CLEAN CITIES STRATEGY 2015-2020

Sense of place

Respect

Partnerships

Pride
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1. Introduction

Our Clean Cities Strategy provides the foundations for improving public place amenity as a central element in building clean, safe communities with an improved sense of ownership and belonging.

Places that are clean tend to stay clean. In contrast, public places that are unclean and neglected attract litter, graffiti and vandalism. Not only do damaged and neglected places increase the community’s fear of crime, they tend to attract anti-social behaviour.

Research has identified that community members feel safer when their street, parks, school and wider community are clean and maintained. Our own community satisfaction surveys, undertaken in 2011 and 2013, confirmed a key driver of satisfaction for our residents is cleanliness.

Maintaining buildings, parks and other facilities therefore aims to produce a positive effect, promoting a friendly and safe environment for those who live and move through the area. Once Council and service providers have established and maintained clean areas, the local community can continue to build a sense of pride in their area. This encourages community members to act responsibly, take care of their neighbourhood and report problems.

Our strategy is a combination of:
- a clean communities assessment tool designed to monitor improvements and behaviour changes over time.
- an action plan that extends beyond traditional cleansing and servicing of public spaces and includes positive behavioural change programs relating to litter reduction, streetscape and public space cleanliness.

2. Our clean cities approach

In 2005 we conducted a pilot clean cities program in the Blacktown and Mount Druitt central business districts. The pilot involved the implementation of key recommendations such as changes to infrastructure and servicing. The results became the baseline for tracking the effectiveness of our approach over time.

In 2007 we expanded the assessment locations to include other locations that provided a better representation of the overall cleanliness of the City.

Since 2007 our original action plan has been systematically implemented. This document is a summary of our achievements and includes a revised 2015-2020 action plan.

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1 (Haigh Y (2006) Promoting safer communities through physical design, social inclusion and crime prevention though environmental design, Monash University)
2 United Kingdom Government (2007) Tackling Environmental Social Behaviour Fact Sheet
3. The principles

Community belonging and ownership are central to the clean cities approach which goes beyond traditional cleansing and servicing of public places. If community members use and respect public places, our role can shift from cleaning and maintenance to a focus on prevention and building communities.

The 4 principles of the strategy are:

- **Sense of place**
  - encouraging clean which leads to clean
  - creating a liveable environment
  - building a sense of place with the community

- **Respect**
  - preventing vandalism and anti-social behaviour
  - enhancing community safety
  - commitment from all stakeholders to contribute

- **Partnerships**
  - working together with internal and external stakeholders
  - integrating our programs
  - leading by example

- **Pride**
  - creating a sense of ownership
  - fostering community pride
  - sharing responsibility

4. The objectives

The 7 objectives of the strategy are to:

- provide clean public places in Blacktown City
- contribute to a reduction in anti-social public behaviour including littering, graffiti and vandalism
- facilitate commitment and understanding for maintaining clean public spaces from all stakeholders
- ensure our internal communication and procedures are effective in the management of clean public places
- develop a sense of community ownership and pride of public places
- improve community perception and awareness of our prevention programs in public places
- build and maintain staff pride in Blacktown City.
5. Connections to our other plans and strategies

‘A clean sustainable environment’ is a key strategic direction outlined in the Community Strategic Plan - Blacktown City 2030. The specific focus areas that align with the Clean Cities Strategy are:

• Encourage healthy and sustainable living opportunities for the community
• Enhance the wellbeing and amenity of the community and promote a clean and attractive City.

The Clean Cities Strategy also aligns with the Eyes on Blacktown Landscape Strategy adopted in December 2014 which:

• Presents a guiding document to reposition the public image of Blacktown City
• Provides design direction for future embellishment and development which prioritises investment in areas heavily within the public eye.

It is anticipated that the projects identified in the two strategies will greatly improve the cleanliness of the City and ultimately give Blacktown City a sense of identity and community pride.

6. Quadruple bottom line considerations

A clean cities approach creates a balance between the economic, social and environmental factors that contribute to responsible management of public place amenities (governance). The better this balance – and the better we service and maintain public places – the more our community will value and use them.

