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| Committee(s): Policy Resources Economic Development Committee | Date: 30 September 2021 |
| Subject: Litter Enforcement | Wards Affected: All |
| Report of: Greg Campbell Corporate Director (Environment & Communities) | Public |
| Report Author/s: Name: Greg Campbell, Corporate Director (Environment & Communities) Telephone: 01277 312500 E-mail: greg.campbell@brentwood.gov.uk | For Decision |

Summary

The Borough of Brentwood experiences issues, like many other authorities, with discarded litter. This especially so on major trunk roads around and through Brentwood where not only is the litter a problem but so is the safety of our operatives.

The authority is reviewing how the management and collection of litter can be addressed from beginning to end which will form a report to a future Environment, Housing & Health Committee.

However, in the meantime the Council are looking at other options to reduce or deter littering in the borough. This report asks Members to consider one such option by considering the introduction of a 14 day trial of a littercam which detects people throwing litter from moving or stationary cars.

Recommendation(s)

Members are asked to:

- R1.** To agree to a trial of a 'Littercam' camera to be deployed for 14 days at a cost of £4,500 plus lamp column checks at £850, installation, decommission and cost to return the camera.
- R2.** To approve the trial is funded from an appropriate Earmarked Reserve.
- R3.** That a further report on the outcome from this trial is brought back to this committee for consideration.

Main Report

Introduction and Background

1. The Borough of Brentwood experiences issues, like many other authorities, with discarded litter. Brentwood has a responsibility to maintain its borough and remove litter following the code of Practice for Litter and Refuse. As an organisation we should look to consider all avenues to deter poor behaviour and encourage people to make the right behavioural choices in an effort to keep the borough free from litter.
2. The authority is reviewing how the management and collection of litter can be addressed from beginning to end which will form a report to the Environment, Housing & Health Committee in the future.
3. The Council continue to battle the issue of litter discarded in our road verges and this is even more problematic around some of the major trunk roads for example the A12. Litter picking our trunk roads is both expensive and dangerous to our operatives with specific health and safety measures required to ensure safety. The cost of litter such roads is also expensive and often difficult to achieve.
4. However, while this piece of work is undertaken the Council have been seeking methods to reduce this issue. Following a meeting with Highways England, Essex Highways the Council identified a service which placed cameras on Lampposts which can detect persons who throw litter from vehicles both stationery and moving. Through this service the council can issue Penalty Charge Notices (PCN's) to people caught throwing litter from vehicles which we hope will deter this behaviour.
5. This report considers this option.

Issue, Options and Analysis of Options

6. It is evident that people are continuing to drop or throw litter whether this is when they are out walking or driving. Officers have investigated options and approached 'Littercam' in an effort to deal with the litter problem at source. An option to trial a system that Littercam have begun to roll out in other areas has been offered to Brentwood.

7. The trial would provide a single CCTV camera and data storage device mounted to a lamp column. The installation of equipment and connection to power would need to be through an engineer provided by Brentwood Borough Council and all fixings would be the Council's to provide. Technical support from a 'LitterCam' engineer will be provided on site during installation to ensure data is being recorded successfully.
8. The trial and installation will be for a total of no more than 14 days. At the end of the trial, LitterCam will process the footage upon receipt of the hardware within seven days. The footage will then be shared with Brentwood Borough Council enabling the issuing of penalty notices. In order to serve PCN's Brentwood will need to identify owners of vehicles through their vehicle registration number via the DVLA system to identify owners before Penalty Charge Notices (PCN's) can be served. However, it should be noted that the system does not allow face recognition for pedestrians
9. The cost of a Penalty Charge Notice is £150, however, this penalty reduces to £75 for early payment.
10. The cost of the trial to Brentwood Borough Council is £4,500 plus VAT however the council will be required to have a stress test via Essex County Council on the lamp column which the camera is mounted upon at a cost of £850, provide traffic management (if required), stainless steel straps and engineers qualified to work at height who can hardwire the LitterCam data storage device into the lamp column power supply.
11. On the day following completion of the 14 day trial period, Brentwood Borough Council will be responsible for immediate removal of all LitterCam equipment provided and return to the company. The council will also be responsible for all necessary signage. The overall cost of the 14 day pilot is expected to be under £10,000
12. In order to undertake the trial, the council will need permission from the utility company to take power from the lamp column. Discussion over the power usage was still being discussed whilst this report was being drafted. A verbal update will be provided by Officers at committee.
13. The location of the camera is being considered to ensure maximum effect is achieved.

