



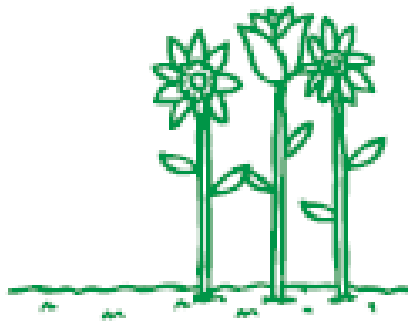
**KEEP  
BRITAIN  
TIDY.**

One of the  
country's leading  
environmental  
charities

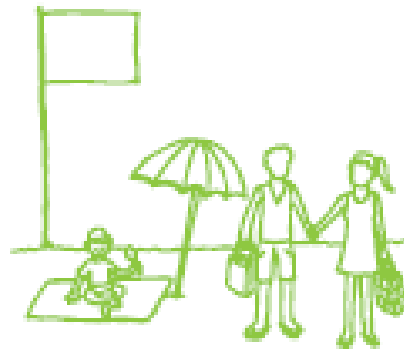


# APSE Street Cleansing and Street Scene Seminar

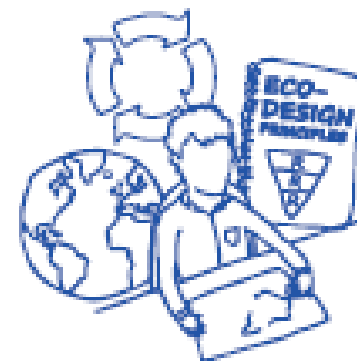
## Practical Solutions to Littering



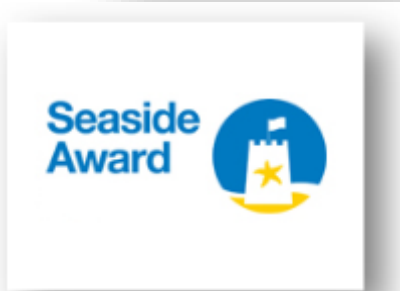
**1. Reducing littering**  
by increasing the number of clean local places and improving local environmental quality



**2. Improving local places**  
through increasing the amount of well-managed, accessible public space and engaging more communities in their management



**3. Preventing waste**  
by increasing understanding and changing behaviours to reduce waste and improve the quality and quantity of municipal recycling levels in England





**900,000; £68 million**

# Reaching the Tipping Point: Keep Britain Tidy's action plan for fly-tipping



## Fines issued for fly-tipping by Magistrates in 2014/15



1

Make it easy for people to do the right thing

2

Make it hard for people to do the wrong thing

3

Impose higher penalties



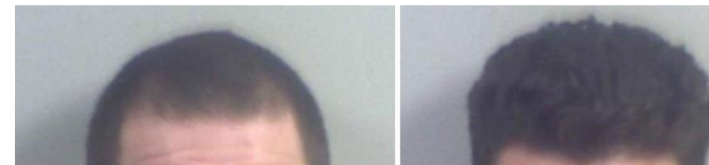
News > Crime

**Fly tippers jailed for four years each after dumping 80 metres of rubbish Tooting Common**

LAURA PROTO | Tuesday 3 November 2015



Like Click to The Ev





## #CrimeNotToCare

- Fly-tipping campaign to make residents aware they have a Duty of Care to ensure their waste is disposed of correctly
  - If it's your rubbish, it's your responsibility
    - Fines up to £50,000 if dumped waste can be traced back to you
  - National campaign
    - Local customisation
  - Encourage residents to seek guidance from their local authority
    - Identify licensed waste carrier or council collection service
  - Launching March 2017
-

# If it's your rubbish, it's your responsibility

## #CrimeNotToCare





## The Keep Britain Tidy Award – what is it?

- Recognition of a quality place
- Assesses the responsible management of litter and waste
- Recognises a range of factors that contribute to making a facility an attractive and pleasing place to visit
- Each site is assessed on its own merits and its suitability to the visitors it serves
- Benchmarking against an industry standard
- ‘Mystery shop’ visit every other year



## What criteria does a site need to meet?

- Four main categories that every organisation will be assessed against:
  - Litter and cleanliness
  - Waste management
  - Infrastructure
  - Engagement
- Assessment includes a day on site from our surveyors & feedback/recommendation report

