What the Council are doing...
The current picture ...
Clearly ...we are not winning!

- No coordinated effort
- Initiatives not well thought out e.g. Bin it poster campaign but no bins
- Litter workshops in the wrong area
- Fining is random and does not target hotspots
- Relying on a few to care to report it...website not easy to use
- We are “Putting out Fires” rather than addressing the root cause
- Spaceway was closed for significant period
- What is Hounslow Highway’s remit?
- Bins are too small and difficult to obtain
- Education
  - People think it’s normal to dump their household rubbish at the end of their street or in public bins
  - Education in schools

Problem is getting worse

Frustration

Apathy

Wasted resources

Area is becoming undesirable

Big challenges ahead
We need a different approach.....

- No national strategy
- There are campaigners and groups
- There is some good work being carried out
- Problem left to councils who are trying
- But...
- We need an integrated solution
  - That creates social changes and empowers the community
  - Sets an example and is scalable
  - The looks long as well as short term
  - Aims to change attitudes as well as provide knowledge
- Big opportunity for Hounslow:
  - To rise to the challenge
  - Instil a sense of pride in our area/community again
  - Spearhead a new approach
- But we need to work together with the Council to do it!
The way forward..........

• Short-term...
  • Use community to help you identify hotspots:
    • Target them....
    • Monitor them....increase fines...
    • Provide ‘fit for purpose bins....
    • Identify and deal with the main types of rubbish e.g. cans, glass

• Medium-term...
  • Improve infrastructure and facilities:
    • Provide recycling points near each area/end of streets
    • Be more proactive rather than reactive
    • Identify and communicate with street champions
    • Provide more street cleaners

• Long-term...
  • Education:
    • Target adults as well as children
    • Target demographics, backgrounds, cultures, tenants (transient)
    • Target and regulate businesses e.g. landlords, off-licences, take-aways
    • Community-led engaging campaigns
Campaigns

• Aims to:
  • Changes attitude and behaviour
  • Targets a broad range of people
  • BRING THE COMMUNITY TOGETHER to:
    • Tackle LITTER and ....CRIME
    • Tackle LITTER and ....OBESITY
    • KEEP HOUNSLOW TIDY

• Get the message right...

• Get the message out:
  • Via Posters and Social Media that has representation from all communities
  • Written in different languages
  • To entire community via public places e.g. Schools, Libraries, Churches, Mosques, Gurudwaras, Temples and businesses e.g. Off-licences, Take-aways, Landlords
  • Identify Champions e.g. religious leaders, community leaders and road champions
  • Identify volunteers and networks of other groups
  • Join with Keep Britain Tidy e.g. expand “Spring Cleans Up Days”
  • Get the media involved
  • Awareness/training days