When it comes to LITTER:

Which SIDE of the FENCE are YOU on?

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Street cleansing alone costs taxpayers almost £1 billion a year in England. The social and environmental costs take that figure even higher, as do the costs to business and tourism. Despite promising action on preventing litter in the Coalition Agreement, the government has stepped away. But Keep Britain Tidy hasn't given up and neither have our 100,000 supporters.

More and more people, businesses and other organisations are making it clear which side of the fence they are on. They're choosing to fight litter.

We need you to be part of the solution.

About Keep Britain Tidy

Where we live matters

Cleaner streets, parks and beaches provide the backbone 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.

Keep Britain Tidy campaigns to improve the environment

We are an independent charity, which fights for people's right to live and work in places of which they can be proud.

A single truth underpins our success – caring for the environment is the first step to a better society.

60 years ago, we started with litter. Today we do much more. We work at the heart of business, government and the community to help people understand that what's good for the environment is also good for us.

But our future depends entirely on your support

If you care about the wellbeing of your family and you care about the world your grandchildren will inherit, join us in taking greater responsibility. Respect for our planet begins with respect for our neighbourhoods.

Love where you live.
Keep Britain Tidy.

It starts with LITTER...

Litter is one of the first signs of social decay

Litter is one of the first signs of social decay. If we don't care about litter on our street, in our parks or on our high streets, we are unlikely to care about other environmental issues that negatively impact on our lives, our communities and society.

Litter has always been at the heart of Keep Britain Tidy. It is what we are best known for and relates to all of our work – for example, it effects the quality of our parks and beaches, it is the first issue a child may become aware of when considering the environmental impact of humans and it is a misplaced resource that could be recycled and reused.

Litter is a divisive issue – you are either part of the problem or part of the solution.

It's time to choose which side of the fence you are on.

It's time to join us and be part of the solution.

Which side of the fence are you on? Summary

Without people there wouldn't be litter

62% of people in England drop litter[1], although only 28% admit to it[2].

The cost of cleaning up all that litter costs taxpayers almost a billion pounds every year. It is detrimental to our health, the environment, the economy and is associated with crime and anti-social behaviour.

38% of the population do not drop litter and 100,000 people already support Keep Britain Tidy. They are working to improve places across England and many more individuals and groups are actively involved in cleaning up the places where they live and work, improving community spirit, wellbeing and pride.

Without businesses there would be nothing to drop

Many manufacturers and retailers produce items and packaging that end up as litter.

The increase in fast food and consumption, especially 'on the go', has had a significant impact on the amount and types of litter thrown on the ground and out of car windows. This littering behaviour has an impact on the businesses that make and sell these products, as well as on the environment.

A recent Keep Britain Tidy survey revealed that 34% of people in England[3] would be less likely to buy from a company whose packaging they saw littered and 82% of respondents thought businesses should do more to prevent litter.

Despite this, the vast majority of businesses do little to prevent litter, for example by educating their customers or funding anti-litter campaigns. Furthermore, retailers in littered areas are likely to lose out on custom from people and tourists shopping or visiting elsewhere.

On the other hand, some companies are recognising that their business is part of the community and understand that when their products are seen as litter on our streets it can have a negative impact on their brand.

These companies are leading the way and many of them already work with Keep Britain Tidy, organising local litter picks, educating their customers and backing campaigns that encourage people to do the right thing.

Without government we cannot win the war on litter

Local authorities have a legal obligation to provide litter bins and keep their streets, parks and public spaces clean.

But they are struggling to meet competing demands with ever-decreasing budgets. There is a real danger that this national non-stop clean-up effort is not sustainable.

At the same time, central government in Whitehall has stepped away from this agenda, leaving it to cash-strapped local authorities and other land managers to deal with. In fact, from a recent survey of local land managers across England nearly nine in 10 (87%) do not think that the coalition government has achieved their commitment to reduce litter whilst 72% of the public agreed that the government should do more[4].

Outside England other governments, including the Welsh Assembly, or the Dutch and Canadian governments, recognise that litter is a significant public issue and are taking innovative steps, including deposit schemes and packaging levies, to help solve the problem. We need the government here to follow their example.

...yet,
we do not have a national
LITTER STRATEGY

there is little new
LITTER
related
POLICY

and
FUNDING
to prevent LITTER
is being CUT

In England, we are calling for communities, businesses and government to join us to be part of the solution.