Economic factors linked to public place amenity include:

• the cost of services to Council and other organisations
• the clean-up costs after anti-social activities
• the perception and reputation of the local community and public space
• the likelihood of a business investing in the area
• the interaction of businesses in the area and demonstrated pride in that space
• the potential loss of value of assets.

Social factors that contribute to public place amenity include:

• a sense of community pride in public places
• a sense of ownership of local public places
• the likelihood of community members watching over spaces they have pride in
• community members notifying us and other organisations when maintenance is required
• demonstrating positive behaviour and encouraging others to do the same.

Environmental factors that contribute to public place amenity include:

• environmental and aesthetic effects of litter and vermin and the impact on water quality and public health
• degradation of our natural and urban environment over time encouraging more anti-social behaviour
• increased generation of greenhouse gas emissions associated with providing cleansing services and litter as it degrades in landfill.
Governance factors linked to public place amenity include:

- civic leadership through proactive stakeholder engagement and partnerships
- responds to our community satisfaction surveys and Social Plan
- uses available funding to address littering and illegal dumping
- policy development to ensure a consistent approach across the City.

7. Achievements

Since adopting our original strategy in July 2007 we have progressively implemented 42 (98%) of the actions which are now either complete or ongoing.

Our key achievements since 2007 include:

- Shared services trial - funding received from NSW Government to trial a single point of contact for reporting and removing graffiti on all assets within the Dawson Mall precinct.
- An Illegal Dumping Action Plan (2011) which was progressively implemented and is now under review.
- A comprehensive policy to address abandoned shopping trolleys.
- An audit of street and open space bins has been completed and a program developed to prioritise the bin requirements and maintenance levels for different locations.
- The 2770 thank you card developed by the community, Housing NSW and Council was delivered to residents that take pride in the presentation of their homes.
- Business Pride partnerships with the businesses operating in the shopping precincts of Riverstone, Lalor Park, Old Mount Druitt Village, Doonside and Seven Hills to improve the amenity of local shopping precincts and reduce anti-social behaviour.
- Shop local brochures to promote the local shopping precincts who are part of the Business Pride project.
- 7 waste and sustainability community and resident action group grants.
- The provision of secure bin storage facilities in identified active reserves to assist sporting bodies to minimise misuse and vandalism of the bins.
- The pickup litter campaign, where regular walkers are provided bags and gloves and encouraged to collect litter as they walk.
- Graffix at the Emerton Youth and Recreation Centre – a youth graffiti prevention program.

This review introduces an updated 5 year action plan, with 36 revised actions developed from evidence gathered through community surveys and observation to reinforce and coordinate our whole-of-Council approach to clean.
8. Clean Communities Assessment Tool results

At the centre of the strategy is the Clean Communities Assessment Tool which is used to provide a holistic assessment of relevant features of public places including litter, infrastructure, community sense of place and safety. This provides us with the opportunity to continually monitor and review the implementation of the action plan over time.

For more information on the Clean Communities Assessment Tool refer to Appendix A.

Summary results

The observations of our trained clean communities assessors and feedback from our community is summarised in the following table. It is an aggregate assessment of the Blacktown and Mount Druitt central business districts and other locations compared to the baseline year. These results have shaped our priorities and actions for the next 5 years.

Appendix B lists the key group of factors that were analysed to determine the progress since the 2005 baseline findings and how the observations were established.

