

FOTHERBY PARISH COUNCIL

FOTHERBY VILLAGE LITTER STRATEGY

Background & Introduction

Like many communities across Lincolnshire and beyond, Fotherby has been blighted by litter being dropped in and around the village lanes, footpaths, hedgerows and ditches which worsened during lockdown. This debris detracts from the natural beauty of the Fotherby area and spoils the area for residents, their families, visitors and those who work in and around the village. There has been extensive recent publicity in the media about volunteers taking ownership of their own communities across Lincolnshire to clear them of litter for the benefit of all in the absence of Council resources, so the problem of litter is not unique to Fotherby.

In early 2020 through the efforts of a few local volunteers, the lanes, ditches, hedgerows, and footpaths were deep cleansed and over 50 sacks of litter waste were removed with sacks collected by East Lindsey DC. The area picked included roads within the village boundary up to each A16 junction, as far as Little Grimsby, Brackenbrough including a deep cleanse at Fotherby Common and the railway line to Ings Lane bridge.

Much of the litter collected during the deep cleanse was historic litter that had laid buried in the environment for many years. Worryingly, a large proportion was empty alcohol containers and, in some areas, drug debris. By May 2021 and following this deep clean, the village has been reset to an excellent standard of cleanliness and is essentially “litter-free”.

During regular “maintenance picking” after the deep cleanse was completed, the principal source of litter now is from drivers and passengers throwing litter from passing vehicles so the prospect of catching and reporting these culprits is extremely low. However, clean verges can be a deterrent to further littering as litter can breed complacency in those who are not persistent offenders. “If it’s bad, then let’s just add to it” seems unfortunately to be the attitude of some.

Having achieved the picking of this substantial amount of litter, it is now important to adopt a strategy to help maintain the village’s litter free status and to set in place a means for residents to help take ownership, so the future standard of cleanliness is sustainable and in the hands of the many rather than a few. The task at hand is now quite light yet important; one of “maintenance picking” which if done on a weekly and ongoing basis, becomes a light duty and one that any fit person might be able to undertake whilst out walking with family or with the dog. The provision and maintenance of litter bins in the right locations is also important to allow litter to be deposited but will not prevent the principal cause of litter; that of passing motorists.

The Parish Council has adopted the strategy and in doing so, is setting out an ambition for the village to be litter free. By publishing this strategy, it sets out practical steps that can be taken to achieve this outcome. In adopting this strategy, it can become a reference for promoting high levels of cleanliness in future in the village “Keyhole” magazine published quarterly. The Parish Council can now take a pivotal role in both setting and leading the strategy through commitment to high standards of cleanliness in Fotherby to the benefit of everyone who lives in and visits Fotherby in future.

The strategy sets out possible options that might be promoted or adopted. It’s not exhaustive nor is it meant to be a tick list of things to do but sets out opportunities to set the village’s approach to the blight of littering onto a more sustainable basis.

LITTER STRATEGY ON A PAGE

Fotherby Parish Council shall promote and lead our “litter-free village” status by adopting the following strategy. The implementation of any or all the following opportunities will help create a beautiful environment for the benefit of residents and visitors to Fotherby, the surrounding lanes and footpaths:

- Promote our ambition that Fotherby is a “litter-free village” in communications to various stakeholders including residents, Lincs CC, East Lindsey DC, local landowners, and other interested parties.
- Promote and encourage a small number of “Fotherby Litter Champions” across the village who will take ownership of short lengths of pavements, lanes, footpaths and verges sometimes near to where they live so that there are eyes always present to remove litter on a regular basis.
- Monitor and report on the standard of cleanliness across the village including the level of litter picking activity on an annual basis to provide feedback and prevent a backlog of historic litter redeveloping and keep litter picking and litter free status on the agenda.
- Promote and provide appropriate signage across the village to remind residents and visitors of the litter free status and asking everyone to bin their litter or take it home.
- Seek options to provide fun, decorated and temporary mobile signage for drivers entering Fotherby to promote Fotherby’s litter-free status and thank them for their support arranging for volunteers to own the placing of signs from time to time so as to avoid sign blindness.
- Monitor litter hotspots at end of North Elkington Lane, Brackenbrough junction, Short Lane West of the A16 and roads up to the Common taking action to remove and reduce littering with help from other Agencies (ELDC).
- Support and lead the liaison with Agencies responsible for removal of fly tipping (Environment Agency, ELDC and LCC) when necessary to rid the village lanes of significant deposits in a timely way and beyond the capacity of “Fotherby Litter Champions” should these incidents occur including the provision of signage as a deterrent.
- Provide sufficient dog bins and litter bins to aid prevention of littering including innovative signage to promote good practice and monitoring the location of bins to measure their effectiveness
- Promote good practice when clearing up after your dog to avoid dog bags becoming litter across the locality in verges, hedgerows, and footpaths.
- Arrange an annual litter pick across the village over the winter months (where necessary) when vegetation has died back via a working party of volunteers to ensure litter free standards are maintained for the coming year.
- Provide basic litter picking equipment to aid those including “Fotherby Litter Champions” who commit to help to pick litter regularly and who have difficulties buying their own pickers and bags. Include provision of high visibility safety vests with “Fotherby Wombles” logo for the “Fotherby Litter Champions” to promote their activity to residents and visitors during picking and reinforce the ambition of a litter-free environment.
- Promote pride in a litter-free village and set the standard for other Parish Councils to follow.