

# Tackling Litter – What more can we do together (The Importance of Collaboration)



[WWW.CLEANUPBRITAIN.ORG](http://WWW.CLEANUPBRITAIN.ORG)

# Who are Clean Up Britain?

- Run by volunteers, our vision is delivery of an innovative, emotive, high-profile campaign which reverses the 'social norm' of littering.
- Jeremy Paxman is our Patron and Kenny Logan our Chairman.
- Our management team is made up of industry experts who do media engagement, campaign delivery and behavioural change.
- We are working with DEFRA on the National Litter Strategy.

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.

# What qualifies me to talk about council collaboration?!



## CLEAN UP HITCHIN

Home

About

Why care?

Projects

YOU can help

Stickers & Posters

Supporters

Contact









Clearing litter in  
England costs UK  
taxpayers  
**£1 BILLION**  
annually. For that  
we could fund  
180,000 minimum  
wage jobs for a  
year.

[WWW.CLEANUPHITCHIN.CO.UK](http://WWW.CLEANUPHITCHIN.CO.UK)



How long litter takes to  
decompose:

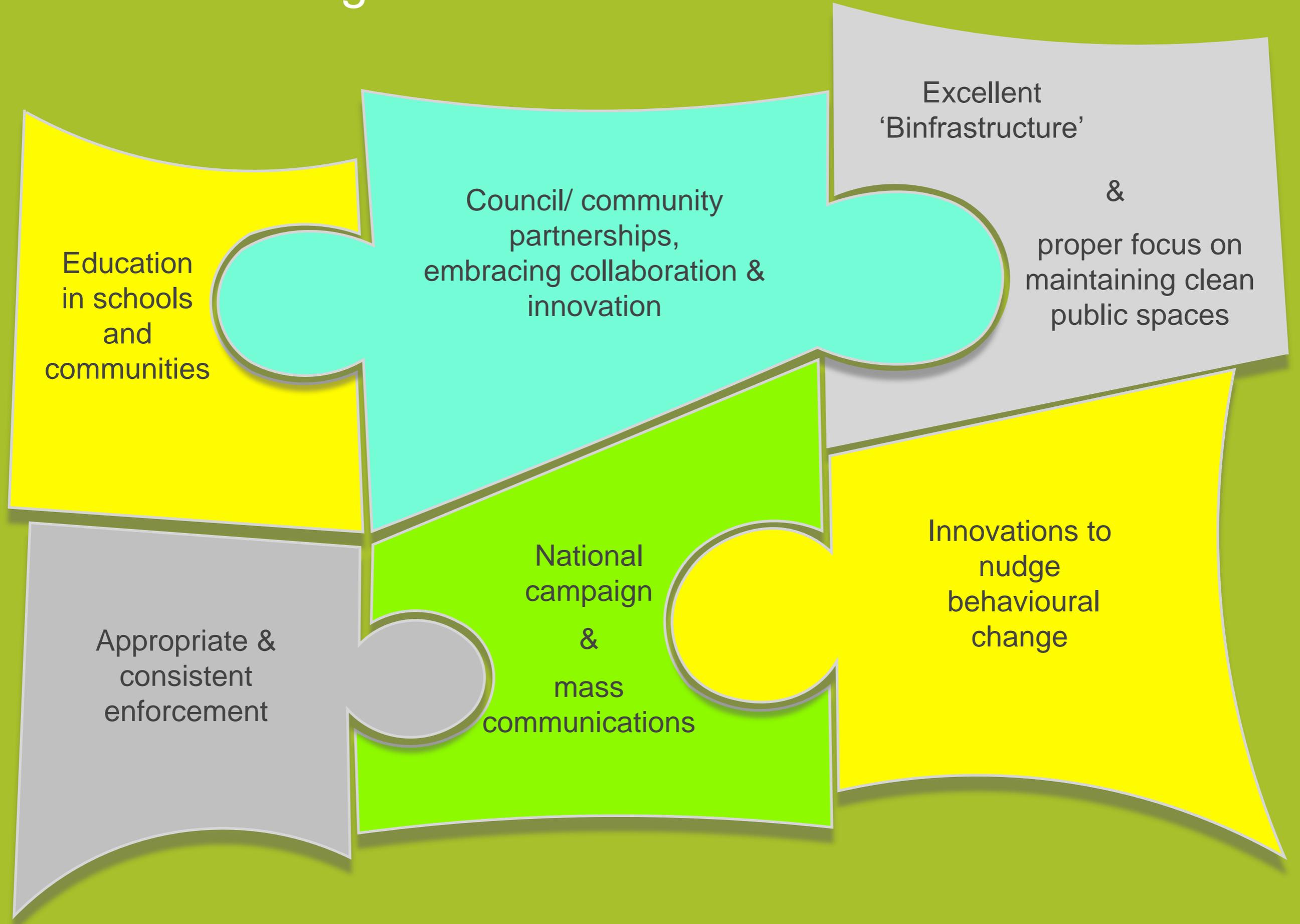
- Cigarette ends: up to **10** years
- Cans: **200** years
- Plastic bottles: **450** years
- Chewing gum: **never\***