Table 1 – Summary changes since 2005 baseline

<table>
<thead>
<tr>
<th>2005 - Summary findings &amp; observations (baseline)</th>
<th>Result</th>
<th>2013 – Comment based on our observations and feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>High level of community support for clean and safe public places</td>
<td>Improved</td>
<td>Improved perception of clean spaces and increased satisfaction with Council</td>
</tr>
<tr>
<td>Show support for the community by ensuring litter, graffiti and dumping are cleaned up immediately</td>
<td>Improved</td>
<td>Graffiti less prevalent</td>
</tr>
<tr>
<td>Examine use of more flexible cleansing routines to capture litter on the ground</td>
<td>Sustained</td>
<td>Litter on the ground slightly above baseline levels (mainly chewing gum)</td>
</tr>
<tr>
<td>Review waste management routines and bin overflows</td>
<td>Improved</td>
<td>No evidence of overflowing bins found</td>
</tr>
<tr>
<td>Low public perception of the adequacy of facilities</td>
<td>Improved</td>
<td>Significant improvement in public perception of adequacy of bins</td>
</tr>
<tr>
<td>Infrastructure was generally in good condition, requiring only minor maintenance</td>
<td>Sustained</td>
<td>Consistency demonstrated in most locations</td>
</tr>
<tr>
<td>Inconsistency of presentation and maintenance of BINfrastructure</td>
<td>Improved</td>
<td>Consistency demonstrated in most locations</td>
</tr>
<tr>
<td>Ensure bins of a consistent style are introduced throughout the city</td>
<td>Improved</td>
<td>Consistency demonstrated in most locations</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>----------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>A need to target locations with low Clean Communities Assessment Tool scores and BINfrastructure and infrastructure ratings.</td>
<td>Declined</td>
<td>Some locations failed to meet community expectations of easily accessible, nearby bins</td>
</tr>
<tr>
<td>Introduction and improvement of cigarette butt bins to reduce cigarette butt litter</td>
<td>Improved</td>
<td>Requires further refinement in positioning and prominence of butt bins</td>
</tr>
<tr>
<td>Encourage use of butt bins</td>
<td>Improved</td>
<td>Requires consistency in signage and improvements in cleanliness of butt bins</td>
</tr>
<tr>
<td>Review plans for the clean-up of chewing gum litter accumulating in many locations</td>
<td>Declined</td>
<td>Continued build up comprising a significant contribution to litter counts</td>
</tr>
</tbody>
</table>

9. Towards a cleaner city

Overall the results confirm a high level of community support for a clean, liveable city with adequate bins. However we know that simply providing more services and bins in public spaces will not influence community behaviour. We need time to engender a sense of pride and ownership in our community. The revised action plan reflects this need and ensures we work with our community to provide public amenities that are clean, well maintained and safe.
10. The 2015-2020 action plan

The action plan comprises of 7 action tables, one for each of the clean city objectives.

Priorities
36 actions will be progressively implemented over the next 5 years, subject to available resources, and in accordance with the following priorities:

1 = high priority (to be completed by 30 June 2016)
2 = medium priority (to be completed by 30 June 2017)
3 = low priority (to be completed by 30 June 2020)

Responsibilities
The responsibility for clean is imbedded across the entire organisation however the actions have been assigned to the responsible operational area/s for reporting purposes only.

Reporting and assessment implementation
We will report our progress to the community through our integrated reporting and planning framework.

The implementation of the action plan will be re-evaluated in 2020 using the Clean Communities Assessment Tool.

Funding
The actions will be funded from within existing operational budgets. However we will continue to source grant funding for new actions, and to expedite current projects, for example:

- NSW State Government’s Better Waste and Recycling Fund
  We are eligible to receive funding for actions that deliver improved waste avoidance, resource recovery or tackle litter and illegal dumping.

  In keeping with our clean cities approach, the focus of the projects will continue to be ongoing maintenance, particularly in terms of public place bins, better environmental and social outcomes particularly around litter and illegal dumping, and strengthening our community engagement.

- NSW Environment Protection Authority Litter Prevention Grants
  The objective of the grant funding is to provide cleaner public places by engaging with businesses and residents in promoting positive litter behaviour, and increasing community and business pride.

New actions
New actions will be captured and reported through the operational plan as new actions/highlights.
<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Action</th>
<th>Responsibility</th>
<th>Priority</th>
</tr>
</thead>
</table>
| Provide clean public places in Blacktown City | 1.1 Work with local area commands to undertake a program of 5 safety audits per year, to improve the amenity and safety of local open space areas | • Community development  
• Civil and park maintenance  
• Recreation planning and design | 3        |
|                                 | 1.2 Establish and implement an internal commissioning and handover process for our new facilities and open spaces | • Civil and park maintenance  
• Building construction and maintenance | 1        |
|                                 | 1.3 Provide and maintain valid bin infrastructure datasets to allow accurate recording into the asset management system. | • Civil and park maintenance | 2        |
|                                 | 1.4 Improve BINfrastructure to provide consistency and flexibility across the City | • Civil and park maintenance | 1        |
|                                 | 1.5 Audit and review cleansing practices in the central business districts, commercial precincts and suburban shopping strips | • Civil and park maintenance | 2        |
|                                 | 1.6 Implement a chewing gum management program                         | • Civil and park maintenance | 2        |
|                                 | 1.7 Identify cleansing requirements across hotspots and with private land owners | • Civil and park maintenance | 2        |
|                                 | 1.8 Configure asset management system to allow recording of bin infrastructure | • Asset planning and support | 2        |

