighbourhoods and Environment Act 2005), imposes a legal duty on the council to keep the streets, Highways and other areas under its control free from litter and refuse.

Statutory bodies, business, educational establishments, internal asset owners and individuals have a duty to keep their land clean by disposing of litter and waste safely in a responsible manner.

This Local Environment Quality (LEQ) Management Plan has been written to inform the people who live and work in the County of Carmarthenshire of the obligations of the County Council in relation to litter, the obligations of others and how it intends to manage litter. The previous versions of the plan were referred to as the Litter Management Plan.

The aim of the updated LEQ Management Plan is to set out in non-technical terms the legal position and type of litter problems that the Council manage, the ways in which the Council will achieve results and how the Council can continue to improve and maintain cleanliness standards. This in turn contributes to the Council's Corporate strategy and in particular Wellbeing Objective 10 - Healthy and Safe Environment; look after the environment now and for the future.

The vision and core aim of the plan is to protect and maintain the natural heritage and ecosystems, including our community amenity assets to achieve a clean, healthy & sustainable natural and built environment for people to enjoy.

One of the principal activities in achieving this service objective is the implementation of litter control measures. Litter consists of any substance, material or item deposited in, or disposed of in, or within sight of a public place in such a manner as to be detrimental to the amenity of the natural or built environment. The amount of litter that defaces our footpaths, streets, parks and green spaces is an environmental issue in which we seek to reduce through the adoption of this plan.

#### **2. Aims and Objectives**

The overall vision and overarching objective of the plan is to maintain and enhance the quality of the built and natural environment through the reduction of litter pollution, thereby creating a healthy and safe environment.

This LEQ Management Plan sets out objectives for the prevention and eradication of litter throughout Carmarthenshire. The LEQ Management Plan recognises that the problem of litter will not be reduced unless a multi-dimensional approach is taken, and every sector must be involved in tackling the litter problem: including the general public and visitors, businesses, town and community councils as well as the Authority.

While there is a growing awareness of the importance of keeping Carmarthenshire litter free amongst some in our society, there remains a real need to change attitudes and behaviour to recognise that littering is an antisocial act. Behaviour change can be achieved by generally heightening the awareness of littering, its causes and its impacts.

The LEQ Management Plan seeks to achieve the following objectives:

**Objectives:**

- Maintain and enhance the quality of the built and natural environment through the reduction of litter pollution.
- Target the main causes of litter in the County.
- Improved litter awareness for all.
- Implement operational activity through regular scheduled and reactive litter management programmes.

These objectives are met through an overarching set of actions:

- Service operations - the prevention and control of litter.
- Education and engagement- public awareness, participation and education relating to litter matters.
- Enforcement.

**Causation:**

The main causative factors or source origins of litter pollution in Carmarthenshire (based on the LEAMS Survey's) can be attributed to:

- Pedestrians.
- Motorists.
- Actions/behaviours at gathering points or near venues.
- Actions/behaviours associated with retail outlets/shopping centres.
- Dog fouling.
- Fly tipping.
- Discarded PPE.
- Fast Food litter.

This LEQ Management Plan will act as an overarching strategy document for the next four years, based on which, an annual LEQ Action Plan will be formulated to identify priorities and specific actions to be carried out in each financial year. The Action Plan will be reviewed at financial year end and performance will be evaluated against the targets set out therein.

A copy of the LEQ Management Plan will be made available to sight on the Authority's web pages.

The problem areas and issues identified for action in this plan are:

- Lack of awareness by the public on the environmental legislation and their responsibilities in complying with it, such as littering, miss management of waste etc.
- Illegal/indiscriminate dumping.
- Litter from retail and fast-food outlets.
- Cigarette derived litter.
- Flyposting & distributing of advertising material.
- Dog fouling / dog related anti-social behaviour (ASB) issues.

### **3. Proposals to combat local environmental quality issues:**

The following is a summary of the practical measures that are and will continue to be adopted in combating these issues.

- Ongoing Education and Awareness campaigns promoted by the County Council's Environmental Enforcement Team and the Waste and Environmental Services Team.
- Adopt various and new approaches to keep areas of County clean and tidy.
- Promote and assist residents to participate in Carmarthenshire County Councils waste recycling schemes and the correct use available facilities.
- Develop and distribute anti-litter messaging via various marketing tools
- Increase the use of the website to promote awareness.
- Undertake effective mobile patrols aimed at identifying areas with litter and dog fouling problems and deter further littering.
- Increase awareness of public responsibility towards litter.
- Operational management of litter and cleansing activities.
- Partnership working.
- Attendance and participation in regional and national fora and associated campaigns.

