

# Who are Clean Up Britain?

- Our vision is cultural change in attitude and behaviour towards litter.
- Jeremy Paxman is our Patron and Kenny Logan our Chairman.
- Our team have varied background in media engagement, project & campaign delivery and behavioural change.
- We are working with DEFRA on the National Litter Strategy.
- 2017 is pivotal - on multiple levels!

Litter levels have increased 500% over the last 50 years - we believe that a national campaign is crucial to focus the nation's attention on the problem and begin challenging and changing attitudes.

‘One way social proof manifests itself is through observing the results of past behaviour. If there is a lot of litter on the ground it means that littering is a normal and accepted behaviour. Therefore, environments that are clean will nudge people to use bins, whereas environments that are unclean will nudge them to litter more’

(Dur & Vollaard, 2013; Finnie, 1973; Geller, Witmer, & Tuso, 1977; Krauss, Freedman, & Whitcup, 1978; Reiter & Samfuel, 1980)



# CLEAN UP HITCHIN



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# IMPORTANT NOTE...

The local authority I work with are extremely can-do & open to collaboration!



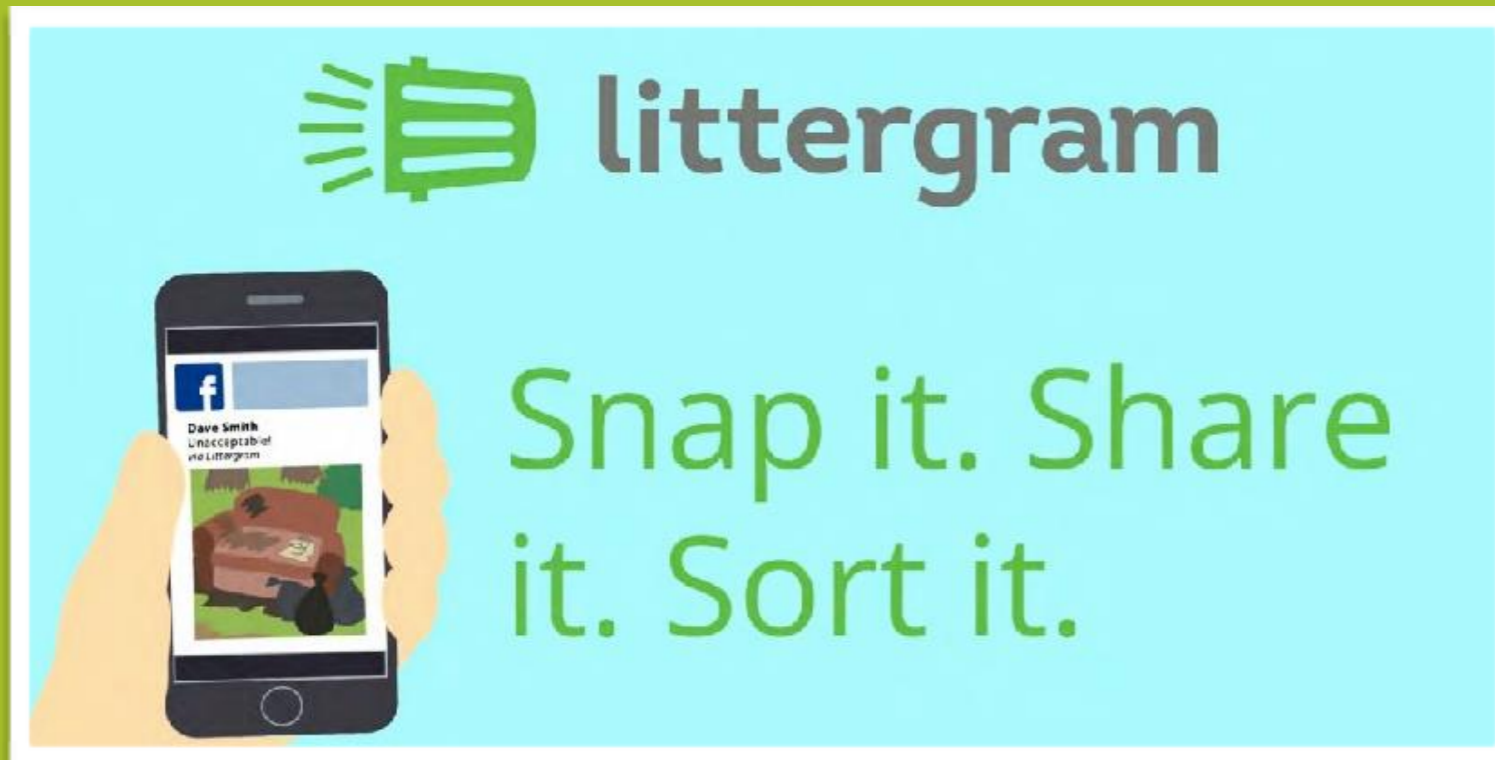


# In an ideal world...

The public need a **one stop shop** to report overflowing bins and litter build up, responsive 7 days a week.

It must be simple and quick and the same regardless of whether the solution is down to the local or county council.

Almost all of us have a **smartphone** - let's use them!





Where more than one waste management contract exists in the same area, contractors should, *in exceptional circumstances*, cover the other's patch.