The state of the nation

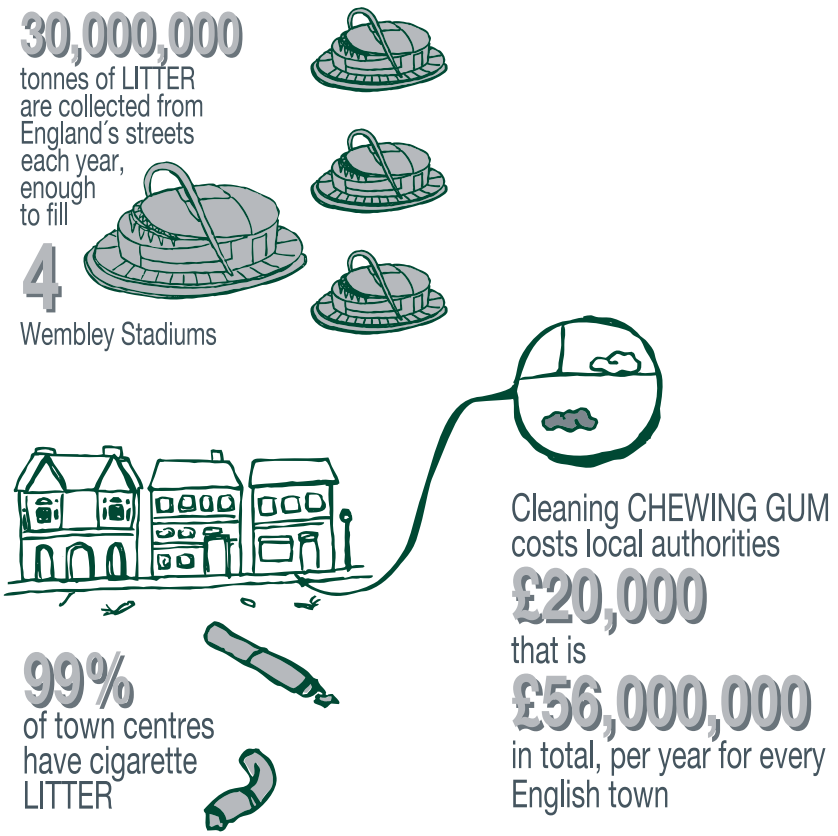
England is a littered country

At some point, litter blights every street corner, bus stop, park bench and highway in the land. In fact 62% of people in England drop litter[5] and 99% of streets in town centres have cigarette litter[6].

Over many years, it has gradually become more acceptable for people in England to drop litter. It is only thanks to the efforts of local authority teams and other land managers, cleaning our streets seven days a week, that we are not swimming in cigarette ends, fast food packaging and crisp packets. More than 30 million tonnes of litter are collected from the streets in England every year. This is enough to fill Wembley Stadium to the brim four times over.

Local authorities, however, no longer have the money to act as our collective cleaner, and this taxpayer-funded cleaning service cannot continue indefinitely. The reality is that we are already starting to see both cuts in services and consequently, the early signs of a decline in the cleanliness of our streets. The proportion of sites below an acceptable standard for litter increased by 3% in 2011/12 in comparison to the previous year[7]. We expect this trend to continue.

Luckily, there is a simple solution – don't drop litter in the first place.



The problem of LITTER

Economic impact on councils and taxpayers

Each year, local authorities across England spend almost £1billion clearing litter from our streets, parks, highways and public spaces[8]. This is the price we all pay as taxpayers to keep our nation clean.

In Dorset, it took the local authority team five nights to clean a five mile section of the A338, during which they collected nearly two tonnes of rubbish. The bill for the council tax payers of Dorset for this one clean-up? £10,000[9].

Chewing gum is a serious problem for land managers. It never biodegrades and once it is trodden into the pavement, it requires specialised equipment to remove. The bill for cleaning up the chewing gum from an average town centre is £20,000 – and often needs to be done up three times a year. That's £60,000 of avoidable expenditure. Multiply that for the 936 towns in England and it is £56 million which is wasted.

There will always be a cost to empty litter from bins but, if people did the right thing, a large part of this £1billion could be spent on other services. These are services that are also under threat, being cut and are vital to individuals and to society.

The state of the nation

What else could £1billion be spent on?

£1billion is a huge amount of money. If local authorities were not spending this money on clearing up our rubbish, it could be used to pay for many other vital services.

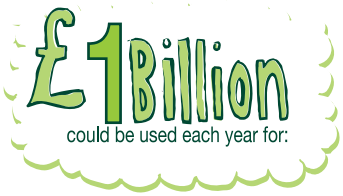
During our recent survey of local authorities and other land managers 71% responded to say if litter costs reduced for their area the savings would either be reinvested back into other services or council tax/service charges would be reduced.

