

LITTER MANAGEMENT STRATEGY 2009 – 2013



Document Information

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Acknowledgements:

The Hume City Council Litter Strategy 2009-12 was developed with contribution from the following service areas and departments:

- Public Works and Services
- Technical Services
- City Laws
- Sustainable Environment
- Parks and Open Space
- Parks and Infrastructure
- Leisure Services
- Marketing and Communications
- Asset Protection
- Waste Education

List of Abbreviations:

EPA	Environment Protection Authority
GPT	Gross Pollutant Trap
LTF	Litter Task Force
VLAA	Victorian Litter Action Alliance
MWMG	Metropolitan Waste Management Group

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1 Introduction and Context of this Strategy

1.1 What is Litter and the perception of Litter

Litter is a form of pollution and the most visible form of waste directly entering the environment.

The Environment Protection Authority Victoria defines litter in general terms as “anything left where it is not meant to be”.

The *Environmental Protection Act* (1970) defines litter as follows:

“Includes any solid or liquid domestic or commercial waste, refuse, debris or rubbish and, without limiting the generality of the above, includes any waste glass, metal, plastic, paper, fabric, wood, food, soil, sand, concrete or rocks, abandoned vehicle parts and garden remnants and clippings, but does not include any gases, dust or smoke or any waste that is produced or emitted during, or as a result of, any of the normal operations of the mining, building or manufacturing industry or any primary industry;”

Illegal dumping is identified by the Victorian Litter Action Alliance as the largest contributor to litter by volume with cigarette butts being the greatest item of litter by number, accounting for 58% of littered items.

A littering behaviour study conducted by the Beverage Industry Environment Council identified that 94% of people consider litter as a major environmental issue. However, research cited by the Victorian Litter Action Alliance states that three out of ten people in a public place will litter.

1.2 Local Government

Local government authorities in Victoria spend approximately \$70 million on litter management (including illegal dumping, roadside litter and reported costs for cigarette butts and bill posting) and street cleaning annually, (Source: Victorian Litter Action Alliance, Impacts of litter).

The responsibilities of local government in regards to litter management relate to four main areas, being: prevention, stormwater, litter collection and beach cleaning. These areas as defined by the Municipal Association of Victoria may be summarised as follows:

- **Prevention:** Works with State government agencies to support behaviour change, with activities including building site clean-up, cigarette litter, dog poo and illegal dumping.
- **Stormwater:** Provide, clean and maintain infrastructure including litter traps and in-line traps.
- **Litter collection:** Collection and disposal of dumped litter, litter enforcement through local laws, collection and disposal of litter bin waste, provision of litter infrastructure, street cleaning, collection and disposal of sharps.
- **Beach cleaning:** Collection and disposal of litter and provision of litter infrastructure.

Source: <http://www.mav.asn.au>

1.3 Program Partners & Stakeholders

1.3.1 Litter Organisations/Groups

The following organisations are key stakeholders in litter management programs:

Sustainability Victoria (SV)

Sustainability Victoria was established under the Sustainability Victoria Act 2005 (Act No. 65/2005). It is an agency of the Victorian Government which facilitates sustainable resource use by working with the community, business and government to deliver outcomes in the areas of carbon pollution reduction, and use of energy, water and materials. In terms of litter, SV is involved in litter prevention through the provision of information, program development, funding assistance and partnership development.

Environment Protection Authority (EPA)

The Environmental Protection Authority is a statutory authority established under the *Environmental Protection Act 1970*. Its role is to work with government agencies, industry and the community to reduce and control air and water pollution, waste and noise. The EPA is responsible for the Litter Report Line and development of the Litter Toolkit in conjunction with Litter Enforcement Officers to provide a consistent approach to applying the litter provisions stated in the *Act*.

Metropolitan Waste Management Group (MWMG)

The MWMG was established in 2006 following the amalgamation of the four regional metropolitan waste management groups, under the Environment Protection (Amendment) Act 2006. The group is a legally constituted body responsible for coordinating municipal waste management activities in metropolitan Melbourne.

Victorian Litter Action Alliance (VLAA)

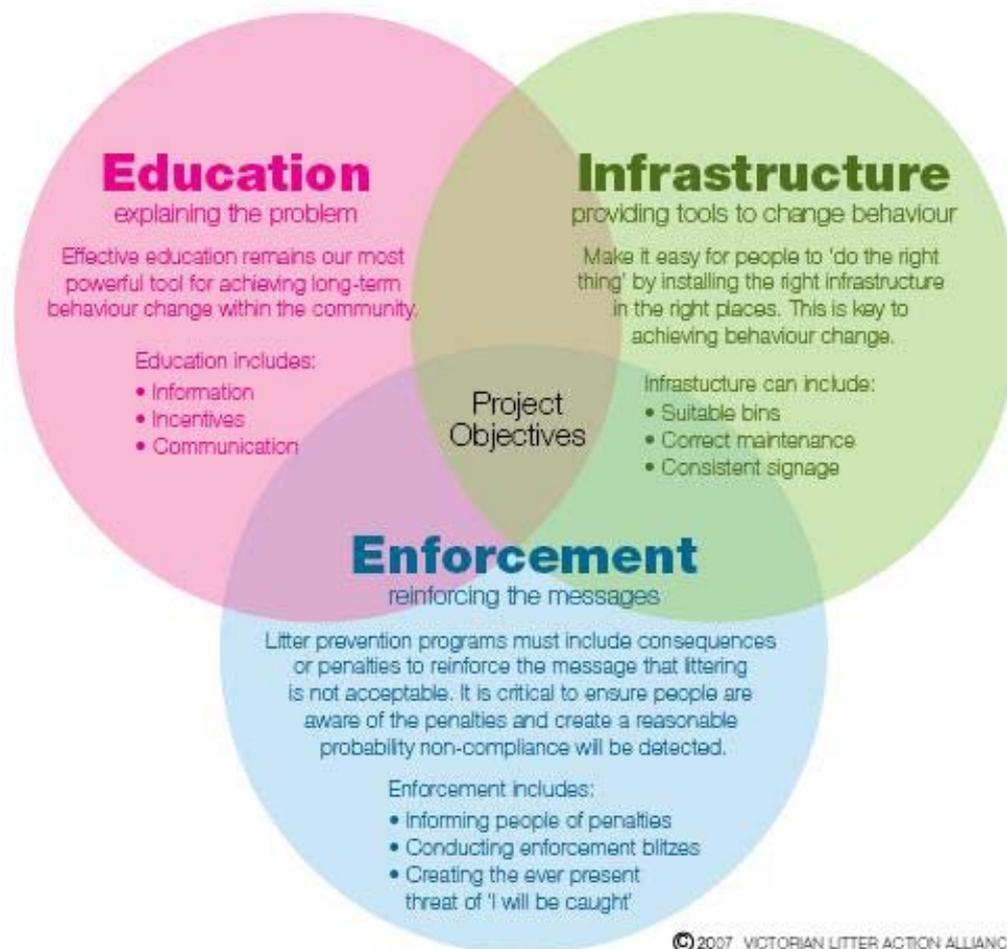
The Victorian Litter Action Alliance is the peak body for litter management and prevention in Victoria and aims to provide a coordinated approach to preventing litter in Victoria across state and local government, industry and community sectors. There are thirteen members of the Alliance who each play their own part in the fight against litter, including: Sustainability Victoria, Butt Littering Trust, EPA Victoria, Melbourne Water, Keep Australia Beautiful Victoria, Municipal Association of Victoria, Victorian Local Governance Association, Plastic and Chemical Industries Association, Packaging Stewardship Forum, Association of Victorian Regional Waste Management Groups and Victorian Waste Management Association.

