

Litter Summit 2013

Martyn Jeynes

13 November 2013
Mossley Mill
Newtownabbey



A man in a uniform, likely a police officer or security guard, is shown from the chest up. He is wearing a dark vest over a light-colored shirt. He has a radio on his chest and is holding a pen and writing in a notebook. The background is a blurred outdoor setting with a fence.

Environmental Enforcement

- Private Sector Partnership

Martyn Jeynes

Operations Manager

Environmental Enforcement

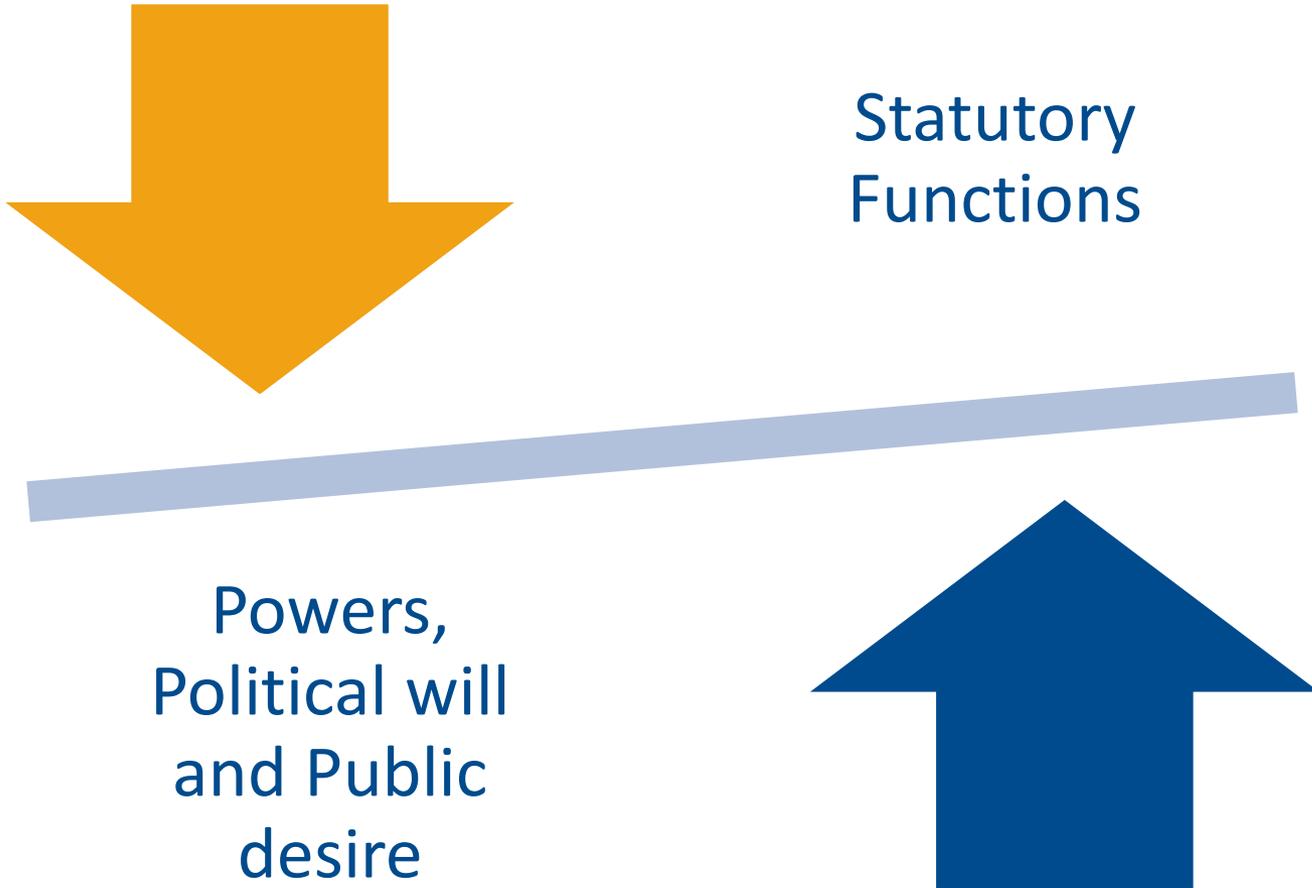
Maidstone Borough Council

At the heart of Kent – the county town





Finding the Right Balance



Environmental Enforcement

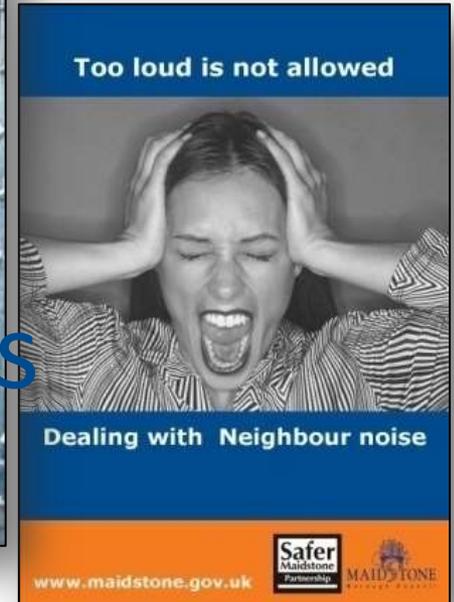


Public Health

Statutory Functions
accounting for
85% Service requests



Animals & Licensing



Statutory Nuisance

Environmental Crime

- Litter / Fouling enforcement
- Fly Tipping (inc. Covert CCTV)
 - Accumulations
 - Illegal Waste Carriers
 - Duty of Care (Commercial and Household)