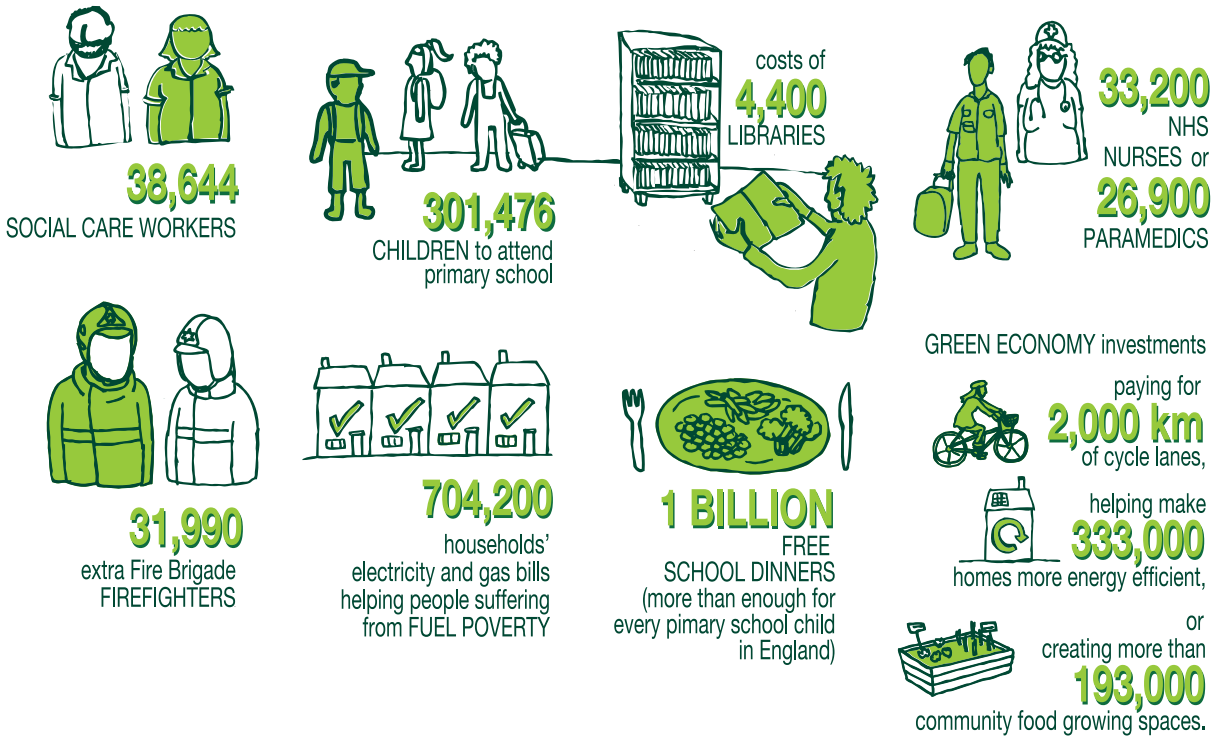
For example, £1billion would fund 38,644 social care workers or pay the running costs of 4,400 libraries.

Alternatively, it would enable the NHS to pay for 33,200 nurses or 26,900 paramedics or allow the fire brigade to fund 31,990 extra firefighters each year.

It is a sad fact that one in four households in this country now live in fuel poverty. The £1billion spent on cleaning our streets could pay for 704,200 households' electricity and gas bills for a year or pay for one billion free school dinners - more than enough for every primary school child in England for a year.

The money could alternatively be invested in the green economy to help support more sustainable and healthy ways of life. It could be used to pay for 2,000 km of cycle lanes, help make more than 333,000 homes more energy efficient or create more than 193,000 community food growing spaces.





However, as far as the £1billion price tag goes, this is just the tip of the iceberg. Not investing in litter prevention is a false economy and is having a major impact on society and the environment.

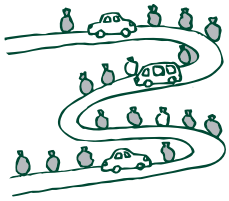
The cost to other land managers

There are also costs for private land managers.

Though local authorities are the largest group of land managers in England, there is also a vast amount of land managed by organisations in both the public and private sectors, including the Highways Agency, Network Rail, the utility companies, the National Health Service, the National Trust, the Forestry Commission, Royal Parks and thousands of privately-owned shopping centres, office complexes, sports stadiums, farms, theatres and cinemas.

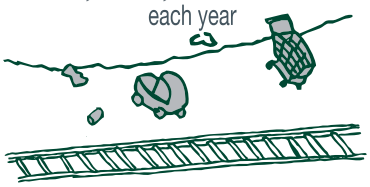
The Highways Agency, for example, clears more than 180,000 sacks of litter from our motorways and major 'A' roads every year, at a cost to the taxpayer of more than £10 million[11]. Fly-tipping on land owned by Network Rail costs more than £2.3 million each year to clean[12].

The Royal Parks, which manage some of our most iconic parks, including Hyde Park and Regents Park, spends more money on cleaning up litter than they do on flowers. In fact, in 2011/12, The Royal Parks spent £300,000 removing litter from Hyde Park alone[13].

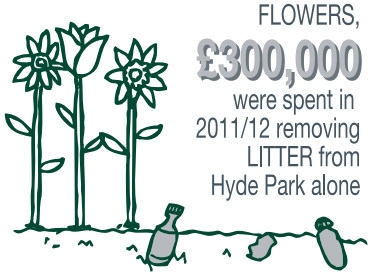


The Highways Agency clears more than **180,000** sacks of litter from motorways and major A roads every year

FLY-TIPPING costs Network Rail over **£2,300,000** each year



Royal Parks spend MORE on LITTER than on FLOWERS, **£300,000** were spent in 2011/12 removing LITTER from Hyde Park alone



The problem of LITTER

The cost for business

'Without people, litter would not exist, but without packaging they would have nothing to drop'
Roper and Parker, 2012.