\*It doesn't decompose

[WWW.CLEANUPHITCHIN.CO.UK](http://WWW.CLEANUPHITCHIN.CO.UK)



# The 'Litter Fix' Jigsaw



It's so important to focus on the fact that....

‘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)



**SNAP IT, SHARE IT, SORT IT**

**[WWW.LITTERGRAM.CO.UK](http://WWW.LITTERGRAM.CO.UK)**

# Love Kent Hate Litter

July 2016 campaign powered and sponsored by LitterGram

- Launched at Kent Show
- PR and media coverage across Kent
- Radio advertising on Heart FM & KMFM



  
**483%**

Increase in LitterGram downloads during the campaign.

  
**370%**

Increase in LitterGram usage during the campaign.

  
**38%**

Of incidents logged during the campaign were tagged 'fly tipping'

  
**58%**

Of councils signed up to use LitterGram during the campaign.

  
**60%**

Of councils that signed up to LitterGram did not action any incidents.

  
**80%**

Of incidents were not actioned with no communication to user.

# 240,000 total interactions



# Boroughs using LitterGram

	Most incidents reported
1	Swale
2	Maidstone
3	Tonbridge & Malling
4	Tunbridge Wells
5	Sevenoaks
6	Dover
7	Gravesham

# Boroughs NOT using LitterGram

	Most incidents reported
1	Thanet
2	Canterbury
3	Shepway
4	Ashford
5	Dartford

## Boroughs using LitterGram

		% actioned	In hand	Closed	Not dealt with
1	Sevenoaks	100%	31%	69%	0%
2	Tonbridge & Malling	90%	45%	45%	10%
3	Dover	82%	55%	27%	18%
4	Maidstone	11%	11%	0%	89%
5	Gravesham	0%	0%	0%	0%
	Swale				
	Tunbridge Wells				

# Love Kent, Hate Litter (11 to 31 July 2016)



(Above) July – Tonbridge & Malling BC assisting with a community litter pick.



BEFORE



AFTER

(Above) July – Highways England carried out a number of litter picks across their high-speed network. Above is a 'before' & 'after' snapshot.



(Above) 02 July – Litter picking team including Littergram colleagues.

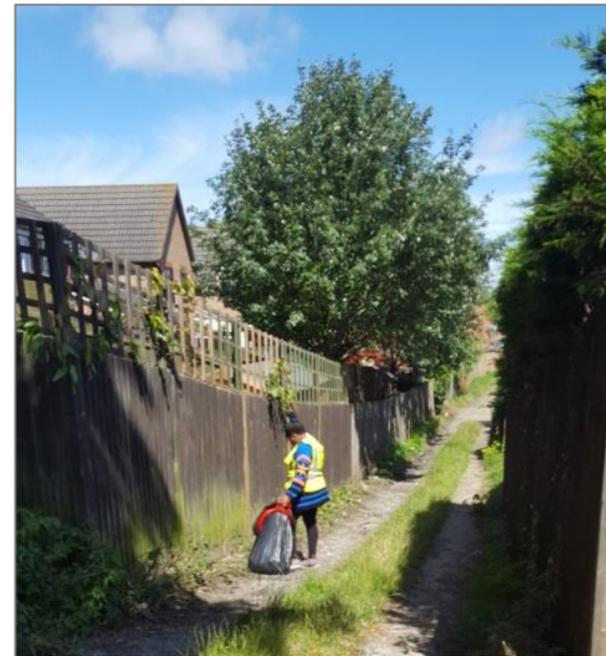


(Below) July – KCC's VMS promoting the 'Take Your Litter Home, Others Do' in Canterbury.