<table>
<thead>
<tr>
<th>Objective 2</th>
<th>Action</th>
<th>Responsibility</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribute to a reduction in anti-social public behaviour including littering, graffiti and vandalism</td>
<td>2.1 Review and implement the Illegal Dumping Action Plan (2014-2017)</td>
<td>• Environment</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>2.2 Deliver the Graffiti Management Policy and Graffiti Management Plan (2012-2017)</td>
<td>• Civil and park maintenance</td>
<td>1</td>
</tr>
</tbody>
</table>
|                                 | 2.3 Implement the Abandoned Shopping Trolley Policy                     | • Environment  
• Civil and park maintenance | 3        |
<table>
<thead>
<tr>
<th>Objective 3</th>
<th>Action</th>
<th>Responsibility</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitate commitment and understanding for maintaining clean public spaces from all stakeholders</td>
<td>Through regular contact with existing Business Pride partners, encourage an ongoing commitment to the precincts service charter e.g. maintaining public spaces, and reporting any other issues as they arise to Council</td>
<td>• Environment</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Extend the Business Pride Program to other shopping precincts and obtain a commitment from interested businesses, through service charters</td>
<td>• Environment, • Corporate strategy and economic development</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Participate and support local neighbourhood initiatives such as the focus group meetings hosted by Housing NSW, that promote positive community change</td>
<td>• Environment</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Work collaboratively with businesses to develop and implement a project that addresses littering and illegal dumping in industrial areas (grant funded)</td>
<td>• Community law enforcement and waste, • Corporate strategy and economic development, • Environment</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Investigate opportunities that will provide incentives for commercial operators to upgrade their building shopfronts</td>
<td>• Strategic planning, • Corporate strategy and economic development</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Establish partnerships with high profile companies e.g. Sydney Motorsport Park and Wet n Wild to address litter on public and private land (grant funded)</td>
<td>• Corporate strategy and economic development, • Access and project management, • Environment</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Lobby state government agencies such as Roads and Maritime Services and RailCorp to commit to regularly maintaining their public places</td>
<td>• Civil and park maintenance</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Continue liaising with local area commands to address graffiti and vandalism in public spaces</td>
<td>• Civil and park maintenance, • Community development</td>
<td>2</td>
</tr>
<tr>
<td>Objective 4</td>
<td>Action</td>
<td>Responsibility</td>
<td>Priority</td>
</tr>
<tr>
<td>-------------</td>
<td>--------</td>
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<td>----------</td>
</tr>
</tbody>
</table>
| Ensure our internal communication and procedures are effective in the management of clean public places | 4.1 Incorporate the clean cities and crime prevention through environmental design principles into our design and planning processes (such as the development application process and improvements to amenity in open spaces) | • Civil and park maintenance  
• Recreation planning and design | 3 |
|  | 4.2 Establish evaluation and review mechanisms to feed back into design, planning and maintenance for commercial public places | • Environment | 2 |
|  | 4.3 Hold regular interdepartmental meetings or issues-based meetings to ensure regular communication on clean cities issues | • Environment | 1 |
|  | 4.4 Ensure compliance with the Landscape Code including use of the asset and open space design checklists | • Civil and park maintenance | 1 |

