Auckland CCAT Survey 2025

Prepared for
Auckland Council

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1. INTRODUCTION

Auckland Council (Council) commissioned this research from Be A Tidy Kiwi (BATK) in 2025. This research is based on the Clean Communities Assessment Tool (CCAT) developed by Community Change in Melbourne, Australia. This tool has previously been used by Auckland Council (and by the legacy Manukau City Council), to assess the cleanliness of public spaces, and the appropriateness and public perception of the current bin infrastructure (BINfrastructure).

The CCAT assessment provides CCAT Location Profiles for 16 locations spread across the Auckland region. The Location Profiles include:

- CCAT ratings – a planning tool to "guide long term systematic interventions targeted at low performing locations or locations demonstrating features known to have a positive influence on disposal behaviour"[1]
- Disposal behaviour – observed littering and binning actions at the location.
- Litter counts – amount and type of litter on the ground.
- Location comments and recommendations – for location improvement.
- Interviews with member of the public at each location.

CCAT Assessments have been undertaken by BATK for Auckland Council in 2015/16, 2017/18 and 2022/23. Unfortunately, the raw data from these past CCAT assessments was not available at the time of reporting. The last available CCAT report prepared for Auckland Council by BATK – *2023 Auckland Council CCAT & Litter Audit* – is available and has been used where possible to provide for time based comparisons.

As the CCAT methodology is copyrighted, the methodology can only be used by trained, licensed contractors. As previously trained personnel in Auckland were mostly no longer available, a training session was organised with Community Change. This training was undertaken in June 2025 by EcoMatters employees, one Auckland Council employee, and Sunshine Yates Consulting.

While the last CCAT assessment covered 74 locations across the Auckland region, the current assessment only includes 16 of these locations. An area of approximately 160m^2 was assessed at each location. Previous CCAT assessments in Auckland have grouped locations into twelve site types. This survey includes seven of these site types.

The 2025 CCAT assessments were undertaken by trained CCAT 'raters' and 'interviewers' from EcoMatters between 31 October and 9 December 2025. The data was entered and analysed and the report was prepared by Sunshine Yates Consulting.

[1] Clean Communities Assessment Tool (CCAT) Training Guide, Community Change, Melbourne, 2006

2. OBSERVED LITTERING

During the CCAT assessment, disposal behaviour was observed at each of the 16 sites. Disposal behaviours were categorised as either positive disposals (disposal to a bin or removal from site), and negative disposals (intentional or unintentional disposal that results in littering).

The Observed Littering Behaviour Rate is the number of negative disposals divided by the total disposals. A lower Observed Littering Behaviour Rate means that there were fewer negative disposals.

Table 2.1 provides the 2025 Observed Littering Behaviour Rate, for all sites combined, alongside the Observed Littering Behaviour Rate from the past three CCAT assessments, as reported in Be A Tidy Kiwi's *2023 Auckland Council CCAT & Litter Audit*. The 2022/23 assessment was based on 74 locations.

Table 2.1 - Observed Littering Behaviour Rates

Assessment year	Observed littering behaviour rates
2015/16	38%
2017/18	29%
2022/23	50%
2025	9%

The Observed Littering Behaviour Rate is much lower in 2025 than during the previous three surveys. Only three negative disposals were observed across the 16 locations. The lower Observed Littering Behaviour Rate may be due to improved disposal behaviours, but it may also be due to differences in surveying technique with a new CCAT assessment team or in the way the data is analysed. Without the raw data from the previous assessments this cannot be checked.

3. CCAT RATINGS

One of the key outcomes of the CCAT assessment are the CCAT ratings provided for each locations. These allow for comparisons to be made between locations, site types, and over time. CCAT ratings are assigned by the CCAT Rater, based on their observations of the location and its infrastructure and BINfrastructure, and by the CCAT Interviewer based on their interviews with members of the public at each location.

Section 3.1, below, provides an overview of how to the CCAT ratings are calculated. Section 3.2 provides the CCAT ratings per location and site type.

3.1. Understanding CCAT ratings

The CCAT Training Guide outlines a rating scale for assessing location cleanliness, infrastructure and BINfrastructure.

These ratings, shown in Table 3.1, indicate performance levels, where a higher rating reflects a more positive outcome.

Table 3.1 – CCAT Rating Levels – for Rater

CCAT Rating Levels	
1	Very low
2	Low
3	Medium
4	High
5	Very high

During the location assessments, a range of location attributes were rated according to these rating levels. Table 3.2 provides an overview of the attributes that were scored. Scores were attributed to several attributes for each location feature.

Table 3.2 – Location features rated for CCAT assessment

Location Features		Description of features of location being scored	Meaning of a high score
Context	Location identity	Scores the overall feeling of safety and sense of community of the location	Feels safe and strong community
	Clean context	Scores the location for graffiti, illegal dumping, and overall cleanliness	Little or no graffiti and dumping. Clean location
Facilities	Infrastructure	Scores the state of the location's furniture, landscaping, open spaces, entrance and boundary markers	Well maintained location

	Clean infrastructure	Scores the location's cleanliness, around furniture, in and around the landscaping, the open spaces, the entrance, the boundary markers. Also scores the location for presence of old litter and new litter.	Clean location
	BINfrastructure	Scores the presence of sufficient bins and signage, their presentation, positioning, and performance.	Optimal number of bins, in correct positions, easy to use
	Clean BINfrastructure	Scores the cleanliness of the bins at their base, on their rim, and within 0.5 metres.	Clean bins and adjacent area

The CCAT Interviewer undertook a similar scoring of the location by interviewing members of the public at the location. The interview questions were answered with the following rating levels.

Table 3.3 – CCAT Rating Levels - Interviews

CCAT Interview Ratings	
DK	Don't know
1	Not at all
2	Slight
3	Moderate
4	Very
5	Extremely

The CCAT interview ratings are calculated based on the average ratings from a series of questions under four Community Attitudes Towards categories.

Table 3.4 – Community Attitudes Towards rated by CCAT interviews

Community Attitudes Towards	**Description of attitudes towards of location**	**Meaning of high score**
Place	How they feel about littering and about this location	Connection to location and cleanliness is important
Disposal facilities	How they feel about the current disposal facilities, their location, cleanliness, emptying schedule	Important that more is done to improve disposal facilities
Clean place	How they feel about the cleanliness of the location	Important that this location is clean
Satisfaction	Their overall level of satisfaction with litter prevention at the location	They are satisfied with litter prevention at location

3.2. CCAT ratings

A summary of the ratings for the Location Features and the Community Attitudes Towards are provided in Table 3.5. Individual CCAT Location Summaries are provided in Appendix A.