1.4 Best Practice Litter Prevention

In 2007, the VLAA developed a best practice programming model in conjunction with local government and land management authorities. This model represents the foundations of the strategy to be implemented from 2009-2013.

Best practice litter programs combine planning, stake holder support and resource allocation with three key elements: education, infrastructure and enforcement, Figure One.

Figure One – Key elements identified in best practice Litter Prevention Program Planning, VLAA



The key program elements are described in the following sections.

1.4.1 Education

Education is the most important factor in long term behaviour change within the community.

The most widely adopted education campaigns consist of information intensive programs, such as radio, television and brochures. These programs are based on the primary assumptions that change in knowledge will change behaviours or that behaviour change is driven by economic benefits.

Engaging the community to motivate a sense of ownership in the program is a more comprehensive use of education and communication. Open communication throughout the project promotes project support from the community.

The needs of culturally and linguistically diverse communities also need to be accounted for and respected in education and communication considerations.

1.4.2 Infrastructure

Infrastructure provides the “tools for change”.

The provision of physical or social infrastructure which makes it easy for people to “do the right thing” is pivotal in the success of a program.

Infrastructure may include bins, signage and bin or site cleaning schedules to ensure the area is clean.

1.4.3 Enforcement

Enforcement is a strong tool in behavioural change. Consequences and likelihood of being detected for non compliance are key factors in the success of an education program.

Under the *Environment Protection Act 1970*, local government authorities have the authority to appoint litter enforcement officers to issue penalty infringement notices. In Council, these officers may be from a range of departments, including local laws, traffic, building and planning or environment.

In 2002, the *Environment Protection Act* was amended to increase penalties applicable to litter offences.

These amendments included doubling of fines and the inclusion of new offences under the Act. A summary of these littering offences and the associated penalties is shown in the following table.

Offence	On the spot	In court
Placing advertising materials on vehicles	\$234	\$4680
Having an unsecured load	\$234	\$4680
Depositing burning litter	\$234	\$4680
Depositing household or business rubbish in a litter bin	\$234	\$4680
General littering on or into land or water	\$234	\$4680
Depositing a small item of litter	\$117	\$4680
Throwing litter from vehicles	\$234	\$4680
Aggravated littering	--	\$7020

1.5 Development of the Hume Litter Management Strategy

Hume City is committed to being “recognised as a proud, exceptionally attractive, welcoming, vibrant and green City”, *Hume City Plan 2030*.

Litter has a negative environmental, social and economic impact. The presence of litter often leads to the perception that an area is unsafe and of a lack of community ownership and pride.

A litter management strategy has been developed to address the presence of litter within Hume. A primary objective of the strategy is to make our city more attractive, while reducing the cost to the community of removing Litter. The key objectives of this strategy are:

- To reduce the incidence and consequent impact of litter , and
- To engage the community in removing and preventing litter throughout the City.

A multi disciplinary approach will be implemented to achieve these objectives within the following seven primary focus areas:

1. Community Engagement
2. Illegal dumping and littering in shopping precincts
3. Marketing and Communications
4. High Profile roads and residential streetscapes
5. Passive recreation areas, parks and open spaces (passive sporting areas, creeks and waterways)
6. Active sporting grounds and leisure centres
7. Industrial areas

This strategic document provides overall direction and a framework providing a set of objectives, principles and key actions for an integrated approach to managing Litter over a four-year period. It emphasises the commitment Hume City Council has to reduce the behaviour and supports the key priorities of the *Litter Prevention Act 1997*.

The strategy ensures key objectives are met with efficient, effective use of resources. It provides a clear directive to Council to know where we are going, and about what we are doing, including measures to monitor the success and identify areas for further improvement.

2 Background

2.1 Current Council Litter Programs

Council undertakes numerous litter management programs and activities including:

- Enforcement of the Building Code of Practice at Building sites,
- Installation of smokers poles' for Cigarette Butts,
- Clean Up Australia Day,
- Domestic Animal Management Plan Dog Waste program,
- Illegal Dumping enforcement and clean ups
- Litter Pits and Gross Pollutant Traps cleaning,
- Public Place Recycling,
- Hazardous Waste (asbestos) removal
- Street Litter Bins infrastructure and collection,
- Street Sweeping,
- Stormwater Management and Maintenance
- Roadside and Hotspots Litter Collection, including parks and open spaces
- Enforcement of Environment Protection Act, Local Laws and Planning and Building Permit Conditions,

A brief description of each of these programs and activities is provided below:

2.1.1 Building Sites

The Building and Works Code of Practice, incorporated in the Council's General Local Law No.1 – 2004, ensures that building sites are maintained to a standard that ensures the protection of valuable infrastructures assets and the environment from potentially detrimental impact of building site activities.

The Code of Practice requires that building site waste must be contained entirely within the building site and that "litter that is capable of being blown off the building site by wind must be stored in a waste container." A waste container for the purpose of the code is defined as a container that is: "of robust construction; closed at all times to prevent wind borne litter escaping from the container; and not overfilled at any time."

The Code of Practice also requires site waste be stored in a manner that does not attract waste from other sources or cause detriment to visual amenity.

2.1.2 Cigarette Butts

Cigarette butts have been identified as the most common form of litter in Australia. There are 200 EnviroPole cigarette butt receptacles installed throughout Hume to reduce the incidence of butt litter entering the environment.

EnviroPoles have a butterfly insert to restrict the size of materials that can be disposed of in the receptacle (designed for cigarette butts and chewing gum litter) and a water reservoir inside to extinguish butts.

The EnviroPole technology allows the receptacles to be vacuumed, cleaned and deodorised in one action using an attachment to street sweeping machines, of which Hume has one dedicated machine for this purpose.

2.1.3 Clean Up Australia Day

Since 2000, Council has been supporting Clean Up Australia Day in the Hume community.

Clean Up Australia Day is an annual, national event that began in 1989 to encourage communities to collect and remove rubbish in their local area. Council supports the day by coordinating sites for clean up, promoting Clean Up Australia Day activities and coordinating the removal of waste collected from Clean Up Australia day sites.

2.1.4 Dog Waste

The issue of dog waste is incorporated in the Local Law No.1 – 2004 made under the *Local Government Act* 1989. The objectives of this Local Law include: “safe and fair use and enjoyment of municipal places and protection and enhancement of the amenity and environment of the municipality”. As such, the Local Law specifies that dog waste must not be left to remain on a municipal place or road and a person responsible for a dog must clean up any waste deposited by the dog.