Protecting a Great Place

- Our core ethos of delivering the 3 E's,
Educate, Engage, Enforce
- Our initiatives are designed to empower both our own officers and the public to tackle local issues
- Designed to have a major impact on both incidents and the perception of whether Maidstone is a decent place to live
- All designed to change behaviour

The Introduction of No Ifs No Butts



THE INTRODUCTION OF NO IFS NO BUTTS



THE INTRODUCTION OF NO IFS NO BUTTS

–Some enforcement work but ad-hoc

–Initiative to achieve behavioural change at a quantum level :

- High Profile
- Zero Tolerance
- No nonsense



Contract with Kingdom
– Initial 3 month pilot
– Now 3 years into 2+2
contract





How it Works

- Supplementary Enforcement inc Admin
- Self funding
- Focussed- no case work
- Staff turnover





Early lessons

- Adequate back office system (Legal, Contact Centre, Payment systems)
 - Body Worn CCTV
 - Strong media messages
- “People who don’t drop litter will not have any cause for concern”





The results

– Award winning initiative

- Improvement and Efficiency
- Every ticket issued can be prosecuted evidentially
- Social Enterprise
- Encouraging Entrepreneurs -
- Decision to prosecute with

- Over 14,000 tickets issued since 2010
- 75% average pay rate
- Over 450 successful prosecutions





The results





The results

Significant reinvestment

- Better bins (dual capacity)
- cleansing equipment
- Inc “Glutton” and chewing gum machine
- Campaign work
- Uniform
- Mallard Consultancy membership





Cessation initiative

- Empower people to quit smoking
- Use a negative situation to provide a positive outcome
- Reduced costs to both the Local Authority and PCT for environmental and health related issues
- 10 “quitters”
- 80% Success rate

An advertisement for a smoking cessation initiative. It features a photograph of three women at a party, with the central woman wearing a tiara and smiling. The text is overlaid on the image and a dark blue background at the bottom.

NO IFFS NO BUTTS

**Quit Smoking
and get £50 back**

**No butts at all just a
healthier wealthier you!**

0800 652 8405
www.quitsmoking.uk.com

NHS
West Kent

MAIDSTONE
A HEALTHY COMMUNITY

NO NO
IFs BUTTS



**Bin it to
Win it!**



Answer the question on the reverse
for your chance to win £50 of
shopping vouchers



Love Where You Learn

- Sustained cultural change in and around the school
- Real/visible improvements in litter in and around schools
- Improved public perception of the students, schools and the local authority

LOVE WHERE YOU LEARN



LOVE WHERE YOU LEARN
FUNDING GRANT

MAIDSTONE'S YOUNG PEOPLE AND THE ENVIRONMENT THEY LEARN IN. TWITTER: @LWYLE

Introducing Love Where You Learn

Litter, rubbish, fly tipping, graffiti and associated environmental offences are seen as key manifestations of anti-social behaviour and potentially in turn, crime and fear of crime. Maidstone Borough Council and the Clean Kent Campaign recognises all of these issues and the adverse effect that they may have on the quality of life, tourism and economic development, as well as the financial pressure and expectation placed on public sector organisations to remedy. Whilst campaigns and initiatives have sought to reduce litter associated with schools, we feel that long term behavioural change must be driven by the students themselves and that only a cultural change and increased civic pride can deliver sustainable improvements in the level of littering in and around secondary schools.

We want to help you harness the power from within.



Promote civic pride for sustainable change.



Power is from within - harness it.

Safer
Maidstone
Partnership

cleankent
for a cleaner, safer Kent

MAIDSTONE
BOROUGH COUNCIL

Love Where You Learn

Oakwood Park Grammar

- Developing an “eco-classroom”
- Innovative approach to tackling litter and environmental issues
- Eco-merit and demerit system
- Eco –reps within the school

Love Where You Learn

Oakwood Park Grammar



Final thought

Local government is riddled with examples of attempts to change behaviour. Those that are successful require sustained effort over time to achieve their objective. With litter, the “MTV generation” are drip fed images that provide social acceptability of littering and with cigarette litter in particular we are facing generations, through conditioning, that treat our streets as ashtrays.

As those responsible for maintaining the cleanliness of our boroughs we have an opportunity to continue to take a stance and really change behaviour. It is not without its challenges and moments of difficulty but overall I maintain my belief that the opportunity presented by Kingdom, if managed and developed properly, provides a unique opportunity for us as an authority to continue to be groundbreaking in our approach to Enforcement and Cleansing to ensure Maidstone becomes regarded as the best place to live in Kent.

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