The Challenges of Litter Prevention in Society

Phil Barton

CEO, Keep Britain Tidy

@keepbritaintidy

Facebook.com/keepbritaintidy

bag, baby!
dirt bag, Baby!

Measuring Quality of Life:
Does Local Environmental
Quality Matter?

People who Litter

KEEP BRITAIN TIDY
research

2011

The Word
on our Street
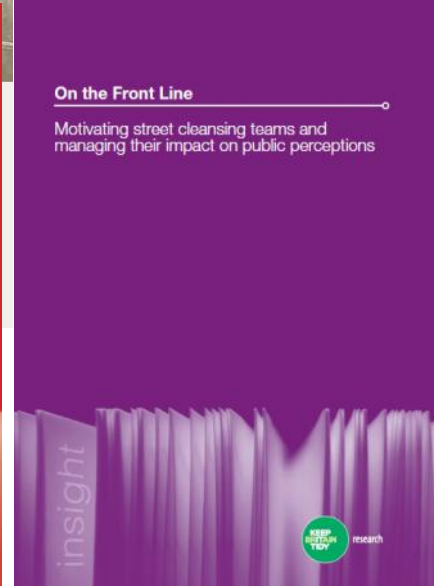
WHOSE REALITY
IS IT ANYWAY?
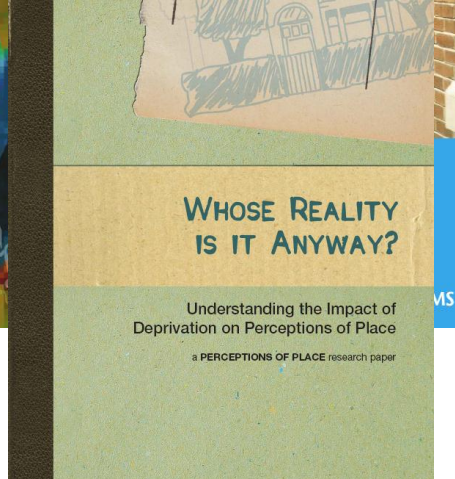
Understanding the Impact of
Deprivation on Perceptions of Place

a PERCEPTIONS OF PLACE research paper

The Effectiveness of Enforcement
on Behaviour Change

Fixed penalty notices from
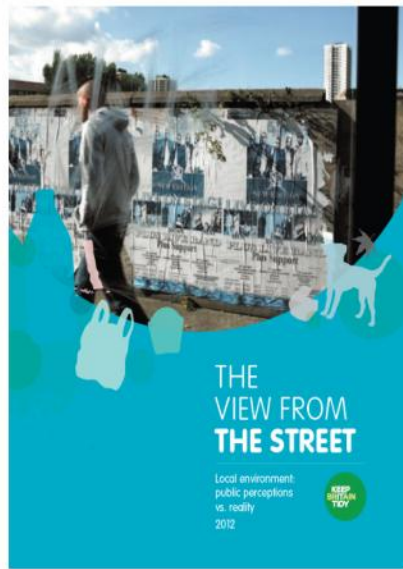both sides of the line

On the Front Line

Motivating street cleansing teams and
managing their impact on public perceptions

insight   KEEP BRITAIN TIDY research
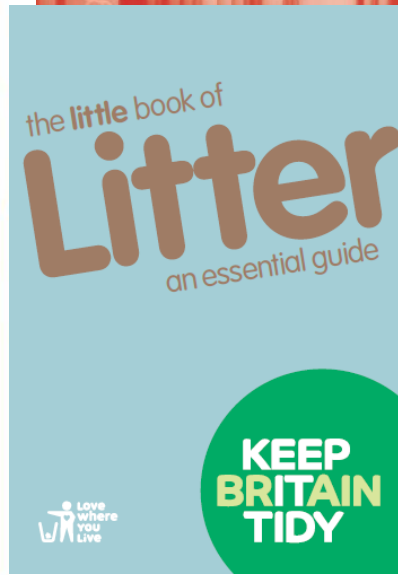
HOW
CLEAN IS
ENGLAND?

