



Bradford on Avon Town Council

# LITTER STRATEGY

MARCH 2021



**BRADFORD  
ON AVON**  
TOWN COUNCIL



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The Bradford on Avon Town Council Litter Strategy 2021 was developed by our Green Spaces Officer, Chris Hogg, and accepted by the Environment & Planning Committee on March 2021

# Executive Summary

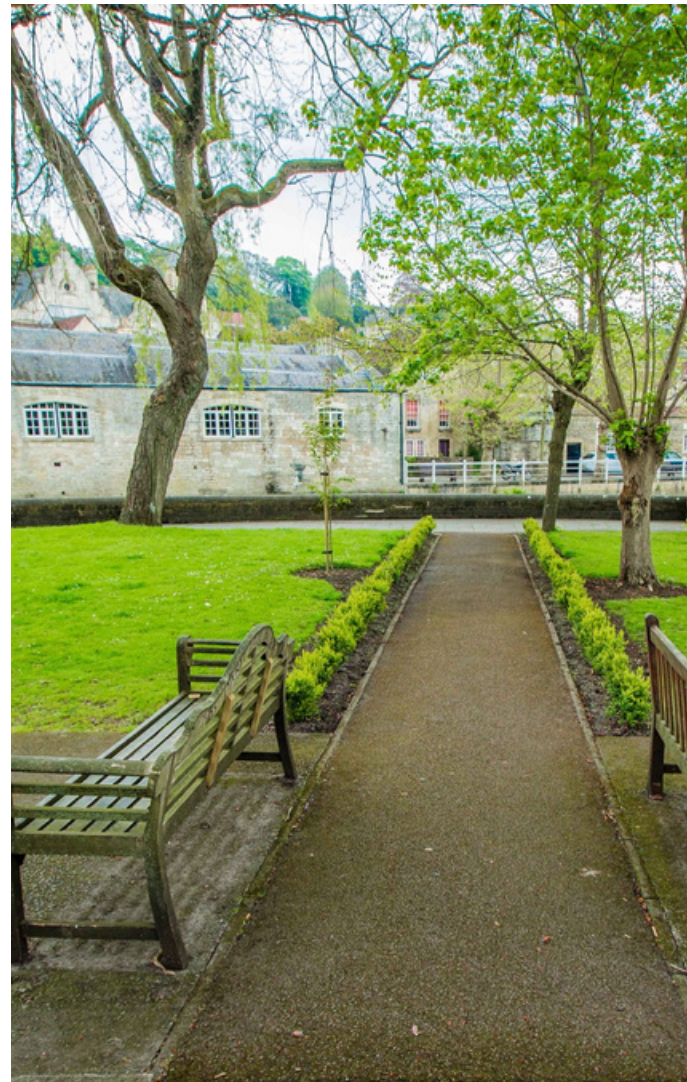
Bradford on Avon is a small town which attracts tourists and day visitors. As well as the usual litter experiences of towns, there is significant seasonal and weather variability in demand on litter infrastructure and services.

Bradford on Avon Town Council is taking on Litter Authority functions from Wiltshire Council. We wish to use this opportunity to create a functioning, efficient, flexible and robust system to reduce litter, promote recycling and remove waste.

This system will follow a recent audit of bins and take a strategic review of bin location, design, capacity and emptying frequencies. New bins according to the 'right bin, right place' principle will address litter hotspots, including from dog waste, as well as incorporate recycling.

We will also capitalise on the town's culture of environmental improvement and action, with publicity and information to reduce the incidence of littering and increase shared civic pride for residents and visitors.

We will support partners, including the volunteer resource that we benefit from in order to maximise our impact on litter to improve the town and its environmental impact.



# Our **journey**



## Climate & Ecological Emergencies

The Town Council declared a Climate Emergency in March 2019. In July 2020, it followed this with the declaration of an Ecological Emergency.

It also backed the community effort to become plastic free, and the town was awarded 'Plastic Free Community Status' in April 2019.

