

Environmental Behavioral Change – Street Environment Services

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4/02/2020

Street Environment Services Annual Spring Clean Events



- Street Environment Services in conjunction with Keep Britain Tidy’s ‘Great British Spring Clean-Ups’ have been organising community clean-up events since 2005.
- A number of key partners, council services and stakeholders including volunteers groups and faith groups are involved with various events taking place across the borough usually between March to April each year.



- One of the most important functions undertaken was engagement and education.
- Our Compliance Team engaged with the public to advise, educate and reinforce the messages of doing the right thing, where disposing of your litter or your dog foul correctly .





- Street Environment Services took part in a successful trial with specialist group Behaviour Change in reducing the anti-social behaviour of chewing gum.
- During the pilot the council focused their campaigns around transport hubs including Farringdon Station and a high-street bus stop, reducing gum-littering by 48%.
- The toolkit, developed by Mars Wrigley in partnership with social enterprise Behaviour Change, includes a range of free and unbranded materials designed to tackle gum litter in the UK.
- Islington Council were the first London Borough to implement the free campaign following its involvement in the successful pilot scheme in 2017 and we are planning to extend the campaign in 2020.



- Waste enforcement is an important function which colleagues in our Compliance Team carry out as successful enforcement actions and campaigns reduce the anti-social problem of fly-tipping which according to recent studies by Keep Britain Tidy is on the increase nationwide.
- Fly-tipping costs both the council and taxpayers money and the joint working carried out by Street Environment Services and Compliance Team has helped alleviate the problem at some key problematic hot-spot locations across the borough.
- The photograph shows a fly-tip by a local business in Holloway Road who were prosecuted and fined over £11,000 in 2017 which was the largest fine ever received in Islington for fly-tipping.

Dog Fouling Initiative – St George’s ward trial



- St George’s Members have allocated £5k from the 2019 Ward Improvement Plan to tackle the anti-social problem of dog fouling
- Street Environment Services will be using the money to erect mounted litter bins in every street within the ward as well as Keep Britain Tidy’s successful ‘We’re Watching You’ poster above every bin installed.
- Street Environment Services and the Compliance Team will be carrying out an analysis to see if the bins/posters reduces the problem of dog fouling within the ward with daily enforcement patrols taking place for set time.



- Street Environment Services and the Compliance Team is working with Keep Britain Tidy on a new trial named the ‘CSI Tape’ pilot which will begin in February 2020. Street Environment Services has selected five sites to implement the CSI Tape intervention. During the pilot, street environment services operatives will cordon off all known incidents of fly-tipping (except hazardous waste, which will be removed immediately) at the five target sites with the CSI tape and leave these in place for three days before it is removed. Compliance Team officers will search the waste before removal and take the appropriate action against anyone found to be fly-tipping. The pilot will also be highlighted via our Comms teams through the council’s social media pages.

Q&A

Questions

