

Cleaner parks at sporting grounds in Camden

Case study
June 2016 -
May 2017

Camden Council reduced litter at sporting ground car parks by between 31.5% and 67% by installing gates, signs and bins. We also partnered with local clubs, associations and shops to clean up sites and promote litter reduction in the community.



Clean-up day at Liquidamber Reserve, March 2017



New bins and signs were installed at the local skate park

What was the problem?

- A lot of litter was accumulating at sporting ground car parks across Camden, with 86 bags of litter collected at five sites in March 2016.
- A Local Litter Check identified takeaway and drink containers as common litter items.
- Building materials, tyres and hazardous waste were also being illegally dumped on some sites.
- Observations revealed most littering occurred after business hours.



Before: Litter collected at Onslow Park car park

What did we do?

The main objective was to achieve a 40–50% reduction in the volume of litter in car parks adjoining sporting grounds, to decrease council staff time spent cleaning these areas.

Camden Council:

- worked in partnership with local sporting clubs that use car parks, to conduct clean-ups in November 2016 and March 2017
- installed 40 'Hey Tosser!' signs in car parks of 12 sporting grounds
- installed 23 additional bins on four hotspot sites.
- installed four gates at the above car parks to limit after-hours access, when most littering occurred
- produced promotional items such as newspaper articles and postcards for residents about litter prevention
- collaborated with local takeaway shops to promote Hey Tosser! messaging in their stores.



After: New bins and Hey Tosser! Signage

What did we achieve?

- There was an overall reduction in litter at Liquidamber Reserve of 31.5%, Kirkham Park of 67%, Onslow Park of 39% and Jack Nash Reserve of 60%.
- Camden Council's litter removal program recorded an overall monthly reduction in total bags collected at each site during the project's timeframe. This enabled council staff to spend less time on litter collection and concentrate on other issues.
- Camden Council's registered litter reporters increased by 37% over the project.
- Partnership surveys showed great feedback on the level of project collaboration.

What did we learn?

- Working in partnership with local clubs and associations was a positive step in improving litter awareness. Community engagement through clean-up initiatives worked well.
- The installation of additional bins helped reduce the volume of litter.
- There were some increases and decreases in litter counts from February to May 2017 when security staff were opening and closing gates.
- Litter counts were done only once a month and may have been conducted immediately before or after a litter bag collection, so fluctuations mentioned above may have occurred due to the timing of both activities being conducted.
- Council staff, through local litter awareness surveys and discussions, have seen a noticeable decrease in the amount of litter collected at the sites.

Cost

**Grant:
\$44,650**

**In-kind:
\$11,469**

**Total cost:
\$56,119**

Legacy

- The car parks now have permanent infrastructure, including new bins, signs and gates, to ensure improvements in littering behaviour are encouraged and sustained.
- Community collaboration has been further developed through increased communication and partnership with sporting clubs.
- Involving the community and sporting clubs in clean-ups has raised the importance of litter prevention.
- Information and promotional material is now available to implement on sites across the local government area.

Photos: Camden Council

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