The Town Council actively promotes plastic free businesses via a dedicated section of its Explore BOA website and also raises awareness of the need to 'Refuse, Re-use and Recycle'.

We have installed three water fountains across the town, enabling and encouraging residents and visitors alike to refill their bottles.



We have also improved recycling and waste storage at St Margaret's Hall, the offices and main venue of Bradford on Avon Town Council. As well as providing secure storage behind attractive wooden gates and managing the potential of vermin, improves recycling facilities improves the street scene and reduces associated dumping of waste.

## Terracycling Station

As we take on ownership of the Youth Centre, we are installing a TerraCycle® Drop Off Location.

This will provide a new location in the town where specific waste types can be deposited for recycling.



## Community Fridge

We have installed a Community Fridge, which has unfortunately fallen victim to the Covid-19 pandemic, with lockdown hitting just as a volunteer team was ready to manage it.

Food production accounts for a significant amount of greenhouse gas emissions – so reducing food waste is a simple but effective way to reduce the town's carbon footprint.

We will review and relaunch the Community Fridge project in the town.



Bradford on Avon Town Council is taking over the roles of Litter Authority from Wiltshire Council under a Transfer and Service Delegation Agreement.

Our approach to environmental matters informs our approach to this strategy, where litter and waste raise issues of resource and energy use, carbon emissions as well as significant impacts to terrestrial, freshwater and marine biodiversity.

The Town Council can use its communications capability to disseminate information on litter issues within the town, via its newsletter and via social media.

# Current **Status**

The overarching approach to waste management, and therefore litter is the waste hierarchy. Priority goes to preventing the creation of waste in the first place, followed by preparing waste for reuse; to recycling, and then recovery. Disposal – in landfill for example – is regarded as the worst option.

We are following the 'Right Bin in the Right Place Guidance' by WRAP, the waste advisory organisation, through this strategy and its implementation by:

- Undertaking a full audit of existing bin assets in the town
- Assessment of need and location of bins
- The right bin design – including type of bin, colour, signage, capacity
- Identifying litter prone locations
- Frequency of emptying/collections of waste from bins
- Partnership working
- Monitoring and evaluation

We plan to replace a significant proportion of our bins over the next three years through a Bin Replacement Programme.



## **Litter Infrastructure Audit**

Bradford on Avon Town Council have carried out an audit of litter infrastructure and hold maps of litter and dog waste bins in public places across the town. This audit has recorded the locations, bin types, size, condition and presence of bins (some bins do not exist as listed).

There is further opportunity to add to this audit by recording usage, by measuring waste volumes during scheduled emptying runs. This data along with local knowledge of locations will be used to attribute the "Right Bin in the Right Place".



## Litter Infrastructure Audit continued...

In summary, the audit found that of the bins currently owned by Wiltshire Council and the Town Council there were:

- 19 Bins in good condition
- 16 Bins in acceptable condition
- 28 Bins in poor condition
- 13 Bins is either open topped or broken
- 3 Bin is either missing or broken

