

Litter Summit 2013

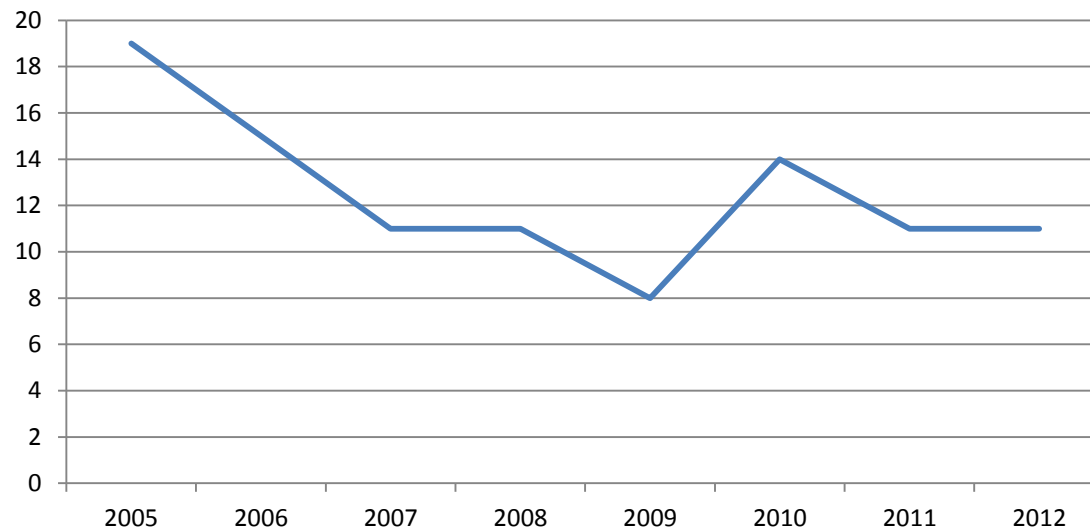
Chris Allen

13 November 2013
Mossley Mill
Newtownabbey



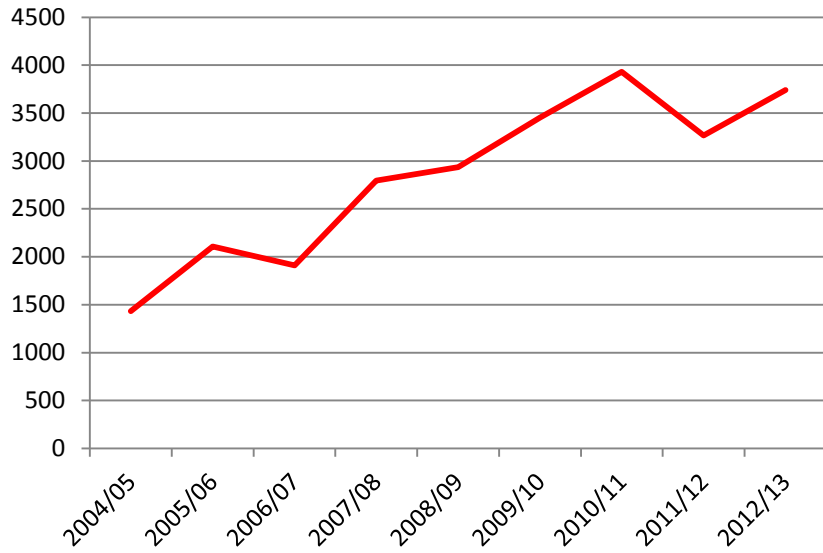
Litter levels

Litter Pollution Indicator

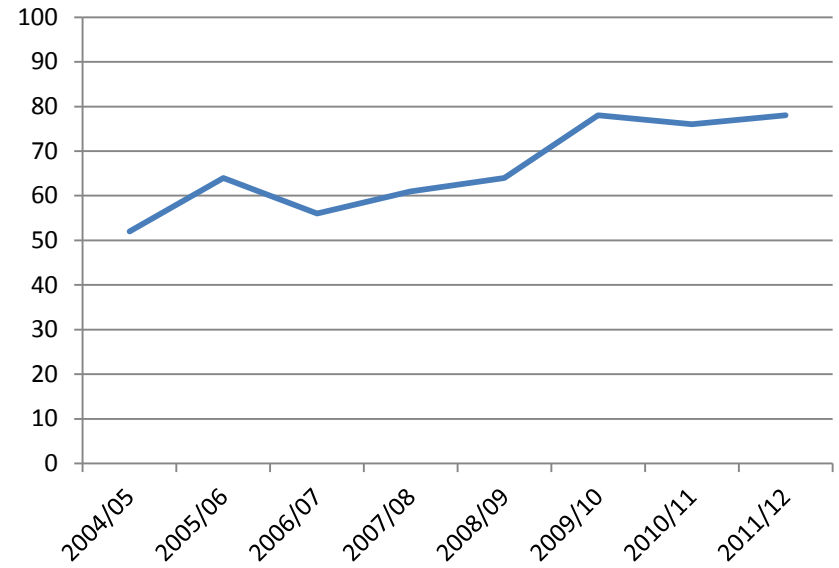


Fixed Penalty rates

Penalties Issued



Clear-up Rate



How likely are you to receive a Fixed Penalty?

- 3742 FPN issued for littering in NI in 2012-13 spread among 1.86M people
- That's 1 in 497 people
- Chance that any one person received a FPN = 0.02%

What else has a likelihood of 0.02%?

- Chance of picking three numbers on the euromillions = 0.031
- Chance of being dealt four aces in five card draw poker = 0.024%
- Chance of being the victim of violent crime in Northern Ireland in 2012-13 = 0.017
- Percentage of Americans injured by toilets in 1996 = 0.016

W I D E S C R E E N E D I T I O N

digital
SOUND

DOLBY DIGITAL
AC 3

LaserDisc

TRUTH

NEEDS A

SOLDIER

HARRISON FORD

**CLEAR
AND
PRESENT
DANGER**



THX
MULTIMEDIA



When are Fixed Penalties most useful?

Research by KBT finds that the deterrent effect of fixed penalties was highest among those who knew someone that had been issued with one

Research indicates that the average number of friends and acquaintances a person has is 150. 3742 fixed penalties issued in NI; if each of these tells 150 unique people, then 561300 people know someone who received a fixed penalty.

A maximum of 30% of the population are exposed to the full deterrent effect of fixed penalties.

What is the public perception of litter enforcement?

- Negative reporting
 - “Litter levels worse than at any time since 1995”
 - “15% rise in Fixed Penalties issued for litter”
 - “Cost of littering nearly £40 million”
- It’s just a way for councils to make money
- You see lots of signs up, but who’s actually going to be watching?
- Litter wardens persecute smokers

Question – can we be more positive?

- Good news stories
 - 128 individual positive stories on the 2013 BIG Spring Clean in the NI press
- Focus on under-reported elements
- Related projects like best kept towns

Quality Streets?

- Holistic reporting
 - Litter trends
 - FPN numbers
 - Spend on education
 - Community involvement metrics

 - Could it work?

Litter Summit 2013

Chris Allen

13 November 2013
Mossley Mill
Newtownabbey