Hume City Council has adopted a Domestic Animal Management Plan which proposes the following education activities to support the objective of “encouraging people to manage pets in a way that protects the health and welfare of the animal; maximises the companion benefits of their pet and; minimises potential nuisance or harm to others”:

- Signage and installation of litter bags and bins in off leash areas
- Educate community regarding the responsibility of removing dog faeces
- Provision of dog waste “pouches” to residents with registered animals to hold plastic bags for collecting dog waste (introduced in April 2009)

2.1.5 Illegal Dumping

Illegal dumping is enforced by the City Laws department under the Environment Protection Act 1970. Illegal dumping is not a separate offence under the act and is generally interchangeable with “littering”.

Under the Act, illegal dumping is defined as “deliberate littering of large items or quantities of waste rather than the appropriate disposal of these items.” The act of illegal dumping reduces visual amenity and results in detrimental environmental impacts “both where it is deposited and where rainfall, tides or wind concentrates it”.

In a new initiative, covert surveillance technology has been trialled as an interactive surveillance tool that allows remote monitoring of illegal dumping hotspots.

2.1.6 Litter Pits and Traps

A total of 67 Gross Pollutant Traps (devices to trap coarse sediment and litter in stormwater) and in line litter traps are maintained with 241 tonnes of materials collected from the Pit Cleaning Program in 2008/09.

2.1.7 Public Place Recycling

Public Place recycling has been introduced to the Broadmeadows Central precinct and surrounds. Broadmeadows Central consists of Hume City Council’s new Green Star 5 Energy rated Municipal Office, Global Learning Centre (GLC), Youth Central, Town Hall and Leisure Centre, it is adjacent to the Broadmeadows Train Station, Broadmeadows Town Centre (shopping centre) and Broadmeadows Police Station and Law Courts.

The introduction of the public place recycling service incorporated infrastructure to capture the materials and communication and promotion to the broader community. Initial evaluations indicated the campaign was successful, recording contamination in the recycling stream of less than 5%.

2.1.8 Hazardous Waste (asbestos)

Hume City Council has an approved procedure for the management of asbestos. The procedure is supported by the following legislation:

- Asbestos Legislation Amendment Act 2006
- Occupational Health and Safety (Asbestos) Regulations 2003
- Environment Protection (Prescribed Waste) Regulations 1998
- Occupational Health & Safety Regulations 2007

The aim of the procedure is to detect asbestos prior to the commencement of any works to protect the community and Council workers' health and safety. In addition, the procedure specifies the availability of asbestos awareness training and the removal of asbestos in accordance with the abovementioned legislation.

2.1.9 Street and Park Litter Bins

A total of 666 street litter bins are serviced by the Public Works and Services department on a rotational program as determined by the usage of the bins.

A total of 863 tonnes of materials were collected from litter bins during 2008/09.

2.1.10 Street Sweeping

Hume Council operates four street sweepers and two footpath sweepers on a rotational program. The frequency of each program is determined by usage of the area. A total of 17,219kms of roads were swept during 2008/09.

2.1.11 Stormwater Management

Stormwater management is incorporated into the Building and Works Code of Practice, attached to the General Local Law No.1 – 2004. The Code specifies any building works must not cause detriment to any storm water system. Detriment is defined as “material, equipment, litter, waste, mud, silt, sand or other product emanating from building works entering or interfering with the stormwater drainage system”. To prevent such detriment, building sites must ensure practices are in place to retain silt and soil on site and any other water borne particles and pollution.

In addition, stormwater drains are subject to a cleaning program maintained by the Public Works and Services department.

2.1.12 Rapid Response Units

Three Rapid Response Units (litter response teams) operate within the City to respond to litter and illegal dumping. In addition to the rapid response units in the public works and services department, graffiti response, correctional services and three Parks and Open spaces teams also collect litter in parks and reserves and their respective working areas.

An additional litter response team was approved as a new initiative in 2009. The addition of this team has increased the capacity of the public works and services department to conduct routine cleaning programs and to respond to illegal dumping incidences. The tonnage of litter collected by these teams has doubled from 145 tonnes in the July - October 2008 period to 309 tonnes in the July – October 2009 period.

2.1.13 Enforcement of Environment Protection Act, Local Laws and Planning and Building Permit Conditions

The *Local Government Act 1989* and *Environment Protection Act 1970* authorises appointment of enforcement officers under local laws to serve infringement notices for offences against the local law. Council has seven authorised enforcement officers.

Council's City Laws Department ensures that Local Laws, State Acts and Regulations are adhered to by way of education and enforcement.

2.2 Litter legislation in context

The *Environment Protection Act 1970* is the key environment protection legislation in Victoria. In regards to litter, the act specifies that all levels of government, business, and community have a shared responsibility.

The Act specifies the following objectives:

- To prohibit and regulate the deposit of litter in the environment
- To regulate the distribution of materials that may become litter and
- To enable the removal of detrimental or disorderly objects and other things.

In 2005, the Victorian Government launched the Towards Zero Waste Strategy as a ten year plan to reduce waste and the associated environmental impacts and increase resource recovery in Victoria. The strategy set a target of 25% reduction in litter, from 2003 levels, by 2014. The progress towards achieving this target is monitored by the Victorian Litter Report, submitted in two year increments beginning from the pilot report in 2003.

The 2005 Litter Report, assessing the progress of the Towards Zero Waste targets, assessed 17 sites and nine area types within the Hume City Council for littering behaviour, bin use and littered items as part of the local government area bench marking. These assessments indicated that Hume “demonstrated very low littering behaviour rates, with a large majority using bins to dispose of used items”. Hume recorded the lowest littering behaviours observed out of the nine metropolitan councils assessed. However, while the littering behaviour rate was low, it had increased since the 2005 results.

