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

How long litter takes to decompose:
Cigarette ends: up to 10 years
Cans: 200 years
Plastic bottles: 450 years
Chewing gum: never*

WWW.CLEANUPHITCHIN.CO.UK
The ‘Litter Fix’ Jigsaw

- Education in schools and communities
- Council/ community partnerships, embracing collaboration & innovation
- National campaign & mass communications
- Appropriate & consistent enforcement
- Innovations to nudge behavioural change
- Excellent ‘Binfrasucture’ & proper focus on maintaining clean public spaces
‘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’

#LOVEKENT
HATE LITTER

SNAP IT, SHARE IT, SORT IT

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
Increase in LitterGram downloads during the campaign.

Increase in LitterGram usage during the campaign.

Of incidents were not actioned with no communication to user.

58%  
Of councils signed up to use LitterGram during the campaign.

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**

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<thead>
<tr>
<th>Rank</th>
<th>Borough</th>
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<tr>
<td>1</td>
<td>Swale</td>
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<tr>
<td>2</td>
<td>Maidstone</td>
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<tr>
<td>3</td>
<td>Tonbridge &amp; Malling</td>
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<td>4</td>
<td>Tunbridge Wells</td>
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<td>5</td>
<td>Sevenoaks</td>
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<td>6</td>
<td>Dover</td>
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<td>7</td>
<td>Graveshnam</td>
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## Boroughs NOT using LitterGram

<table>
<thead>
<tr>
<th>Most incidents reported</th>
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<tbody>
<tr>
<td>1</td>
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<td>Boroughs using LitterGram</td>
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Love Kent, Hate Litter (11 to 31 July 2016)

(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.

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

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

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