



Protecting places to live and work

Using AI to improve environmental quality:
A vehicle based littering solution

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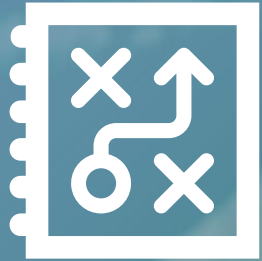
Company Overview

WHAT DOES LITTERCAM DO?

LitterCam equips local authorities and highway service providers with effective environmental crime deterrents and public realm monitoring solutions

HOW DO WE DO THIS?

By enabling cost-effective auto-identification of offences and events of interest, and efficient back-office processing



Local Authority Challenges

THE LOCAL AUTHORITY LANDSCAPE

- 18 % reduction in core funding per resident since 2010-11

[Institute for Fiscal Studies](#)

- 31.5 % headcount reduction since 2012

[County Councils Network](#)

- Annual street cleansing cost £1bn year

[Keep Britain Tidy](#)

BARRIERS TO LITTERING FROM VEHICLE ENFORCEMENT

- Civil Regulations not adopted
- Lack of baseline data
 - Locations
 - Volume
- CCTV operatives focussed on other activities

England's Approach To Supporting More Effective Enforcement



- Litter Strategy for England Resulted in [S88A EPA 1990](#)
- Identity of litterer is not required under civil regime

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[Department for Levelling Up, Housing & Communities](#) [Home Office](#)

Policy paper
**Anti-Social Behaviour Action Plan
(accessible)**
Updated 21 March 2024

- Increased upper penalty amount from £150 to £500
- Discharge of functions by another local authority

England - <https://www.legislation.gov.uk/ukpga/1972/70/section/101>

Scotland - <https://www.legislation.gov.uk/ukpga/1973/65/part/V/crossheading/discharge-of-functions>

A Selection of Our Customers



A teal-tinted photograph of a dense city skyline. A prominent skyscraper with a curved facade and a antenna on top is in the foreground. The background is filled with many other high-rise buildings under a cloudy sky.

