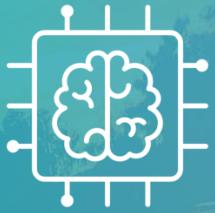




Protecting places to live and work

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

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Company Overview

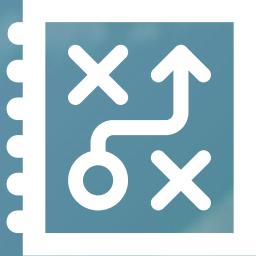
WHAT DOES LITTERCAM DO?

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](#)

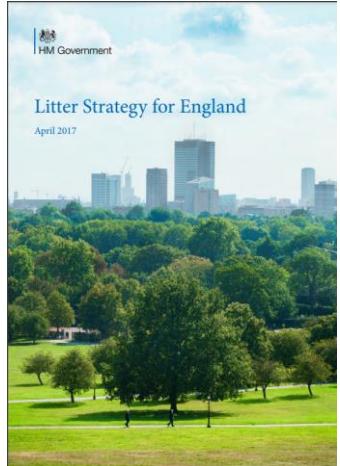
- Annual street cleansing cost £1bn year

[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

A screenshot of a GOV.UK website page. The header includes the GOV.UK logo, a 'Menu' button, and a search icon. Below the header, the breadcrumb navigation shows 'Home > Crime, justice and law > Anti-Social Behaviour Action Plan'. Logos for the 'Department for Levelling Up, Housing & Communities' and the 'Home Office' are present. The main content area has a blue background and contains the following text:

