

Saturday, 6th December 2008

- News: Local News, Your Letters, Features, Education, Around the county, Business News, Your pictures, Chronuser, Film Northants
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Litter louts are put in the frame

Published Date: 06 December 2008

LITTER louts in Northampton are being 'framed and shamed' by a community group which has become frustrated by a 'lack of interest' in the problem from the borough council.

Videos of litterbugs throwing empty drinks cans, wrappers and rubbish in the streets of Semilong have started to appear on Semilong Community News' website in a campaign to clean up the area and shame the culprits into using the bins.

Trevor Gordon, who has already put one film up on the website and is processing three more, said he hoped the videos would deter people from dropping their rubbish on the ground.

He said: "There is a bit of a problem with littering at the moment, but the council doesn't seem to be very interested in doing anything about it.

"St Andrew's Road is particularly bad and there are quite a few streets where people gather in groups and drop their rubbish.

"We thought that if people knew they might end up on the internet and being looked at by people living in Semilong, it might stop them being so inconsiderate, so we decided to do something about it ourselves."

Mr Gordon, who helps run the website and is in the process of setting up a Neighbourhood Watch group for residents in Semilong, added if the streets were cleaner people would have more respect for their area.

He said: "If we manage to stamp out littering, we hope it will have a knock-on effect on anti-social behaviour too, as youths will be more inclined to look after the streets they live in instead of making a mess and causing trouble."

The first video to appear on the website features a middle-aged man discarding an empty beer can.

A spokeswoman for Northampton Borough Council said the first port of call for residents concerned about littering should be the local neighbourhood warden.

She said: "Our neighbourhood wardens provide a point of contact for local residents to report incidents and discuss their issues and concerns."

For more information log on to www.northampton.gov.uk/ neighbourhoodwardens



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Weekend Life

Last Updated: 05 December 2008 3:44 PM

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