Table 3.5 – Summary ratings for Location Features and Community Attitudes

Site type	Locations	CONTEXT		FACILITIES				COMMUNITY ATTITUDES TOWARDS			
		Location Identify	Clean Context	Summary Infra-structure	Clean Infra-structure	Summary BIN-frastructure	Clean BIN-frastructure	Place	Disposal Facilities	Clean Place	Satisfaction
Park	Te Hana Playground	5.0	5.0	4.0	4.4	4.7	5.0	4.2	2.7	4.1	3.7
Park	Prince Edward Park	0.0	4.5	3.6	3.4	4.1	3.2	0.0	0.0	0.0	0.0
Park	Clevedon Playground	4.5	4.5	3.6	4.3	4.1	4.2	4.7	2.0	4.5	3.7
Park	Howick Central Domain	5.0	4.3	3.6	3.9	4.2	4.2	4.6	2.0	3.8	3.0
Beach park	Browns Bay Beach	3.5	4.5	3.8	4.1	4.4	4.7	4.3	2.3	4.4	3.0
Beach park	Ōrewa Beach	4.0	4.8	4.0	4.1	4.7	4.1	4.3	3.0	3.8	4.0
Beach park	Ōrere Point	4.0	4.0	3.8	3.8	0.0	0.0	3.9	2.8	3.7	1.5
Shops	Manurewa Shops	4.0	4.0	4.0	2.3	3.6	4.3	4.4	1.2	4.4	3.0
Shops	Warkworth Shops	4.0	4.8	3.5	4.0	4.8	4.4	3.9	3.4	4.0	4.0
Shops	Takapuna Square	4.5	4.8	3.8	4.0	4.6	4.1	4.3	3.7	4.1	3.0
Mall	Ōtara Town Centre	4.0	4.0	3.6	3.7	3.7	2.4	4.0	2.7	4.3	2.5
Mall	Papakura Central	4.0	5.0	3.8	4.0	4.6	4.0	4.4	2.7	4.0	4.0
Mall	Glenfield Mall	3.5	4.3	3.8	3.1	4.3	3.5	4.1	2.3	3.8	2.7
Transport	Māngere Town Centre	4.0	3.8	3.2	3.0	4.9	3.6	3.9	3.2	4.2	3.3
Landmark	Maungauika Devonport	5.0	4.5	2.8	4.3	0.0	0.0	4.5	2.7	4.7	4.3
Waterfront	Queens Parade Waterfront	5.0	4.3	4.2	4.0	4.8	4.2	4.3	3.4	4.4	4.0

A '0.0' shows that there is no data available.

3.3. CCAT ratings discussion

The CCAT Rater provided a relatively high Context score for most locations, with Glenfield Mall and Māngere Town Centre having the lowest combined Context scores.

The average score across all locations for Summary Infrastructure was 3.7. All but one location (Maungauika Devonport) had a Medium (3) to Very high (5) score.

The cleanliness of the infrastructure had an average score of 3.8, with a low of 2.3 at the Manurewa Shops, and a high of 4.4 at the Te Hana Playground. The Clean infrastructure rating can be influenced by the site cleaning schedule and the weather leading up to and on the day of the CCAT assessment.

The average Summary BINfrastructure score across the 16 locations was 4.4, which is a high score. This means that on the whole, BINfrastructure across these sites is well presented, well positioned and well performing. Outliers include the Manurewa Shops and the Ōtara Town Centre. Two locations had no BINfrastructure (Ōrere Point and Maungauika Devonport). The average score for the cleanliness of the BINfrastructure was 4.0 (High), with a lower score at Ōtara Town Centre (2.4).

The scores from interviews with members of the public at each location (except for Prince Eward Park), show that on average, the public have a high feeling of 'place' associated with these locations (4.3). There was a mixed response to questions about the locations disposal facilities. The average score for Disposal Facilities was 2.7, with a high score showing that the public believe that more should be done to improve disposal facilities. The highest scores were at Takapuna Square, Warkworth Shops, Queens Parade Waterfront and Māngere Town Centre. The lowest score, showing satisfaction with current disposal facilities, was at the Manurewa Shops (1.2).

The importance of cleanliness (Clean Place rating) at the locations received a high average score (4.1) with interviewees at all locations rating it relatively high (between 3.7 and 4.7).

The final question of the survey asked how satisfied the interviewee is with litter prevention at the location. The average score for Satisfaction was 3.3 – showing medium satisfaction overall. The Satisfaction score varied widely across the 16 locations from 1.5 at Ōrere Point to 4.3 at Maungauika Devonport.

4. WHERE LITTERING HAPPENS

4.1. Litter count per location

During the CCAT assessment, the Rater counted and classified the items of litter within the approximately 160m^2 area selected for each location.

Some locations contained much higher numbers of litter items than others. Table 4.1 provides an overview of the number of items of litter counted, by location and aggregated by site type. The litter numbers are presented as the average number of items per 1,000m^2. As each location was approximately 260m^2, each location's litter count was multiplied by 6.25.

Also presented in the table are the number of litter items per 1,000m^2 excluding the two largest litter items counts at most sites - cigarette butts and chewing gum.

Table 4.1 – Litter count per 1000m^2, per location

Site type	Location	Litter items /1,000m^2	Litter items /1,000m^2 (excl. butts & gum
Park	Te Hana Playground	263	238
	Prince Edward Park, Papakura	194	169
	Clevedon Playground	131	131
	Howick Central Domain	156	156
	Park average	**186**	**173**
Beach park	Browns Bay Beach	219	113
	Ōrewa Beach	388	306
	Ōrere Point	175	169
	Beach park average	**260**	**196**
Shops	Manurewa shops	5,494	1,194
	Warkworth shops	581	356
	Takapuna Square	400	69
	Shops average	**2,158**	**540**
Mall	Ōtara Town Centre	1,150	425
	Papakura Central	375	150
	Glenfield Mall	813	113
	Mall average	**2,338**	**688**
Transport	Māngere Town Centre	**1,206**	**163**
Landmark	Maungauika Devonport	**56**	**56**
Waterfront	Queens Parade, Devonport	**700**	**225**

Litter numbers vary considerably across the 16 locations. Manurewa shops had the highest litter count (5,494 pieces per 1,000m^2), and the Landmark, Maungauika Devonport had the least (56 pieces per 1,000m^2). However, the litter numbers are skewed by large numbers of pieces of chewing gum (old and new) and cigarette butts.

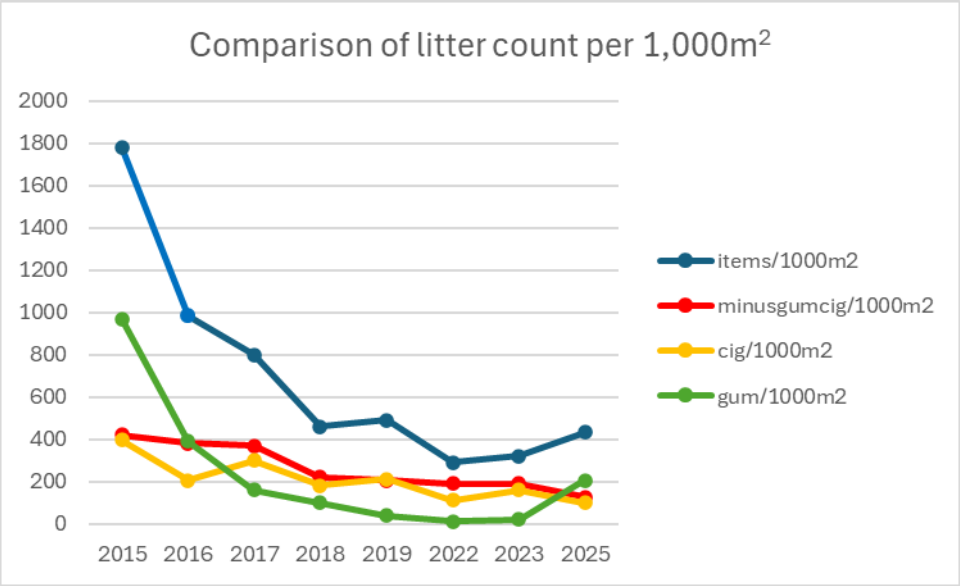
When these two litter items are excluded, there is a greater degree of similarity between the litter counts at each site, with Shops and Malls having the highest litter counts.

As stated previously, the locations' cleaning schedule, and the weather leading up to, and on the day of, the CCAT assessment can impact litter numbers.

4.2. Litter count comparison with previous years

The *2023 Auckland Council CCAT & Litter Audit* report includes a figure comparing the average number of litter items per 1,000m^2 since 2015. While the raw data behind the figure is not available, the 2015 to 2023 data has been estimated from that figure so that it can be compared to the 2025 data in Figure 4.1. The original figure from the 2023 Auckland Council CCAT & Litter Audit report is provided in Appendix C.