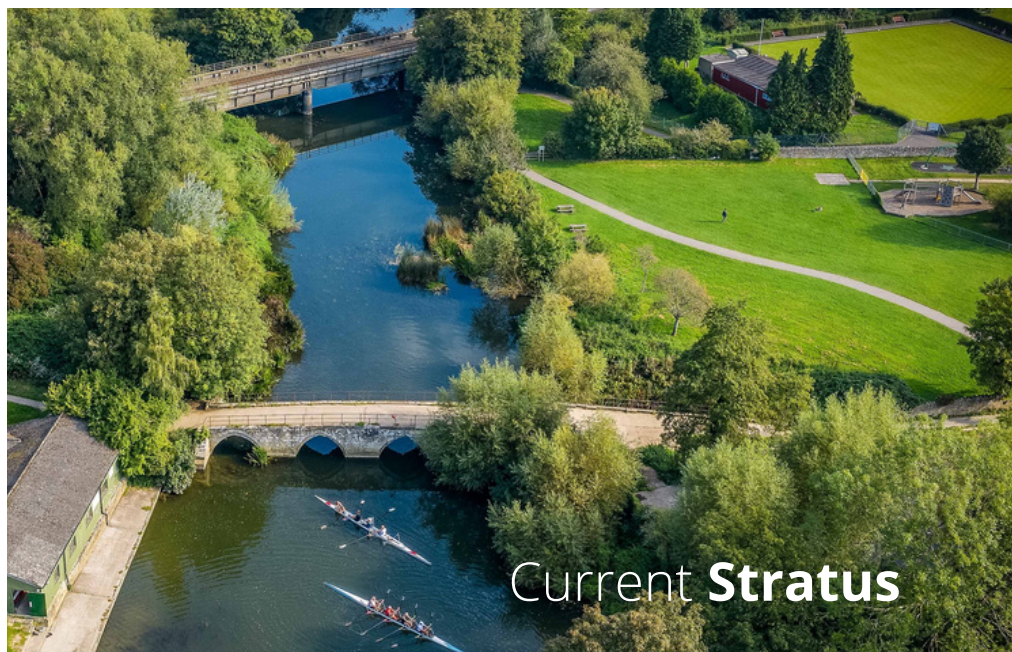
### Total number of bins: 79

44 bins or 56% of bins on the public estate in the town are in poor condition are broken or are missing. 16 or 20% of bins are in acceptable condition and 19 or 24% of bins are considered in good condition.

Therefore, there is an imminent need to replace approximately 44 bins or to manage the removal of bins and resulting issues from littering.

We will add to our audit by recording usage, by measuring waste volumes during scheduled emptying runs.

This will give some typical volume data, but we will also carry consider demand variability, such as during changes of season and weather.



Current **Stratus**

# Our Strategy

## Bin Design Trial

We will review the bin installations we have already carried out, and examine instances of decay, damage and vandalism.

Early in the programme of bin replacement we will trial a number of bin designs and will select one in keeping with the a wider review of Town Council signs and other street furniture. The Town Council will consider a trial of smart bin technology.

## Replacement Programme

Our programme will replace bins that are missing or in poor or unserviceable condition as a priority, as well as addressing known litter hotspots and areas of highly or variable demand.



## Asset Management

Along with other assets, we will incorporate management of litter infrastructure and services in our systems.

This will include identifying each bin by stickers and QR codes enabling members of the public to readily report problems such as full or damaged bins, to which the town council will respond promptly.

## Litter services

In the past, litter services in the town are delivered by a variety of organisations. These services have included:

- maintenance;
- emptying;
- street litter picking and sweeping;
- green-space litter picking;
- addressing fly tipping;
- highway cleansing.



We will review bin emptying frequencies considering distribution and routing, capacity, bin contents and perishability and vermin. We will also review factors such as weather, season or term-times for bins on routes to school.

We will review litter picking routes and zones. We will combine contracts for litter and waste removal with the flexibility of our town wardens to manage fluctuations in littering and bin use.





## Dog waste

Dog waste, if not properly disposed of, poses a significant risk to human and animal health. While owners have a legal duty to dispose of dog waste properly, the Council will ensure that appropriate facilities are provided.

Dog waste can be disposed of in any general litter bin, a message we wish to reinforce. We will promote this with clear labelling on bins and use of poster/advertising space on bins to promote responsible dog walking. Specific dog waste bins will not be provided, and existing bins will not be replaced.

We will use publicity to raise awareness of the harm of dog waste, targeting seasonal peaks during winter months and the spring in green spaces.

When clearing dog waste, the Town Council Wardens will now use compostable dog bags, which will also be stocked in the Tourist Information Centre and promoted for owners to purchase and use in the town.



## Our Strategy



## Targeting hotspots

Known problem areas which we will focus on are:

- Children's Playgrounds, where bins including dog waste bins are inappropriately positioned.
- The complex of green spaces downstream from the Town Centre, including Barton Farm Country Park, Victory Field, Culver Close and the Tithe Barn. This is a focus for residents, visitors and tourists and an area with dilapidated litter infrastructure, with limited bin capacity, and service levels that do not meet demand according to seasonal and weather trends.
- Footpaths in the town blighted by dog fouling.
- The River Avon including its banks and floodplain.

