

#TidyRoadsides

**How to drive down
roadside litter
more effectively**



What we'll cover today

- **Our insights** into roadside litter
- **Tidy Roadsides** – what we did and the difference it made
- **Four principles** to help you save money and tackle roadside litter more effectively
- **Q&A**



Hello from Hubbub

**We're a creative charity.
We design campaigns to inspire
action that's good for the
environment, and for everyone.**



Why tackle roadside litter?

Roadside litter is costly and difficult to clear up and it harms the environment.

Tidy Roadsides aimed to tackle roadside litter in Glasgow and Cardiff, with the support of scientific litter mapping by tech company Ellipsis Earth.



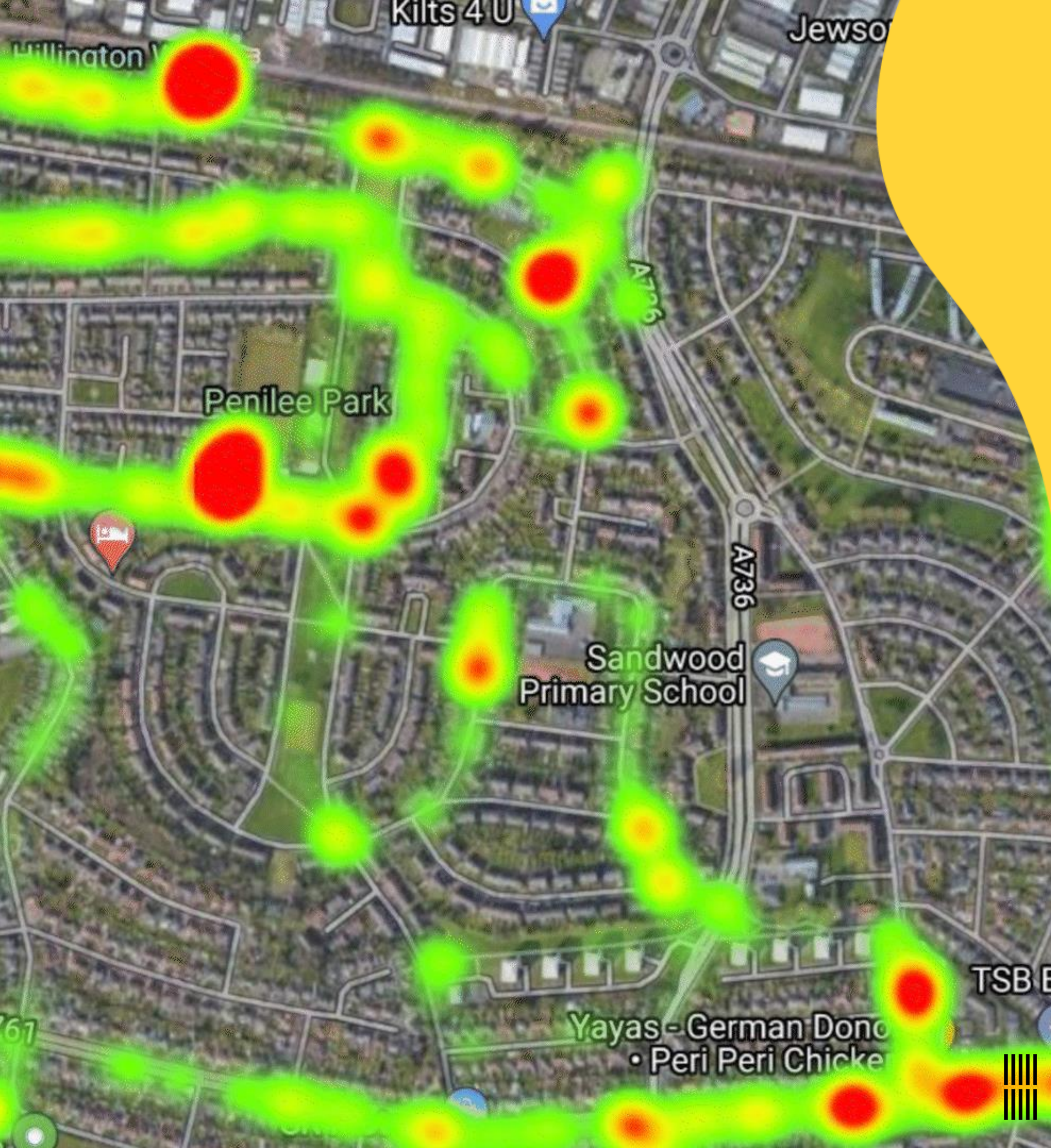
How did we gather 2.5 billion litter data points?