Figure 4.1 – Comparison of litter count at CCAT locations, 2015-2025



The figure includes all litter items per 1,000m^2 in blue, all items excluding chewing gum and cigarette butts in red, only cigarette butts in yellow, and only chewing gum in green.

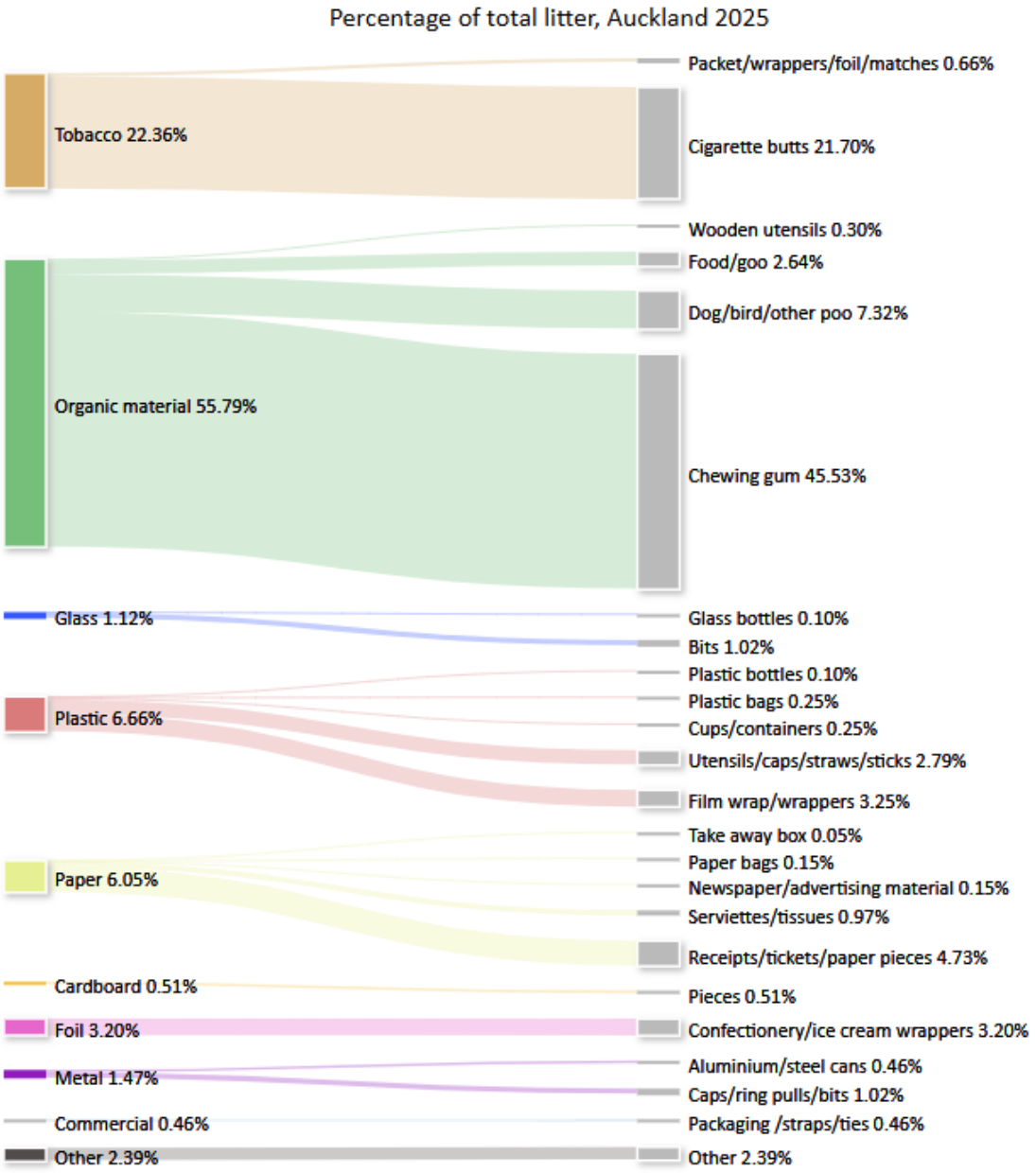
There is an increase in overall litter since 2023, mostly due to an increase in chewing gum. Cigarette butts have decreased since 2023.

With chewing gum and cigarette butts excluded, litter per 1,000m^2 has decreased since 2023.

5. WHAT GETS LITTERED

As the survey was undertaken, the number of pieces of litter in the survey locations (excluding materials in bins) was categorised into one of 29 categories, based on those outlined in the CCAT Training Guide.

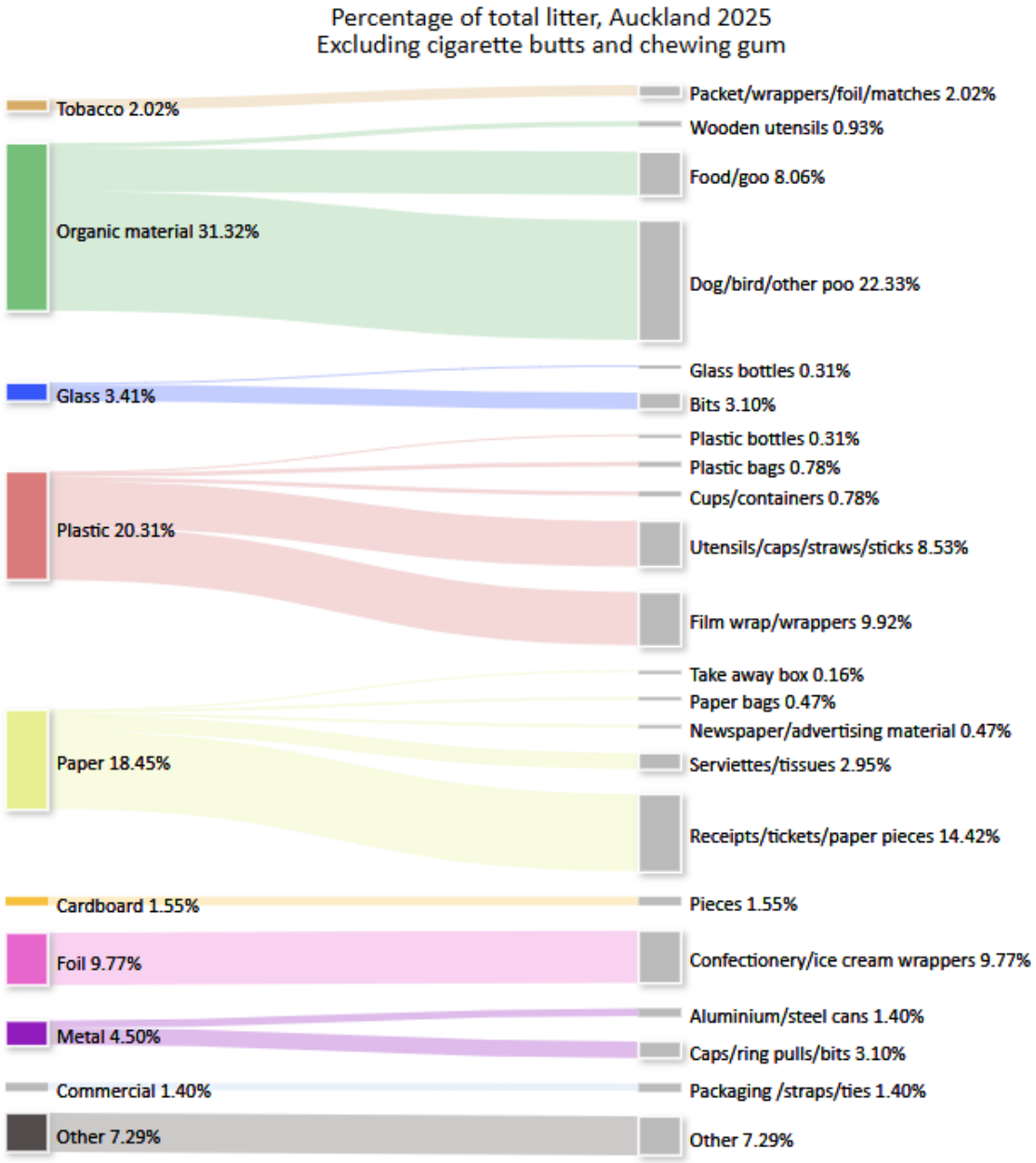
The following Sankey chart provides an overview of the composition of the litter, across all 16 sites. The composition of litter per location is provided in Appendix B.



