

KEEP  
BRITAIN  
TIDY

LOVE  
where  
YOU  
Live

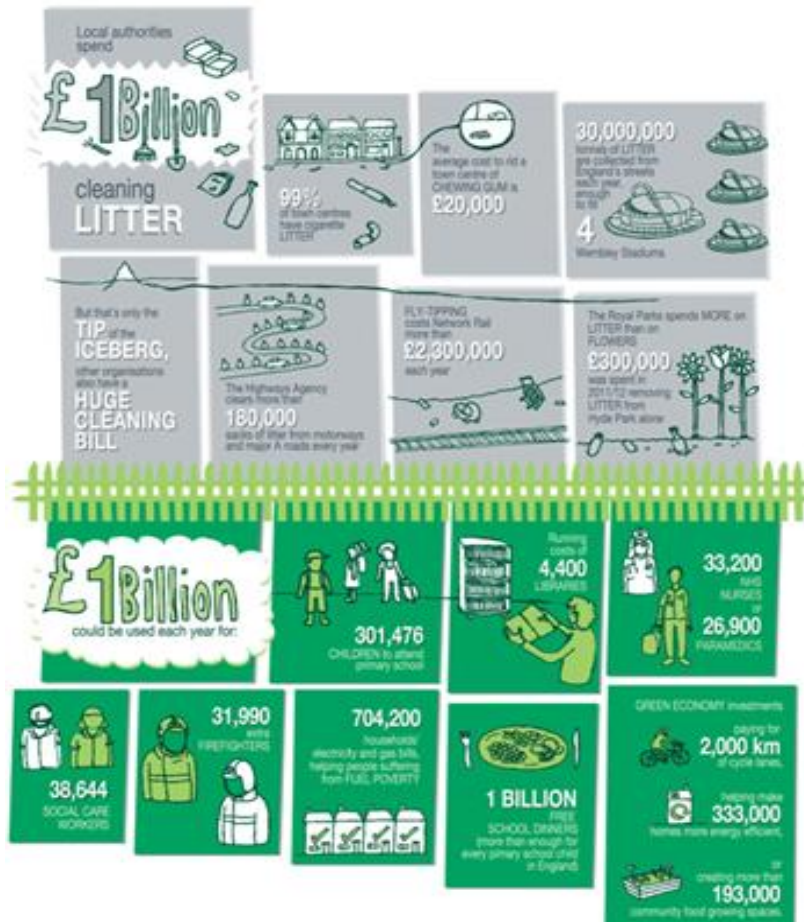
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When it comes to  
LITTER:

Which **SIDE**  
of the

 **FENCE** #  
are **YOU?**  
on ●

# The Cost of Litter



# Panorama – 28<sup>th</sup> October 2013 (Part 1)





## 13 local land managers delivered the activity in 21 sites across their local areas

- Ashfield District Council
- Bournemouth Borough Council
- Bristol City Council
- Calderdale Council
- Mansfield District Council
- Darlington Borough Council
- Diss Town Council
- East Devon District Council
- East Hertfordshire Council
- Lambeth Council
- Northumberland County Council
- Nottingham City Council
- Wellingborough Norse

Since November, two other local land managers, Bristol City Council and the London Borough of Hounslow have also conducted the activity in their local areas.



## Panorama – 28<sup>th</sup> October 2013 (Part 2)



# Litter and the Big Brands



## Panorama – 28<sup>th</sup> October 2013 (Part 3)





‘Which side of the fence are you on?’ awareness raising event





## Feedback on the Keep Britain Tidy Stunt

- Positive impact on public awareness and of the cost of litter
- No negative feedback from the public reported to KBT & vast majority of our partners didn't receive any negative comments, where they did it was more about how/where the Council had held the activity rather than that they had stopped cleaning up.
- It was really valuable and powerful to have someone else saying the message (KBT not partners).
- The activity was of very little cost to partners and was done in such a way that they could find alternative ways of doing things e.g. some partners had banners and signage professionally printed, some didn't have banners, some printed and laminated their own A3 posters and used in-house print teams. The only real cost was officer time managing the relationship with KBT, being present of the day and cleansing officer time.
- All those organisations that participated were satisfied with activity and were pleased they had been involved
- A general feeling that this alone won't have a sustained impact on littering behaviour, but that it provided another opportunity to 'chip away at the message' and that that's what we need to be doing.



## And the impact.....

- Some shops seem more aware of the litter outside their premises and are now litter picking their frontages
- Rather than looking at the 'before' and 'after' images in isolation – it was the comparison that was most valuable as the stark contrast really stood out!
- Demonstrated to members what the street cleansing budget pays for!
- General feeling that the activity would have more of an impact during the summer months e.g. when people use parks more, etc. Linked with this, some of the partners we spoke to were keen to carry on the activity in different locations in their areas and / or at different times of the year. Some were also keen to 'not cleanse' one side of the street for a longer period of time to see more of a build up of litter.
- Following the activity taking place in a local park, the council received a request from local residents to remove leaves/leaf build up from the park – residents gathered together, formed a group, removed the leaves and the council collected them at the end of the day. The group say they will keep this up. They actually said to the council 'you've done your bit, now it's time for us to do ours!'
- "It would have been a struggle to do this on our own"
- "Maximum effect with a minimum amount of resource"

## Next steps

- Litter – making a real difference
- England's Major Cities
- Brands in the Gutter
- Litter Commitment





# Contact us and get involved

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