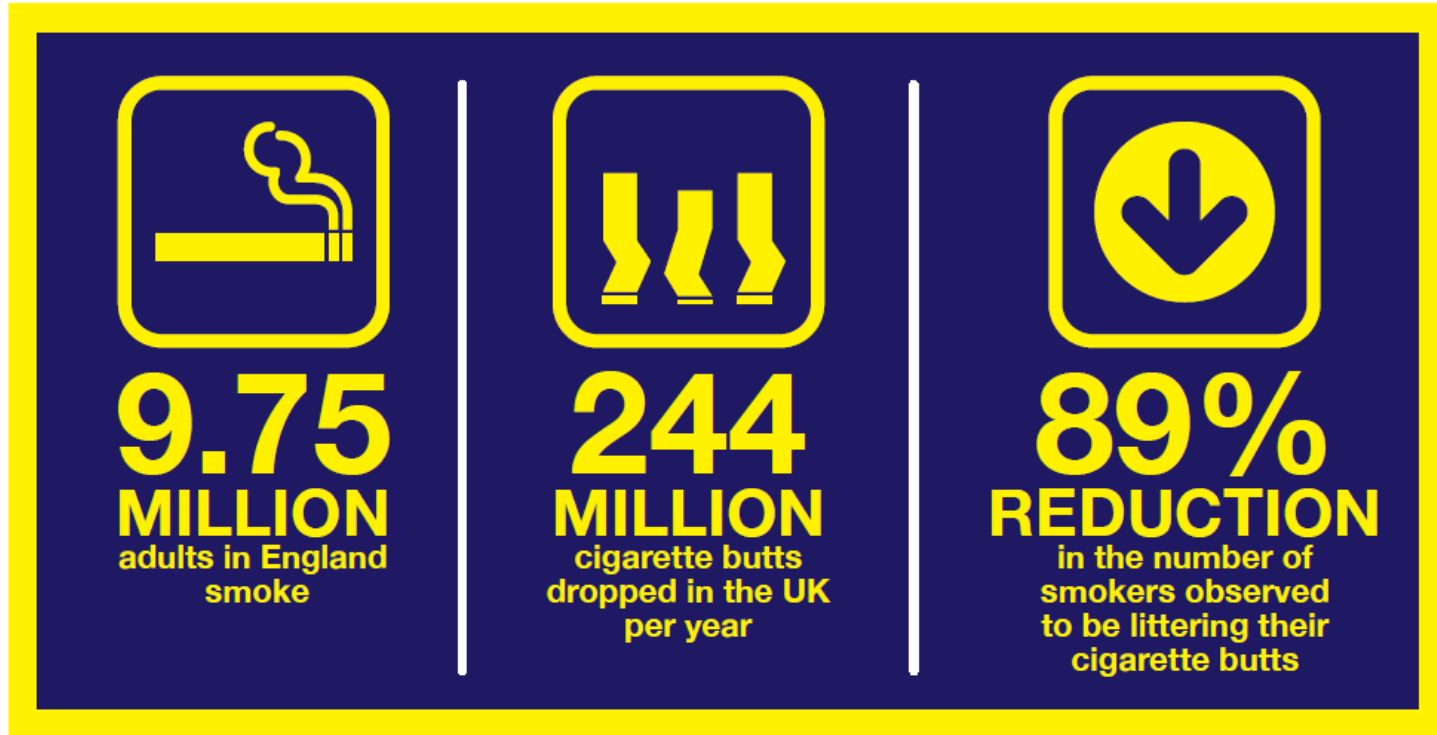
<i>Element</i>	<i>Score (6-0)</i>
<b>Local Environmental Quality Standards</b>	
General Litter (x3)	
Cigarette Butts	
Detritus	
Staining	
Graffiti	
Fly-posting	
Fly-tipping/waste incorrectly placed out, e.g. outside time banding, side waste when not accepted, etc.	
<b>Cleansing Regime</b>	
Management plan: timely & appropriate	
Quality in practice & response to incidents	
<b>Waste Management</b>	
Recycling – is the messaging clear (e.g. bin labels) & does it match disposal route?	
Waste Storage – clean/tidy, closed to public	
Audit trail/documentation	
<b>Bin Provision</b>	
Bins – Appropriate: number, position & signage	
Bins – Quality: condition, cleanliness & level of fill	
<b>Infrastructure</b>	
Furniture: street furniture, seating, bus stops, etc. (cleanliness & condition) – NOT BINS	
Toilets	
<b>Engagement</b>	
Staff	
Partnership arrangements	
Public	

