

THIS WEEK IN “LITTERLAND”

www.litterpreventionprogram.com

2-pager

July 22, 2018

Private enforcement a mixed bag

Flintshire Council will show Kingdom Security the door when its contract with the litter enforcement firm expires at year's end. The plan is to bring those services back in house, although specifics have yet to be revealed. As UK municipalities are discovering, using a private company to enforce their litter law has both benefits and drawbacks. On the plus side, hiring a company relieves the council of the staffing and implementation costs, and council receives a percentage of the revenue derived from fines. But the arrangement has led to media scrutiny, some public complaints about overzealous ticketing and allegations of a cash grab. A staff report to council noted that during the two years they were on the job Kingdom officers issued 7,600 fixed penalty notices, [including £530,000 in fines](#) to people for dropping cigarette related litter.

Heat seeking cameras on order

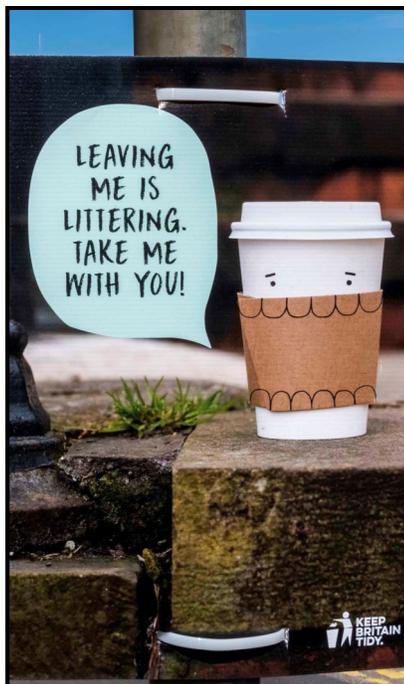
Singapore will employ the assistance of thermal cameras to catch people cupping a cigarette and trying to sneak an outdoor smoke break. Arguably home to the world's toughest litter policies, where chewing gum is forbidden and it's illegal to smoke in many outdoor locations as well as in one's car with a window down, Singapore will use the cameras to detect heat emanating from a lit cigarette in areas where smoking is prohibited. Then a costly ticket will be issued Sg\$1,000 (\$740) to the offender.

Cameras recognize faces

Bristol Mayor Marvin Rees would relish using the city's facial recognition camera technology to catch environmental crime-doers. But he admits that legal hurdles stand in the way of this “phenomenally effective” enforcement solution and his wish to be more aggressive on littering. Since November 8,000 tickets have been handed to litterbugs by private “litter police”, the nickname given to contracted Kingdom Security officers.

DID YOU KNOW?

A Keep Britain Tidy survey on careless littering found more than a quarter of respondents admit to leaving coffee cups on window ledges or food packaging on park benches or at train stations.



“Careless littering” confronted in ads

Keep Britain Tidy kicked off a campaign against what the agency calls ‘careless’ littering. In its latest series of posters the focus is on items like cups and bottles left on the bench, ledge or window sill. Leaving these things behind is littering, the messages remind. Passersby might notice the ads printed on pavement at train stations and around park benches or on signs near common congregating and cup-leaving locations.

HEADLINE LITTER GRABBERS (JULY 15-22)

Some of what made our News Reel this week

Marina uses “Seabins” to skim off litter (7/17)

Ocean Village Marina in Gibraltar has invested in “Seabins” that automate the skimming and filtering of litter from marina waters. A high-five and two fins up!

Monaco lures boaters with bag giveaway (7/17)

“I sail, I sort my waste” is Monaco’s annual summer marine litter campaign to get pleasure boaters onboard with recycling. Crews are given two, biodegradable material, non-plastic bags, one for recyclables the other for non-recyclables. www.ramoge.org

Rock band tells its fans to keep it clean (7/18)

A tweet from South Lake Tahoe police showing the next day’s trashy aftermath of Tuesday night’s rock concert by the band Phish spurred the group to take to Twitter within four hours of the posting to urge its fans to “use proper receptacles for garbage and recycling.”

PEI town has a lock on litter (7/18)

The town of Stratford in a Canadian maritime coastal province, Prince Edward Island, gives tidiness a helping hand working with resident Bob Jensen’s Hike and Bag program. A locked box in a prominent public location was put in place to receive litter collected from beaches and trails and the key will be given to volunteer litter pickers who sign up. Twitter hashtag #HikeandBag.

Tennessee's new campaign



When Tennessee wanted an anti-litter campaign to rival the iconic statewide effort in Texas, it turned to an agency in the Lone Star State to find the right edge. Credit [EnviroMedia](#) of Austin, TX for the end result, at left, "Nobody Trashes Tennessee", unveiled this week. Tapping the talents of syndicated country radio morning show host Bobby Bones, Tennessee Titan football player Brian Orakpo and other breakout stars, billboards use the backdrops of a country road and a highway to point out the cleaning up Tennessee costs \$15 million every year. There's a Nobody Trashes Tennessee [website](#) and an in-school program available on request featuring the mascot named Trashesquatch.



[Research surprise - women offend more](#)

The ad agency behind the Tennessee Department of Transportation's litter curtailment campaign says its research revealed that the 18 to 34 age group littered the most and that women littered more than men. While it guided the campaign's evolution, that finding surprised the team nevertheless, EnviroMedia CEO Valerie Salinas-Davis said in a company press release.

[Legislators drink up support for straw ban](#)

Demonstrators rallied Monday to encourage San Francisco's mayor to endorse an ordinance banning the use of plastic straws by July 2019 in a city that is said to go through one million straws a day. There'd be a legal exemption for physically disabled people. Carrying signs saying "Kids for Plastic-Free Oceans" and "Make it law, ban the straw", demonstrators see the ban as a step towards creating a zero-waste city by 2020.

[Ontario indicates interest in litter](#)

A newly elected government in Ontario, Canada could possibly tackle littering, according to an official statement quoted in a Toronto Star editorial on July 21. The province hasn't reviewed littering since the 1970s. Promising that details are coming, the environment ministry stated it is "committed to having clean communities by reducing garbage in our neighbourhoods and parks and doing more to prevent litter. The government has signalled its commitment to developing a plan for environmental issues affecting Ontario."

A wee hiatus for "Litterland"

Even the most passionate litter tracker needs a break once in a while Your editor/publisher is taking a breather. *Litterland* will return in a few short weeks with a whole new pile of stories for your in-basket.