Organic material is the largest primary category of litter (55.79%), followed by Tobacco (22.36%). The largest secondary categories, by far, are Chewing Gum (45.53%) and

Cigarette butts (21.70%). The next largest secondary category, at 7.32% is Dog/bird/other poo.

As cigarette butts and chewing gum represent over 67% of the items counted, another Sankey chart is provided below, showing the composition of the litter across all sites, with cigarette butts and chewing gum excluded.



Organic material (31.32%) is the largest primary category of material, by number of pieces of litter, when chewing gum and cigarette butts are excluded, followed by Plastic (20.31%) and Paper (18.45%). Dog/bird/other poo was the largest secondary category (22.33%), followed by Receipts/tickets/paper pieces (14.42%), and Film wrap/wrappers (9.92%).

6. DISCUSSION

6.1. Chewing gum

There had been a steady decline in chewing gum since 2015, but this has increased in the 2025 CCAT assessment. Chewing gum currently accounts for 45.53% of litter items. The increase could be due to a number of factors, including the fact that the 2025 CCAT assessment only includes 16 locations, while the 2023 assessment included 74 locations. As chewing gum mostly shows up in paved locations, the proportion of paved to unpaved locations may be different in this year's assessment.

There may also be changes in deep cleaning schedules, as much of the gum counted is old gum stuck to the pavement.

Gum at Glenfield Mall

Gum on pavement at Queens Parade

6.2. Cigarette butts

There has been a decrease in cigarette butts since 2023. However, they still account for 21.7% of the litter, by count. It may be worth installing more cigarette butt bins (especially by seating) or providing additional education.

Cigarette butt litter at Glenfield Mall

Cigarette butts by seating in Takapuna Square

6.3. Infrastructure

While infrastructure at the locations scored medium to high CCAT ratings, there were several instances where infrastructure was old or broken. Keeping infrastructure tidy can add to the community's sense of pride in and belonging to with the location, influencing litter disposal behaviour. Some examples of infrastructure requiring attention are shown below.

Hazardous broken bike stand in Mangere Town Centre

Seating needing repaint at Maungauika Devonport

Bollards requiring paint in Ōtara Town Centre

Rusting planter in Papakura Central

6.4. BINfrastructure

BINfrastructure scored well in the CCAT ratings (4.4) pointing to the majority of BINfrastructure being in good condition and performing well.

Some locations, such as the Clevedon Playground have old, mismatching litter bins, which can detract from the location's overall appeal.

Old mismatching bins in Clevedon Playground

Other sites have bins that are broken or rusty.

Rusted bin in Howick Central Domain

Broken bin in Ōtara Town Centre

The CCAT Raters commented on the issue of wind blown litter from bins at several locations, including the Manurewa Shops and Prince Edward Park.

6.5. Landscaping

Landscaping issues were captured by the CCAT raters at several locations. At Queens Parade Waterfront weeds had been sprayed and left to die. At Maungauika Devonport, landscaping required mulching. Mulch and plants were believed to be missing in the Manurewa Shops, and Prince Edward Park included grassless, muddy areas.

Missing planting in Manurewa Shops

Muddy area in Prince Edward Park, Papakura

6.6. Signage

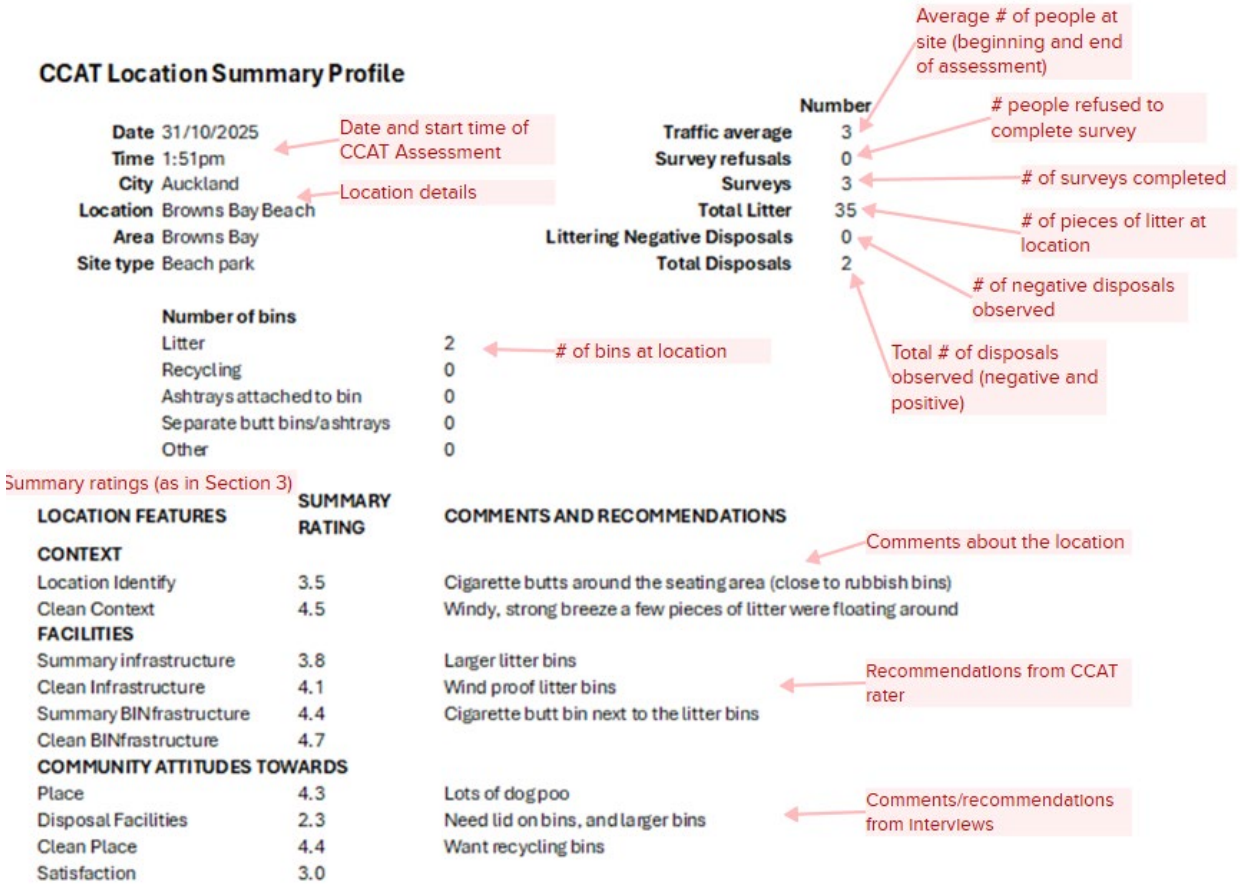
Signage at Ōrere Point still has the Manukau City Council logo and phone number, and the CCAT Rater noted a lack of clear signage at Howick Central Domain, and damaged signs at Ōtara Town Centre. A damaged Be A Tidy Kiwi sign was noted at the Manurewa Shops.

