

13. LITTER STRATEGY

Officer responsible General Manager City Environment	Author Jane Parfitt, General Manager City Environment, DDI 941 8656
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The primary purpose of this report is to describe regulatory methods which may be able to be implemented to require fast food outlets to collect and remove litter, originating from their premises, deposited in the areas surrounding those premises and to advise whether the Council can impose fines similar to parking infringements, on individuals who deposit litter in the City. The secondary purpose is to provide an update on the progress of the litter strategy.

BACKGROUND

At its July 2004 meeting, the Council adopted a litter strategy based on the goal of:

“Christchurch is New Zealand’s cleanest city, with citizens who are responsible for their own litter and do not tolerate others littering.”

1. Litter Strategies

Specific strategies directed towards managing litter issues adopted by Council were:

- Better definition and management of the issue.
- Attacking the problem at source.
- Dealing with the results aggressively.

2. Project Team and Actions

In order to progress the Litter Strategy, a project team from across the Council has been convened. The membership includes staff from City Environment, Regulation and Democracy, Public Affairs, Community Services, Corporate Services and Strategic Development groups. An action plan has been developed; incorporating clear responsibilities and time frames. Key current actions include:

- Measuring current state in target areas.
- Stocktake of current information.
- Identify other interested parties.
- Research into residents’ views and perceptions of litter issues.
- Review current education and promotion activities.
- Review options for regulatory control.

Subsequent actions will include:

- Develop and pilot an integrated public education/action campaign.
- Use existing relationships (eg businesses, retail, hospitality) to address litter generation.
- Reinforce support of community groups in addressing litter issues.
- Consider litter management in street furniture, landscaping and other design issues.

3. Progress To Date

The following is a summary of the progress to date:

- Defined the central city area (Colombo Street between Moorhouse Avenue and Hereford Street, including City Mall) as the initial focus for research and pilot campaign development. Additional sites (including suburban locations) to be identified and developed subsequently.
- Measurement of current state: Over a seven-day period a series of photos were taken at ten sites along Colombo Street and in the City Mall. These showed a clean streetscape. Further measurement will be undertaken in order to better identify problem areas and the time problems occur.

- A stocktake of current customer research information has been done. This identified the Annual Residents Survey and the Transport and City Streets Units price/quality survey as two sources of information. These surveys are quite broad in nature and do not necessarily target litter or particular locations specifically in their questions. Requirement for further research is now being identified. Keep Christchurch Beautiful (KCB) have historic litter count information and this is being looked at to see what benefit we can obtain from it.
- A comparison of our levels of service with Wellington and Auckland has been undertaken: The conclusion is that levels of service are very similar to those cities. The Wellington specification is being used in developing our contract documents for when the amenity cleaning contract is retendered.
- Work is being done to combine street and greenspace litter and cleaning contracts to ensure there is one contractor responsible for litter in each location. This will apply from August next year when the new contracts take effect.
- Discussions have been initiated with KCB with a view to coordinating the strategy implementation with KCB activities.

REGULATORY METHODS

At the July 2004 meeting, Council requested information on:

- “(a) *What regulatory methods might be able to be implemented to require fast food outlets to collect and remove litter, originating from their premises, deposited in the areas surrounding those premises, and;*
- (b) *Whether the Council can impose fines, similar to parking infringements, on individuals who deposit litter in the City.*”

An initial report from the Council’s solicitor is attached. More detailed investigation of the provisions of the Litter Act 1979 would be required prior to the preparation of any bylaw.

Committee

- Recommendation:**
1. That the report on progress towards implementation of the Litter Strategy be received.
 2. That the project team instigate discussions with takeaway food premises in the central city pilot area, with a view to developing a voluntary programme for management and reduction of litter, consistent with Section 9 of the Litter Act 1979.
 3. That staff investigate the preparation of a draft bylaw under Section 12 of the Litter Act 1979, including a schedule defining specific premises and locations in the central city pilot area, and requiring the occupiers of the premises to provide, maintain and empty litter receptacles that they may be required to provide under Section 9(3); the provisions of this bylaw to be used only in the event that a voluntary compliance regime is shown to be ineffective.
 4. That staff investigate options for increasing public awareness of the role of litter control officers, and for publicising the infringement notice provisions set out in Section 15(1) of the Litter Act 1979.