

PENRITH CITY COUNCIL Litter Management Strategy

RESPONSIBLE DEPARTMENT:

Public Domain Amenity & Safety

Litter is one of the most visual forms of pollution and wasted resources, and is a growing challenge for most communities.

In addition to its impact on the visual and aesthetic value of our local environment, litter has significant environmental, social, hazardous and economic impacts.

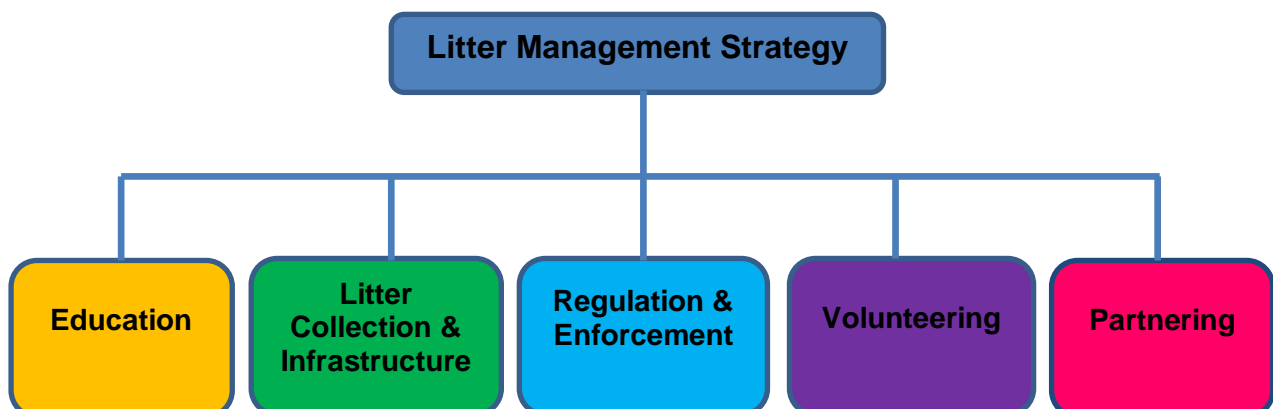
The Penrith Litter Management Strategy aims to take a proactive, multi-pronged and coordinated approach to reducing levels of litter across the City.

The Strategy is accompanied by an Action Plan which outlines a number of key actions Council is taking in conjunction with identified community partners to reduce litter and promote litter as a problem that is everyone's responsibility requiring a 'whole of community' approach.

As it is widely recognised that no single approach can address the issue of litter in isolation, the Strategy contains five (5) key modules – Education; Litter Collection and Infrastructure; Regulation and Enforcement; Volunteering; Partnering. Each of these modules is outlined in further detail below, each playing an equally important role in litter prevention and reduction efforts.

Council's Litter Management Strategy is managed by Council's Public Domain Amenity and Safety Department with key actions delivered across multiple sections of Council.

For more information about the Strategy, contact Penrith City Council's Community Safety team on 4732 7777.



1. EDUCATION

Objective

To reduce levels of litter across the City by:

- Changing littering behaviours through community awareness, prevention strategies and incentives.
- Promoting community ownership of the issue of litter and encouraging community pride in our public spaces.
- Raising community awareness of the environmental, social, economic, visual and hazardous impacts of litter.
- Increasing levels of community awareness of litter regulation and penalties.

Key Actions

- Development of an overall communication strategy for litter prevention.
- Implementation of local litter campaigns in public spaces, including signage at key locations such as playgrounds and parks.
- Engagement of 'Local Litter Champions' to encourage community responsibility for litter prevention.
- Participation in State and National litter campaigns and initiatives.
- Education programs for local schools.
- Community reward programs to recognise community-led efforts in litter prevention and removal.
- Campaigns targeting littering from vehicles.

2. LITTER COLLECTION & INFRASTRUCTURE

Objective

To reduce levels of litter across the City by:

- Providing clean and well maintained public spaces.
- Providing reliable, sustainable and innovative waste removal services and infrastructure to reduce opportunities to litter.
- Providing infrastructure to change littering behaviour.

Key Actions

- Ongoing review of annual resource allocation for litter removal.
- Continued provision of dedicated Council crews to remove litter at identified hotspots.
- Development of a Council Policy for litter bin placement to ensure bins are located at suitable and useful locations.
- Investigate opportunities for public place recycling bins at suitable locations.
- Provision of cigarette butt receptacles in key public space locations.

3. REGULATION & ENFORCEMENT

Objective

To reduce levels of litter across the City by:

- Informing the community about the penalties of littering.
- Reinforcing the message that littering is an offence and you may be caught.
- Encouraging greater levels of community responsibility for litter.

Key Actions

- Enforcement of litter penalties by Council rangers.
- Staff encouraged to report littering from vehicles.
- Regulation of businesses using street litter bins for commercial waste.
- Inclusion of litter management plans for all local events.
- Inclusion of litter management practices in conditions for new DA's.

4. VOLUNTEERING

Objective

To reduce levels of litter across the City by:

- Encouraging community involvement in litter reduction programs.
- Rewarding community-led efforts in litter management and neighbourhood beautification.
- Promoting community pride in our public spaces.

Key Actions

- Involvement in and promotion of annual 'Clean Up Australia Day' events.
- Seek volunteer involvement from community groups to participate in local litter counts.
- Seek volunteer involvement in litter clean-up efforts through the provision of litter bags and collection points.

5. PARTNERING

Objective

To reduce levels of litter across the City by:

- Partnering with identified local stakeholders and Government agencies to assist with litter reduction efforts.
- Fostering a cooperative 'whole of community' approach to litter reduction.

Key Actions

- Maintain partnerships with other government agencies to conduct litter removal at identified locations such as major roadsides and 'gateway' sites into the City.
- Seek involvement from 'Local Litter Champions' to assist in community campaigns regarding litter prevention.