The State of England's
Local Environment
2012

KEEP BRITAIN TIDY

THE
VIEW FROM
THE STREET

Local environment:
public perceptions
vs. reality
2012

KEEP BRITAIN TIDY

the little book of
Litter
an essential guide

Love where you Live

KEEP BRITAIN TIDY

KEEP BRITAIN TIDY
Love where you Live

BREAKING
BARRIERS

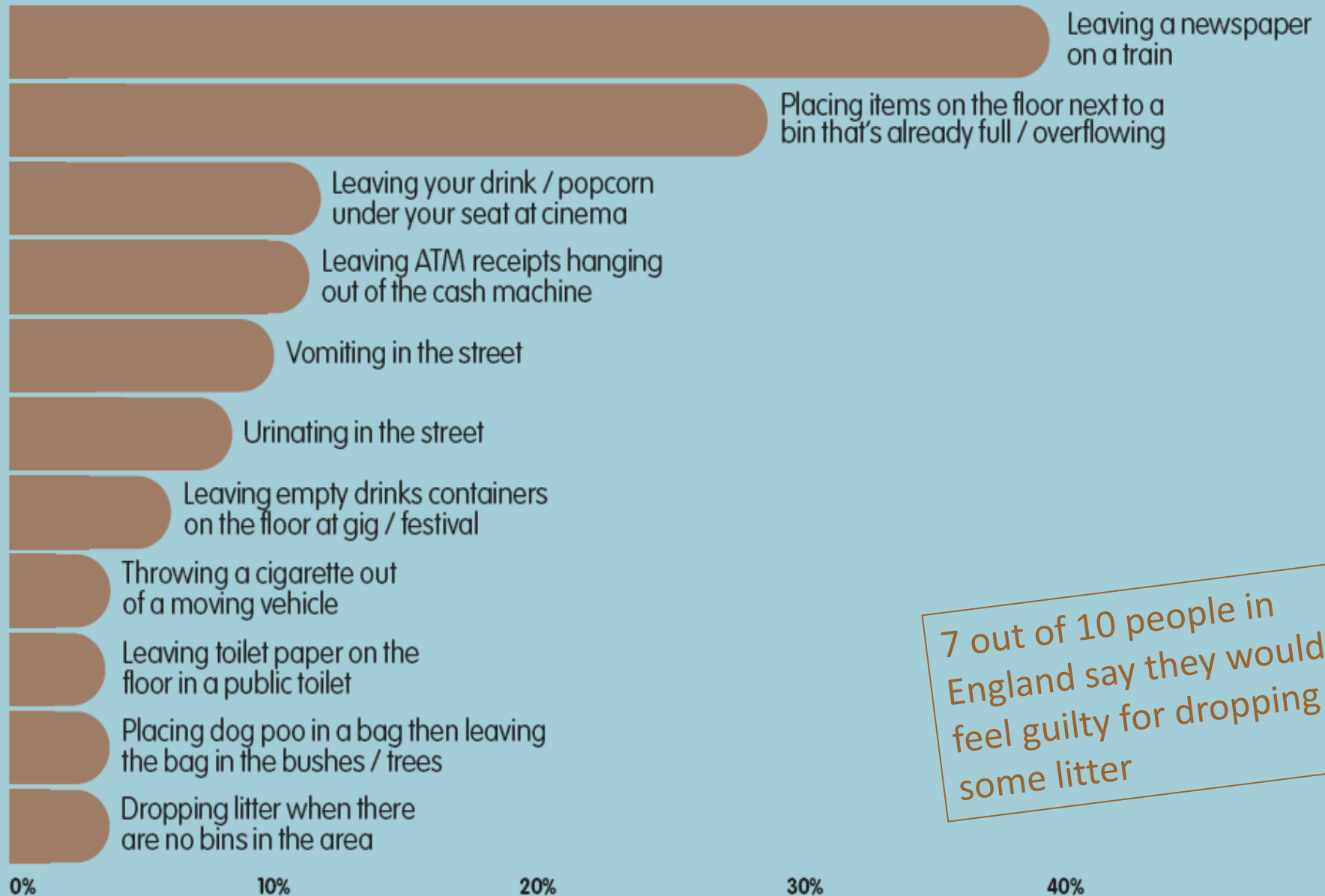How to get people
involved in their
community