Advanced image capturing tech to gather **2.5 billion** data points per survey

AI helps identify **47** categories of litter

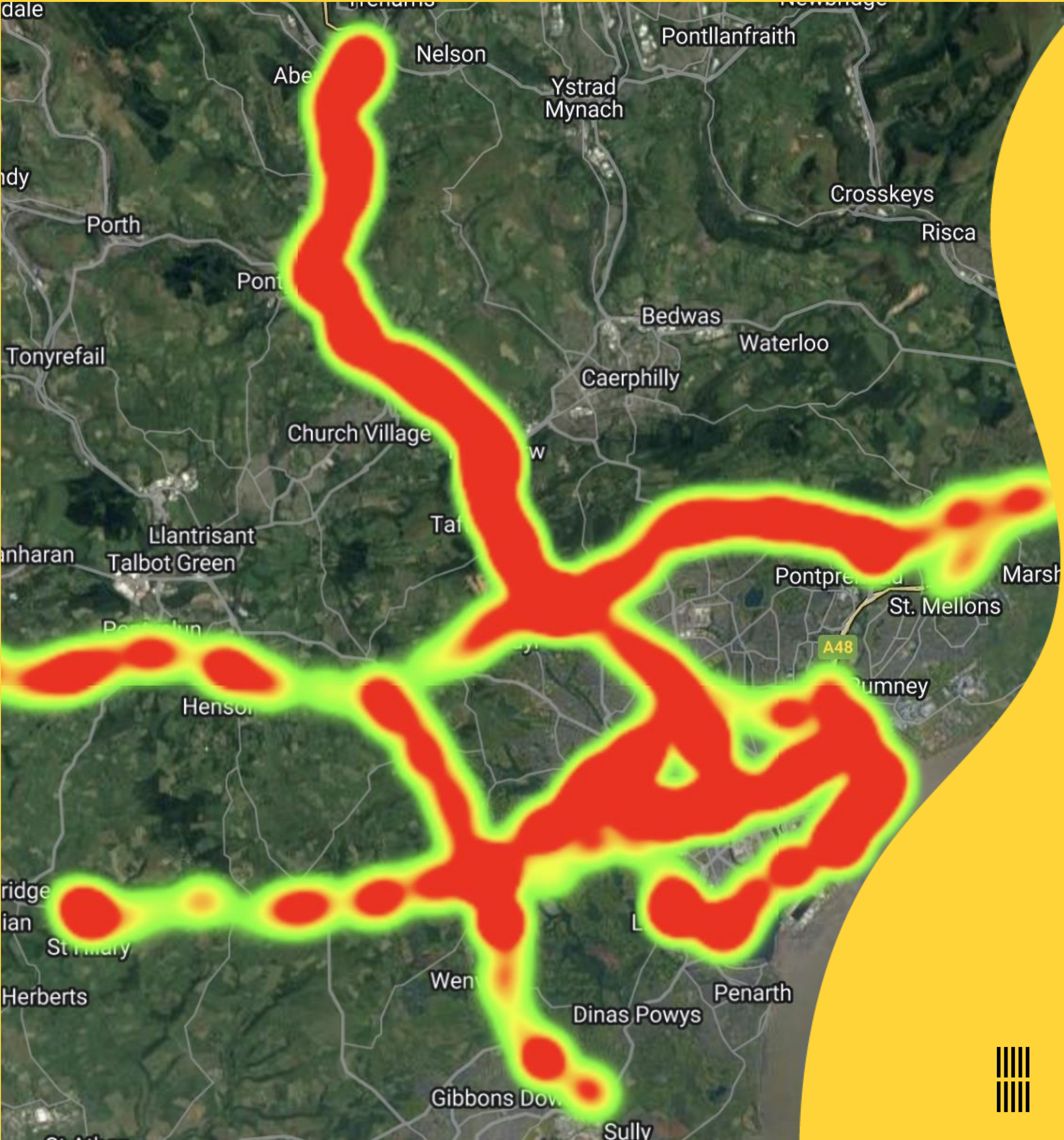
Unparalleled accuracy, eliminating human error and biases