There are two direct costs to businesses from litter - the loss of sales as people avoid visiting retailers in litter-strewn areas and the cost of the negative brand association resulting from their products or packaging being seen as litter.

Litter and the local economy

Research shows that littered areas are not pleasant to be in and people are less likely to frequent places that are littered and not cared for[14]. Reduced footfall therefore has a knock-on cost to any businesses in the area. Fast food giant McDonald's recognises this and carries out regular litter-picks outside each of its stores to 'help keep the local environment clean and attractive'. Many Business Improvement Districts commission additional litter picking and cleansing to be conducted in their areas.

The economic impact of litter can be especially devastating in places that are reliant on tourism. This can be especially problematic in villages and towns in areas of natural beauty, such as national parks and coastal communities. The single most important factor influencing people's decisions about which beach to visit is its cleanliness[15]. This means a littered environment can have a significant and long-term adverse impact on local business and the community and hold back growth.

'Companies spend billions of dollars promoting their brand, whilst being damaged by the negative brand consequences of the litter they create'
Stack, 1998[16].

Litter and brand reputation

Packaging has been described as being designed to 'intrigue, inform, involve, entertain and persuade'[17]. Is this still applicable, post-consumption, when the packaging is litter in the gutter or hedgerow, or does it just annoy? It appears that when brands are viewed as litter, they are still able to communicate a message. However, what is this message and is it a positive or negative one for the brand?

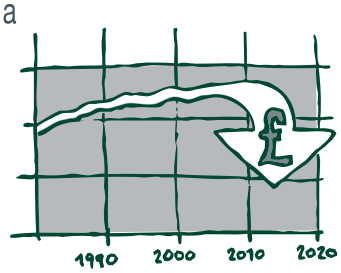
Roper and Parker[18] undertook a pilot study that assessed the occurrence of branded litter in an urban environment. Branded litter consisted of commonly observed categories, including soft drinks, tobacco, alcohol and fast food, i.e. popular, fast-moving products. The findings of our own England-wide branded litter count, undertaken by volunteers in early 2013, produced similar findings[19].

Roper and Parker found that there can be a negative effect on the public's perception of a brand when its packaging is seen as litter[20]. As well as reputation, evidence suggests there may be a financial impact of branded litter. In the same study for example, it was found that the price customers were willing to pay for an item declined when that product was observed as litter.

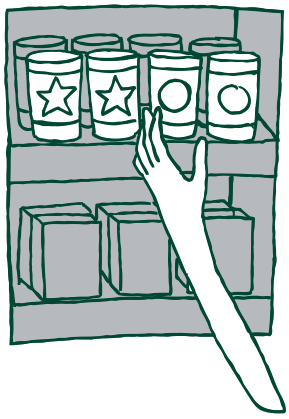
They estimate that this could represent a 2% decrease in a company's turnover - a significant cost for any business' bottom line. From a recent survey by Keep Britain Tidy, we found more than one third of respondents (34%) would be less likely to buy from a brand they see as litter on the street[21].

Research shows people are **LESS LIKELY** to visit **PLACES** that are **LITTERED**

LITTER could represent a **2% DROP** in a company's TURNOVER



34% of people in England would be LESS LIKELY to buy from a **BRAND** whose packaging they saw **LITTERED**



The problem of LITTER

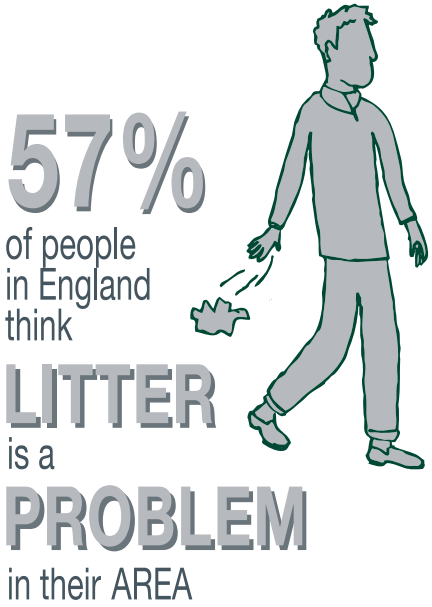
The cost to society

62% of people in England are concerned about the appearance of their area and 57% consider litter to be a problem[22]. Sadly, we expect this figure to get worse as services continue to be cut back.

Litter can be harmful to communities. Research shows that people would rather not spend time in places that are littered and not cared for and that can result in damage to community spirit, wellbeing and health whilst increasing fear of crime.

People living in places with high levels of graffiti and litter are likely to be less physically active and therefore more likely to be overweight or obese[23]. A poor-quality local environment can also have wider impacts on public health, including mental health problems, such as anxiety and depression[24]. The reverse of this is that living near good quality, accessible green space can improve mental and physical health.