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>

- 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



Rijkswaterstaat
Ministry of Infrastructure
and Water Management

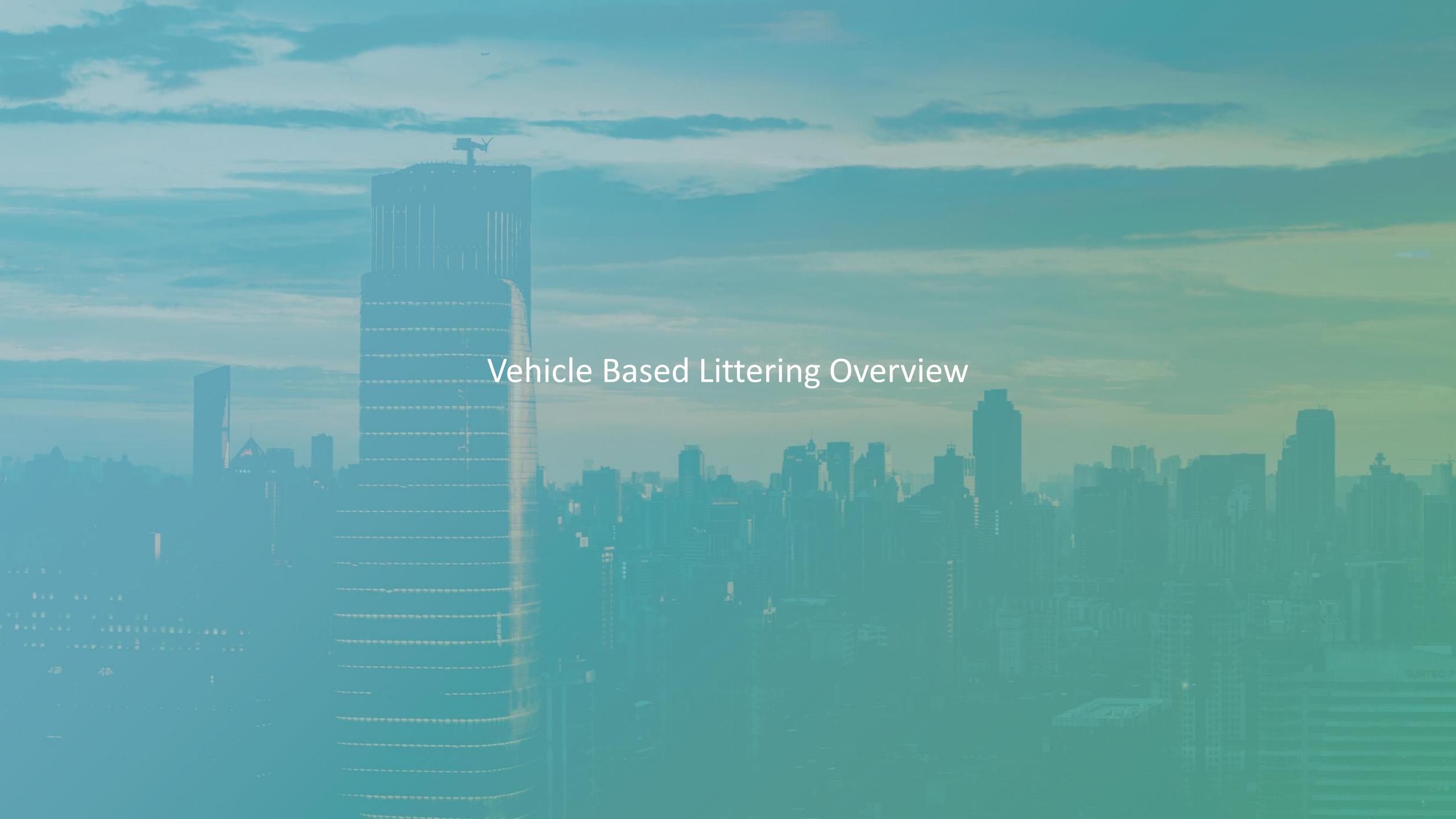


SDAIA
الهيئة السعودية للبيانات
والذكاء الاصطناعي
Saudi Data & AI Authority



City of Westminster



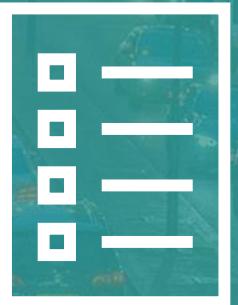


Vehicle Based Littering Overview

Vehicle Litter Enforcement Demonstration



LITTERCAM



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

The image displays a collage of screenshots from the LitterCam Offence Validation Portal, illustrating various features and user flows:

- Dashboard (Top Left):** Shows the main dashboard with a teal header. It includes sections for "Current Offences" and "Past Offences", each with a table of offence details (Offence ID, Location, Date, Time) and a "VIEW" button. The sidebar on the left shows the user "Andrew Kemp" and navigation links for "ACCOUNT", "CURRENT OFFENCES", "PAST OFFENCES", and "SETTINGS".
- Offence Validation (Center):** Shows a video feed of a highway with multiple lanes of traffic. A play button is overlaid on the video. To the right is a "Offence Details" panel showing the date (12/08/2019), time (12:19:55), offence ID (054-01-FR), and location (M1 Junction 5 Sector 9). Below the details are "Offence" and "Non Offence" buttons.
- 2 Step Verification (Top Center):** A step verification screen with the LitterCam logo. It asks for security letters of the password and provides a "LOG OUT" button.
- Password Reset (Top Right):** A password reset confirmation screen with the LitterCam logo. It says "Password Reset Successfully" and provides a "LOG OUT" button.
- Forgot Your Password? (Right):** A password reset page with the LitterCam logo. It asks for the account email address and provides a "LOG OUT" button.
- Login Page (Bottom Right):** A login page with the LitterCam logo. It has fields for "Email" and "Password", a "Forgotten Password?" link, and a large "LOGIN" button.
- Welcome Page (Bottom Center):** A welcome page with the LitterCam logo. It says "WELCOME" and describes the portal as "The complete vehicle-based littering solution for street scene, enforcement and highways maintenance professionals".

Case Studies

CHARNWOOD BOROUGH COUNCIL

BBC Sign in Home News Sport Weather iPlayer Sc

NEWS

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England | Local News | Regions | Leicester

AI camera system caught litter louts in Loughborough

0 17 March



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 in or 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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