

LITTER REDUCTION STRATEGY 2008

HASTINGS DISTRICT COUNCIL

DEFINITION OF LITTER

The Litter Act 1979 defines litter as including *“any refuse, rubbish, animal remains, glass, metal, garbage, debris, dirt, filth, rubble, ballast, stones, earth, or waste matter, or any other thing of a like nature”*.

Depositing in relation to litter includes *“casting, placing, throwing, or dropping litter; and allowing litter to be cast, thrown, dropped, or to escape, from any motor vehicle or trailer”*.

PURPOSE OF STRATEGY

The aim of the Litter Reduction Strategy (the Strategy) is to provide a long-term sustainable approach to litter reduction.

It aims to better coordinate and extend Council’s current operations and presents a multi-pronged integrated approach.

The Strategy recognises that litter is a community issue and accordingly identifies a range of mechanisms to increase community awareness, ownership, responsibility and civic pride.

The Strategy acknowledges and aligns with the work of the Keep Hastings Beautiful Trust.

The Strategy will also endorse funding requests for litter initiatives.

CURRENT OPERATIONS

Hastings District Council does not have any strategies targeting litter reduction or prevention.

Until recently Council’s approach to litter has largely been reactive and mainly focused on removal rather than reducing the incidence.

Litter Removal

Council provides significant resources for litter removal. It is estimated that Council is currently spending about \$968,745 a year on litter removal. (See Table 1 for a breakdown of cost). It is important to note this figure focuses on loose litter and does not include costs for clearing litter from rubbish bins where litter is disposed of correctly.

Council has nine full-time Parks Service Delivery Unit (SDU) officers alone dedicated to picking up litter, clearing rubbish bins and sweeping and cleaning foot paths in public areas within the 50km zones in Hastings, Havelock North and Flaxmere.

The Parks SDU team’s vehicle fleet includes four litter buggies which operate seven days a week. Keep Hastings Beautiful Trust contributes \$15,000 annually in sponsorship towards the operation of the buggies in return for signage rights for business.

TABLE 1: Breakdown of Estimated Projected Litter Removal Costs

Area of litter removal	Responsibility	Yearly Cost
Hastings, Havelock North and Flaxmere (Pick up done in public areas within 50km zones)	Parks Service Delivery Unit	Approx. \$547,768 Including: <ul style="list-style-type: none"> • Labour • Vehicle running costs • Disposal fees • Rubbish bag purchase • Footpath sweeping and sanitation
Ocean Beach and Waimarama (Parks and reserves)	Parks Service Delivery Unit oversees external contract	Approx. \$7,000
Street Cleaning (Mechanical cleaning which includes leaf pick-up and some minor manual cleaning associated with mechanical cleaning).	Infrastructure oversees external contract	\$413,977
		\$968,745 total

Litter Enforcement

Council Officers are currently in the process of developing the necessary systems and processes for fines to be issued and followed up. Council already has warranted Litter Control Officers under the Litter Act 1979 and has already adopted the infringement notice provisions as provided for in Sections 13 and 14 of the Litter Act 1979. The warranted Litter Control Officers include the Manager, Resource Management, Community Safety Manager, Team Leader Environmental Health and Environmental Health Officers.

Council is currently reviewing its Registration of Statutory Delegations and Warrants. Council also has appointed two Hawke's Bay Regional Council staff to act as Litter Officers under the Litter Act 1979.

Litter Minimisation

Council employs an Environment Enhancement Officer who is also the Keep Hastings Beautiful Trust Coordinator. Part of the Environment Enhancement Officer's role is to minimise litter in the district through community partnerships and education. That includes developing educational programmes and preventative initiatives to discourage litter and encourage community pride.

THE STRATEGY

Mission

To reduce the incidence of litter in the Hastings district.