Old Manukau City Council sign at Ōrere Point

Damaged Be A Tidy Kiwi sign at Manurewa Shops

APPENDIX A – CCAT LOCATION SUMMARY PROFILES

The CCAT Location Summary Profiles, as defined in the CCAT Training Guide, are provided below for each of the 16 sites, alphabetically. The profile provided below includes instructions as to how to interpret the information.



CCAT Location Summary Profile

Date	31/10/2025
Time	1:51pm
City	Auckland
Location	Browns Bay Beach
Area	Browns Bay
Site type	Beach park

	Number
Traffic average	3
Survey refusals	0
Surveys	3
Total Litter	35
Littering Negative Disposals	0
Total Disposals	2

Number of bins	
Litter	2
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	**SUMMARY RATING**	**COMMENTS AND RECOMMENDATIONS**
CONTEXT		
Location Identify	3.5	Cigarette butts around the seating area (close to rubbish bins)
Clean Context	4.5	Windy, strong breeze a few pieces of litter were floating around
FACILITIES		
Summary infrastructure	3.8	Larger litter bins
Clean Infrastructure	4.1	Wind proof litter bins
Summary BINfrastructure	4.4	Cigarette butt bin next to the litter bins
Clean BINfrastructure	4.7	
COMMUNITY ATTITUDES TOWARDS		
Place	4.3	Lots of dog poo
Disposal Facilities	2.3	Need lid on bins, and larger bins
Clean Place	4.4	Want recycling bins
Satisfaction	3.0	

CCAT Location Summary Profile

Date	11/11/2025
Time	10:00am
City	Auckland
Location	Clevedon playground
Area	Playground
Site type	Park

	Number
Traffic average	2
Survey refusals	1
Surveys	3
Total Litter	21
Littering Negative Disposals	0
Total Disposals	1

Number of bins	
Litter	2
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.5	Clean site overall, inviting
Clean Context	4.5	Akl Council staff onsite during visit, blowing and mowing
FACILITIES		Fix broken swing on playground
Summary infrastructure	3.6	Upgrade litter bins - are different and tired
Clean Infrastructure	4.3	Pathway has some repairs that look ongoing
Summary BINfrastructure	4.1	Entrance gate - hard to shut - needs up grade
Clean BINfrastructure	4.2	Small repairs needed on playground fence
COMMUNITY ATTITUDES TOWARDS		
Place	4.7	Signs for fines - please do not litter
Disposal Facilities	2.0	Camera's to catch people littering would help with monitoring
Clean Place	4.5	and enforcement
Satisfaction	3.7	

CCAT Location Summary Profile

Date	31/10/2025
Time	3pm
City	Auckland
Location	Glenfield Mall
Area	Glenfield
Site type	Mall

	Number
Traffic average	5
Survey refusals	6
Surveys	3
Total Litter	2
Littering Negative Disposals	0
Total Disposals	1

Number of bins	
Litter	1
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	3.5	Lots of chewing gum stuck on floor
Clean Context	4.3	Rubbish, cigarette butt, weeds between the tile gap seating
FACILITIES		Windy area
Summary infrastructure	3.8	Needs a thorough clean
Clean Infrastructure	3.1	Need education or signage for chewing gum
Summary BINfrastructure	4.3	
Clean BINfrastructure	3.5	
COMMUNITY ATTITUDES TOWARDS		
Place	4.1	Keep up education efforts
Disposal Facilities	2.3	Need education, signage and fines
Clean Place	3.8	Alleyway dirty, slipery tiles, feels unsafe
Satisfaction	2.7	

CCAT Location Summary Profile

Date	12/11/2025
Time	11:20am
City	Auckland
Location	Howick Central Domain
Area	Corner Howe Street
Site type	Park

	Number
Traffic average	0.5
Survey refusals	2
Surveys	1
Total Litter	25
Littering Negative Disposals	0
Total Disposals	0

Number of bins	
Litter	1
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	5.0	Inviting area, playground in great shape. Furniture awesome.
Clean Context	4.3	
FACILITIES		Bin needs fixing - rusty at base
Summary infrastructure	3.6	Add bin by seat and tennis court to service both sides of park
Clean Infrastructure	3.9	Signage needs to be clearer for entrance
Summary BINfrastructure	4.2	Boundary markers need clean and paint
Clean BINfrastructure	4.2	Tree roots have lifted one boundary marker
COMMUNITY ATTITUDES TOWARDS		
Place	4.6	More bins are needed at other side of park and butt bin required
Disposal Facilities	2.0	Bins removed and now not enough bins
Clean Place	3.8	
Satisfaction	3.0	

CCAT Location Summary Profile

Date	9/12/2025
Time	10:35am
City	Auckland
Location	Mangere Town Centre
Area	Bus stop. Front of Docs.
Site type	Transport

	Number
Traffic average	8
Survey refusals	1
Surveys	4
Total Litter	193
Littering Negative Disposals	0
Total Disposals	0

Number of bins	
Litter	4
Recycling	2
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.0	Lots going on here with people
Clean Context	3.8	Design of bin is excellent. Lots of bins
FACILITIES		Feels like social issues around the bus stop
Summary infrastructure	3.2	Bike rack hazardous metal on ground - needs to be fixed
Clean Infrastructure	3.0	Missing bike rack needs replacing
Summary BINfrastructure	4.9	Fix bin on a lean
Clean BINfrastructure	3.6	Need education campaign, signs - Do the right thing!
COMMUNITY ATTITUDES TOWARDS		
Place	3.9	Pretty good - we are lucky
Disposal Facilities	3.2	Sometimes household rubbish is dumped here
Clean Place	4.2	Tourists from airport come here -smoke free area to set example
Satisfaction	3.3	Young people's attitudes contributes to rubbish and antisocial behaviour.

CCAT Location Summary Profile

Date	5/12/2025
Time	2:48pm
City	Auckland
Location	Manurewa Shops
Area	Shop #203 Great South Road
Site type	Shops

	Number
Traffic average	2
Survey refusals	3
Surveys	2
Total Litter	879
Littering Negative Disposals	0
Total Disposals	1

Number of bins	
Litter	3
Recycling	0
Ashtrays attached to bin	2
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.0	Site is very dirty, lots of rubbish
Clean Context	4.0	Much old gum stuck to tiles
FACILITIES		Cigarette butts everywhere, needs clean and functional butt bin
Summary infrastructure	4.0	Install bright appealing rubbish bins. Current bins blend in.
Clean Infrastructure	2.3	Landscaping - install plants, mulch - it needs TLC
Summary BINfrastructure	3.6	Replace old Be A Tidy Kiwi Sign
Clean BINfrastructure	4.3	Improve bins so rubbish doesn't blow out
COMMUNITY ATTITUDES TOWARDS		
Place	4.4	Manurewa is a wind tunnel, rubbish blows one end to other
Disposal Facilities	1.2	More seats needed for rest area, none there
Clean Place	4.4	More ashtrays needed, more korero with community
Satisfaction	3.0	Clean up, signs make it pretty, less vape shops

CCAT Location Summary Profile

Date	7/11/2025
Time	12.33pm
City	Auckland
Location	Maungauika Devonport
Area	Carpark next to broken cannon
Site type	Landmark

	Number
Traffic average	3.5
Survey refusals	1
Surveys	3
Total Litter	9
Littering Negative Disposals	1
Total Disposals	2

Number of bins	
Litter	0
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	**SUMMARY RATING**	**COMMENTS AND RECOMMENDATIONS**
CONTEXT		
Location Identify	5.0	Site is nice and clean apart from small amounts of litter
Clean Context	4.5	
FACILITIES		
Summary infrastructure	2.8	Furniture needs upgrade or paint/repair
Clean Infrastructure	4.3	Trees need mulch, small amount of border needs repair
Summary BINfrastructure	0.0	
Clean BINfrastructure	0.0	
COMMUNITY ATTITUDES TOWARDS		
Place	4.5	Can't see much room for improvement
Disposal Facilities	2.7	
Clean Place	4.7	
Satisfaction	4.3	

