



# FLEETWOOD TOWN COUNCIL

## BUSINESS CASE – ONWARD TO A CLEANER FLEETWOOD INITIATIVE

### DOCUMENT CONTROL

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<b>Effective From:</b>	<b>Date of resolution by the Council to approve and accept</b>
<b>Scope of Document:</b>	<b>Business case for the “Onward to a cleaner Fleetwood” initiative</b>
<b>Objective:</b>	<b>To document the rationale, costs and benefits for the launch of a programme of litter control in Fleetwood</b>
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<b>Reviewer</b>	<b>Media Working Group (Cllrs Anderton, Stirzaker, Raynor), CDO, Dawn Spooner</b>
<b>Authorised by:</b>	<b>Fleetwood Town Council</b>
<b>Date of Resolution:</b>	<b>29<sup>th</sup> January 2019</b>
<b>Review/Amendment:</b>	

### **1. Introduction and Summary**

The Fleetwood Town Council Media Working Group (FTCMWG) recognize that Fleetwood, along with many towns in the UK has an issue with litter of all kinds on our streets, green spaces and coastal promenade. Whilst the responsible local authority, Wyre Council has a programme of street cleaning in place, and have recently introduced tighter enforcement regulations, the FTCMWG feel that that more can be done at a local level to address **micro-littering** - predominantly cigarette butts and chewing gum.

Keep Britain Tidy estimates that more than 100 tonnes of cigarette litter is dropped every year in the UK alone (4.5 trillion cigarette ends globally per annum) and this accounts for over 50% of all litter dropped worldwide. It is present in over 78% of surveyed UK locations, and costs the taxpayer £342 million to clean up every year. Cigarette butts take up to 25 years to degrade, blight the landscape and towns, affect the environment and wildlife, and cause fire hazards (*Source: “No ifs. No Butts” Designing out cigarette litter. City of London case study*).

The FTCMWG have developed this business case to present to full council the rationale, costs and benefits of a short to medium-term programme of education, awareness and campaigning, involving the distribution of mini-bins and other items to help reduce micro-littering.



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**Council are asked to approve IN PRINCIPLE the match funded expenditure of £3144.20 for year 1 based on successful sponsorship from local businesses and stakeholders as detailed in section 6.**

### **2. Current position**

Fleetwood has a main central shopping street and outlying clusters of retail businesses, all with their own issues with micro-litter. A recent (January 2019) ground survey at Ash St in a 4 sqm area has shown 113 cigarette ends and 166 fresh chewing gum deposits. Further surveys will be carried out at a number of schools, pubs, food outlets, newsagents & sweetshops on Lord St, Poulton Rd, Esplanade Shops, Chatsworth Shops and Larkholme Shops, with the findings included in the next version of this report.

A 2012 case study by the City of London (summary of data attached) provides greater detail on the issues summarised in the introduction to this business case. The data within it is self-explanatory, and whilst London is a capital with millions of residents and visitors, the problem exists nation-wide on a different scale as evidenced by the Keep Britain Tidy statistics. Members attention is drawn to the results section, and the striking figure of a 63% reduction in smoking related litter following the distribution of Mini-Bins and the associated campaign. The FTCMWG feel this level of reduction can be achieved in Fleetwood.

### **3. Proposal**

Fleetwood Town Council (FTC) do not currently dedicate any precept money to direct waste collection or statutory street cleaning, and it is not the purpose of this proposal to suggest it starts to do so. The aim is to educate and convince residents and visitors to take responsibility for micro-littering and give them the incentives and tools to do so, initially in the form of bespoke Smartstreet Mini-Bins and gum wrappers (samples provided).

An associated awareness campaign over the 2019 summer period is proposed (suggested as it compliments in-bloom, and we are more likely to get volunteer street champions in the summer months), to include:

- A school competition (with a prize) for the design of posters to be distributed to retail, leisure and community premises and a lamppost flyer (with LCC/Wyre permission) .
- Awareness sessions at local events/schools/community hubs as appropriate.
- Promotional engagement with local press, radio and business leaders/employers.



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- Recruitment of councillor and volunteer “street champions” to raise awareness and hand out Mini-Bins and other paraphernalia in a series of targeted sessions.
- Organised community litter picks
- Engagement with pubs, food outlets and retail businesses to distribute Mini-Bins to cigarette and gum-buying customers and smokers.

#### **4. Costs: Year 1 2018/19 financial year**

A pilot campaign period is proposed to run to over the summer/autumn of 2019. The dates would be dependent on funding decisions and manufacturing lead times.

School poster competition admin and sundry costs including a prize (to be determined)	£150.00
Printing and distribution of posters, banners and other promotional material, including postage.	£400.00
<b>Smartstreets mini-Bins</b> – initial purchase of 5000 bespoke printed units <i><b>NB: Lead time for bespoke design and print is 13-14 weeks.</b></i>	£4380.00 inc. VAT for 5,000
<b>Gum Wrappers:</b> £71.40 inc. VAT per carton (1 carton includes x4 dispensers of 75 sleeves of 12 Gum wrappers = 3,600 gum wrapper sheets IN total) plus £9 P&P	3 Cartons (12 dispensers) = £214.20 inc VAT
<b>TOTAL</b>	<b>£5144.20 INC vat</b>

#### **5. Costs Year 2 - 2020**

Following evaluation of the Pilot campaign with a report on identified benefits, potential costs for year 2 would be likely to mirror year 1 if the campaign were to continue. If the initial purchase of mini-bins was kept at 5,000 for year 1 an additional order of 5,000 in year 2 would attract a reduction of £180.00 as the artwork would already be done.



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#### **6. Sponsorship and Funding streams**

The FTCMWG propose to approach the following businesses for sponsorship and funding. The main donors will be included on the Mini-bin bespoke branding, and the smaller ones will be on the promotional material (social media, posters and banners). The group aim to secure **£2000.00** towards the costs detailed above, with the Town Council matching the amount. The CDO will also be asked to investigate longer term regional or national funding streams to support the programme:

- All Public Houses and Bars in the town
- Stationers and retailers that sell tobacco and sweets
- Restaurants and Hotels
- Food and takeaway outlets
- Regenda Housing
- The Lofthouse Foundation
- Associated British Ports

#### **7. Review process**

Following the pilot period, a survey of locations and litter counts will be carried out to match the survey carried out at part 2. Levels of micro-litter will be evaluated, and the results presented to the Town Council before the end of 2019 to inform the next steps and a decision on whether to continue the programme into the second year.