Themes and Goals

There are five themes to the Strategy:

1. Education and Awareness

Goals:

- 1.1 To provide resources and assistance to schools to encourage litter education
- 1.2 To investigate opportunities to raise awareness through various community groups
- 1.3 To inform all new residents of Council's rubbish and recycling collection services, location of transfer stations, HazMobile service, and other ways to prevent litter
- 1.4 To build Keep Hastings Beautiful branding
- 1.5 To create community awareness about litter and encourage positive behaviour
- 1.6 To erect signage in the district to encourage positive behaviour.

2. Community Pride

Goals:

- 2.1 To encourage community responsibility and civic pride
- 2.2 To provide the community with resources to undertake clean up activities
- 2.3 Encourage members of the community to report littering.

3. Enforcement

Goals:

- 3.1 To enforce Council's "zero-tolerance" position on littering
- 3.2 To have a joint regional approach to litter abatement
- 3.3 To create awareness in the community of Council's enforcement options.

4. Monitoring

Goals:

- 4.1 To increase the accuracy, quality and quantity of data about litter collected to:
 - a) Assist in identifying areas where change or improvement is needed;
 - b) Provide a benchmark for evaluating effectiveness of specific actions in the Strategy, and the long-term effectiveness of the Strategy itself.
- 4.2 To monitor litter issues associated with Council's rubbish and recycling collection services
- 4.3 To maintain communication within Council about progress on the Litter Reduction Strategy and litter issues
- 4.4 Utilise Urban Design protocols and Crime Prevention Through Environmental Design (CPTED) principles.

5. Maintenance and Infrastructure

Goals:

- 5.1 To ensure appropriate provision and location of rubbish bins in the district
 - 5.2 To increase recycling facilities in the district
 - 5.3 To encourage event organisers to take responsibility for leaving venues litter free.
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IMPLEMENTATION

The Environment Enhancement Officer will coordinate the current procedures in place and drive the progression of the Strategy.

LITTER REDUCTION STRATEGY

Mission: To reduce the incidence of litter in the Hastings district.

1) EDUCATION AND AWARENESS

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
1.1 To provide resources and assistance to schools to encourage litter education	Liaise with Environmental Education School Advisors to determine needs and opportunities.	Environment Enhancement Officer	Needs and opportunities identified	2009
	Investigate funding opportunities for the development and delivery of a litter education package in schools supported by the current efforts of the Clean Up Fairy.	Environment Enhancement Officer	Funding opportunities investigated	2009
	Make the education resources readily available in hard copy and online through the No Litter website (www.nolitter.co.nz).	Environment Enhancement Officer	Education resources available	
	Support litter education initiatives through Kids In Drama and all other available media.	Environment Enhancement Officer, Waste Minimisation Team	Support given to other litter education initiatives	Ongoing
1.2 To investigate opportunities to raise awareness through various community groups	Engage with local community groups through; community leaders and representatives, networks and service providers, to identify opportunities for integrating litter education and prevention activities into their existing programmes. Recognise efforts already being undertaken to prevent litter, where they exist, and seek to build on these.	Environment Enhancement Officer	Opportunities investigated and developed	Ongoing

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
1.3 To inform all new residents of Council's rubbish and recycling collection services, location of transfer stations, HazMobile service, and other ways to prevent litter	Investigate the feasibility of developing and distributing an information pack for new residents. Ensure the material is translated into appropriate language/s. Distribution points to include Council, new citizenship ceremonies, libraries and new ratepayers.	Environment Enhancement Officer, Waste Minimisation Team	Investigation completed, pack developed	2009
	Engage other organisations to distribute the information packs. This could include Housing New Zealand, Churches, community groups, Real Estate Agents, Settlement Support and Citizens Advice Bureau.	Environment Enhancement Officer	Other organisations distribute pack	
	Make the information packs available online at the following websites; Hastings District Council, Keep Hastings Beautiful and No Litter.	Environment Enhancement Officer	Packs available online	
	Have input into the "Hastings District Guide".	Waste Minimisation Team, Environment Enhancement Officer	Information provided	2008
	Continue to provide up-to-date information for the Settlement Support Newcomers Guide.	Waste Minimisation Team, Environment Enhancement Officer	Information provided	Ongoing
	Investigate other opportunities to provide information to new migrants through Settlement Support.	Waste Minimisation Team, Environment Enhancement Officer	Opportunities investigated and taken up	Ongoing

