



Blackpool

Creating the cleanest coastal resort in the country.....

Keep Britain Tidy

We are an independent environmental charity

Reducing Litter

Preventing Waste

Improving Local Places

Where we live matters.

Clean, accessible and beautiful public spaces provide a foundation for strong communities.

How we live matters.

By preserving scarce resources, wasting less, and recycling more, we create a healthier society, and a healthier planet, too.

The logo for Keep Britain Tidy is a green circle containing the text 'KEEP BRITAIN TIDY'. 'KEEP' and 'TIDY' are in white, while 'BRITAIN' is in a yellow-green color.

**KEEP
BRITAIN
TIDY**



**Over 30m tonnes of litter
are collected from the
streets in England every year**

(Department for Communities and Local Government, 2010)

**Littering is 10x greater in poorest 10%
neighbourhoods than richest 10%**

(Local Environmental Quality Survey of England 2014)

**1 in 5 people admit to dropping litter on
a regular basis**

(Little book of litter, Keep Britain Tidy 2014)

Why do the 1 in 5 drop litter?

'Guilty'

This group know that dropping litter is wrong, but find carrying litter around inconvenient, so instead they drop it furtively. This group comprises 7% of the population. Members of this group are more concerned with the inconvenience and visual impact of litter and the hygiene issues associated with it.

They are also concerned with the amount of fast food litter and they feel that it is more due to the volume of fast food outlets and people dropping litter at night.

Members of the 'Guilty' group drop litter with more feelings of guilt than the other groups, hence their name.

"Bins are so shallow... things get blown out of them"

'Blamer'

This group makes up 6% of the population. They blame the council for inadequate bin provision, as well as fast food outlets, teenagers, and packaging manufacturers. This group also has a very 'visual' response to litter, finding it offensive to look at. They would be embarrassed if someone caught them littering and would pick it up whilst making excuses for their behaviour. They think that people who litter are lazy, but if there aren't any bins, if the bins are full/overflowing or if there is

"If nobody sees you, you can pretend you haven't done it"

'Justifier'

This group makes up 4% of the population. They justify their littering behaviour, saying that everyone else is doing it. Members of this group are more likely to be concerned with the dangers or hazards that litter poses, rather than its appearance. They use this to justify their littering behaviour, saying that their actions don't pose any danger, and that there are often no bins around to put their waste in.

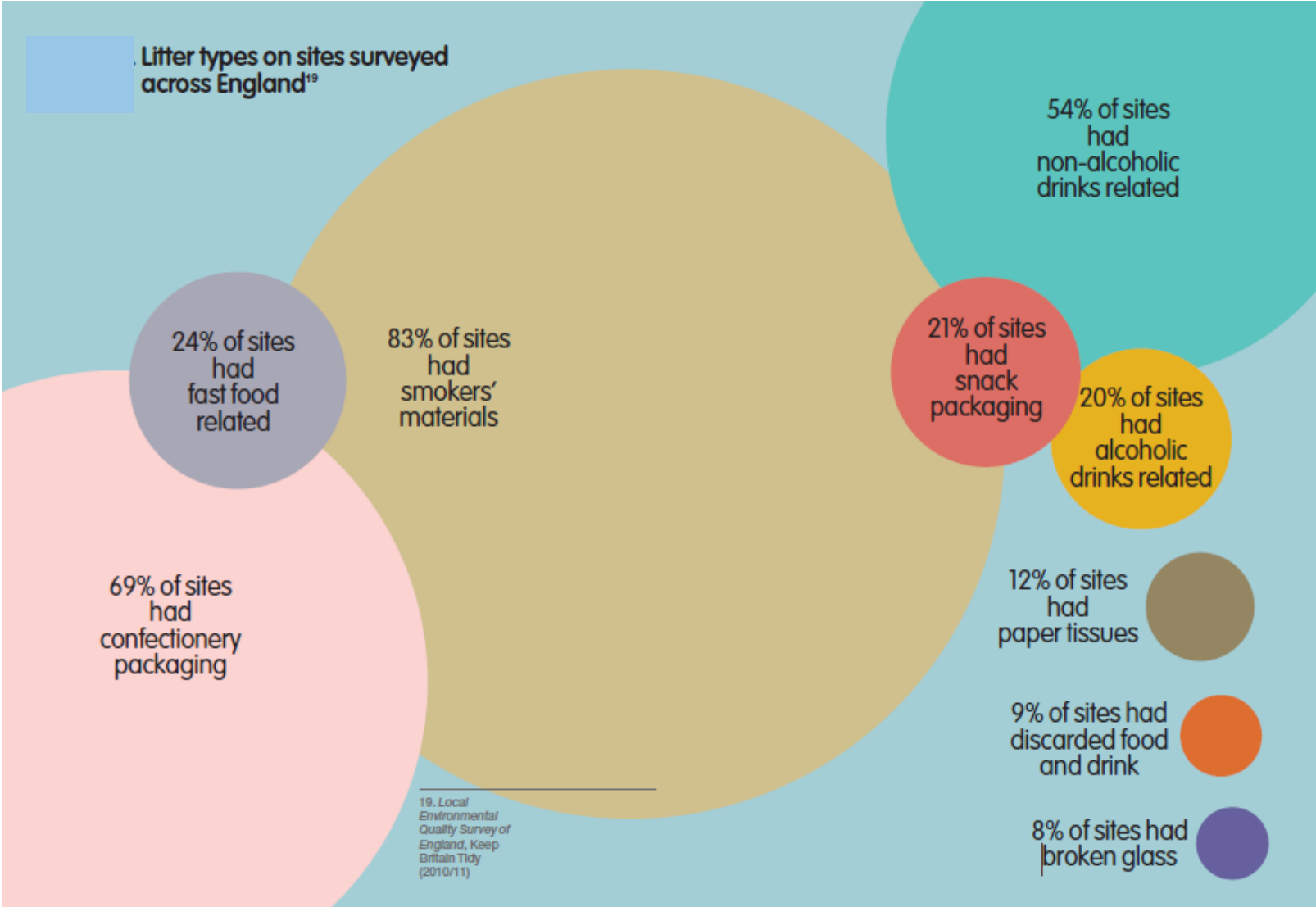
"It's not dangerous, so I drop litter"