## Working in partnership

We are very fortunate to have keen and committed volunteers in the town, who work across the town and at particular sites.

Clean up Bradford on Avon (CluB) operate weekly to tackle litter, detritus and other problems that detract from the attractiveness of the town and to improve the environment. Their focus is to keep paths around the town clear, whilst ensuring that the biodiversity of the town is not unduly harmed through unnecessary removal of vegetation.

Other organisations such as the Bradford on Avon Preservation Trust, the Sailing Club, Climate Friendly Bradford on Avon, Wiltshire Wildlife Trust as well as Friends Groups of different sites in the town organise or carry out litter cleans. There are also independent individuals who clear litter on an ad-hoc basis.

The town council will continue to support these groups with equipment and training as appropriate. It may also look at trialling other initiatives, such as providing litter pickers and bags for ad-hoc litter picking.



## Monitoring and evaluation

Bradford on Avon Town Council will review this strategy by monitoring the condition of bins during repeat Litter Infrastructure Audits. We will survey bins for condition and damage as part of our routine site inspections and monitor reports to the Town Council of complaints regarding litter.



# Appendices

## Case study 1:

### **Placement and condition**

The state of this bin in a well-used neighbourhood play area has declined over the past 5 years from an intact bin mounted on a fence to a broken bin still used by the public, to a black bin bag, still replaced under a weekly schedule by contractors, being unaddressed during the COVID pandemic.

The alternative offered by Wiltshire Council was to remove the facility all together. Repeated reports and limited capacity to resolve this situation because of split roles has taken up significant staff time at the Town Council.

The bin is inappropriately located inside then beside a play area as it is well used for bagged dog waste. The bin is located beside a grassed rather than hard standing causing erosion and mud. Litter and dog mess is spread and trodden on in the area as people throw rather than place litter in the bin to avoid mud. The bin is of insufficient capacity for its weekly emptying schedule.

By taking on Litter Infrastructure and Services and implementing this strategy the Town Council will be able to replace this bin with an appropriate, attractive bin located away from the play area accessed by hard standing. We can add positive branding and information to the bin and add an asset ID with a QR code for members of the public to report problems.



As part of a replacement programme for the whole town, we can also review other bins in the neighbourhood, addressing a bin located beside the window of a newly built bungalow and to address the litter discarded as people move between the built up area to and from field footpaths.

## Case study 2: **The River Avon**

The River Avon through Bradford on Avon floods, breaching its bank usually at least once a year. Floodwater that lifts litter from the landscape as water rises and dumps it as the waters recede. This causes blight as well as danger to people, domestic and agricultural animals, to freshwater and sea life. Much of this litter is hidden by seasonal vegetation after spring.

We plan to organise and support litter picks and publicity to address this. We will investigate the possibility of supporting waterside litter clearance with local aquatic sports clubs.



Appendices

## Case study 3: **Demand response**

The popularity of the town and its beauty bring out many residents, visitors and tourists at weekends, particularly during good weather and especially during the summer months. The town centre and areas around Barton Farm Country Park including Victory Field and the Tithe Barn are a focus for visitors who wish to enjoy the green spaces and surroundings.

Reducing litter to present a clean and cared-for town is also seen as critical for the town's tourism economy.

Current contracted schedules allow for up to one bin collection per day. Bin density and capacity is not sufficient to hold waste between these collections. This raises issues of littering, particularly seasonally at popular gathering areas in parks and on streets.

We will address this by reviewing the capacity and location of bins in these popular areas. We will also investigate supplementing capacity through the installation of temporary bins at times of high demand.

We will consider the allocation of staff resources to increase bin emptying frequency at busy places during busy times, considering the split of scheduled and responsive services for both bin emptying and litter picking.

The Town Council also hosts events on its land and in its venues. We ensure that suitable waste management is incorporated by hirers, including considering retaining a deposit that includes terms regarding residual litter as well as inappropriate waste disposal.