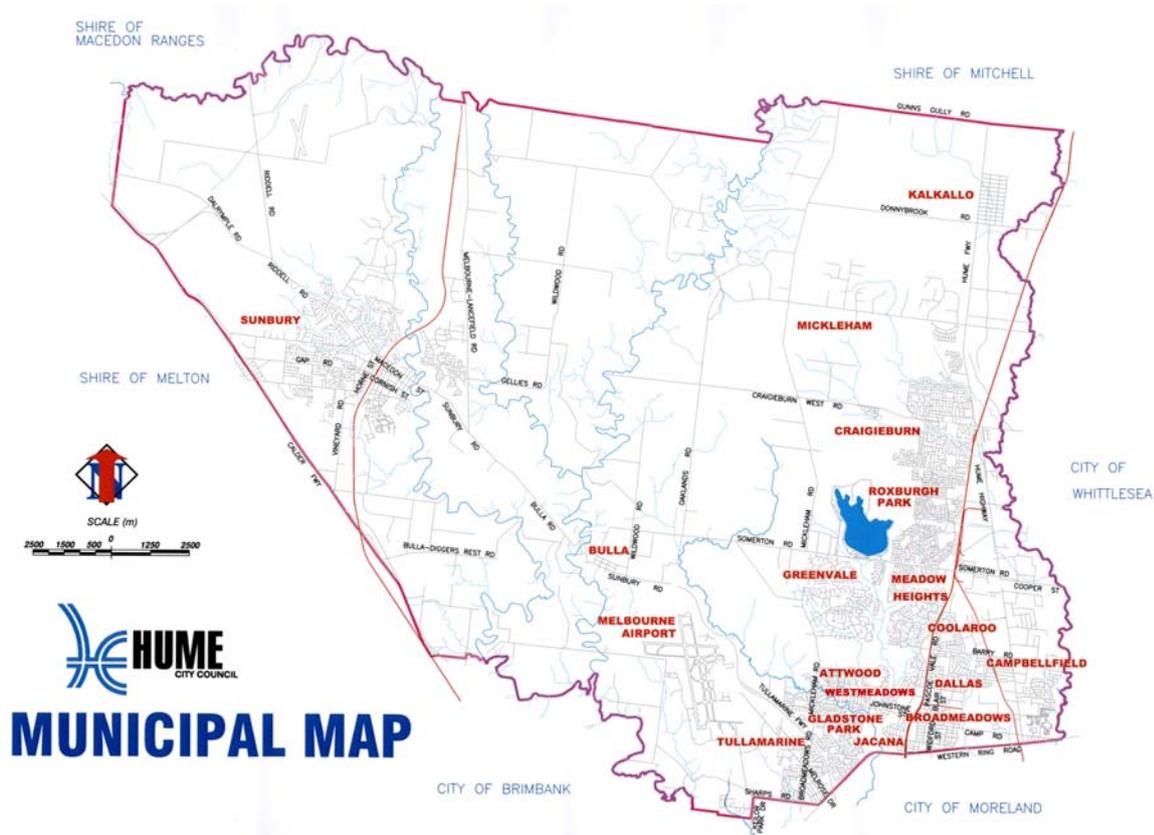
Conversely, Hume recorded a relatively high number of littered items on the ground. The level of litter on the ground has remained consistent over the three reporting periods, 2003, 2005 and 2007.

In August 2009, Sustainability Victoria released the Victorian Litter Strategy with the objectives to “prevent litter and improve litter management practices to meet the Towards Zero Waste littering target and achieve clean and safe public places.”

3 Situational Analysis

3.1 Snapshot of Hume City

Hume City is located on the urban-rural fringe, 20 kilometres north-west of the centre of Melbourne. Hume City Council was created in 1994 when the Shire of Bulla amalgamated with the majority of the City of Broadmeadows. Hume City covers an area of 504 square kilometres and land uses within the municipality are extremely diverse. Land uses include established residential areas, industry, vast rural areas, and areas committed for future urban growth.



Population

Hume City is home to over 163,000 people. Its population is diverse, with 29.2% of its residents born overseas, in countries including Turkey, United Kingdom, Italy, Iraq, Lebanon, Malta, Vietnam, Philippines and Sri Lanka. The Hume community is self confident, with residents taking responsibility for their future and an increasing number of people pursuing higher education.

Age structure

Hume has a relatively young age profile with 29.4% aged less than 18 years, compared to 22.8% for the Melbourne Statistical Division (MSD). Similarly, the proportion of people aged 65 years or more is only 8.1% for Hume, compared to 12.8% for the MSD (Source: Australian Bureau of Statistics, Census of Population and Housing).

Strategic positioning

Hume City is renowned for its strategic positioning, located at the crossroads of the Hume Highway, Calder Highway and Metropolitan Ring Road. Hume boasts Melbourne Airport, the second busiest airport in Australia for passenger movements and pre-eminent aviation hub for the southern part of the continent.

Nearly one quarter of all jobs in the northwest region of Melbourne are located in Hume. Of those 36% relate to the export economy. High value added manufacturing is an important part of the industrial base and comprises over 50% of the total economic value of the City.

Hume City has been experiencing strong economic and residential growth and its economy is broadening and deepening however the global economic situation will have an impact on this growth. It is a community that is proud of its natural and built environment. Hume City is a vibrant and progressive city.

3.2 Relationships with other Organisational Plans

The following policies/ Codes/ Strategies and Guidelines are related and ancillary to this Litter Management Strategy

- Council Plan 2009-2013
- Waste Management Strategy
- Amenity Strategy
- Graffiti Strategy
- Clothing Recycling Bin Code of Practice
- Building and Works Code of Practice
- Conditions of Hire Hume City Council Recreation Reserves and Pavilions
- Asbestos Management Procedure
- General Local Law No.1 – 2004
- Open Space Strategy 2009-2014 DRAFT

3.3 Litter in Hume Today

3.3.1 Statistics

The current statistics for the abovementioned litter programs and activities undertaken in Hume have been provided below:

Current Litter Management Programs and Activities	Current Activity Reference	Details	2008/09 Statistics
INFRASTRUCTURE			
Street Litter Bins	A.	Number of Litter Bins serviced	1,900 per month
	B.	Annual cost of litter collection & disposal for bins	\$5.72 average cost per litter bin serviced per week
	C.	Annual tonnes of litter collected through litter bins	863 tonnes
Litter Pits and Traps cleaning	D.	Inspection and Clearance rates of the pit cleaning program	1,445 inspected 85% cleaned
	E.	Number of in-line/Gross Pollutant Traps (GPTs) and Litter Traps installed	67
	F.	Annual tonnes of litter collected through pits and traps(pit cleaning program)	241 tonnes
Storm water Management	G.	Annual tonnes of litter collected through litter traps (GPT's)	233
Public Place Recycling	H.	Number of Public Place Recycling (PPR) Bins	11
	I.	Number of sites with PPR bins	1
	J.	Annual tonnes of recyclables collected through PPR	Not available
	K.	Contamination levels of PPR	4%
Illegal Dumping	L.	Dumped Rubbish: tonnes collected and number of callouts	431 tonnes 2,218 merits
	M.	Roadside Litter: tonnes collected and number of callouts	147 tonnes 1,668 merits
Cigarette Butts (Smokers poles)	N.	Number of cigarette butt litter receptacles in municipality	200
Street Sweeping	N.	Annual cost of sweeping (streets, footpaths, recreation & shopping precinct car parks)	\$36.71 cost per km of, 17,219 kms swept

Current Litter Management Programs and Activities	Current Activity Reference	Details	2008/09 Statistics
Clean Up Australia Day	O.	Community and schools sites registered with Clean Up Australia	Nine community sites and eight school sites in 2009
Hazardous Waste (asbestos)	P.	Number of removals	29
Rapid Response Units	Q.	Tonnes of waste collected	431
ENFORCEMENT			
Dog Waste	R.	Addressed in the Domestic Animal Management Plan	N/A
Building sites	S.	Building Code of Practice – litter related infringements	390 infringements issued 596 notices to comply issued
Enforcement of Environment Protection Act, Local Laws	T.	Annual number of penalty infringement notices issued	55 infringements issued for depositing litter (EPA 45E), 36 infringements issued for failure to supply information (EPA 45ZI)
	U.	Income generated from fines	\$7037 - 31 infringements paid as of 26/6/2009
EDUCATION			
Community Education	<p>Waste and Litter Education Officer</p> <p>In July 2009, Council appointed a dedicated Environment Education Officer. This appointment facilitated the alignment of the Waste and Litter Education Officer to the Services department, dedicated to community litter education programs as outlined in the action plan below.</p>		

4 KEY DIRECTIONS

4.1 Our Vision

Council Plan Theme: Appearance of the City and Environment

Hume City Council endeavours to enhance community pride by resourcing services to deliver a clean appearance of the City, with appropriately maintained infrastructure and a well preserved and protected natural environment. – Council Plan 2009-2013.