"I drop litter. It isn't a big deal"

'Life's Too Short' and 'Am I bothered?'

The 'Am I Bothered?' group is a sub-group of 'Life's Too Short'; they both show a disregard for the consequences of littering and so the marketing strategies used to engage with them are very similar. Together they make up just 2% of the population.

The 'Life's Too Short' group are concerned with the impact that litter has on themselves and the level of inconvenience it leads to. They do not see apple cores as an issue and they think that paper just biodegrades in the wet weather. However, plastic bags and "bigger" types of litter are slightly higher concerns due to the associated safety risks.





Street Cleansing costs Local Authorities in England

£700+ million

(DCLG; Local Authority Revenue Expenditure and Financing: 2014-15 Budget)



Property values	(loss in value of just under £1 billion)
Mental health	(Approximately £526 million);
Crime	(Up to £348 million);
Refuse fires	(Approximately £70.6 million);
Loss of Material Resource	(Approximately £12.8 million);
Wildfires	(Approximately £10 million);
Rats	(Approximately £10 million);
Punctures	(Approximately £8 million);
Road Traffic Accidents	(Approximately £7.8 million).



Blackpool

Creating the cleanest coastal resort in the country.....

We need ambition.....

The cleanest coastal resort in the country



We need an 'action' plan.....

- ❖ Survey work – developing the baseline
 - ❖ Infrastructure survey
 - ❖ Information gathering
 - ❖ Focus groups
 - ❖ Resident survey
-
- ❖ All geared to developing a 5 year strategic plan

We need a partnership.....



...and a logo.....





BLACKPOOL

— *Sparkles* —

A role for business

- ❖ We believe that local business has a crucial leadership role to play
- ❖ We need business representation in the partnership
- ❖ We'd like to get the business community's views on the issue and the ambition
- ❖ We'd like to get your employees' views
- ❖ And as a starting point.....
- ❖ We'd like local business to consider signing up to a voluntary pledge

LET'S TALK RUBBISH.

Working together to improve Blackpool for all.

I/We, pledge to agree to the principles of:

1. Working together to help reduce the amount of litter dropped in the streets.
2. Increase levels of recycling by influencing visitors and everyone who lives, works or has a business in the town, to act responsibly.
3. Helping influence people's thoughts and behaviour to create a 'no litter' culture.

By signing up to the pledge we are agreeing to be a supporter of Blackpool Council and pledge to adopt good practices in action areas, and measure and report any outcomes.

To show our commitment we will also pledge to:

.....
.....
.....
.....
.....

I/We, the undersigned agree to adopt the pledge as set out above.

Company

Contact name

Title

Email Date





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Thank You for listening