The Impact of Litter

The single most important factor influencing people's decisions about which beach to visit is the beach's cleanliness

- The consequences of litter go much deeper than the basic appearance of an area and an increase in street cleaning costs
- Implications for the local economy – considerable economic benefits for businesses located in cleaner neighbourhoods
- People's overall satisfaction with their neighbourhood is the product of their visual assessment of it
- And local health and wellbeing is improved through well managed local environments – depression, obesity & children's development
- People's littering behaviour depends on where they are and who they are with
- The very presence of litter is enough to persuade or dissuade someone from creating even more litter; People's own littering behaviours are influenced by the actions of others – the Broken Windows Theory

Figure 4 Actions that people believe are not littering behaviours

- Leaving a newspaper on a train
- Placing items on the floor next to a bin that's already full / overflowing
- Leaving your drink / popcorn under your seat at cinema
- Leaving ATM receipts hanging out of the cash machine
- Vomiting in the street
- Urinating in the street
- Leaving empty drinks containers on the floor at gig / festival
- Throwing a cigarette out of a moving vehicle
- Leaving toilet paper on the floor in a public toilet
- Placing dog poo in a bag then leaving the bag in the bushes / trees
- Dropping litter when there are no bins in the area

0%   10%   20%   30%   40%

7 out of 10 people in England say they would feel guilty for dropping some litter

Figure 6 The axis of acceptability and excusability

What types of litter are affecting our streets?

Type	Number of sites	% of sites
Smoker's materials	8807	82%
Confectionery packs	6975	65%
Non-alcoholic drinks related	5799	54%
Fast food related	3084	29%
Alcoholic drinks related	2219	21%
Snack packs	2168	20%
Packaging	1621	15%
Paper tissues	1457	14%
Till receipts	1194	11%
Vehicle parts	1101	10%
Dog faeces	919	9%
Discarded food/drink	900	8%
Clothing	776	7%
Post Office	774	7%
Other retail bags	759	7%
Solid gum	651	6%

Perception

True state of the nation

Reality

The Word on our Street

A national survey measuring the public's perceptions of their local environment
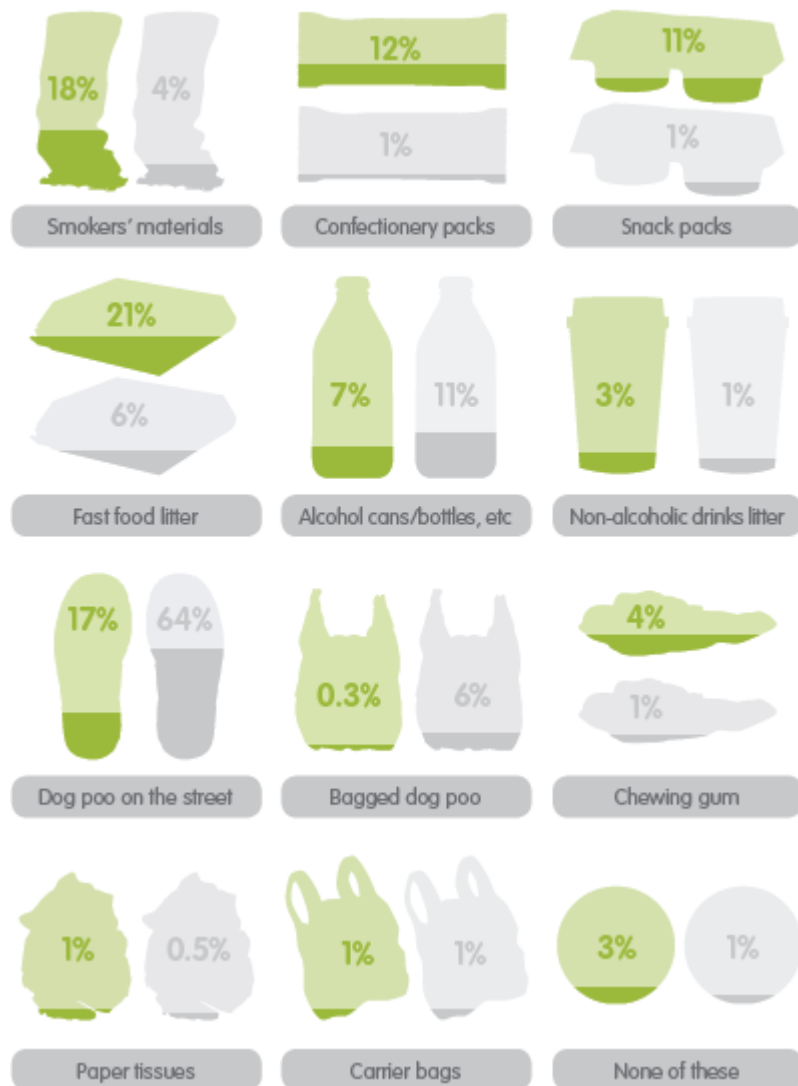
2011*

