



Belfast City Council

Report to: Health and Environmental Services Committee

Subject: **Update on the Council's Anti-litter Campaign**

Date: 5th November, 2008

Reporting Officer: Sam Skimin, Head of Cleansing Services, ext 5273

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Relevant Background Information

Members are aware that the Council has been running a very successful anti-litter campaign for a number of years which has already produced a 19% improvement in peoples' stated littering behaviour. The latest phase of the campaign is about to begin with new T.V. advertisements and new posters.

Key Issues

The primary thrust of this phase of the campaign is aimed at 18 to 35 year olds and smokers, who our research shows are the most prolific groups who litter. Research also shows that 75% of our streets have smoking related litter on them. In addition the campaign will also focus on chewing gum, which presents a major problem for the City given its widespread coverage and difficulty in removal. The campaign will commence in early November 2008.

Resource Implications

£150K funding for the campaign has already been approved by Committee and is included in Cleansing Services revenue estimates.

Recommendations and Decision

The Committee is requested to note this report.

Key to Abbreviations
None

Documents Attached
None. A short visual presentation of the new T.V. adverts and posters will be given to Members at the Committee meeting.