

Uralla Shire Litter Program – Back to Basics Stage 1

What was the problem?

The main street of Uralla was identified as a litter hotspot due to inappropriate bin infrastructure and lack of signage.

Bridge Street Uralla before the project



Outside White Rose Café

Bridge Street Uralla at project completion



Outside White Rose Café



An example of one of the 16 bins located in the business area of Bridge Street



An example of one of the 10 bins installed in the business area of Bridge Street

What did we do?

- Local Litter Check litter counts were conducted pre- and post-project.
- Businesses, Uralla Shire community, local historians and Council worked together to create new bin infrastructure that promoted positive litter behaviour and suited the heritage listed streetscape.
- In consultation with the Council heritage advisor and local businesses, 16 bins were removed from the project area and 10 locations for the new bins were selected. The heritage value and aesthetic impact of bins were taken into consideration in the placement, materials and colour of the bins.

Project features

Approaches used

- ✓ Cleaning and clean-ups
- ✓ Improved infrastructure
- ✓ Education and awareness
- Enforcement
- ✓ Community involvement

Project details

Project length and timing

1 July 2013 to September 2014

Cost

\$32 880 plus project management

How was effectiveness/results evaluated

- EPA's Local Litter Check
- Council records of commercial bin services
- Internal feedback from staff servicing the waste bins

What was the result?

- Butt bins built into the bin surrounds have resulted in a reduction in cigarette butt litter by 79%
- 16 waste bins were removed from the project area
- 10 new general waste bins were installed in the project area
- Litter counts show an average 61% reduction in litter in the project area
- Servicing requirements of bins in the project area were reduced by 40%
- Community and businesses welcomed the new bins that fit well into the streetscape. Historical photographs on the sides of the bins have created interest from local residents and visitors to the community
- There has been an overall reduction in the amount of waste collected each week from the project area. Council estimates a 30% reduction. This is attributed to commercial waste being collected through the commercial kerbside collection stream rather than in public place bins

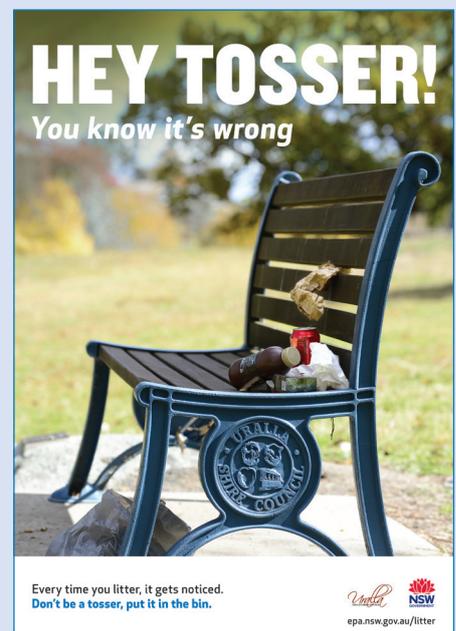
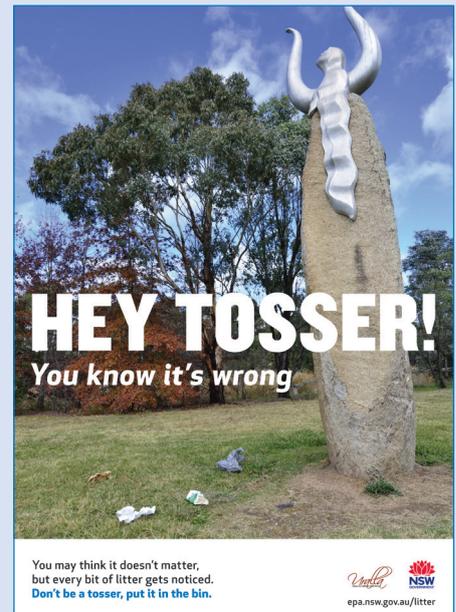
- The bins are made from dark grey recycled plastic facing the road, with educational signage facing the shop fronts, and historical photographs on both sides of the bin surrounds.
- The local community was involved in gathering historical photos for the new bins. The call out for photographs to put on the bins was combined with promotion of the anti-litter campaign.
- Council reviewed waste and recycling services at each business in the project area. New services were made available at several locations.
- Traffic control blister gardens were weeded, replanted and mulched by community volunteers within the project area. This improved the aesthetics of the streetscape.
- Traffic control blister edges were all painted by Council staff, which improved the 'tidiness' of the project site.
- Butt bins were installed on the bins and additional butt bins were installed in hotspot areas. The hotspot areas included cafes and pubs.

What did we learn?

- More 'Hey Tosser' material displayed in the project area could have been used, including more posters and post cards at business outlets.
- Greater active involvement of businesses in the promotion of the 'Hey Tosser' campaign would have enhanced the campaign. The businesses most involved were those that were already involved in cleaning the pathways outside their businesses and willing to take on the responsibility to promote the campaign themselves. Several businesses are servicing their own butt bins, and businesses beyond the project site have made enquiries for similar style bin infrastructure to be installed near their business.
- Gum removal was not part of the project. Gum removal could have been included as gum continues to be of concern in the litter counts.
- It is possible to place bins in a heritage-listed area, providing they are fit for the purposes and suit their location.
- Bins can be more than just waste infrastructure, they can be objects of admiration and information.

Legacy

- Installation of bin infrastructure that is fit for purpose and appropriate for a heritage-listed area
- Increased commercial waste services in the area
- Increased community awareness of litter reduction



Locally tailored campaign material

Contact:

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