

Recipients Address

Your contact for this matter is:

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Dear Regional Manager

### **Combatting Litter and Trials of reverse vending machines**

Here are West Lindsey District Council we are committed to tackling litter in our District and to working for cleaner streets, roads, verges and public spaces across our communities.

At a recent meeting of West Lindsey District Council's Full Council, held on 2 November, our Elected Members received and considered a motion relating to combating litter across the District.

It was recognised that in the "battle" for cleaner streets and public spaces, we must involve the public and businesses in a co-operative effort.

The motion was unanimously supported and as a result my Council have committed to the following actions: -

- Promoting participation in litter prevention activities to members of the public, community, faith and youth groups, through our social media, website and existing emails-outs to partners.
- To examine the merits of becoming a local authority member of the Keep Britain Tidy Network, and identify which of the campaigns including Love Parks and Charity Bins, could be introduced in the District.
- Investigate the merits of the DEFRA voluntary code and determine whether this should be promoted amongst our fast food businesses and local business partnerships. To also investigate the possibility of seeking businesses sponsorship for the introduction of a Charity Bin scheme and for public education programmes.

The Motion also requested that in our capacities of Leader and Chief Executive, we write to national supermarket chains, with stores in West Lindsey, asking them to install a reverse vending machine.

Several national supermarket chains are now operating trials of reverse vending machines, whose customers are rewarded for returning used cans and bottles for recycling. I believe some of your own stores may even have such trials in operation in other areas of the country.

We also believe some of the actions and activities proposed by this Motion support the Council's already agreed commitment to sustainability and are to be welcomed.

Preventing the build-up of litter in our communities, will only be achieved by co-operative efforts and incentivised schemes. We do hope that you will consider the use of such vending machines within your stores located across our District and help us in the battle for cleaner streets and a sustainable future.

Yours faithfully

A handwritten signature in black ink, appearing to read "Ian Knowles", written in a cursive style.

Ian Knowles  
Chief Executive

Owen Bierley  
Leader of the Council