### **4. Partnership working:**

Carmarthenshire County Council is committed to collaboration with local voluntary and community groups, businesses, schools, residents' associations, Dyfed Powys Police, Town & Community Councils and with residents and visitors to Carmarthenshire in order to achieve a reduction in the amount of litter in our local environment.

As part of a collaborative process to bring this from a draft plan to a working plan, Carmarthenshire County Council will seek to work in partnership specifically with the following:

- Voluntary groups and organisations.
- Chamber of Commerce.
- Town & Community Councils.
- Partner Agencies.
- Welsh Government and Keep Wales Tidy.
- Working in accordance with the Welsh Government backed pan-Wales "Caru Cymru" initiative alongside all local authorities in Wales.

On approval of the LEQ Management plan, we will engage with our stakeholders and elected members to advise of the actions planned over the next twelve months and maintain partnership working during the plans cycle between 2022-2026.

### **5. Summary of main objectives and actions:**

As a Council (including all internal asset owners within the Council), we will continue to work in partnership with resident associations, estate management groups, the business and voluntary



sectors and encourage each to play their individual and collective part in LEQ issue prevention as set out with the following objectives:

**Objectives:**

- Maintain and enhance the quality of the built and natural environment through the reduction of litter pollution.
- Target the main causes of litter in the County.
- Improved litter awareness for all.
- Implement operational activity through regular scheduled and reactive litter management programmes.

In order to meet the objectives, the following high-level actions are identified:

- Continue to implement our cleansing and litter removal operational activity.
- Continue to work with the various groups and encourage the development of local litter action plans for blackspot areas.
- Actively encourage participation of resident associations, estate management groups and other voluntary groups in litter awareness programmes.
- Examine the introduction of new schemes by promoting community involvement and partnership.
- Work with schools to heighten awareness of the problems caused by littering of confectionary items and 'on the go' litter.
- Ensure that operators of take-away outlets and deli-shops take responsibility for the correct recovery/disposal of packaging sold by them in the vicinity of their premises
- Increase awareness of the laws & responsibilities regarding litter in line with the Code of Practice with Litter and Refuse (Wales) 2007 (COPLAR).
- Continue to heighten awareness of public responsibilities towards litter/littering  
Carmarthenshire County Council will:
  - Use all available media to heighten awareness towards litter/littering
  - Provide litter awareness literature in different languages to include and embrace our multicultural society
  - Continue to remind the public to use only registered waste collectors to collect their waste
  - Provide litter awareness signs at litter black spot areas in the County.

More detailed actions are contained in the separate LEQ Action Plan document.

**DETAILED REPORT ATTACHED?**

LEQ Management Plan 2022- 2026 and LEQ Action Plan.

# IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report:

Signed: **A I Williams**

**Head of Waste & Environmental Services**

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
<b>YES</b>	<b>NONE</b>	<b>NONE</b>	<b>NONE</b>	<b>NONE</b>	<b>NONE</b>	<b>NONE</b>

Policy - The LEQ Management Plan aligns with the Council's updated Corporate Strategy and in particular Wellbeing Objectives 10 - Healthy and Safe Environment; look after the environment now and for the future. The plan will also contribute to Wellbeing Objective 8; Live well age well – support community cohesion, resilience and safety. The overall objective is to create a healthy, safe inclusive and prosperous environment. Under the Environmental Protection Act 1990 (as amended by The Clean Neighbourhoods and Environment Act 2005), the Council has a legal duty to keep the streets and other areas under its control free from litter and refuse.

Finance – No additional expenditure is likely to be incurred as a consequence of the adoption of the updated LEQ Management Plan for 2022 - 2026. The Current Budget for 2021/2022 is £2.5 million on cleansing activities, removal of litter and illicit tipping throughout the County.

The Caru Cymru Project grant has allowed for the appointment of LEQ Advisor for 2021 – 23 to support with behavioural change campaigns in line with the project action plan.

Further reductions of £145k in operational cleansing budget terms are expected as follows:

- 22/23 – a reduction of £55k
- 23/24 – a further reduction of £90k

# CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: A I Williams

Head of Waste and Environmental Services

## 1. Scrutiny Committee

Due 1<sup>st</sup> February 2022

## 2. Local Member(s)

N/A

## 3. Community / Town Council

Consultation as appropriate with respect to specific initiatives to be undertaken.

## 4. Relevant Partners

N/A – but specific discussions and collaborations as part of normal action plans will continue.

## 5. Staff Side Representatives and other Organisations

Consultation and discussion undertaken with all service delivery managers.

**EXECUTIVE BOARD PORTFOLIO HOLDER(S)  
AWARE/CONSULTED**

Yes- cabinet member is supportive of the four year LEQ plan.

**Section 100D Local Government Act, 1972 – Access to Information**

**List of Background Papers used in the preparation of this report:**

**THERE ARE NONE**