If an area is affected by litter and graffiti, it encourages further anti-social behaviour. This was proven by recent research in the Netherlands[25], which showed an increase in trespassing, dropping litter and even stealing money, if the environment was poorly managed and neglected. It has also been found that litter correlated with the incidence of crime at bus stops in downtown Los Angeles and adjoining neighbourhoods[26]. In England, around 8 in 10 land managers think that fighting minor crimes like litter and graffiti would help to reduce larger crimes and improve safety in their area[27].



Social inequality and litter

In 2009, Joseph Rowntree Foundation found a link between social deprivation and the occurrence of litter; with those living in deprived areas more affected by litter and more people reporting litter problems[28]. In fact, areas of higher deprivation suffer more severely from a poor overall local environment, including litter, graffiti, fly-tipped waste and other issues, such as lack of access to green spaces.

However, litter also occurs in town and city centres, used by a wide range of people for a number of different purposes. Therefore, while litter blights more deprived groups unequally, it is a problem for everyone.

The problem of LITTER

The environmental impact of litter

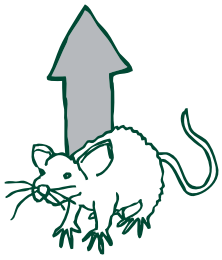
Much of the litter we throw away has a visual impact on natural and built environments, but the environmental impact of litter goes much further than aesthetics.

For example, litter can contribute towards increases in rat populations close to where people live, creating a health hazard.

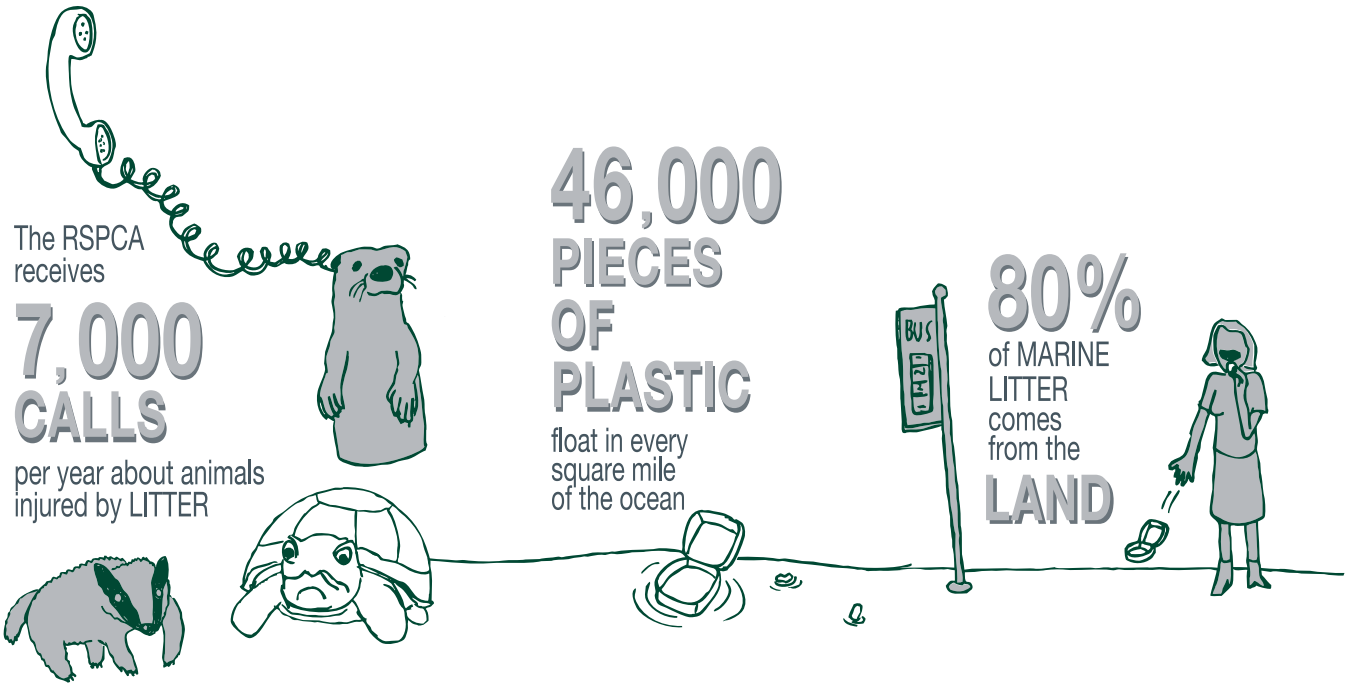
Litter can harm animals. The Royal Society for the Prevention of Cruelty to Animals (RSPCA) receives more than 7,000 phone calls each year about pets and wildlife, including badgers, turtles and otters, that have been injured by litter[29].

Much litter both from the UK and abroad ends up in seas and oceans. In fact 80% of marine litter comes from the land. A recent United Nations study found that there are now 46,000 pieces of plastic floating in every square mile of the ocean[30].

