



**KEEP
BRITAIN
TIDY.**



Caring for the
environment on
your doorstep



Who we are

Together we are Keep Britain Tidy. That means more to us than just picking up litter. It means creating clean beaches, parks and streets. It means inspiring environmentally positive behaviours and reducing waste. And it's about working with consumers, businesses, schools children, charities and public bodies to improve how we care for the communities we live in. All it takes is small changes to get a big result. Individual action and great teamwork will deliver an environment we



Our intent

To inspire the people of Britain to eliminate litter and end waste for now and future generations.

We will fight for people's right to live and work in places they can be proud of and prosper in.

Our belief

What's good for the planet is good for the people - a cleaner country makes stronger communities.

What is good for the planet is also good for the purse - redirecting spend to more

deserving issues. And that is good for the people.

Seaside
Award



CENTRE FOR
**SOCIAL
INNOVATION**





900,000
incidents
costing
£68
million a
year to
clean up

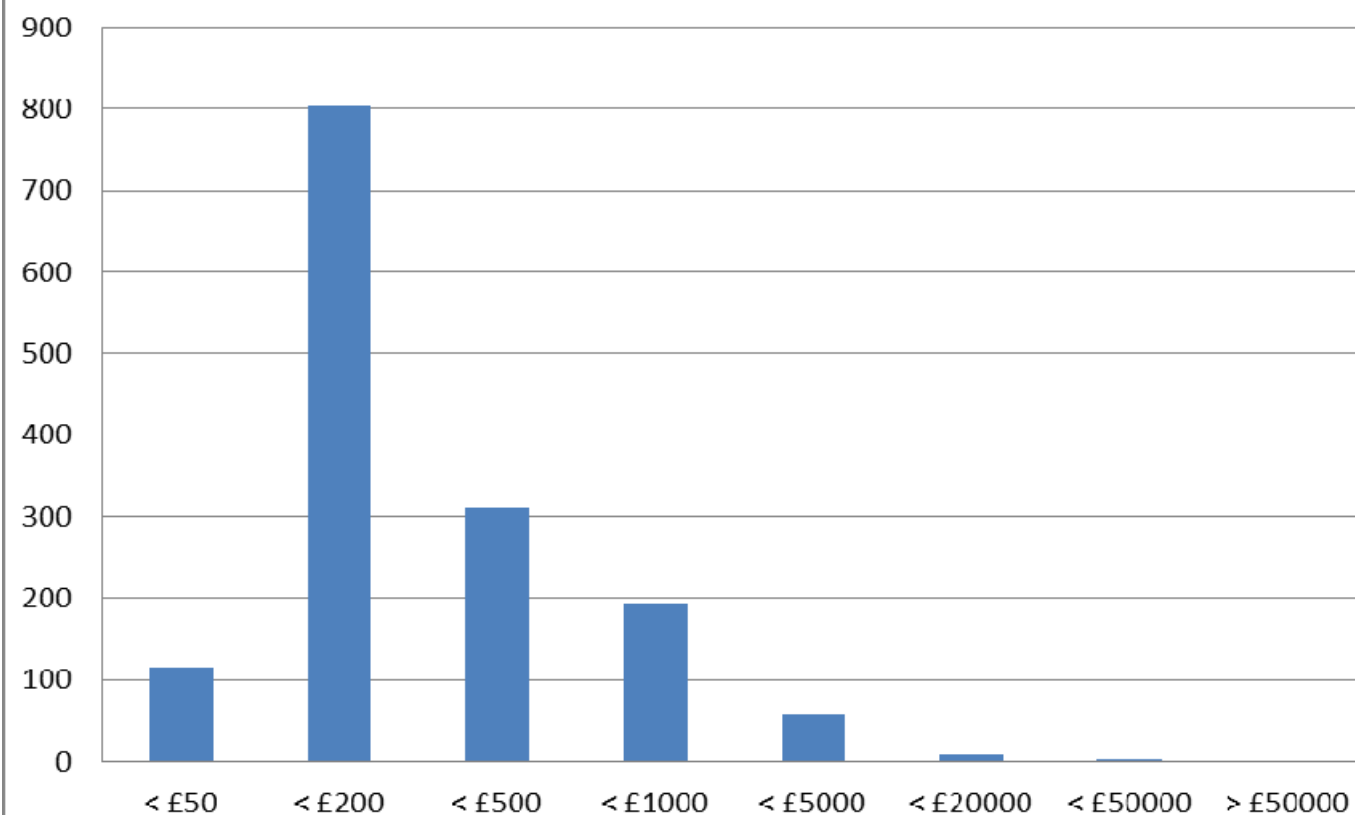


Tackling fly-tipping

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



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





Make it easy for
people to do the
right thing

Make it hard for
people to do the
wrong thing

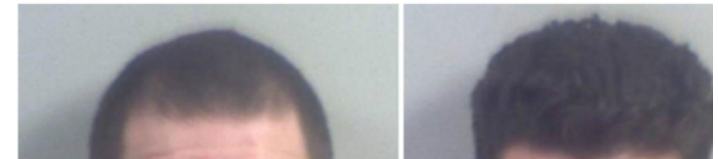
Impose higher
penalties



News > Crime

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

LAURA PROTO | Tuesday 3 November 2015





#CrimeNotToCare

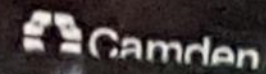
- Fly-tipping campaign to make residents aware they have a Duty of Care to ensure their waste is disposed of correctly
- If it's your rubbish, it's your responsibility
- Fines up to £50,000 if dumped waste can be traced back to you
- National campaign with local customisation
- Encourage residents to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



**Your rubbish,
your
responsibility**

Are you doing the right
thing with your rubbish?
Find out or you could end
up with a criminal record.

uk/cleancamden





244
million
butts
dropped
every year
in the UK



Tackling smoking-related
litter



Zone out the butts



- 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



Zone out the butts

- 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





Clearing up
litter
costs the
best part
of £1
billion in
England
every year



Tackling litter



Bin it for Good

- Turning litter bins into charity bins
- Reducing litter by an average of 20% and up to 80% in some areas
- Supporting local charities
- Changing perceptions - 68% of people said the campaign made them want to put their rubbish in a bin

A success stor



A woman with vibrant red hair is smiling and holding a medium-sized brown dog. She is wearing a green and olive jacket with 'THE NORTH FACE' logo. The background is a blurred outdoor setting with trees.

74% of
people say
dog fouling
is the most
annoying
LEQ issue



Tackling dog fouling



We're Watching You

- 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 more than 160 partners involved in the campaign
- Winner of Charity Award 2016



More than
300,000
volunteers
involved



Enabling community



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 2nd - 4th 2018
- In 2017 more than 240 local authorities signed up
- Website goes live for 2018 event at beginning of November



Great British Spring Clean

FIND YOUR NEAREST EVENT

1 mile

[FIND](#) [VIEW ALL](#)

MAR 03, 2005
Luddington Great British Spring Clean
Warks

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
kings tamerton wood

APR 06, 2016
Weekly clean up
Halesowen



SUPPORTERS



COSTA

WRIGLEY
A subsidiary of Wm. Morrison



**KEEP
BRITAIN
TIDY**



GREGGS



Clear Channel



COUNTRY LIFE



STAGECOACH GROUP
STAGECOACH GROUP



Working in
partnershi
p to clean
up the
country



Thank you!

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