Glasgow roadside litter hotspots

- First survey: Oct 2021
- City centre, Paisley Road West and Dunbarton Road
- **169,597** items of litter found
- Second survey to measure litter reduction after 8-week campaign: Aug 2023 (on Paisley Road West and Dunbarton Road)



Cardiff roadside litter hotspots

- First survey: May 2022
- Major road networks into and out of Cardiff
- **146,622** items of litter found
- **21,000** new items added each week
- Litter stays on roads for minimum **5** weeks
- Second survey to measure litter reduction after 8-week campaign: Aug 2023



We found rubbish is dropped
every 3 seconds
on Glasgow's and Cardiff's roads

Most common littered items

Paper



receipts, napkins, paper packaging, tickets, cardboard

Plastic fragments



often broken down from food and drink packaging

Cigarette butts



mostly at slow speed locations, pedestrian stopping points like traffic lights, bus stops



Top 3 items on Cardiff's roadsides by...

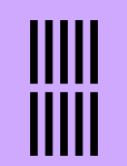
Weight (kg)



Volume (m³)



Environmental impact (years to decompose)



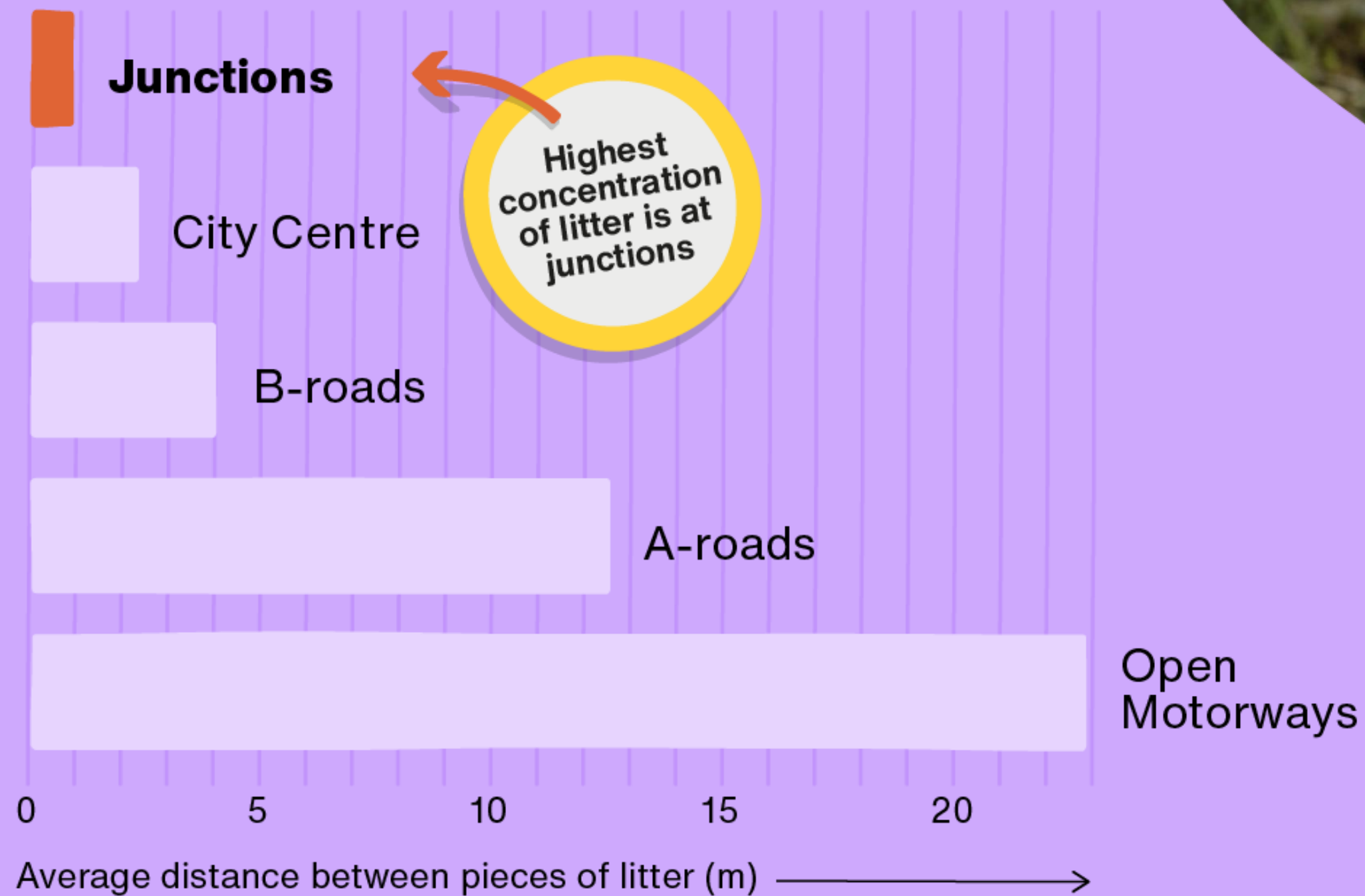
Litter is concentrated at hotspots

Litter is mostly concentrated at locations where cars and pedestrians slow down and stop:

- junctions
- slip roads
- roundabouts
- traffic lights
- bus stops



Slower the road = greater the litter



Did you know...

**Rubbish is dropped
on our roads every
3 seconds?**

**We all want
#TidyRoadsides**

Keep it
'til you
bin it



Introducing...

#TidyRoadsides

An 8-week campaign in the summer of 2023 to tackle roadside litter in Glasgow and South Wales.

By targeting litter hotspots, we trialled interventions that enabled road users to **bin rubbish more easily**, and make them **more willing to do so**.





What did we trial?

To make binning easier, we...

- Rewrapped and signposted existing bins
- Trialled driver-friendly bins

To make people more willing to bin, we...

- Ran a social media campaign to raise awareness
- Put signage around litter hotspots
- Played a catchy jingle on Heart Radio
- Set up a pop-up pit stop to ask drivers to do a 2-minute tidy

**Keep it
'til you
bin it**

We encouraged
locals to...

Tidy Roadsides

**How to drive down
roadside litter**