Plankton and a wide range of other marine animals, including shellfish and marine worms, ingest plastic. When predators feed on these animals, the plastic is passed up the food chain, increasing in concentration. A recent study found that one third of fish caught for human consumption in the English Channel contained small pieces of plastic, known as microbeads[31].



LITTER can contribute to an increase in **RAT POPULATIONS**



The RSPCA receives **7,000 CALLS** per year about animals injured by LITTER

46,000 PIECES OF PLASTIC float in every square mile of the ocean

80% of MARINE LITTER comes from the **LAND**

Therefore, plastic packaging that is designed to protect our food, such as a portion of mackerel from the supermarket, is increasingly being found within our food. This may cause health issues for people as concentrations of plastics both within the ocean and our food chain continue to escalate.

The value of litter

A significant proportion of litter is made up of packaging, including paper, plastic and glass. Therefore, litter also has a value. When, and if, litter is recycled or reused it can be turned into new products and packaging. Recycling litter, therefore contributes towards a more circular economy that reduces pressure on natural resources and biodiversity while, at the same time, reducing greenhouse gases that contribute to climate change. In fact, if everyone across the world consumed as we do in England we would require three planets to sustain us. Recycling and reusing packaging can help reduce our ecological footprint to more sustainable levels.

Litter is also lost to companies' resource reduction systems and is rarely returned for use in their production process or by their supply chain, thus compromising their efforts to minimise their own environmental impacts and reduce costs.

Solving litter - who needs to act?

When it comes to litter, are you part of the problem or part of the solution?

While it is people who drop litter, if companies didn't make items that end up as litter in the first place there would be nothing to drop. Furthermore, litter is a public issue and therefore government, both locally and nationally, has a responsibility to do something.

If the government does not provide a policy, financial and legal framework to solve the problem, others find it difficult to act. And if local authorities are not able to provide education, enforcement and effective street cleansing, local environments suffer.

What do people think?

It's not just Keep Britain Tidy who thinks this.

A recent survey, covering a representative sample of people from across England, uncovered some very interesting results.

57% of people in England consider litter to be a problem in their area[32] and people primarily blame the litterer for this. The survey also revealed, however, that people want both government and businesses to do more. In fact, 72% of those asked agreed that the government should do more, while more than four out of five, or 82%, of respondents thought businesses should do more to prevent litter.

We were also interested to see if there was a connection between consumers observing well-known brands as litter and their purchasing decisions. We found more than one third of respondents (34%) would be less likely to buy from a brand they see as litter on the street. Conversely, 39% would be more likely to buy a product from a business that was seen to be taking responsibility on litter, for example, by helping to fund an anti-litter campaign. This equates to 16 million people more likely to buy from companies doing the right thing and 14 million people less likely to buy from companies whose brands are often seen as litter.

What do land managers think?

In June 2013 Keep Britain Tidy also conducted a survey of land mangers[33] across England including local authorities, housing associations and other private and public sector organisations.

In total, we had 263 respondents representing approximately 220 different organisations that manage land, including litter.

Whilst only 38% of respondents thought the litter had become a larger issue in their area, 59% think litter will increase if austerity continues for the next five years. Furthermore, nearly nine in 10 land managers (87%) believed that the coalition government has not yet achieved its commitment to reduce litter.

Therefore, we are calling for the government, businesses and communities to be part of the solution to help solve England's litter problem.

Solving litter - who needs to act?

The government

On the right side of the fence?

Despite promising action on litter, the coalition government has stepped away.

Despite a bill of almost £1billion a year to clean up the rubbish and the fact that it has significant economic and social impacts on communities in every corner of England, the government has no new policy, is severely reducing its funding to prevent litter and only has 2.5 people in Whitehall working on it – that is, along with other local environmental quality issues.

We believe this is not enough. Companies, local authorities, businesses and communities need clear, cross-governmental leadership to reduce litter. Even without the government however, there is still a clear opportunity for businesses and people to step in to be part of the solution.

Communities

On the right side of the fence?

At Keep Britain Tidy, we have not given up, and neither have our 100,000 supporters who work tirelessly across England to pick up litter and improve their neighbourhoods.

Local authorities and other land managers have not given up either, recognising the value in cleansing, education and sometimes enforcement to make their areas better places to live.

Even so, 62% of people in England drop litter. This needs to change. We need to make dropping litter as socially unacceptable as not wearing a seat belt or smoking inside public places. To do so, we need to better communicate the widespread impacts of dropping litter demonstrated throughout this report, alongside ensuring adequate infrastructure and services are available, enabling people to do the right thing and be part of the solution.

Business

On the right side of the fence?

Despite producing items that end up as litter, litter that costs taxpayers over a billion pounds to clear up, many businesses do little or nothing to prevent those products ending up as litter.

Businesses can, however, play an important role by improving their packaging, helping to educate their customers and providing better bins to enable people to stop dropping litter.