When this happens, a healthy cross-charge from one contractor to another, might just have a positive knock-on....







Issues which perpetuate negative social norms need to be addressed quickly. Slick reporting processes, and responsive contractors are extremely important...



Rachel C @cleanuphitchin · 19s

@NorthHertsDC Spectacular fly tip, junction of Hitchin Lane & A602. If you clear I'll join & litter pick surrounding area #teamwork #Hitchin





# This one's a triple whammy...

1. Long term build up (litter creating litter)
2. Debate about who owns
3. The 1.3 metre rule applied absolutely....





Where more than one operator is working on the same patch at the same time, comms need to be managed to ensure the work is complimentary.....





# So, if you're serious:

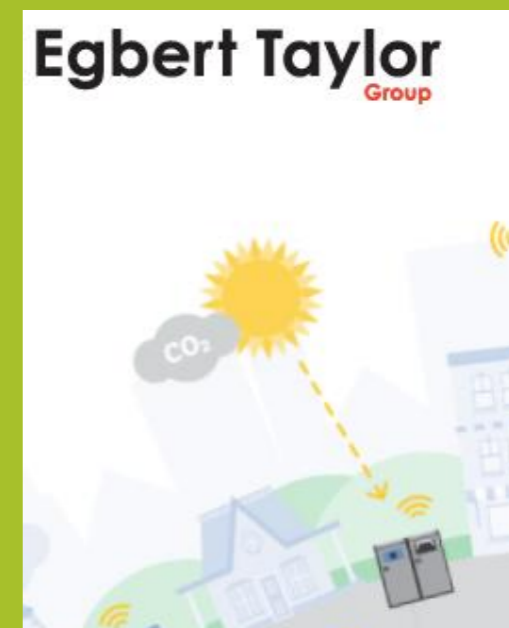
- Give residents a 'one stop shop' to report issues, quickly and easily
- Enable reporting 7 days a week (and stand by decent SLA's)
- Respond promptly to reports of broken bins and other damaged infrastructure
- Keep close to your contractors - are their service levels perpetuating a negative or positive social norm?
- Build in clauses to contracts which enable cross over and cross-charge
- For contracts which run over years, build in the capacity to review as urban design changes and footfall/ public behaviours shift
- Embrace local litter nutters!





# Other challenges and opportunities

- Input, output or hybrid contracts - which is most effective in maintaining clean spaces?
- Smartphones, apps, big data.... what can you turn to your advantage?
- What about leveraging new technology:
  - Tracking contractor routes on the ground?
  - Smart bins





# LITTER OLOGY

Understanding Littering and the  
Secrets to **Clean Public Places**



**KAREN SPEHR & ROB CURNOW**