# Love Kent, Hate Litter (11 to 31 July 2016)



(Above) July – A community litter pick at Singleton Lake, Ashford – fully supportive of ‘Love Kent, Hate Litter’.



(Above) July – A community litter pick near Perry Street, Gravesend.



(Above) 9 July – Poster for Ditton litter pick.



(Above) 19 July – Kent CC colleagues took part in a voluntary litter pick in Maidstone.



(Left & Below) July – Sevenoaks DC highlighting local fly-tipping incidents.



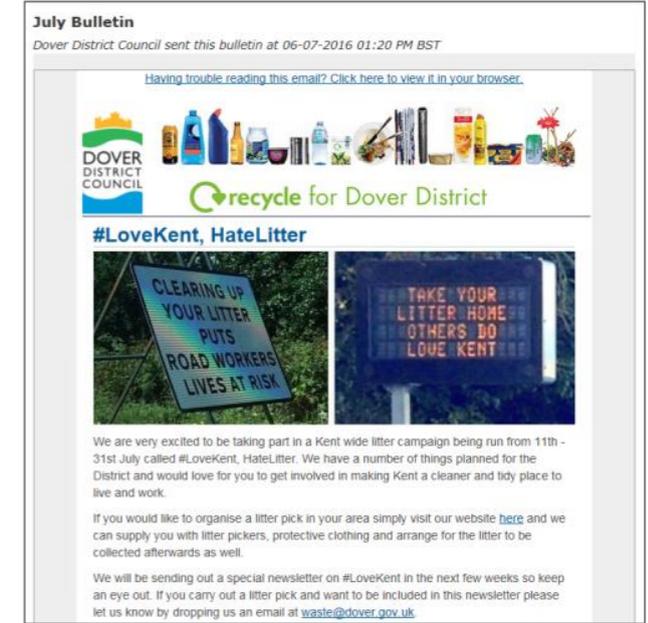
# Love Kent, Hate Litter (11 to 31 July 2016)



(Above) 8,9, 10 July – Littergram took part in Kent's County Show which included their customised car!



(Above) July – KCC's VMS was also spotted in Gravesham promoting the 'Take Your Litter Home, Others Do' message.



(Above) July – Dover DC used their July Bulletin to highlight their 'Love Kent, Hate Litter' activities.



(Above) 31 July – Kent Youth County Council (KYCC) members took part in a community litter pick with some help from Ashford BC. 'Before' and 'After' pictures are above!



(Above) July – Sevenoaks DC used temporary spray to highlight the message above!

# Was Love Kent Hate Litter visible in your borough?

11%

*Said YES in boroughs  
using LitterGram*

0%

*Said YES in boroughs  
NOT using LitterGram*

# Does your council promote other apps / methods of reporting litter & fly tipping?

16%

*Said YES in boroughs  
using LitterGram*

0%

*Said YES in boroughs  
NOT using LitterGram*

“Difficult web form, unresponsive, no room for detail, takes too long”



# Would you like to see your council adopt LitterGram?

**100%**

*Said YES in boroughs  
using LitterGram*

**100%**

*Said YES in boroughs  
NOT using LitterGram*



# What next?

- 20,000 users nationally and growing daily
- National PR campaign to announce LitterGram available all 433 UK councils
- Users will be encouraged to also share reports to Twitter
- iTouchVision have expressed interest to offer plug in to integrate with 50 UK councils
- LitterGram appointed as data providers to DEFRA
- Ongoing relationship with Melissa Murdoch (CFTQ funder) - “Great British Clean Up”
- Continued strong partnership with CLUB

# THANK YOU