4.2 Strategy Objectives

Council Plan Strategic Objective: Appearance of the City

The Litter Management Strategy proposes a broad, proactive approach to reducing litter in Hume. By including aspects of 'education', 'engagement', and 'infrastructure', with an ongoing emphasis on removal/elimination and enforcement the strategy aims to inspire a sense of pride in the community. Council and the community will be able to work together to have a stronger impact and awareness of litter and littering in general.

Litter Management Strategy key objectives:

- To reduce the incidence and subsequent impact of litter and
- To engage the community in removing and preventing litter throughout the City

This will be achieved by developing and implementing various programs and best practice approaches to manage Litter.

4.3 Key Litter Focus Areas

As a result of consultation and in accordance with the direction set by the Council Plan the following priority litter issues &/or 'hotspots' have been identified in Hume.

- 1) Community engagement
- 2) Illegal dumping and littering in shopping precincts
- 3) Marketing and Communications
- 4) High profile roads and residential streetscapes
- 5) Passive recreation areas, parks and open spaces (passive sporting areas, creeks and waterways)
- 6) Active sporting grounds and leisure centres
- 7) Industrial Areas

Action programs have been developed to address each of the above priority issues and are described in Section 6.

4.4 Communication

4.4.1 General

Effective communication is pivotal to the success of the litter management strategy in implementing community behaviour change. Best practice modeling indicates that interactive communication throughout a project is integral to successful programs, including:

- Seeking consultation and working constructively with the community,
- Communicating and partnering with other key stakeholders, such as the local police, community groups, schools and contractors.

Hume encompasses a growing population that is culturally and linguistically diverse. As such, the Litter Management Strategy will demonstrate cultural sensitivity and incorporate resources to engage the entire Hume community. This may include:

- Providing information in languages other than English and utilising translation services
- Considering communication approaches beyond traditional methods of community communications

4.4.2 Community Litter Task Force

A principal component of this strategy is to re-establish the Litter Task Force to target litter in a broader context. The taskforce will invite contribution from representatives of the following stakeholders:

- Public Works and Services
- Technical Services
- City Laws
- Sustainable Environment
- Parks and Open Space
- Parks and Infrastructure
- Leisure Services
- Marketing and communications
- Asset Protection
- Waste Education
- Local trader associations / Industries
- EPA / Police

4.5 Program Priorities, Timeframes & Budget

4.5.1 Priorities

The action plan, as outlined in section 6, is focussed on achieving specific objectives addressing the seven program areas as summarised below:

Program Areas:	Strategic Objectives:
Community Engagement	<ul style="list-style-type: none"> • Increase community involvement in litter removal and prevention
Illegal dumping and littering in shopping precincts	<ul style="list-style-type: none"> • Reduce incidence of illegal dumping and improve litter collection infrastructure in shopping precincts • Reduce litter surrounding private shopping centres and take away food precincts
Marketing and Communications	<ul style="list-style-type: none"> • Develop a communications/marketing plan to support activities in this action plan
High profile roads and residential streetscapes	<ul style="list-style-type: none"> • Enhance the amenity of 'gateway' locations into the municipality, arterial roads and residential streetscapes

Passive recreation areas, parks and open spaces (passive sporting areas, creeks and waterways)	<ul style="list-style-type: none"> • Reduce incidence of dog waste in public places in terms of pollution and visual amenity • Reduce illegal dumping in parks and open spaces
Active sporting grounds and leisure centres	<ul style="list-style-type: none"> • Develop a Sports Ground Waste Management Strategy to reduce volume of litter at sporting grounds and surrounding areas
Industrial areas	<ul style="list-style-type: none"> • Reduction in pollution entering waterways • Reduce bulk dumping in undeveloped areas

4.5.2 Evaluation and Reporting

An annual review will be conducted by the Waste and Litter Education Officer and Manager Services for reporting to Director of Infrastructure and Council. During this review, changes can be made to the strategy in regards to priority litter management issues.

A map based recording system for litter incidence and removal will be developed in accordance with the graffiti recording system.

It is expected that the core responsibility of the Task force will be to assess and monitor the programs set out in the action Plan, and to foster community input and involvement.

4.5.3 Litter Management Action Plan Summary

The following table summarises the budget requirements associated with each program area of the Litter Management Action Plan. Allocation of funds will be subject to consideration in the budget process.

Program Areas	2009/10	2010/11	2011/12	2012/13
Community Engagement	\$ 8,000	\$ 35,000	\$ 44,500	\$ 34,500
Illegal dumping and littering in shopping precincts	\$18,500	\$ 20,500	\$ 15,500	\$ 15,500
Marketing and Communications	\$ 7,000	\$ 11,000	\$ 11,000	\$ 11,000
High profile roads and residential streetscapes *	\$ 0	\$ 5,500	\$ 5,500	\$ 5,500
Passive recreation areas, parks and open spaces (passive sporting areas, creeks and waterways)	\$14,000	\$ 2,000	\$ 2,000	\$ 2,000
Active sporting grounds and leisure centres	\$ 1,000	\$ 28,000	\$ 30,000	\$ 30,000
Industrial areas *	\$ 0	\$ 2,000	\$ 2,000	\$ 2,000
TOTAL BUDGET	\$48,500	\$104,000	\$110,500	\$100,500

* Funds are included in the operational budget for the collection of litter and illegally dumped material.

5 ACTION PLAN

5.1 Program Area: Community Engagement

THEME/ APPROACH	ACTIONS TO BE DELIVERED
Strategic Objectives:	5.1.1 Increase community involvement in litter removal and prevention
INFRASTRUCTURE	<p>1. Action: Conduct Annual Material Collection Days for mattresses, electronic goods and tyres/batteries on a three year cycle</p> <ul style="list-style-type: none"> ❖ Electronics/Battery Recycling Tyre Recycling Mattress Recycling
INFRASTRUCTURE	<p>2. Action: Conduct annual clean out days for Fire Sensitive Towns to reduce fuel around homes</p> <ul style="list-style-type: none"> ❖ Hard waste/Fire season clean out during Bushfire Awareness Week to prepare rural land owners for bush fire season
INFRASTRUCTURE	<p>3. Action: Investigate a proposal to allocate ‘free’ Landfill passes for home renovators, based on building permits, to reduce illegal dumping of construction waste</p> <ul style="list-style-type: none"> ❖ Investigate passes in conjunction with hard waste/rates passes, introduce trail ❖ Deliver and promote passes to residents
INFRASTRUCTURE	<p>4. Action: Extend HUMEClean hotline to litter, including promotion.</p> <ul style="list-style-type: none"> ❖ Open hotline for littering, including promotion
EDUCATION	<p>5. Action: Coordinate community engagement activities that encourage the community to clean up their local area:</p> <ul style="list-style-type: none"> Clean Up Australia Day Adopt an Area Local Pride Incentives ❖ Community Art Project