14. The trial will consider the equipment's effectiveness for detecting those people who drop litter from their vehicle. The trial will enable the authority to confirm what processes need to be implemented to manage such a service and whether in fact a further resource is required. Depending on how time resource intensive the process is will determine whether further resources are required if the trial was then adopted full time.
15. The camera will detect both stationery and moving vehicles which drop litter to enable the authority to issue Penalty Charge Notices.
16. Following analysis of the outcome of the scheme along with full cost implications the Council can consider the implementation of a camera(s) within the borough.
17. The equipment is constrained by the requirement of power in order to operate and therefore the trial is restricted to columns/structures that already have access to power at this point.
18. The trial will be limited by the backend process and until this is worked through during the trial it is difficult to determine the amount of resource this service will take up or how effective it might be. The trial will enable the Council to undertake the issue of PCN's on the information provided to determine what is required moving forward and the likely cost to implement.
19. It is envisaged that this trial will enable the authority to measure the effectiveness of the camera as a deterrent and consider its value to reduce the cost of litter picking road ways and major trunk roads whilst also reducing the safety issues to our operatives around the litter picking service.
20. Therefore the benefits of such a camera are far more reaching than just the measurable cost but should be considered in the context of safety and service mitigation
21. Costs to roll out the service permanently would include an annual charge of £20,000 for the software and initial layout for one camera and server at £7,000. A relocation licence would cost £8,000 per annum allowing the camera to be redeployed 6 times within one year. The Council would still be subject to installation, stress testing costs and the cost of the electricity.

Reasons for Recommendation

22. Brentwood Borough Council need to consider all methods to combat the problem of litter in the area and whilst campaigns have their place other options should be considered
23. Emphasise to the public that we as a Council and a borough do not tolerate poor behaviours of those who blot our landscape by not disposing of litter appropriately
24. Will enable the Council to consider whether such a scheme could work on a more permanent basis.

Consultation

25. Consultation has been carried out with:
 - Depot and Enforcement to identify the most appropriate location for this camera
 - Further the Parking Team have been consulted in order that they are ready and prepared to analyse the data received and issue Fixed Penalty Notices
 - Highways authority to gain agreement to attach a camera to a light column following a stress test

References to Corporate Plan

26. Encourage a clean, safe and environmentally friendly place to live, work and visit.

Implications

Financial Implications

Name/Title: Jacqueline Van Mellaerts, Corporate Director (Finance & Resources) and Section 151 Officer

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27. The Council currently has no budget provision to support this initiative. Should the Committee decide to approve the recommendation, the cost will need to be funded from reserves, which are limited, however the service initiative reserve could be considered appropriate. It is expected the trial could cost approximately £10,000. Should future considerations be reviewed to support this service permanently, then additional revenue budgets would need to be identified and included within the Medium Term Financial Strategy.

28. Should the trial prove successful a full appraisal will be carried and brought back to committee, highlighting the potential savings that maybe utilised in reducing litter picking costs by installing cameras within the borough on a permanent basis.

Legal Implications

Name & Title: Amanda Julian, Corporate Director (Law & Governance) and Monitoring Officer

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29. The Council has the power under the provisions of the s88A Environmental Protection Act 1990 and the Littering from Vehicles Outside London (Keepers: Civil Penalty) Regulations 2018 to issue penalty charge notices.
30. The Council will need the appropriate signage to ensure that the surveillance is overt and does not infringe the provisions of the Regulatory Investigations Powers Act 2000 (RIPA). Or breaches any data privacy legislation.
31. Any contracts or procurement will be undertaken by the appropriate officer if the decision is to proceed with the trial.

Economic Implications

Name/Title: Phil Drane, Corporate Director (Planning & Economy)

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32. There are no direct economic implications. However, the environmental quality of the borough is an important feature and a contributing reason why people may choose to live or work here. Often that quality can be a combination of physical measures. The reduction of litter is a way in which the Council can contribute to the environmental quality of the borough, which this recommendation seeks to do.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

33. None

Background Papers

34. None

Appendices to this report

35. None