CCAT Location Summary Profile

Date	11/11/2025
Time	12:30pm
City	Auckland
Location	Orere Point
Area	Rest Area
Site type	Beach park

	Number
Traffic average	2
Survey refusals	2
Surveys	2
Total Litter	28
Littering Negative Disposals	0
Total Disposals	11

Number of bins	
Litter	0
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	**SUMMARY RATING**	**COMMENTS AND RECOMMENDATIONS**
CONTEXT		High praise AC staff working in the area helping keep it clean
Location Identify	4.0	Great sense of community
Clean Context	4.0	Picnic tables and seats need repaint
FACILITIES		More bins needed especially with seasonal influx of visitors
Summary infrastructure	3.8	Need power to site for lighting, CCTV
Clean Infrastructure	3.8	Signage needs improving - sign is Manukau City Council
Summary BINfrastructure	0.0	Drinking is permitted here - recycling could be good
Clean BINfrastructure	0.0	Electric BBQs up top are not ideal as there is no parking
COMMUNITY ATTITUDES TOWARDS		Often dumped waste e.g. mattresses, illegal dumping, BBQs...
Place	3.9	
Disposal Facilities	2.8	Signage - out of date & conflicting
Clean Place	3.7	Long grass needs weed eating so rubbish cannot hide in it
Satisfaction	1.5	Need lighting for safety and toilets are still long drops

CCAT Location Summary Profile

Date	4/11/2025
Time	3.50pm
City	Auckland
Location	Orewa Beach
Area	Orewa
Site type	Beach park

	Number
Traffic average	3
Survey refusals	0
Surveys	3
Total Litter	62
Littering Negative Disposals	0
Total Disposals	6

Number of bins	
Litter	2
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.0	
Clean Context	4.8	
FACILITIES		
Summary infrastructure	4.0	Need butt bin - no where to put them so ending up in sand
Clean Infrastructure	4.1	Fine clean up of rubbish from site
Summary BINfrastructure	4.7	
Clean BINfrastructure	4.1	
COMMUNITY ATTITUDES TOWARDS		
Place	4.3	
Disposal Facilities	3.0	
Clean Place	3.8	
Satisfaction	4.0	

CCAT Location Summary Profile

Date	12/11/2025
Time	8:56am
City	Auckland
Location	Otara Town Centre
Area	Mall Entrance
Site type	Mall

	Number
Traffic average	11.5
Survey refusals	6
Surveys	2
Total Litter	184
Littering Negative Disposals	0
Total Disposals	1

Number of bins	
Litter	1
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.0	Site is well used, plenty of food traffic
Clean Context	4.0	Reports of homeless onsite, occasionally can feel unsafe
FACILITIES		Bin needs repairs. Broken, no lid, not looking good for area
Summary infrastructure	3.6	Site needs cleaning to remove rubbish in crack of pavers
Clean Infrastructure	3.7	Seating needs attention. Broken wooden seats, signs damaged
Summary BINfrastructure	3.7	Needs a butt bin - cigarette butt galore
Clean BINfrastructure	2.4	Boundary markers need TLC
COMMUNITY ATTITUDES TOWARDS		
Place	4.0	Need more bins, fix, and recycling bin
Disposal Facilities	2.7	Designated smokers area to stop cigarette litter in public space
Clean Place	4.3	
Satisfaction	2.5	

CCAT Location Summary Profile

Date	5/12/2025
Time	12:57pm
City	Auckland
Location	Papakura Central
Area	City Centre Clock
Site type	Mall

	Number
Traffic average	4
Survey refusals	15
Surveys	2
Total Litter	60
Littering Negative Disposals	2
Total Disposals	3

Number of bins	
Litter	3
Recycling	0
Ashtrays attached to bin	3
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.0	Overal site inviting and lovely plants - feedback good
Clean Context	5.0	Why is water feature off?
FACILITIES		Needs visible signage for butt bins
Summary infrastructure	3.8	Broadway bin outside barbers but opening closed off
Clean Infrastructure	4.0	Rust stain from planter box near clock
Summary BINfrastructure	4.6	Good clean needed around seating
Clean BINfrastructure	4.0	Recommend recycling bins - recyclables in bins
COMMUNITY ATTITUDES TOWARDS		
Place	4.4	Food containers make rubbish bin full - need recycling
Disposal Facilities	2.7	Facebook promo - only lazy people litter - public shaming
Clean Place	4.0	Recycling makes rubbish bins full, otherwise all good
Satisfaction	4.0	Kids already recycling, if we put recycle bins in they will use

CCAT Location Summary Profile

Date	5/12/2025
Time	11:30am
City	Auckland
Location	Prince Edward Park
Area	Papakura North
Site type	Park

	Number
Traffic average	1
Survey refusals	0
Surveys	0
Total Litter	31
Littering Negative Disposals	0
Total Disposals	0

Number of bins	
Litter	2
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	0.0	
Clean Context	4.5	
FACILITIES		Clean up litter
Summary infrastructure	3.6	Repair and paint boundary markers
Clean Infrastructure	3.4	Mulch garden
Summary BINfrastructure	4.1	Change bins to be covered to contain rubbish - wind is blowing it out
Clean BINfrastructure	3.2	Install signage - no signs
COMMUNITY ATTITUDES TOWARDS		
Place	0.0	No people at this site to interview
Disposal Facilities	0.0	
Clean Place	0.0	
Satisfaction	0.0	

CCAT Location Summary Profile

Date	7/11/2025
Time	2.30pm
City	Auckland
Location	Queens Parade Waterfront
Area	Devonport wharf
Site type	Waterfront

	Number
Traffic average	0.5
Survey refusals	0
Surveys	3
Total Litter	112
Littering Negative Disposals	0
Total Disposals	4

Number of bins	
Litter	2
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	**SUMMARY RATING**	**COMMENTS AND RECOMMENDATIONS**
CONTEXT		
Location Identify	5.0	Busy place - no shelter by bus stop
Clean Context	4.3	Cigarette butts by boundary marker
FACILITIES		Chewing gum new and old
Summary infrastructure	4.2	Need shelter by bus stop
Clean Infrastructure	4.0	Install a butt bin
Summary BINfrastructure	4.8	Deep clean and education
Clean BINfrastructure	4.2	Remove dead weeds
COMMUNITY ATTITUDES TOWARDS		
Place	4.3	Every bus stop should have a bin
Disposal Facilities	3.4	
Clean Place	4.4	
Satisfaction	4.0	

CCAT Location Summary Profile

Date	7/11/2025
Time	10am
City	Auckland
Location	Takapuna Square
Area	41-45 Hurstmere Road
Site type	Shops

	Number
Traffic average	6
Survey refusals	10
Surveys	3
Total Litter	64
Littering Negative Disposals	0
Total Disposals	3

Number of bins	
Litter	1
Recycling	1
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.5	Great design of the bins
Clean Context	4.8	Good to have recycling bin
FACILITIES		
Summary infrastructure	3.8	Rubbish behind seating in landscape
Clean Infrastructure	4.0	Lots of chewing gum, new and old
Summary BINfrastructure	4.6	Require community education
Clean BINfrastructure	4.1	Recommend a rubbish, recycling and butt bin between seating
COMMUNITY ATTITUDES TOWARDS		
Place	4.3	Wind blows rubbish out of bin
Disposal Facilities	3.7	More litter campaigns that have information on litter prevention
Clean Place	4.1	and signage to inform
Satisfaction	3.0	

CCAT Location Summary Profile

Date	4/11/2025
Time	12.15pm
City	Auckland
Location	Te Hana Playground
Area	Playground
Site type	Park

	Number
Traffic average	0
Survey refusals	8
Surveys	3
Total Litter	42
Littering Negative Disposals	0
Total Disposals	0