THEME/ APPROACH	ACTIONS TO BE DELIVERED
ENFORCEMENT/ EDUCATION	6. Action: Re-establish the Litter Task Force (community based) and implement a Reduce Illegal Dumping (RID) Squad as part of a broader Litter Task Force
	Establish Litter Task Force and Promote RID actions to the community, including signage, brochures and educator /garbage truck signage
	❖ Develop Checklist to formulate responses to illegal dumping incidences

5.2 Program Area: Illegal dumping and littering in shopping precincts

THEME/ APPROACH	ACTIONS TO BE DELIVERED
Strategic Objectives:	5.2.1 Reduce litter surrounding private shopping centres and take away food precincts 5.2.2 Reduce incidence of illegal dumping and improve litter collection infrastructure in shopping precincts
INFRASTRUCTURE	7. Action: Review Sunbury streetscape litter infrastructure. Develop a waste management plan ❖ Implement infrastructure according to plan
INFRASTRUCTURE	8. Action: Conduct a review of three shopping centre precincts/annum to assess adequacy of litter collection infrastructure and promote anti litter behaviour Sunbury streetscape, Olsen Place, Barry Road Melrose Drive, Dallas, Craigieburn Mahoney's Road, West Meadows Melba Avenue, Sunbury, Goonawarra
INFRASTRUCTURE	9. Action: Improve existing bin infrastructure by upgrading all litter bins to new infrastructure, including standardised litter bin colours, in shopping precincts ❖ Upgrade 15 bins/year
INFRASTRUCTURE	10. Action: Work with management of private shopping centres to establish a mutually beneficial agreement with Council ❖ Trial area on Mickleham Road (take away precinct) ❖ Trial area in Meadow Heights (private shopping centre)

5.3 Program Area: Marketing and Communications

THEME/ APPROACH	ACTIONS TO BE DELIVERED
Strategic Objectives:	5.3.1 Develop a communications/marketing plan to support activities in this action plan
EDUCATION	<p>11. Action: Increase promotion of litter campaigns via internet, champion programs, community education and media including multilingual communications</p> <p>Link with existing anti-littering campaigns, such as “Don’t be a tosser” and “Don’t waste footy”, including developing and delivering promotional materials such as personal butt bins.</p> <p>Link litter to Council’s website, including avenues for reporting littering incidents and promoting champion programs such as community pride awards and “adopt an area” programs</p> <p>Develop information for residents and businesses about removal and prevention of litter</p> <ul style="list-style-type: none"> ❖ Develop communication messages and tools for delivery of littering messages, for example: <ul style="list-style-type: none"> • Education to school groups • “Stop the poo-llution” campaign ❖ Engage Hume’s culturally and linguistically diverse community by taking in to account and respecting their differences in education and communication needs.
EDUCATION	<p>12. Action: School education - ‘Drains to the Bay’ stencilling program to be conducted in schools grounds by students in conjunction with litter and stormwater education program</p> <p>Promote to Schools</p> <p>Available to Schools</p>

5.4 Program Area: High profile roads and residential streetscapes

THEME/ APPROACH	ACTIONS TO BE DELIVERED
Strategic Objectives:	5.4.1 Enhance the appearance of ‘gateway’ entrance locations into the municipality and residential streetscapes
INFRASTRUCTURE	<p>13. Action: Install ‘Do the Right Thing’ signage along high profile, litter prone roads</p> <p>Trial along Riddell Road</p> <ul style="list-style-type: none"> ❖ Identify other suitable locations and relocate signs annually
INFRASTRUCTURE	<p>14. Action: Increase roadside litter collections (additional litter crew introduced 2009) to reduce visual amenity impact of litter, particularly along arterial roads and ‘hot spots’</p> <ul style="list-style-type: none"> ❖ Conduct litter counts along high profile roads to quantify extent of litter
EDUCATION / INFRASTRUCTURE	<p>15. Action: Cover your load (nets) program</p> <p>Redesign campaign</p> <ul style="list-style-type: none"> ❖ Promote and deliver campaign
EDUCATION	<p>16. Action: Utilise promotional opportunities with land developers for new subdivisions and smokers poles to promote anti-litter messaging</p> <p>Contact land developers to determine level of interest and consider message types</p> <p>Install messages on smokers poles</p> <p>Review messages</p>

5.5 Program Area: Passive recreation areas, parks and open spaces (passive sporting areas, creeks and waterways)

THEME/ APPROACH	ACTIONS TO BE DELIVERED
Strategic Objectives:	5.5.1 Reduce illegal dumping in parks and open spaces 5.5.2 Reduce incidence of dog waste in public places in terms of pollution and visual amenity
INFRASTRUCTURE	17. Action: Review Service Level Agreement for all activities in Parks and Open Space Development Conduct review
EDUCATION/ ENFORCEMENT/ INFRASTRUCTURE	18. Action: Promote responsible pet ownership regarding removal of dog waste in public places Purchase and install litter bags and bins in off lead areas Conduct education campaigns for the community regarding responsible removal of dog waste ❖ Schedule random patrols outside normal working hours for breaches of legislation
INFRASTRUCTURE/ ENFORCEMENT	19. Action: Implement covert surveillance cameras in key dumping ‘hot spots’ ❖ Purchase 4 covert cameras Review locations and rotate cameras
INFRASTRUCTURE	20. Action: Install interpretive signage regarding significance of area to increase community pride and illegal dumping signage in hot spot areas Install illegal dumping signage in Seabrook Reserve Identify additional hot spots and install signage for illegal dumping Install interpretive signage

5.6 Program Area: Active sporting grounds and leisure centres

THEME/ APPROACH	ACTIONS TO BE DELIVERED	Program			
		2009/10	2010/11	2011/12	2012/13
Strategic Objectives:	5.6.1 Develop a Sports Ground Waste Management Strategy to reduce volume of litter at sporting grounds and surrounding areas				
INFRASTRUCTURE	21. Action: Undertake an audit of all sporting facilities to ascertain if they are fit for purpose and attractive to users				
	❖ Assess existing infrastructure, maintenance regime and relationship with open space strategy				
INFRASTRUCTURE	22. Action: Roll out bin cages at active sporting reserves				
	❖ Install bin cages following results of infrastructure assessment				
INFRASTRUCTURE	23. Action: Conduct Sunday litter/waste collections at key reserves				
	Identify key reserves to introduce Sunday collections (6 reserves)				
	❖ Conduct collections during football seasons at key reserves				
INFRASTRUCTURE	24. Action: Install PPR and Smokers poles at key grounds: Greenvale, Westmeadows, Sunbury & Craigieburn				
	Install infrastructure at key locations for 2011 football season				
	❖ Research permanent infrastructure for key sporting reserves				
	Conduct trial installation of permanent infrastructure (four reserves)				
INFRASTRUCTURE/ ENFORCEMENT	25. Action: Review litter management policy and seasonal usage agreement with Clubs				
	Review policy				