Therefore, we welcome the fact that more and more companies are picking which side of the fence they are on and choosing to fight litter. For example, The Wrigley Company, Perfetti van Melle and Mondelez International all help to fund the Chewing Gum Action Group that worked with 14 local authorities in 2012 and helped reduce gum litter in target areas by 54%[34].

Furthermore, many businesses are starting to recognise their role within communities and support campaigns such as Love Where You Live. So far, this campaign has mobilised more than half a million people to improve their local environment alongside more than 100 businesses and 70 local authorities.

We need your help to tackle litter together and enable everyone to love where they live.

Which side of the fence are you on?

We already know the cost is huge. Sadly, the current policies of the coalition government suggest it is unlikely that we will see any changes in government action and policy prior to the next general election in 2015.

This is why we need the public, land managers and businesses to step in and be part of the solution – just like many already are - self-organising to improve their neighbourhoods or, in the case of businesses and land managers, helping to fund anti-litter related activities

Keep Britain Tidy, over the next six months, will drive forward our campaigning and activities calling for companies, communities and government to prevent and clean up litter, as part of our Which Side of the Fence Are You On? campaign.

This will include:

- Increased supporter engagement activities around litter in every community across England

- Publicity stunts – including a 'which side of the fence are you on?' national litter experiment

- Evidence-based campaigns and surveys

- Solution-focused stakeholder events

We hope this will lead to more local action across the country to clean up litter and force the government to take notice of the scale of the problem. Most importantly, we hope to bring together private companies that produce items commonly found as litter to work towards either a joint commitment or accreditation to demonstrate they are part of the solution. We wish to build in corporate support to help fund a coherent national litter campaign.

Government

Whilst we are not optimistic about governmental leadership in the coming years on litter, there is a range of policy tools the government has at its disposal that could be used to enable litter prevention. We do not intend to stop campaigning for these to be considered and introduced.

We recommend the government provides responsible leadership by supporting:

Improving litter infrastructure

There are clear opportunities for increasing the provision of recycling and litter bins to enable people to easily and responsibly dispose of products. We call for adequate recycling and litter bin provision and for them to be emptied and cleaned regularly. This should include the use of research and new technology to identify where to place bins and how we can reduce costs servicing them.

Increasing the penalties through fines where necessary

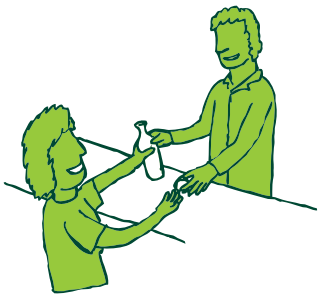
Keep Britain Tidy believes fines and enforcement should be part of any integrated approach to reducing litter, alongside education and better service provision. Currently fines do not cover the full costs for local authorities to enact them and the government should consider increasing the size of fines and providing greater guidance on their use to enable fining to be more effectively used by local authorities. Legislation is required to tackle littering from vehicles, an increasing problem, both in scale and cost. Additional powers to local authorities in this area are urgently required.

Product stewardship after sale

While litter is ultimately due to people littering, companies have a responsibility to educate their customers about proper recycling and correct disposal. Government should consider options beyond current schemes for minimising packaging to also include anti-litter stewardship. This way, everyone involved

in the lifespan of products that could end up as litter are called upon to take responsibility to reduce their environmental impact.

Other countries have clearly demonstrated how deposit schemes on containers—specifically drink containers—enjoy higher rates of reuse and recycling and reductions in litter. In Canada, where all alcoholic containers have deposits, you would not see beer cans or wine bottles on the ground for the simple reason that someone would pick them up to get the cash. Keep Britain Tidy supports measures to put a value on packaging to consumers. Deposit schemes to promote better use of resources and litter reduction would be a big step forward, as would a responsibility on producers and retailers for the recovery of packaging they sell to the public.



Levies on disposable products

Starting with single-use carrier bags (following the success we have seen from a similar levy introduced in Wales), we support levies on disposable products. Like deposits, which are revenue-neutral for the customer if the item is returned, levies can also be revenue-neutral, for example through reusing rather than buying a new carrier bag. This is consistent with encouraging sustainable resource use and also a sensible way to reduce plastic and paper bag litter. Our recent survey of land managers found that 66% of people thought that fewer bags would be dropped as litter in England if a levy for single-use carrier bags was bought in[35].

Smarter packaging

Packaging should be optimised while also being reusable or recyclable. The public believe too many products are over-packaged and it is consistent with better resource use to encourage fewer resources be used in packaging, as long as the product is also protected.

There are also opportunities to design packaging better to reduce littering.

Businesses

Companies that make and/or sell products or packaging that ends up as litter are not going to eradicate litter. But, as with other stakeholders, they need to play their part, especially with evidence demonstrating that litter can have a direct impact on their brand reputation and bottom line.

Businesses are already showing they can be part of the solution by supporting Keep Britain Tidy's 'Love Where You Live' call to action, which encourages communities across the country to do things that improve the environment and enable them to be proud of where they live.