<table>
<thead>
<tr>
<th>Objective 5</th>
<th>Action</th>
<th>Responsibility</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a sense of community ownership and pride of public places</td>
<td>5.1 Develop and implement programs that build community pride and ownership</td>
<td>• Environment</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>5.2 Provide a schools program to promote positive social behaviour in public spaces and places</td>
<td>• Civil and park maintenance</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>5.3 Provide education and enforce leasing obligations of sporting bodies and schools for the cleansing and care of parks</td>
<td>• Civil and park maintenance</td>
<td>2</td>
</tr>
</tbody>
</table>
|  | 5.4 Undertake a residential and open space hotspot project to tackle illegal dumping, litter, vandalism, graffiti and anti-social behaviour | • Civil and park maintenance  
• Community law enforcement and waste  
• Environment | 1 |
|  | 5.5 Promote our Vegetated Road Verge and Nature Strip Maintenance Approval Policy | • Civil and park maintenance  
• Communications and marketing | 2 |
|  | 5.6 Participate and support new projects and initiatives that have similar objectives to Clean Cities e.g. Eyes on Blacktown Strategy | • Environment  
• Recreation planning and design | 2 |
|  | 5.7 Promote our Open Space Lighting Policy | • Civil and park maintenance  
• Communications and marketing | 2 |
<table>
<thead>
<tr>
<th>Objective 6</th>
<th>Action</th>
<th>Responsibility</th>
<th>Priority</th>
</tr>
</thead>
</table>
| Improve community perception and awareness of Council prevention programs in public places | 6.1 Investigate the options for utilising applicable technology such as portable cameras, CCTV and mobile phone applications to identify litter, illegal dumping and graffiti | • Civil and park maintenance  
• Community development  
• Community law enforcement and waste  
• Environment | 2 |
| | 6.2 Actively promote clean cities initiatives that have worked in Blacktown City | • Environment  
• Communications and marketing | 3 |
| | 6.3 Promote the clean cities approach to our community including providing promotional material and a clean cities section on our website | • Environment  
• Communications and marketing | 3 |
| | 6.4 Host stalls at community events to promote our clean cities initiatives and environmental programs | • Environment | 1 |

<table>
<thead>
<tr>
<th>Objective 7</th>
<th>Action</th>
<th>Responsibility</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build and maintain staff pride in Blacktown City</td>
<td>7.1 Trial a staff program that encourages reporting of cleansing and maintenance needs and investigate links to our recognition and awards program to recognise staff efforts</td>
<td>• Environment</td>
<td>2</td>
</tr>
</tbody>
</table>
| | 7.2 Provide training to staff that undertake investigations (with or without delegation) to ensure that appropriate information is gathered | • Community law enforcement and waste  
• Civil and park maintenance | 2 |
11. Glossary

**Amenity.** Qualities, characteristics and attributes people value about a place that contributes to their experience of a high quality of life.

**BINfrastructure** (bins for litter, recycling and cigarette butts). BINfrastructure is assessed against the following criteria: number, presentation (design, consistency, signage, colour), position (prominence, proximity, configuration and placement), performance (ease of use, size of openings, containment of litter, ability to manage weather) and cleanliness.

**Clean Communities Assessment Tool (CCAT).** A tool to systematically assess public place characteristics that influence littering behaviour, indicate disposal behaviour and measure litter on the ground.

**Crime prevention through environmental design (CPTED).** A multi-disciplinary approach to deterring criminal behaviour through environmental design.

**Graffiti.** Any writing or drawing placed on private or public property or structures without the consent of the owner of the property. Graffiti can occur as political statements, slurs, slogans, jokes or individual marks. Often written in the form of a ‘tag’ (the signature or nickname of a graffiti writer) using spray paint or permanent marker. The tag may appear to look like ‘scribble’ but each tag has a personal meaning for the graffiti writer.

**Litter.** Any solid or liquid domestic or commercial refuse, debris or rubbish (such as glass metal, cigarette butts, abandoned vehicles, garden refuse and construction material) that affects that place being used properly.
Appendix A - Clean Communities Assessment Tool

The Clean Communities Assessment Tool, a resource owned by Community Change used by us under license, is a method of assessing how public places perform on features that influence littering behaviour.

The tool is typically used by councils and other community organisations to develop and assess ongoing improvements or to test a particular campaign or strategy.

Using the tool, our trained staff can assess:

- **Context** - The level of cleanliness in an area determined by measures of litter, graffiti, illegal dumping and cleansing.

- **Facilities** - The infrastructure we provide (including number of bins, the condition and function of furniture, play equipment, landscaping and apparent maintenance schedules).

- **Attitudes and perceptions** - The community’s perception of cleanliness, safety, belonging and ownership.

- **Litter count and actions** - The actions of people using the public spaces.

Using the tool, we rated and assessed:

- litter prevention
- clean
- community attitudes and perceptions
- community pride and sense of place
- litter counts.