THEME/ APPROACH	ACTIONS TO BE DELIVERED	Program			
		2009/10	2010/11	2011/12	2012/13
			Provide Litter Management Policy with Conditions of Hire to sports clubs/user groups		
	Provide correspondence to clubs on litter managements issues				
	Ensure Clubs are adhering to litter management policy				
INFRASTRUCTURE	26. Action: Installation of educational signage at all Leisure Centres and staff training for litter management				
	Install signage and conduct training:				
	• Craigieburn				
	• Sunbury				
	• Broadmeadows				
	• Greenvale				

5.7 Program Area: Industrial areas

THEME/ APPROACH	ACTIONS TO BE DELIVERED	Program			
		2009/10	2010/11	2011/12	2012/13
Strategic Objectives:	5.7.1 Reduction in pollution entering waterways 5.7.2 Reduce bulk dumping in undeveloped areas				
INFRASTRUCTURE	27. Action: Install signage at key dumping sites				
	Identify key sites				
	❖ Install signage and review key sites				
EDUCATION	28. Action: Site visits to industrial properties to educate operators with regard to the Industrial Stormwater Code of Practice and practical solutions to enable compliance with the Code				
	Conduct visits				
ENFORCEMENT	29. Action: Undertake compliance action against property owners whose sites do not comply with Planning Permit requirements for stormwater protection				
	Undertake compliance actions				

6 MONITORING & EVALUATION

6.1 Key Performance Indicators

The key performance indicators utilised to assess each program objective have been outlined below. The templates for performance indicator measurements for conducting litter counts and 'Little Litter Rater' assessments are provided in Section 7. The statistics and information pertaining to current litter management programs and activities undertaken have been summarised in Section 3.4: Litter in Hume Today. A reference to the current program statistics has been included in the following table in the form of the current activity reference number, this number links to the relevant program or activity statistics summarised in Section 3.4.

THEME/ APPROACH	Strategic Objectives	Measurement tool	Performance Indicator(s)	Status	Current Activity Reference
EDUCATION	5.1.1 Increase community involvement in litter removal and prevention	<ul style="list-style-type: none"> Number of Community events and programs conducted 	<ul style="list-style-type: none"> 5 community engagement programs/activities in 2010/11 and ongoing 	2008/09- 2: 'Clean Up Australia' Day & Mattress Collection Days	O
INFRASTRUCTURE	5.2.1 Reduce litter surrounding private shopping centres and take away food precincts	<ul style="list-style-type: none"> Litter Counts Little Litter Rater 	<ul style="list-style-type: none"> 10% reduction in littered items on ground in targeted sites in 2010/11 (litter counts). Decrease by two rating points for Little Litter Rater by 2013 in each target site 	Baseline data to be gathered 2009/10	Not available
		<ul style="list-style-type: none"> Tonnage of litter collected through litter bins 	<ul style="list-style-type: none"> Tonnage of litter to be assessed in 2010/11 	Baseline data to be gathered 2009/10	C

THEME/ APPROACH	Strategic Objectives	Measurement tool	Performance Indicator(s)	Status	Current Activity Reference
INFRASTRUCTURE	5.2.2 Reduce incidence of illegal dumping and improve litter collection infrastructure in shopping precincts	<ul style="list-style-type: none"> • Merit requests 	<ul style="list-style-type: none"> • 10% decrease in Merit requests 2010/11 	Baseline data to be gathered in 2009/10.	L
		<ul style="list-style-type: none"> • Volume of materials collected 	<ul style="list-style-type: none"> • Tonnage of dumped rubbish to be assessed in 2010/11 	Baseline data to be gathered 2009/10	
EDUCATION	5.3.1 Develop a communications/ marketing plan to support activities in this action plan	<ul style="list-style-type: none"> • Development of plan 	<ul style="list-style-type: none"> • Development of plan 2009/10 	Not applicable.	Not applicable
INFRASTRUCTURE/ EDUCATION	5.4.1 Enhance the appearance of 'gateway' entrance locations into the municipality and residential streetscapes	<ul style="list-style-type: none"> • Litter Counts • Little Litter Rater 	<ul style="list-style-type: none"> • 10% reduction in littered items on the ground in 2010/11 (litter counts). • Decrease by two rating points for Little Litter Rater by 2013 in each target site 	Baseline data to be gathered 2009/10	Not available
		<ul style="list-style-type: none"> • Tonnes of roadside litter collected • Number of callouts in regards to roadside litter 	<ul style="list-style-type: none"> • Tonnage and callouts regarding litter to be assessed in 2010/11 	Baseline data to be gathered 2009/10	
INFRASTRUCTURE/ ENFORCEMENT/ EDUCATION	5.5.1 Reduce incidence of dog waste in public places in terms of pollution and visual amenity	<ul style="list-style-type: none"> • Litter counts 	<ul style="list-style-type: none"> • 5% reduction in dog litter on ground in 2011/12 (litter counts) 	Baseline data to be gathered 2009/10	R

THEME/ APPROACH	Strategic Objectives	Measurement tool	Performance Indicator(s)	Status	Current Activity Reference
INFRASTRUCTURE/ ENFORCEMENT	5.5.2 Reduce illegal dumping in parks and open spaces	<ul style="list-style-type: none"> Reduction in volume of materials collected 	<ul style="list-style-type: none"> 10% reduction of dumped rubbish (tonnage) in 2011/12. 	Baseline data to be gathered 2009/10	L
		<ul style="list-style-type: none"> Increase in infringements issued 	<ul style="list-style-type: none"> 10% increase on 2009/10 infringements for 2010/11 	Monitor 2009/10 infringements	T
		<ul style="list-style-type: none"> Tonnage of dumped rubbish collected 	<ul style="list-style-type: none"> Tonnage and callouts regarding dumped rubbish to be assessed in 2010/11 	Baseline data to be gathered 2009/10	L
		<ul style="list-style-type: none"> Number of callouts regarding dumped rubbish 			
EDUCATION	5.6.1 Develop a Sports Ground Waste Management Strategy to reduce volume of litter at sporting grounds and surrounding areas	<ul style="list-style-type: none"> Development of plan 	<ul style="list-style-type: none"> Development of plan 2010/11 	Not applicable.	Not applicable
		<ul style="list-style-type: none"> Number of sites with public place recycling bins 	<ul style="list-style-type: none"> Assess site suitability to install PPR, 2010/11 	Not applicable	I
		<ul style="list-style-type: none"> Annual tonnes of recyclables collected through PPR 	<ul style="list-style-type: none"> Monitor tonnage of materials and contamination rates following installation of PPR at key sporting grounds 2010/11 	Not applicable	J
		<ul style="list-style-type: none"> Contamination levels of PPR 			K
		<ul style="list-style-type: none"> Number of smokers poles installed 	<ul style="list-style-type: none"> Investigate installation of smokers poles at key sporting grounds with PPR installation 	Not applicable	N