We want businesses to go further and for more businesses to join us in being part of the solution. There are three linked initiatives that we believe businesses, those that produce items that commonly end up as litter and those who manage land and end up cleaning up the litter, could and should work towards.

Funding and supporting a national anti-litter campaign

Keep Britain Tidy is looking to develop a national anti-litter campaign, working in partnership and funded by businesses building upon our successful Love Where You Live call to action.

The campaign will aim to change behaviour and prevent litter being dropped through national branding, communications and media opportunities, complimented by localised campaigns and voluntary action to pick up litter.

We found 95% of land managers across England would like to see greater support locally through a national anti-litter campaign that seeks to change the behaviour of litterers[36].

A voluntary commitment to reduce litter

A voluntary agreement for retailers designed to reduce waste and increase recycling, known as the Courtauld Commitment, has so far been very successful. Results include a 9% drop in waste produced in the supply chain, alongside initiatives that have also helped households reduce waste.

Which side of the fence are you on?

In the Netherlands, businesses agreed to meet ambitious litter and packaging reduction targets. These were designated and measured by a partnership between industry, the government and the Dutch anti-litter charity, funded by companies themselves. When we surveyed land managers across the UK, 93% said they would welcome the development of a similar commitment from companies to sign up to anti-litter targets and educate their customers not to drop litter[37].

We invite retailers to work together with Keep Britain Tidy and government, to develop a similar initiative in England or across the whole of the UK designed to prevent litter.

Working towards a litter accreditation

We would like to work with businesses to demonstrate their commitment to preventing and cleaning up litter through a national accreditation scheme. Businesses therefore, can communicate their work towards being a responsible partner through a quality mark, that clearly shows to their customers that they are taking action to prevent litter and demonstrates their commitment to working with their customers on the issue. Our research suggests more than a third of people in England would be more inclined to buy a product from a company seen to be doing the right thing to stamp out litter.

Communities

Communities can take an active role by not dropping and cleaning up litter in their neighbourhood. In fact, many already do so and we work with almost 100,000 supporters across our programmes to do just this.

In addition, many other community groups, charities and organisations take part in anti-litter activities. And many local authorities support local champions who provide community leadership in this area.

At the heart of Keep Britain Tidy's work is litter. No one wants to visit a park that is littered and people are less likely to drop litter in well-managed green spaces, streets or town centres. Furthermore, litter is a potential resource with a value, if it is properly recycled or reused.

Our programmes:

Quality green space is the backbone of strong communities. That's why our Green Flag Award programme improves and certifies parks across the UK, giving families and neighbourhoods a little piece of nature close to home. More than 1,300 parks in the country fly a Green Flag.

We're the litter solution and work with people, companies and councils that want litter solutions too. Not just because it's so expensive to clean up, but because, it's often a first sign of wider social and environmental decay and there are real advantages to sharing good practice, learning from one another and delivering innovative solutions on the ground.

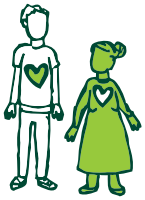
Five million children and young people participate in Eco-Schools, the world's largest environmental education programme. In nearly 17,000 schools across England, they learn about our planet, the environment and how little steps, close to home, can add up to real change worldwide. Reducing litter is often the first step on the sustainability journey for many children.

Which side of the fence are you on?

With great beaches and clean water, the holiday is bound to be perfect. The best way to find a clean, well-managed beach is to look for our Blue Flag or Seaside Awards. Our BeachCare, RiverCare and WatersideCare programmes also improve water quality around England.

Waste less, live more isn't just a slogan in neighbourhoods where the Waste Watch programmes operate. It's how we help people love where they live, by changing how they live: conserving scarce resources, wasting less, recycling more and living better.

The Big Tidy Up gets tens of thousands of volunteers out in their communities, where they get to work on the frontline of England's war on litter. Why? Because litter shows disrespect for a neighbourhood, but removing it makes it less likely it will be dropped in the future as we know people drop less litter in cleaner environments.



Local authorities and social housing providers know the importance of neighbourhoods too and we work with them to help more people love where they live. The Keep Britain Tidy Network is where expertise, success stories and emerging trends that affect public space come together - even as funds are cut.

In 2014 Keep Britain Tidy will celebrate its Diamond Jubilee, 60 years after the National Federation of Women's Institutes voted to "launch a campaign to keep Britain tidy". The need is as strong today as it was then. There have been fundamental changes in the way we live and work in the last six decades, but the continued need for vigilance and action is as strong as ever.

Join us and be part of the solution to litter in England.

Visit **www.keepbritaintidy.org** to learn more and see what we're doing to be on the right side of the fence in your neighbourhood.

Keep Britain Tidy is an independent charity and needs your support to continue to campaign on litter.

Donate to us at **www.keepbritaintidy.org**

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When it comes to LITTER:

Which SIDE of the FENCE are YOU on?

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