LC

LITTERCAM

Protecting places to live and work

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

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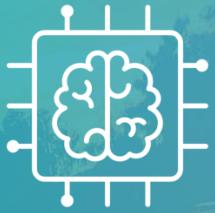
Company Overview

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
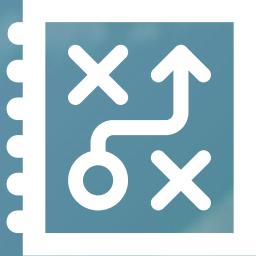
THE LOCAL AUTHORITY LANDSCAPE

- 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
April 2017

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

https://www.gov.uk/government/publications/anti-social-behaviour-action-plan/anti-social-behaviour-action-plan
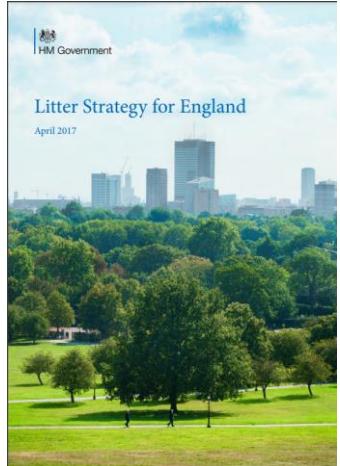
- Litter Strategy for England Resulted in S88A EPA 1990
- Identity of litterer is not required under civil regime

- 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
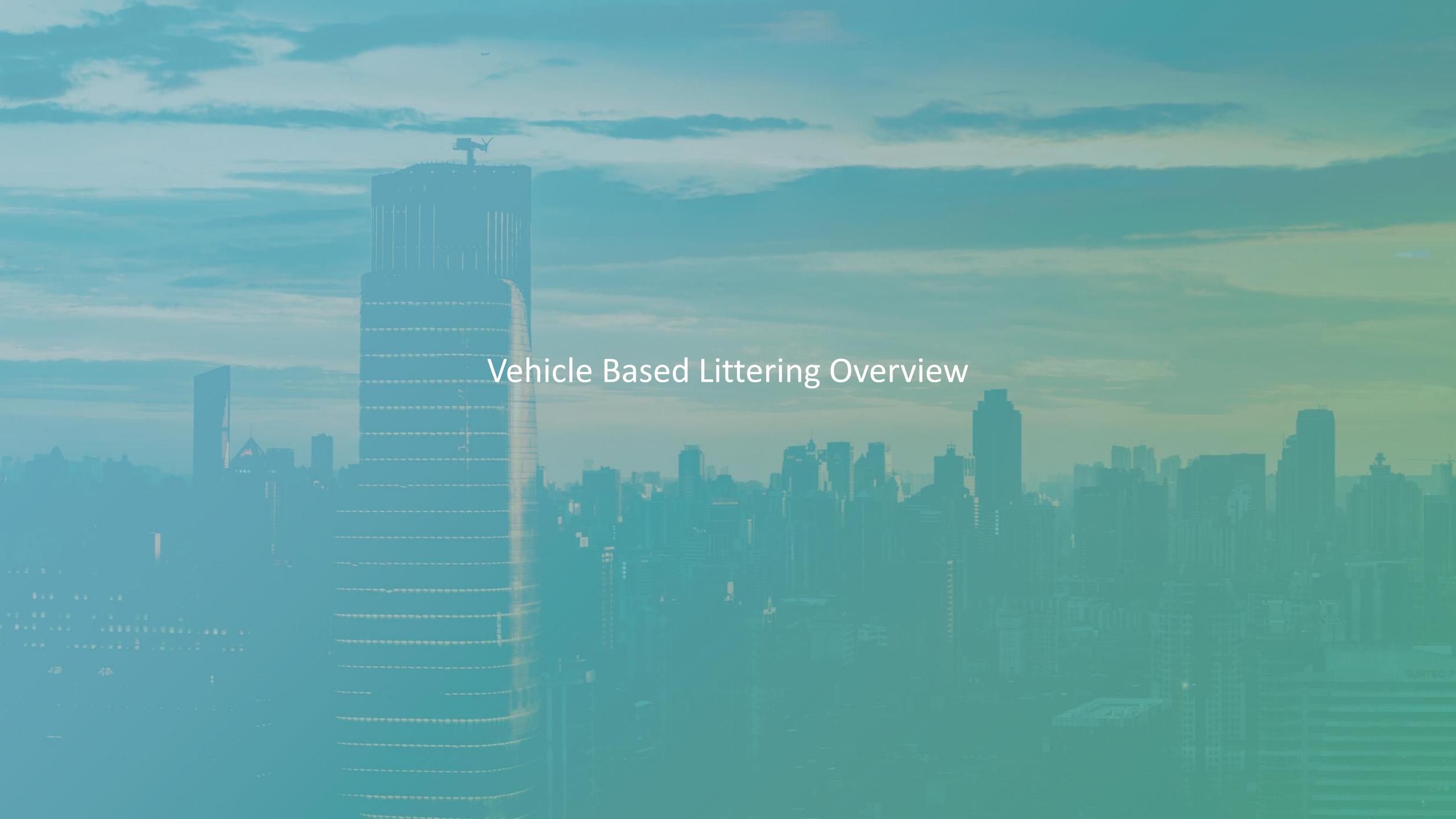
Vehicle Based Littering Overview

# Vehicle Litter Enforcement Demonstration
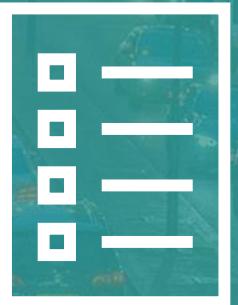
Offering

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

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

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

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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