THEME/ APPROACH	Strategic Objectives	Measurement tool	Performance Indicator(s)	Status	Current Activity Reference
EDUCATION/ ENFORCEMENT	5.7.1 Reduction in pollution entering waterways	<ul style="list-style-type: none"> Increase in site visits to review compliance with Stormwater Code of Practice 	<ul style="list-style-type: none"> 3% increase in number of site visits 	Baseline data to be gathered 2009/10	Not available
		<ul style="list-style-type: none"> Annual tonnes of litter collected through pit cleaning program 	<ul style="list-style-type: none"> Monitor annual tonnage of litter collected through the pit cleaning program 	Baseline data from 2008/09	F
		<ul style="list-style-type: none"> Annual tonnes of litter collected through GPTs 	<ul style="list-style-type: none"> Monitor annual tonnage of litter collected through the GPTs 	Baseline data from 2008/09	G
		<ul style="list-style-type: none"> Building code of practice litter related infringements 	<ul style="list-style-type: none"> 5% increase in number of infringements relating to litter 2010/11 	Baseline data from 2008/09	S
INFRASTRUCTURE	5.7.2 Reduce bulk dumping in undeveloped areas	<ul style="list-style-type: none"> Reduction in volume of materials collected 	<ul style="list-style-type: none"> 10% reduction of dumped rubbish (tonnage) in 2011/12. 	Baseline data to be gathered 2009/10	L
		<ul style="list-style-type: none"> Increase in annual number of penalty infringement notices issued 	<ul style="list-style-type: none"> 5% increase on 2009/10 infringements in 2010/11 	Monitor 2009/10 infringements	T

6.2 Project Monitoring Tools & Methodology

The following tools will be utilised to inform the performance indicators addressing program areas, as listed above.

6.2.1 Litter Survey Form (Appendix 7.1)

The Litter Survey Form is a quantitative assessment tool used to conduct litter counts to measure the number of littered items on the ground. The form is provided by the Victorian Litter Action Alliance and is consistent with the Victorian Litter Report categories for litter.

A survey site area of 48m² is recommended to conduct the survey. The site is selected in an area where people generally congregate, such as near walkways or infrastructure. To conduct the litter count auditors move systematically through the site recording every piece of litter.

Following the litter count the litter is removed from the area and the count repeated two weeks later to determine the litter accumulation rate, which will provide a bench mark to evaluate the success of a project. This process will be completed annually to monitor the progress of the key performance indicators.

This methodology allows comparisons with other surveys and with the State litter counts undertaken in the Victorian Litter Report assessments.

6.2.2 Little Litter Rater (Appendix 7.2)

The Little Litter Rater, has been developed by the Metropolitan Waste Management Group as a qualitative assessment tool to assess the visual appearance of a site. The Little Litter Rater provides a series of photographs as a guide to rating a site from 0-5; 0 being a clean site and 5 being a site containing litter of a hazardous nature. The tool is intended to be used by Council's throughout metropolitan Melbourne to assess the appearance of litter.

Appendix 7.2 provides the rating system criteria used to qualitatively score a site. Additional photographs are also available showing examples of each rating to help to remove the subjective bias from the rating system.

The 'Little Litter Rater' will be used in conjunction with Litter Counts in areas such as gateway locations and shopping precincts where the visual appearance of the area is more indicative of public perception than the number of littered items. Baseline data is yet to be collected, however as an example, these sites may be currently rated as a 4 (containing litter that constitutes a risk to health and the environment) and will be reduced to a 2 (less than 1m³ of litter) over the 4 year litter management strategy (2009-13) by increasing the litter collection infrastructure and reducing the number of littered items on the ground.

7 APPENDIX

7.1 Litter Survey Form

48m² Litter Count Victorian Litter Report Categories

LITTER COUNT

Date of Count: __/__/__

Litter Removed? Y/N

Windy? Y/N Speed: _____ Km

Site Code: _____ Site Description: _____

Wet? Y/N Temp: _____ c

Responsible Person: _____

Quality Count? Y/N Exclude from Stats? Y/N

Comments: _____

- | | |
|--|--|
| <input type="checkbox"/> Area appears to be cleaned before count | <input type="checkbox"/> Recent public event in area |
| <input type="checkbox"/> Deliberate dumping of rubbish | <input type="checkbox"/> Uncovered load spilled in area causing litter |
| <input type="checkbox"/> Area was mowed before count causing proliferation | <input type="checkbox"/> Very recent or current high winds caused build up |
| <input type="checkbox"/> Very recent storm/flood damage litter build up | |

Confectionery	Work Area	Qty
Chewing gum		
Confectionery wrappers		
Ice cream wrappers		
Total		

Paper	Work Area	Qty
Paper bags		
Serviettes and tissues		
Receipts and tickets		
Paper pieces		
Newspaper		
Advertising material		
Takeaway boxes		
Cardboard boxes		
Cardboard pieces		
Total		

Beverage	Work Area	Qty
Glass bottles and pieces		
Plastic bottles and cups		
Plastic caps, straws and utensils		
Paper cups		
Tetra boxes		
Aluminium cans, metal caps, ring pulls and pieces		
Total		

Cigarette	Work Area	Qty
Cigarette butts		
Cigarette packets, wrappers, foil and matches		
Total		

Organic	Work Area	Qty
Animal Poo		
Food		
Wooden Utensils		
Total		

Other	Work Area	Qty
Packing straps		
Shopping trolleys		
Syringes		
Other items not listed above (list below)		
Total		

Plastic film	Work Area	Qty
Plastic film		
Plastic bags		
Plastic wrappers		
Total		

Notes:

Please record wind speed and temperature if possible (Bureau of Meteorology www.bom.gov.au)

Work Area': use this area to record the tally for each type of litter.

Quantity': record the total

7.2 'Little Litter Rater' Kit



The Little Litter Rater



How to Use this Rating Tool:

- Use the rating criteria and sample photo assessment sheets to determine an initial score.
- Consider "ALARM" factors to adjust the score up or down one or more units. (Max score = 5)

5		Litter that constitutes a <u>SIGNIFICANT HEALTH & SAFETY HAZZARD</u> , requiring immediate attention
4		Litter that constitutes a <u>RISK to HEALTH and the ENVIRONMENT</u>
3		<u>SIGNIFICANT</u> amount of litter (>1m ³) <u>IMPACTING on AMENITY</u>
2		<u>MODERATE</u> amount (~1m ³) of Litter
1		<u>SMALL</u> amount (<1m ³) of <u>INERT</u> Litter
0		A <u>CLEAN</u> site!

Consider the following +/- **Moderating Factors** when rating litter:

- **A** MOUNT
- **L** OCATION (near drain, pathway, natural environment...)
- **A** SPECT/ TYPE/Form (inert, biodegradable, lightweight, entanglement...)
- **R** IСК (toxicity, sharp, flammable, biohazard...)
- **M** OBILITY (wind, rain, river...)