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
1.4 To build Keep Hastings Beautiful civic pride branding	Investigate funding opportunities to build Keep Hastings Beautiful branding. This branding would be used on promotional materials, signage and Parks vehicles.	Environment Enhancement Officer	Funding opportunities investigated, branding further developed	2009
	Investigate funding opportunities for the development of promotional materials. This could include fridge magnets, car stickers, litter bags for vehicles, t-shirts and caps.	Environment Enhancement Officer	Funding opportunities investigated, promotional materials produced	2009
1.5 To create community awareness about litter and encourage positive behaviour	Develop a litter education and awareness communication plan featuring regular campaigns throughout the year, each with a specific message. It could also acknowledge community efforts.	Environment Enhancement Officer, Communications Manager	Strategy developed and implemented	2009/10
	Investigate options for communicating to the community the amounts of litter collected and any reductions.	Environment Enhancement officer	Options investigated and developed	2009/10
	Further develop the No Litter website to become a destination website featuring education, information, feedback and reporting facilities.	Environment Enhancement officer	Further development of website	2009/10
	Support Keep New Zealand Beautiful and Keep Hastings Beautiful Trust initiatives.	All relevant Council departments	Campaigns and initiatives supported	Ongoing
1.6 To erect signage in the district to encourage positive behaviour	Seek funding opportunities and identify location for signage.	Environment Enhancement Officer	Funding opportunities and locations investigated	Ongoing

2) COMMUNITY PRIDE

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
2.1 To encourage community responsibility and civic pride	Acknowledge efforts made by individuals, schools and groups to prevent, reduce or remove litter. (Also see goal 1.4).	Environment Enhancement Officer	Public acknowledgement of efforts made	Ongoing
	Encourage schools and community groups to "adopt a spot". (This aligns with 5.1 in the Draft Graffiti Vandalism Strategy 2008).	Environment Enhancement Officer	Number of spots adopted by schools and community groups	Ongoing
	Promote an "adopt a street" campaign. (This aligns with 6.2 in the Draft Graffiti Vandalism Strategy 2008).	Environment Enhancement Officer	Campaign promoted	Ongoing
	Investigate a "tidiest street" competition. (This aligns with 6.2 in the Draft Graffiti Vandalism Strategy 2008).	Environment Enhancement Officer	Feasibility of competition determined, competition launched	Ongoing
	Develop a Keep Hastings Beautiful schools programme.	Environment Enhancement Officer	Programme developed and implemented	2009/10
	Investigate the possibility of engaging communities to design their own local slogan to be supported by Keep Hastings Beautiful branding.	Environment Enhancement Officer	Investigation completed, community branding developed	2009/10
	Investigate community pride initiatives for retailers and take away food outlets.	Environment Enhancement Officer	Feasibility of initiatives investigated, initiatives launched.	2009/10

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
2.2 To provide the community with resources to undertake clean up activities	Develop a resource kit to enable community members to initiate and run community clean up activities.	Environment Enhancement Officer	Kit developed	2009/10
	Promote the kits and opportunity for such activities.	Environment Enhancement Officer	Kit promoted and available on request	Ongoing
2.3 To encourage members of the community to report littering	Investigate the feasibility of setting up a free phone number that people can also text to.	Environment Enhancement Officer	Feasibility investigated, phone line established	2009/10
	If this is established, promote this number and the No Litter website for reporting litter.	Environment Enhancement Officer	Phone line and website promoted	Ongoing
	Encourage Community Patrols, HDC Security Patrols and HDC staff to report littering.	Environment Enhancement Officer	Regular liaison maintained	Ongoing

