

Penrith Litter Prevention Project

What was the problem?

- We identified high levels of litter (primarily food and beverage packaging) in Ched Towns Reserve, Glenmore Park – a large, open space public reserve with sports and playground facilities.
- The location adjoins schools, a shopping centre and fast food premises and is also used as a thoroughfare.
- Removable litter bins were provided for structured sporting activities, but ongoing vandalism meant that permanent bins were not provided to enable responsible disposal of litter items by ‘casual’ users outside sport time. Vandalism to bins has been an issue for a number of years.
- We aimed to reduce littering of food and beverage items/ packaging by 20% through improved infrastructure (permanent litter bins and bin enclosures to deter vandalism) and education/ awareness (through ‘Hey Tosser’ signage and local media advertising).



Ched Towns Reserve - before



Ched Towns Reserve - after

What did we do?

- Installed four vandal-resistant litter bins placed at key activity nodes, and bin enclosures to secure portable bins outside sport activity times
- Designed locally tailored creative materials using the ‘Hey Tosser’ campaign messages
- Installed signage at key activity nodes featuring locally tailored ‘Hey Tosser’ creative designs
- Published paid advertisements in local newspapers using locally tailored ‘Hey Tosser’ creative material

Project features

Approaches used

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

Project details

Project length and timing

12 months

Cost

\$25 000

How was effectiveness/results evaluated

Litter counts by Council staff at two 48 sqm areas at the location (footpath and playground area)

What was the result?

- Improved infrastructure (permanent litter bins) and greater community awareness (signage and local media advertising) were key achievements
- Our initial targets were an overall 20% reduction in litter, focusing primarily on food and beverage litter items. Litter counts conducted pre-project and post-project showed a 77% reduction in levels of overall litter in the footpath area and a 48% reduction in overall litter in the playground area
- Community feedback provided to Council staff during litter counts indicated positive perceptions about the new bins ‘Hey Tosser’ signage

What did we learn?

- Effective engagement of project partners could be improved. It was difficult to engage sporting groups in particular, due to project timing coinciding with football finals season.
- The project scope was initially too broad. It would have been helpful to narrow the focus to a specific litter type and behaviour.

Legacy

Permanent, sturdy litter bins are now provided for use outside of scheduled sporting activity times. Signage has been installed to discourage littering and promote clean spaces for community enjoyment.



'Hey Tossler' locally tailored campaign material



New bins, signage and campaign material

Contact:

Allison Kyriakakis
Penrith City Council

Email:
akyriakakis@penrithcity.nsw.gov.au

PENRITH
CITY COUNCIL

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Environment Protection Authority, 59–61 Goulburn St, Sydney
Phone: (02) 9995 5000 (switchboard) Fax: (02) 9995 5999
TTY: 133 67, then ask for 131 555

Email: info@environment.nsw.gov.au Web: www.epa.nsw.gov.au
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