## What are the benefits of the Award?

- Stand out from the crowd
- Demonstrate a good corporate image
- Superior customer/visitor experience
- Improve the environmental quality of the site
- Expert recommendations and solutions
- Enhanced community, staff and stakeholder engagement



## Smoking Zones



## Time to zone out cigarette litter

- 73% of sites affected by cigarette butts
- Reduce cleansing costs by encouraging smokers into a space where they are less likely to discard their butts
- Create a cleaner environment for everyone
- Provide good facilities for your customers, designed with their needs in mind
- Appropriate receptacles to dispose of cigarettes





## Time to Zone out cigarette litter

- EAST framework
  - Easy, Attractive, Social, Timely
- Reduction of 89% in cigarette littering when smokers are inside the zones
- Standard package
  - 4 yellow cigarette bins
  - Floor stickers
  - Guidance pack
    - Monitoring
    - Comms
  - Site visit and observational audit
  - Post installation monitoring



## We're Watching You – Dog Fouling Campaign



- Experience tells us that dog fouling happens under the cover of darkness
- Piloted the innovative 'glow in the dark' signs with 17 local authority partners
- Each partner monitored robustly pre and post installation
- Results on average 46% reduction some as high as 94%
- Now over 130 partners involved in the campaign
- Winner of Charity Award 2016

## Green Footprints

- Simple, low-cost nudge mechanism
- Pilot run at 8 sites
  - Park/leisure
  - High streets
- Weighed litter on ground vs rubbish in bin
- Ave. reduction in littering by 16%
  - One site saw a 46% reduction in litter on the ground during the intervention
- Scaled up into a package that will be available to Network members soon
  - National campaign



## LEQ Surveys & Keep Britain Tidy Network

- Developed BV199 & NI195 survey methodologies with Defra
  - National LEQSE survey from 01/02 to 14/15
  - Carry out client surveys using NI195-style assessments
    - Full annual survey (300 sites x 3 tranches)
    - One-off benchmarking survey
    - Report & recommendations
  - LEQS Pro database
  - KBT Network
    - 3 tiers of membership
    - Over 100 members across England
    - Annual conference & Network Awards
    - Regional meetings & events
    - Ask the Network/Expert
    - Many CfSI ideas trialled with Network members
-

## Great British Spring Clean

- National campaign aiming to inspire 500,000 people to get outdoors, get active and help clear up the rubbish that lies around us
- March 2017
  - Focus on 3-5 March
- 240+ local authorities signed up



# Great British Spring Clean

- Register at:  
[www.greatbritishspringclean.org.uk/home/2684](http://www.greatbritishspringclean.org.uk/home/2684)

**#GBSpringClean**



# Great British Spring Clean

**FIND YOUR NEAREST EVENT**

ENTER CITY

OR POSTCODE 1 mile

FIND VIEW ALL

- MAR 03, 2005  
**Luddington Great British Spring Clean**  
*Luddington*
- MAR 03, 2016  
**Holte Eco-Team Local area clean up**  
*Birmingham*
- MAR 03, 2016  
**Weobley Spring Clean**  
*Weobley*
- MAR 05, 2016  
**Active Neighbourhoods Clean up King's Tamerton Woods**  
*king's tamerton wood*
- APR 06, 2016  
**Weekly clean up**  
*Halesowen*



## SUPPORTERS



**COSTA**

**WRIGLEY**  
A subsidiary of Wm. Morrison Supermarkets



**CPRE**  
Campaign to Protect Rural England  
Partners of the Green Belt



**GREGGS**



**Country walking**  
Britain's leading walking organisation

**Clear Channel**

**THIRSTY PLANET**

**HARROGATE**  
SPRING WATER

**COUNTRY LIFE**

**highways**  
england



**Coca-Cola**  
EUROPEAN PARTNERS

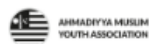
**STAGECOACH GROUP**  
STAGECOACH GROUP



**greenspace**  
**scotland**  
transforming urban spaces into people places  
[www.greenspacescotland.org.uk](http://www.greenspacescotland.org.uk)



**fit**  
**fields in trust**





**Thank you**

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**@KeepBritainTidy**



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