

Gladesville Shopping Precinct 'Hey Tosser' Litter Improvement Program

What was the problem?

- Small litter and cigarette butts plus aging public bins were a problem in part of the Gladesville shopping precinct.
- The project aimed to improve the infrastructure in the area, tidy up the Cowell St carpark and engage the shopkeepers to take ownership of the area outside their shops, particularly in the high traffic areas.



Pre-project Cowell St/Victoria Rd Post-project 2014

What did we do?

- Used the EPA's Local Litter Kit to educate stakeholders including Council departments and Gladesville Chamber of Commerce
- Identified location of bins for particular areas of concern and replaced aging infrastructure with new bin surrounds and butt bins
- Completed high pressure pavement cleaning
- Replanted or pruned and mulched planter boxes and requested that shopkeepers look after the plants
- Removed charity clothing bins and placed a rock sculpture in the public carpark to clear dumping
- Distributed education material and posters to shopkeepers on the impact of littering
- Handed out 'Bin your Butts' containers to shopkeepers for patrons use in all businesses along Victoria Rd, Cowell St and the Gladesville Shopping Arcade
- Offered dustpan/brooms to shopkeepers
- Distributed educational materials at Moocooboola, the Hunters Hill annual festival, including a Recycling Guide, promotion of alternative recycling methods such as Terracycle butt recycling, T-shirts bearing the 'HeyTosser' message and 'Bin your Butts' containers

Project features

Approaches used

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

Project details

Project length and timing

August 2013 to November 2014

Cost

\$61 177

How was effectiveness/results evaluated

Visual inspection and Local Litter Check data was used to evaluate results. Qualitative observation of behaviour was conducted before and after education and improvement.

What was the result?

- Improved streetscape and infrastructure, and an increased awareness of the social and environmental impact of littering
- 84% decrease in litter
- Reduction of over 80% in visible cigarette litter outside the TAB on Cowell St. Qualitative observation of behaviour used before and after education and improvements, and Reduce, Reuse, Recycle Council newsletter used to keep locals informed of progress on the project
- Results noticed included:
 - reduction in litter
 - reduction in graffiti on buildings in particular Cowell Street
 - reduction in graffiti on infrastructure such as bins and street furniture

- Promoted 'Hey Tosser' campaign through Council newsletters and distribution of Recycling Guide
- Promoted Terracycle butt recycling through TAB betting outlet
- Continued education through local schools, community groups and local festivals
- Engaged with key partners including Gladesville Chamber of Commerce, council staff and managers, local shop keepers, and local shop managers in particular the TAB manager

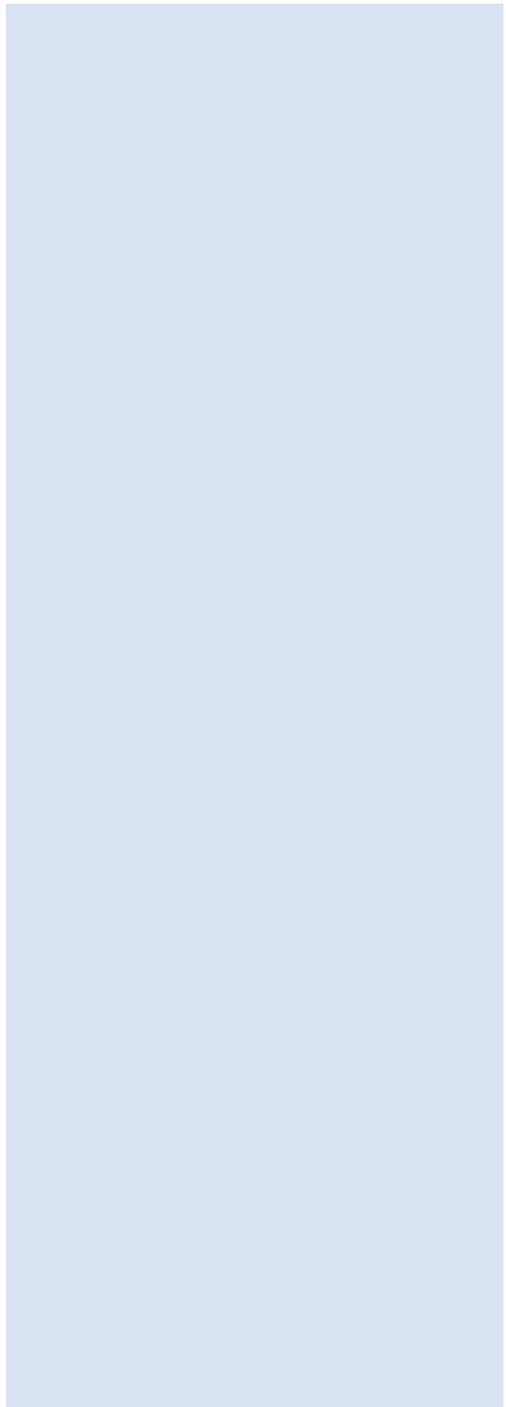
What did we learn?

- Continuity of staff is a key factor in timely completion of a project of this nature
- Clean infrastructure for litter disposal influences behaviour and usage
- Timely reminders of social and environmental impact of litter are required to keep residents informed and invested in their area
- Social demographics influence behavioural actions

Legacy

Improved streetscapes and education of residents and business owners in relation to the environmental and social impact of litter is a key legacy of the project.

The project has also provided the base to continue further education through local schools, community groups and local festivals and events.



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