Number of bins	
Litter	1
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	5.0	Overall very clean, only small amounts of litter, mostly bird poo
Clean Context	5.0	Landscaping very good, one large pine old
FACILITIES		
Summary infrastructure	4.0	Clean, waterblast of court to remove bird poo
Clean Infrastructure	4.4	Recommend remove old pine before it falls and replant
Summary BINfrastructure	4.7	
Clean BINfrastructure	5.0	
COMMUNITY ATTITUDES TOWARDS		
Place	4.2	Put another bin closer to SH1
Disposal Facilities	2.7	Cleaning/service the bin more often in summer. Inforcement.
Clean Place	4.1	
Satisfaction	3.7	

CCAT Location Summary Profile

Date	4/11/2025
Time	1.40pm
City	Auckland
Location	Warkworth Town Centre
Area	Warkworth Town Centre Shops
Site type	Shops

	Number
Traffic average	3
Survey refusals	1
Surveys	3
Total Litter	93
Littering Negative Disposals	0
Total Disposals	0

Number of bins	
Litter	1
Recycling	0
Ashtrays attached to bin	0
Separate butt bins/ashtrays	0
Other	0

LOCATION FEATURES	SUMMARY RATING	COMMENTS AND RECOMMENDATIONS
CONTEXT		
Location Identify	4.0	Lots of chewing gum pieces
Clean Context	4.8	
FACILITIES		
Summary infrastructure	3.5	Community education on chewing gum disposal
Clean Infrastructure	4.0	
Summary BINfrastructure	4.8	
Clean BINfrastructure	4.4	
COMMUNITY ATTITUDES TOWARDS		
Place	3.9	Not a lot of litter, guy picks up regularly - is really good to see
Disposal Facilities	3.4	Kowhai festival didn't take tape off pavement after festival
Clean Place	4.0	Recycling needs to happen
Satisfaction	4.0	Would use butt bin if available

APPENDIX B – LITTER COMPOSITION PER LOCATION

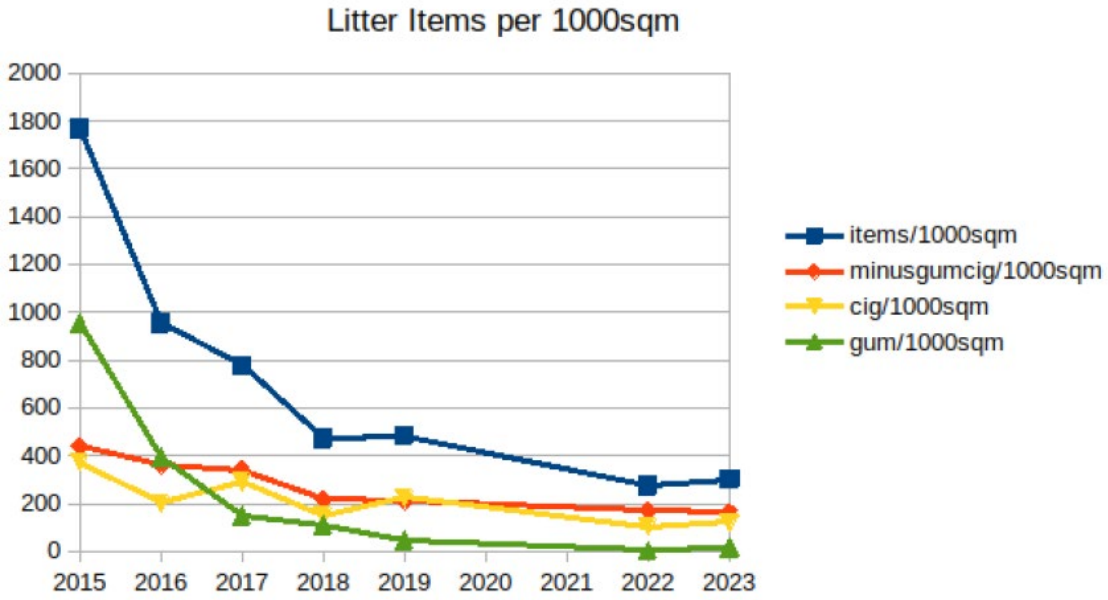
Primary categories	Secondary categories	Parks			
		Te Hana Playground	Prince Edward Park	Clevedon Playground	Howick Central Domain
Number of pieces of litter per 1,000m²		**263**	**194**	**131**	**156**
Tobacco	Cigarette butts	2.4%	12.9%	0.0%	0.0%
	Packet/wrapper/foil/match	0.0%	6.5%	0.0%	0.0%
Organic material	Chewing gum	7.1%	0.0%	0.0%	0.0%
	Dog/bird/other poo	73.8%	0.0%	0.0%	0.0%
	Food/goo	14.3%	9.7%	4.8%	0.0%
	Wooden utensils	0.0%	3.2%	0.0%	0.0%
Glass	Bottles	0.0%	3.2%	0.0%	4.0%
	Bits	0.0%	0.0%	0.0%	0.0%
Plastic	Bags	2.4%	0.0%	0.0%	0.0%
	Film wrap/wrappers	0.0%	25.8%	19.0%	0.0%
	Bottles	0.0%	0.0%	0.0%	4.0%
	Cups/containers	0.0%	3.2%	0.0%	0.0%
	Utensils/caps/straws/sticks	0.0%	6.5%	4.8%	0.0%
Paper	Bags	0.0%	0.0%	0.0%	0.0%
	Serviettes/tissues	0.0%	3.2%	0.0%	4.0%
	Receipt/ticket/paper piece	0.0%	0.0%	4.8%	4.0%
	Newspaper/advertising	0.0%	3.2%	0.0%	0.0%
	Take away box	0.0%	0.0%	0.0%	0.0%
	Cups/drink boxes (Tetrapak)	0.0%	0.0%	0.0%	0.0%
Cardboard	Boxes (packaging)	0.0%	0.0%	0.0%	0.0%
	Pieces	0.0%	0.0%	0.0%	0.0%
Foil	Confection/ice cream wrap.	0.0%	9.7%	42.9%	76.0%
Metal	Aluminium/steel cans	0.0%	3.2%	0.0%	0.0%
	Caps/ring pulls/bits	0.0%	3.2%	0.0%	0.0%
Commercial	Packaging /straps/ties	0.0%	3.2%	9.5%	4.0%
	Shopping trolleys	0.0%	0.0%	0.0%	0.0%
Hazardous	Syringes, band aids	0.0%	0.0%	0.0%	0.0%
Picnic BBQ	Heat beads	0.0%	0.0%	0.0%	0.0%
Other	All other items	0.0%	3.2%	14.3%	4.0%
	TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Primary categories	Secondary categories	Beach parks		
		Browns Bay Beach	Ōrewa Beach	Ōrere Point
Number of pieces of litter per 1,000m²		**219**	**388**	**175**
Tobacco	Cigarette butts	42.9%	19.4%	3.6%
	Packet/wrapper/foil/match	0.0%	3.2%	7.1%
Organic material	Chewing gum	5.7%	1.6%	0.0%
	Dog/bird/other poo	17.1%	3.2%	0.0%
	Food/goo	2.9%	14.5%	10.7%
	Wooden utensils	0.0%	0.0%	0.0%
Glass	Bottles	0.0%	0.0%	0.0%
	Bits	0.0%	0.0%	0.0%
Plastic	Bags	2.9%	0.0%	0.0%
	Film wrap/wrappers	0.0%	3.2%	14.3%
	Bottles	0.0%	0.0%	0.0%
	Cups/containers	0.0%	0.0%	0.0%
	Utensils/caps/straws/sticks	0.0%	8.1%	7.1%
Paper	Bags	0.0%	0.0%	0.0%
	Serviettes/tissues	0.0%	0.0%	7.1%
	Receipt/ticket/paper piece	14.3%	11.3%	14.3%
	Newspaper/advertising	0.0%	0.0%	0.0%
	Take away box	0.0%	0.0%	0.0%
	Cups/drink boxes (Tetrapak)	0.0%	0.0%	0.0%
Cardboard	Boxes (packaging)	0.0%	0.0%	0.0%
	Pieces	0.0%	0.0%	0.0%
Foil	Confection/ice cream wrap.	5.7%	3.2%	10.7%
Metal	Aluminium/steel cans	0.0%	0.0%	7.1%
	Caps/ring pulls/bits	0.0%	3.2%	3.6%
Commercial	Packaging /straps/ties	0.0%	3.2%	0.0%
	Shopping trolleys	0.0%	0.0%	0.0%
Hazardous	Syringes, band aids	0.0%	0.0%	0.0%
Picnic BBQ	Heat beads	0.0%	0.0%	0.0%
Other	All other items	8.6%	25.8%	14.3%
	TOTAL	**100.0%**	**100.0%**	**100.0%**