The difference it made

From the second litter survey by
Ellipsis Earth, we found:

Data-driven interventions are
4-5 times more effective
than untargeted interventions



In Glasgow...

Rewrapped bins + signage around litter hotspots reduced litter (within 20m of the bins) by up to **58%**

In contrast, rewrapping bins in non-hotspot locations reduced litter by **8%**



In South Wales...

In areas around a service station, a cluster of road signs, banners, and rewrapped bins together reduced litter by

23%

In contrast, putting isolated billboards and roundabout ads reduced litter only by

3-4%



**What have we
learned?**



Prioritise litter hotspots

Take a targeted approach to litter reduction campaigns and clean-ups. Focus on where cars slow down:

- junctions
- roundabouts
- slip roads
- traffic lights



Putting litter interventions in non-hotspot locations can make little to no difference, therefore wasting valuable resources.





Meet drivers where they stop

Make it easy for road users to bin rubbish:

- put eye-catching bins
- use bins with bigger apertures (so they can't miss!)

Place bins where drivers naturally stop:

- motorway services
- retail parks
- roadside fast-food retailers





Bins + signs = bigger impact

Bins and messaging used together work 25% better than bins or signs on their own.

In Glasgow, signage alongside rewrapped bins led to a 58% reduction of litter within 20m of the bin (versus 45% by a rewrapped bin alone).

Isolated signs didn't make much difference.



Need a joined-up approach



4
Work
together

Roadside litter is complex. Highway agencies, councils, and businesses could work together on:

- consistent messaging
- more bins at where people consume food and drink
- a compelling national campaign



Final litter-busting top tips

- Prioritise litter hotspots
- Consider tackling cigarette butts: they attract further littering
- Consider targeted messaging to a young male audience
- Normalise positive behaviour
- Raise awareness on accidental littering



Questions?

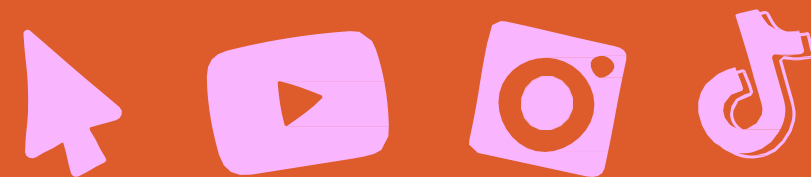
Thank you

Find out more at:

WWW.HUBBUB.ORG.UK/TIDY-ROADSIDES

More questions?

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