3) ENFORCEMENT

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
3.1 To enforce Council's "zero-tolerance" position on littering	Develop a policy on issuing litter infringement notices.	Environmental Health	Policy developed	2009
	Design an infringement notice.	Operations Services	Template notice designed	Dec 2008
	Develop computer system to allow for the issuing of infringement notices.	Information Management Group	System set up to issue infringement notices	2009
	Regularly review delegated authority for litter wardens and officers under the Litter Act 1979.	Operations Services	Delegated authority for litter wardens and officers reviewed on a regular basis	Ongoing
	Continue to follow up on litter complaints and take appropriate action.	Environmental Health	Complaints followed up and appropriate action taken	Ongoing
	Continue to recover litter removal costs from organisations and sporting groups that have used Council parks and sports grounds and left them in an unsatisfactory condition.	Parks SDU, Community Services Customer Support & Booking Officer	Litter removal costs recovered	Ongoing
3.2 To have a joint regional approach to litter abatement	Liaise with Napier City Council and Hawke's Bay Regional Council.	Regulatory Services, Environment Health, Environment Enhancement Officer	Local authorities working together	Ongoing
3.3 To create awareness in the community of Council's enforcement options	Upon completion of Litter Infringement Notice Policy and establishment of infringement issuing system, investigate options available to communicate Council's enforcement options to the community.	Environmental Health, Operations Services, Communications Manager	Options investigated and communication opportunities identified	2009

4) MONITORING

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
<p>4.1 To increase the accuracy, quality and quantity of data about litter to:</p> <p>c) Assist in identifying areas where change or improvement is needed;</p> <p>d) Provide a benchmark for evaluating effectiveness of specific actions in the Strategy, and the long-term effectiveness of the Strategy itself.</p>	Ensure all litter complaints are recorded through a Council-wide Customer Management System.	Community Services Customer Support & Booking Officer, Parks SDU, Environmental Health, Environment Enhancement Officer	Litter complaints recorded	Ongoing
	Develop an internal procedure to record the amount of litter collected by area in conjunction with Parks SDU and Infrastructure. (This would not include litter collected from public rubbish bins).	Environment Enhancement Officer, Parks SDU, Infrastructure	Litter recording procedure developed and utilised	Ongoing
	Collate and monitor litter volumes collected and litter complaints on a monthly basis to highlight any problem areas or issues.	Community Services Customer Support & Booking Officer, Parks SDU, Environmental Health, Infrastructure	Volumes and complaints monitored	Ongoing
	Coordinate regular litter counts and surveys across the district.	Environment Enhancement Officer	Litter counts conducted	Ongoing
4.2 To monitor litter issues associated with Council's rubbish and recycling collection services	Monitor litter issues, for example, animal strike incidences on household rubbish bags and loose recycling being blown around, through a Council-wide Customer Management System. Identify necessary actions to remedy concerns.	Parks SDU Infrastructure contracts	Litter issues monitored and any actions identified and actioned	Ongoing

GOAL	ACTION	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
4.3 To maintain communication within Council about progress on the Litter Reduction Strategy and litter issues	Relevant Council officers to meet regularly.	Environment Enhancement Officer to coordinate meetings	Relevant Council officers meet regularly and share information	Ongoing
4.4 To ensure litter issues are considered in urban design projects and Council's Crime Prevention Through Environmental Design (CPTED) policy	Support the development of a CPTED Policy	All relevant Council departments		
	Conduct regular CPTED audits on known hotspots (The above two actions align with 3.3 in the Draft Graffiti Vandalism Strategy 2008).	Environment Enhancement Officer to coordinate	Regular CPTED audits undertaken	Ongoing