All were rated on a five-point scale of cleanliness with assessments ranging from:

1. Not at all clean or satisfied
2. Slightly clean or satisfied
3. Moderately clean or satisfied
4. Very clean or satisfied
5. Extremely clean or satisfied.

The higher the rating, the cleaner it is likely to be and the greater the likelihood it will remain clean.

**Notes:**

*External factors not in our control such as the effects of weather and scavenging by birds are not identified or quantified during the assessment.*

The “other locations” are a combination of:

- Oasis Community Garden, Seven Hills
- Tonga Park, Seven Hills
- Anne Aquilina Reserve, Rooty Hill
- Alpha Park, Blacktown
- Rooty Hill Road shops
- Boldrewood Road underpass, Blackett
- Blackett Road underpass
- Lalor Park shops
Appendix B - Clean Communities Assessment Tool results

Litter prevention

Litter prevention scores improved across all three sub-groups. Blacktown locations consistently performed best in absolute terms. By 2013, progress in Mount Druitt and other locations had improved consistently to exceed the baseline established in 2005.

![Figure 1. Litter prevention 2005 - 2013](chart.png)
Clean

The clean rating improved over all areas. Community perception of clean also rose substantially during this time. Ongoing urban improvement works in the Blacktown and Mount Druitt central business districts may have contributed to the improved response.

Figure 2. Clean 2005 - 2013
Community attitudes and perceptions

The community attitudes and perceptions rating incorporates:

- community perceptions and attitudes about the location itself
- the adequacy of the facilities and environmental issues
- factors influencing disposal behaviour.

Overall the community attitudes indicate improved satisfaction.

Figure 3. Community attitudes and perceptions 2005 - 2013
Community pride and sense of place

Feedback from long-term community members (resident in the area for over 5 years) was overwhelmingly positive with two thirds of comments indicating littering in Blacktown City had improved. These responses were pleasing in terms of our progress towards a clean city since 2005.

![Figure 4. Community pride and sense of place 2005 - 2013](image)

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2007</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a sense of community here</td>
<td>35%</td>
<td>30%</td>
<td>45%</td>
</tr>
<tr>
<td>I feel comfortable here</td>
<td>32%</td>
<td>24%</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2007</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>46%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>Moderately</td>
<td>35%</td>
<td>37%</td>
<td>35%</td>
</tr>
<tr>
<td>Very</td>
<td>14%</td>
<td>15%</td>
<td>57%</td>
</tr>
</tbody>
</table>

Figure 4. Community pride and sense of place 2005 - 2013
Litter counts

Litter counts in Blacktown and other locations have reduced significantly since 2005. Overall, there was a marked decrease in dropping of cigarette butts from 38% to 16% whereas chewing gum increased from 43% to 62% of all litter found.

The litter count at Mount Druitt stayed the same between 2007 and 2013. These results are skewed by the bus interchange and taxi rank area which is not under our control. This area is asphalt and unable to be pressure-cleaned to remove chewing gum. Bins provided in the area are also not consistent with other Mount Druitt public places. When this area comes under our control, we will be able to improve the bins.

These litter counts highlight the importance of managing chewing gum when maintaining and cleaning pavers. One of our new actions is to investigate cleaning techniques available for ongoing gum removal.

Figure 5. Litter count 2005 - 2013
Littering behaviour

Observing littering behaviour is a way of checking assumptions and self-reported behaviour.

During the assessment, we observed the community’s behaviour and disposal actions.

The community disposal actions in all locations indicated higher levels of littering in 2007 followed by reduced littering in 2013. In both central business districts, there was a dramatic decrease in the level of littering between 2007 and 2013. However, littering remained close to the 2005 baseline.

Table 1: Littering rates compared over time

<table>
<thead>
<tr>
<th></th>
<th>2005 (Baseline)</th>
<th>2007</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blacktown central business district</td>
<td>29%</td>
<td>44%</td>
<td>26%</td>
</tr>
<tr>
<td>Mount Druitt central business district</td>
<td>34%</td>
<td>53%</td>
<td>36%</td>
</tr>
<tr>
<td>Other locations</td>
<td>n/a</td>
<td>n/a</td>
<td>37%</td>
</tr>
<tr>
<td>Overall</td>
<td>32%</td>
<td>47%</td>
<td>31%</td>
</tr>
</tbody>
</table>