Primary categories	Secondary categories	Shops		
		Manurewa Shops	Warkworth Shops	Takapuna Square
Number of pieces of litter per 1,000m²		**5,494**	**581**	**400**
Tobacco	Cigarette butts	25.0%	2.2%	6.3%
	Packet/wrapper/foil/match	0.8%	0.0%	0.0%
Organic material	Chewing gum	53.2%	36.6%	76.6%
	Dog/bird/other poo	0.0%	39.8%	0.0%
	Food/goo	0.7%	0.0%	7.8%
	Wooden utensils	0.6%	0.0%	0.0%
Glass	Bottles	0.0%	0.0%	0.0%
	Bits	2.3%	0.0%	0.0%
Plastic	Bags	0.1%	0.0%	0.0%
	Film wrap/wrappers	4.3%	0.0%	1.6%
	Bottles	0.1%	0.0%	0.0%
	Cups/containers	0.1%	0.0%	0.0%
	Utensils/caps/straws/sticks	1.1%	11.8%	0.0%
Paper	Bags	0.1%	0.0%	0.0%
	Serviettes/tissues	1.7%	0.0%	0.0%
	Receipt/ticket/paper piece	5.7%	1.1%	4.7%
	Newspaper/advertising	0.1%	0.0%	0.0%
	Take away box	0.1%	0.0%	0.0%
	Cups/drink boxes (Tetrapak)	0.0%	0.0%	0.0%
Cardboard	Boxes (packaging)	0.0%	0.0%	0.0%
	Pieces	1.1%	0.0%	0.0%
Foil	Confection/ice cream wrap.	1.1%	1.1%	1.6%
Metal	Aluminium/steel cans	0.1%	0.0%	0.0%
	Caps/ring pulls/bits	1.3%	0.0%	0.0%
Commercial	Packaging /straps/ties	0.1%	0.0%	0.0%
	Shopping trolleys	0.0%	0.0%	0.0%
Hazardous	Syringes, band aids	0.0%	0.0%	0.0%
Picnic BBQ	Heat beads	0.0%	0.0%	0.0%
Other	All other items	0.1%	7.5%	1.6%
	TOTAL	**100.0%**	**100.0%**	**100.0%**

Primary categories	Secondary categories	Malls		
		Ōtara Town Centre	Papakura Central	Glenfield Mall
Number of pieces of litter per 1,000m²		**1,150**	**375**	**813**
Tobacco	Cigarette butts	38.6%	28.3%	16.2%
	Packet/wrapper/foil/match	0.0%	0.0%	0.0%
Organic material	Chewing gum	24.5%	31.7%	70.0%
	Dog/bird/other poo	18.5%	10.0%	1.5%
	Food/goo	4.9%	0.0%	1.5%
	Wooden utensils	0.0%	0.0%	0.0%
Glass	Bottles	0.0%	0.0%	0.0%
	Bits	0.0%	0.0%	0.0%
Plastic	Bags	0.0%	1.7%	0.8%
	Film wrap/wrappers	0.0%	6.7%	0.0%
	Bottles	0.0%	0.0%	0.0%
	Cups/containers	0.5%	0.0%	0.0%
	Utensils/caps/straws/sticks	5.4%	3.3%	4.6%
Paper	Bags	0.0%	0.0%	0.0%
	Serviettes/tissues	0.0%	0.0%	0.0%
	Receipt/ticket/paper piece	2.2%	11.7%	2.3%
	Newspaper/advertising	0.0%	0.0%	0.8%
	Take away box	0.0%	0.0%	0.0%
	Cups/drink boxes (Tetrapak)	0.0%	0.0%	0.0%
Cardboard	Boxes (packaging)	0.0%	0.0%	0.0%
	Pieces	0.0%	0.0%	0.0%
Foil	Confection/ice cream wrap.	2.7%	0.0%	0.8%
Metal	Aluminium/steel cans	0.0%	0.0%	0.0%
	Caps/ring pulls/bits	1.1%	0.0%	0.0%
Commercial	Packaging /straps/ties	0.0%	3.3%	0.0%
	Shopping trolleys	0.0%	0.0%	0.0%
Hazardous	Syringes, band aids	0.0%	0.0%	0.0%
Picnic BBQ	Heat beads	0.0%	0.0%	0.0%
Other	All other items	1.6%	3.3%	1.5%
	TOTAL	**100.0%**	**100.0%**	**100.0%**

Primary categories	Secondary categories	Transport	Landmark	Waterfront
		Māngere Town Centre	Maungauika Devonport	Queens Parade Waterfront
Number of pieces of litter per 1,000m²		**1,206**	**56**	**700**
Tobacco	Cigarette butts	27.5%	0.0%	5.4%
	Packet/wrapper/foil/match	0.0%	0.0%	0.0%
Organic material	Chewing gum	59.1%	0.0%	62.5%
	Dog/bird/other poo	1.0%	0.0%	21.4%
	Food/goo	2.1%	11.1%	1.8%
	Wooden utensils	0.0%	0.0%	0.0%
Glass	Bottles	0.0%	0.0%	0.0%
	Bits	0.0%	0.0%	0.0%
Plastic	Bags	0.0%	0.0%	0.0%
	Film wrap/wrappers	0.5%	22.2%	0.0%
	Bottles	0.0%	0.0%	0.0%
	Cups/containers	1.0%	0.0%	0.0%
	Utensils/caps/straws/sticks	2.1%	0.0%	1.8%
Paper	Bags	1.0%	0.0%	0.0%
	Serviettes/tissues	0.0%	0.0%	0.0%
	Receipt/ticket/paper piece	2.1%	33.3%	0.0%
	Newspaper/advertising	0.0%	0.0%	0.0%
	Take away box	0.0%	0.0%	0.0%
	Cups/drink boxes (Tetrapak)	0.0%	0.0%	0.0%
Cardboard	Boxes (packaging)	0.0%	0.0%	0.0%
	Pieces	0.0%	0.0%	0.0%
Foil	Confection/ice cream wrap.	1.0%	0.0%	4.5%
Metal	Aluminium/steel cans	1.0%	33.3%	0.0%
	Caps/ring pulls/bits	1.0%	0.0%	0.9%
Commercial	Packaging /straps/ties	0.0%	0.0%	0.0%
	Shopping trolleys	0.0%	0.0%	0.0%
Hazardous	Syringes, band aids	0.0%	0.0%	0.0%
Picnic BBQ	Heat beads	0.0%	0.0%	0.0%
Other	All other items	0.5%	0.0%	1.8%
	TOTAL	**100.0%**	**100.0%**	**100.0%**

APPENDIX C – 2023 LITTER TREND OVER TIME

The figure presented below is taken directly from the BATK *2023 Auckland Council CCAT & Litter Audit* report. The data behind this figure has been estimated in Figure 4.1 in Section 4.2.