Vehicle Based Littering Overview

Vehicle Litter Enforcement Demonstration



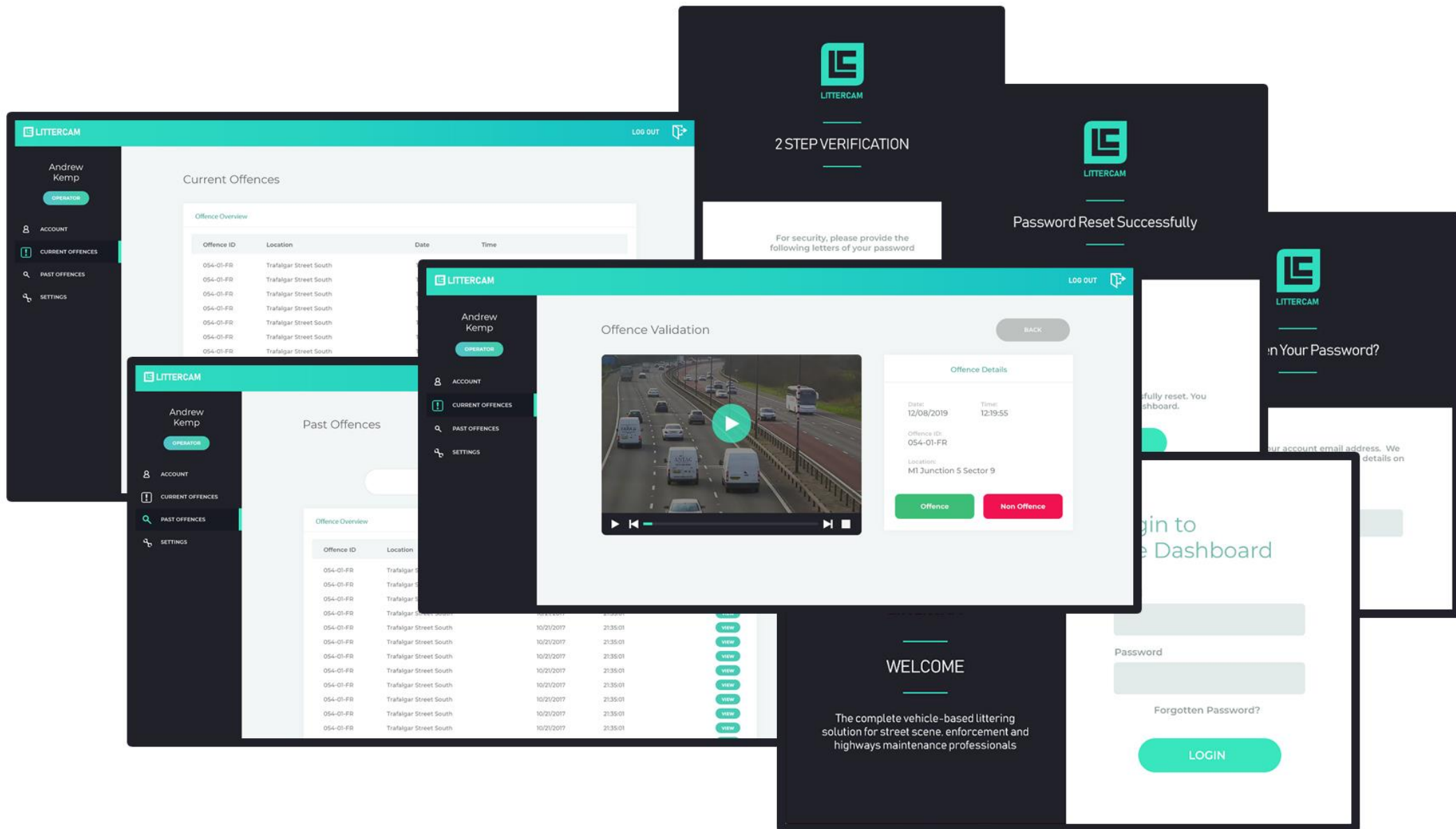


Offering

SERVICES

- Vehicle littering strategy
 - Goal assessment
 - Hotspot selection
 - Existing camera assessment
- Pilot commissioning
 - Equipment loan and deployment
 - Remote support
 - Relocation
- Integrations
 - Existing CCTV
 - Back-office processes
 - Citizen upload portal
 - Offence validation portal
 - DVLA integration
 - Traffic Penalty Integration

Offence Validation Portal



Case Studies

CHARNWOOD BOROUGH COUNCIL



AI camera system caught litter louts in Loughborough

17 March



GOOGLE STREETVIEW

Warwick Way was patrolled by the Litter Cam

By Isaac Ashe
BBC News, East Midlands

A camera that uses artificial intelligence (AI) to spot litter louts led to a reduction in rubbish being dumped on a busy Leicestershire road.

But despite the success of the 12-week trial of Litter Cam in Loughborough, Charnwood Borough Council has no plans to install the devices permanently.

The technology was deployed on the town's busy Warwick Way at the end of last year.

It was designed to work alongside automatic number plate recognition.

As a result of the trial, a total of 28 £150 fines were issued.

A council spokesperson said: "During this period, there was a 37% decrease in the amount of litter dropped in that area, and 28 fines have been issued and paid or in the process of payment, appeal, or debt collection.

"Even though the trial has been a success, there are no immediate plans to permanently install litter cams.

"However, it might be something the council considers in the future."

<https://www.bbc.co.uk/news/uk-england-leicestershire-68575556>

TRIAL OVERVIEW

- Annual service plan requirement to reduce vehicle littering by 10%
- Decision to implement trial using loan equipment
- 37% reduction in littering during trial period

Case Studies

RIJKSWATERSTAAT



- A proof of value pilot achieving 95% detection rates
- Resulted in a recommendation to Ministers to enact legislation enabling use of video footage for enforcement



Questions?

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