5) MAINTENANCE AND INFRASTRUCTURE

GOALS	ACTIONS	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
5.1 To ensure appropriate provision and location of rubbish bins in the district	Review provision and location of rubbish bins in Council parks and reserves as part of the Reserve Management Plans.	Strategic Assets Management	Rubbish bins installed or removed as recommended by the Reserve Management Plans	Ongoing
	Ensure placement of rubbish bins considers urban design principles, site analysis and best practice.	Strategic Assets Management	Urban design principles, site analysis and best practice considered when installing rubbish bins	Ongoing

GOALS	ACTIONS	RESPONSIBILITY	MEASURABLE OUTCOME	TIMELINE
5.2 To increase recycling facilities in the district	Investigate the feasibility of installing public recycling bins. (This aligns with the Joint Solid Waste Management Plan 2007-2012).	Infrastructure	Investigation completed, recommendations implemented	20 November, 2008. Regional Waste Minimisation meeting to discuss regional approach to public place recycling bins
	Increase kerbside recycling collections across urban areas. (This aligns with the Joint Solid Waste Management Plan 2007-2012).	Infrastructure	Kerbside recycling collection areas increased	2012
	Investigate the feasibility of installing rural collection points. (This aligns with the Joint Solid Waste Management Plan 2007-2012).	Infrastructure	Investigation completion, recommendations implemented	2012
5.3 To encourage event and sport organisers to take responsibility for leaving venues litter free	Continue to utilise Hastings District Council's Sports Ground Service Level Agreement as a condition of venue hire.	Community Services Customer Support & Booking Officer	Sports Ground Service Level Agreements utilised	Ongoing
	Encourage event organisers to utilise Hastings District Council's Event Application Form, in particular the Event Waste Minimisation Application Form.	Events Coordinator	Event organisers utilising the Event Application Form	Ongoing

GUIDING DOCUMENTS**1) Community Litter Education Strategy, December 2005 – Manukau City Council****2) The Litter Act 1979****3) Hastings District Council Long Term Council Community Plan – Community Outcomes**

Hastings District Council works towards regional community outcomes. These were developed through consultation with the Hawke's Bay community to demonstrate economic, environmental, cultural and social well-being. Of the nine community outcomes, the following are particularly relevant to the Strategy:

- A strong, prosperous and thriving economy
- Supportive, caring and inclusive communities
- Safe and secure communities
- A lifetime of good health and wellbeing
- An environment that is appreciated, protected and sustained for future generations
- Communities that value and promote their unique culture and heritage

4) The Joint Solid Waste Management Plan 2007-2012 (Hastings District and Napier City Councils)

Actions that pertain to both Strategies:

- Investigate the feasibility of installing public recycling bins
- Increase kerbside recycling collections across urban areas
- Investigate the feasibility of installing rural collection points

5) Hastings District Council Graffiti Vandalism Strategy 2008

Actions that pertain/relate to both Strategies:

- Encourage schools and community groups to "adopt a spot"
- Promote an "adopt a street" campaign
- Investigate a "tidiest street" competition
- Support the development of a CPTED policy
- Conduct regular CPTED audits on known hotspots

6) Community Plans

Each of the Community Plans: Camberley, Flaxmere, Clive and Whakatu; refer to beautification and increase of community pride.

Particular goals and actions that relate to the Strategy:

The Flaxmere Community Plan 2015:

- Promote "Beautiful Flaxmere":
 - Reward residents with a beautiful gardens or tidiest suburb competition
 - Make rubbish bins more accessible in parks
 - Install dog refuse bins by exercise areas

The Whakatu Community Plan 2006-2016

- To beautify Whakatu so that it creates a sense of identity
 - Increase number and size of rubbish bins, especially near the dairy and at the playground

The Camberley Community Plan 2015 (currently being reviewed)

- Display pride in community
- Beautify Camberley streets, entrances and alleyways
- Promote and display pride in properties
 - Launch a neat street campaign, including Orchard Road
- Promote green living
 - Launch environmental education programmes e.g. recycling, rubbish bins etc.