

# NEWS RELEASE

21<sup>st</sup> June 2018



## Cash in when you bin! Recycling reward machines unveiled as part of campaign to #DriveDownLitter on Kent roadsides

From today, for the first time ever in the UK, motorists will be able to claim money off their service station snacks and drinks just by putting their empty plastic bottles and coffee cups in special 'recycling reward' machines.

The machines, installed at Maidstone Services on the M20, will issue a 5p money-off voucher for each item deposited for recycling<sup>1</sup> and are part of a brand new pilot campaign called #DriveDownLitter, which aims to encourage road users to dispose of their rubbish responsibly. In addition, a range of other bins have been installed at both Maidstone and Folkestone Services to make it as easy as possible for everyone to get rid of all types of rubbish, including giant funnel bins for lorry drivers so they can bin their waste without even having to leave their cabs.

Created by environmental charity [Hubbub](#), the #DriveDownLitter campaign is being backed by a range of partners including Highways England, Shell, Costa Express, Roadchef and the 13 Kent councils via the Kent Resource Partnership. It is hoped that if this six month pilot is successful it will be rolled out across England's 1,800 miles of motorways, which are currently being used by some motorists as dumping grounds for bottles, cups, fast food leftovers, newspapers, wet wipes and many other items.

Aside from being an unsightly eyesore on the Garden of England, Kent's roadside litter harms wildlife, with wood mice, voles and shrews often found dead inside plastic bottles. Litter causes accidents when thrown from vehicles – 22,000 reported in England in one year alone<sup>2</sup> – as well as flooding and long delays. It's also costly to remove. In Kent in the last year alone, Highways England collected 8,200 bags of litter<sup>3</sup> from the sides of motorways and major roads in cleaning operations which are dangerous for workers and cost an average of £40 per bag.

CEO of Hubbub, Trewin Restorick, said: "Litter by our motorways is an eyesore, harms wildlife and is expensive and dangerous to remove. #DriveDownLitter brings together a unique partnership of organisations exploring whether we can change habits and cut littering. The campaign will see the introduction of the UK's first reward scheme for people who recycle their coffee cups and plastic bottles at service stations, plus an array of new bins making it easier for drivers of all vehicles to bin their rubbish."

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<sup>1</sup> Coffee cups will be recycled via the Costa recycling scheme

<sup>2</sup> Highways England 2013

<sup>3</sup> Highways England

Wayne Moore, Highways England Service Delivery Manager, said: "Each year we collect around 200,000 bags of litter from the motorways across the country – around 500 a day. Litter isn't just unsightly; it can block drains and harm wildlife. Picking it up puts road workers in harm's way and is a distraction from other vital work they could be doing. So I'd urge road users to dispose of their litter responsibly.

"We are pleased to support this great campaign, which should help reduce litter on our roads. Litter is a particular issue close to service stations, which is why we are working closely with the service station owners and our partners on a number of initiatives to tackle litter."

Gill Tysoe, Roadside Nature Reserve Officer for Kent Wildlife Trust, said: "It saddens us when we come across a discarded bottle on the roadside, which at first appears to be full of sludge, but on closer inspection often reveals up to a dozen or more dead mammals – most commonly wood mice, voles and shrews. It is believed that they enter the bottles out of curiosity or in search of food but then become trapped and probably die from cold or starvation. We must all strive to dispose of our rubbish sensibly – especially bottles – not only to prevent further wildlife casualties, but also to help restore a sense of pride in this beautiful county."

Kent Resource Partnership Chairman, Councillor Rory Love, said: "The 13 Kent councils are already working hard to drive down litter on Kent's high speed roads. We welcome this opportunity to work with Highways England, Hubbub, Shell, RoadChef and Costa Express. Our aims are simple – to make it easier for motorists to do the right thing and recycle their empty bottles and coffee cups, and to promote a culture where littering is not accepted – especially given our County's proud reputation as the Garden of England."

## Ends

For more information, to interview a spokesperson or to attend the campaign launch at Maidstone Services on 21 June, please contact the Hubbub team at Barley Communications:

**Caroline Narboni** [caroline.narboni@barleycommunications.co.uk](mailto:caroline.narboni@barleycommunications.co.uk) 07803 049768

**Maria Kortbech** [maria.kortbech@barleycommunications.co.uk](mailto:maria.kortbech@barleycommunications.co.uk) 07952 507270

**Sam Williams** [sam.williams@barleycommunications.co.uk](mailto:sam.williams@barleycommunications.co.uk) 07949 607029

## Notes to editors

- Maidstone Services will also be hosting a stunning installation by artist Michelle Reader, featuring litter flowers and a litter hedgehog (as one of the animals affected by roadside litter)
- The Drive Down Litter pilot campaign in Kent will be running for six months. Levels of littering will be analysed throughout the campaign period and at the end to assess impact against baseline data from an observation study carried out prior to the campaign.

## About Hubbub

Hubbub is a charity which explores innovative ways to interest mainstream consumers in important sustainability issues, through different 'hubs' of activity: Food; Fashion; Homes; Neighbourhoods. Hubbub's previous campaigns have included #SquareMileChallenge, the UK's first large scale

solution to coffee cup recycling, #GiftABundle to get pre-loved baby clothes back into circulation and #PumpkinRescue to encourage more people to eat the carvings from their Halloween Pumpkins.

#### **About Roadchef**

Roadchef is one of the UK's leading motorway and trunk road service operators. With 30 locations, the company aims to provide a restful and relaxing environment for over 50 million visitors to its sites each year. Popular brands located at certain sites include McDonald's, Costa, WHSmith, SPAR, Chosen Noodle and Days Inn. In addition, Roadchef's own brand offerings include Fresh Food Café, Restbite and Hot Food Co. <http://www.roadchef.com/>

#### **About Costa Express**

Costa Express is the UK's leading self-serve coffee bar with over 7,000 machines in the UK. Costa Express is part of Costa Coffee, the UK's favourite coffee shop chain with over 45 years of coffee making expertise. Just like in stores, Costa Express uses 100% Rainforest Alliance certified™ coffee beans and Costa Coffee's original Mocha Italia recipe, roasted in our state of the art roastery in Basildon, which is the first industrial processing site to reach BREEAM "Outstanding" accreditation. Our innovative self-serve coffee bars expertly combine high-quality coffee and fresh milk with leading technology, making it the quickest, easiest and most efficient way to ensure coffee lovers enjoy a delicious cup of barista-style Costa Coffee on the go.

Costa Express is committed to sustainable practise and in June 2016 attained the ISO 14001 International Standard. This standard demonstrates a systematic approach to environment management and a framework by which to implement and respond to changing environmental conditions.

Costa Coffee recently announced it will become the first ever coffee chain in the UK to commit to recycling the same volume of cups it put onto the market. Costa Coffee has committed to recycle 500 million coffee cups a year by 2020, the equivalent of our entire yearly sales of takeaway cups and a fifth of the estimated 2.5 billion takeaway coffee cups consumed as a nation each year in the UK. This year alone with aim to recycle 100 million takeaway cups.

#### **About Kent Resource Partnership**

The Kent Resource Partnership is the unique, multi-award winning resource waste partnership of all 12 of Kent's district/borough councils and Kent County Council. For reference all 12 councils are listed in alphabetical order: - Ashford Borough Council, Canterbury City Council, Dartford Borough Council, Dover District Council, Folkestone & Hythe District Council, Gravesham Borough Council, Kent County Council, Maidstone Borough Council, Sevenoaks District Council, Swale Borough Council, Thanet District Council, Tonbridge & Malling Borough Council and Tunbridge Wells Borough Council.