HOW CLEAN IS ENGLAND?

The State of England's Local Environment 2012

THE VIEW FROM THE STREET

Local environment: public perceptions vs. reality 2012

KEEP BRITAIN TIDY

Litter: Perception vs. reality

Most frequently littered and most offensive litter items

Smokers' materials	Confectionery packs	Snack packs
18% / 4%	12% / 1%	11% / 1%

Fast food litter	Alcohol cans/bottles, etc	Non-alcoholic drinks litter
21% / 6%	7% / 11%	3% / 1%

Dog poo on the street	Bagged dog poo	Chewing gum
17% / 64%	0.3% / 6%	4% / 1%

Paper tissues	Carrier bags	None of these
1% / 0.5%	1% / 1%	3% / 1%

● Most frequently littered

● Most offensive litter item

Percentage of sites affected by litter types

Smokers' materials	Confectionery packs	Non-alcoholic drinks related	Fast food related
82%	65%	54%	29%

Alcoholic drinks related	Snack packs	Paper tissues	Dog poo
21%	20%	14%	9%

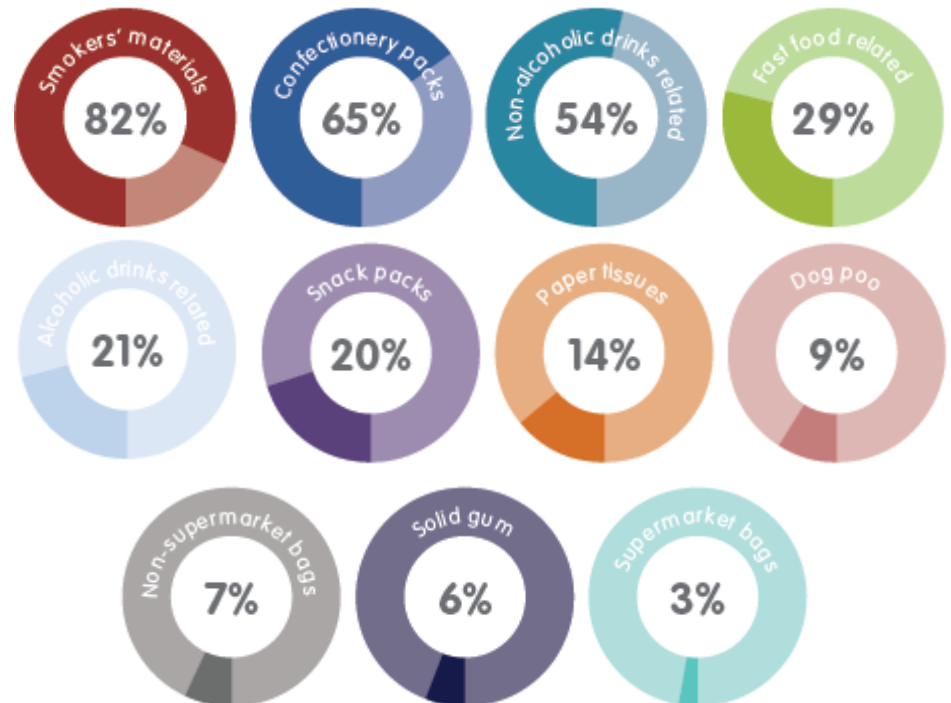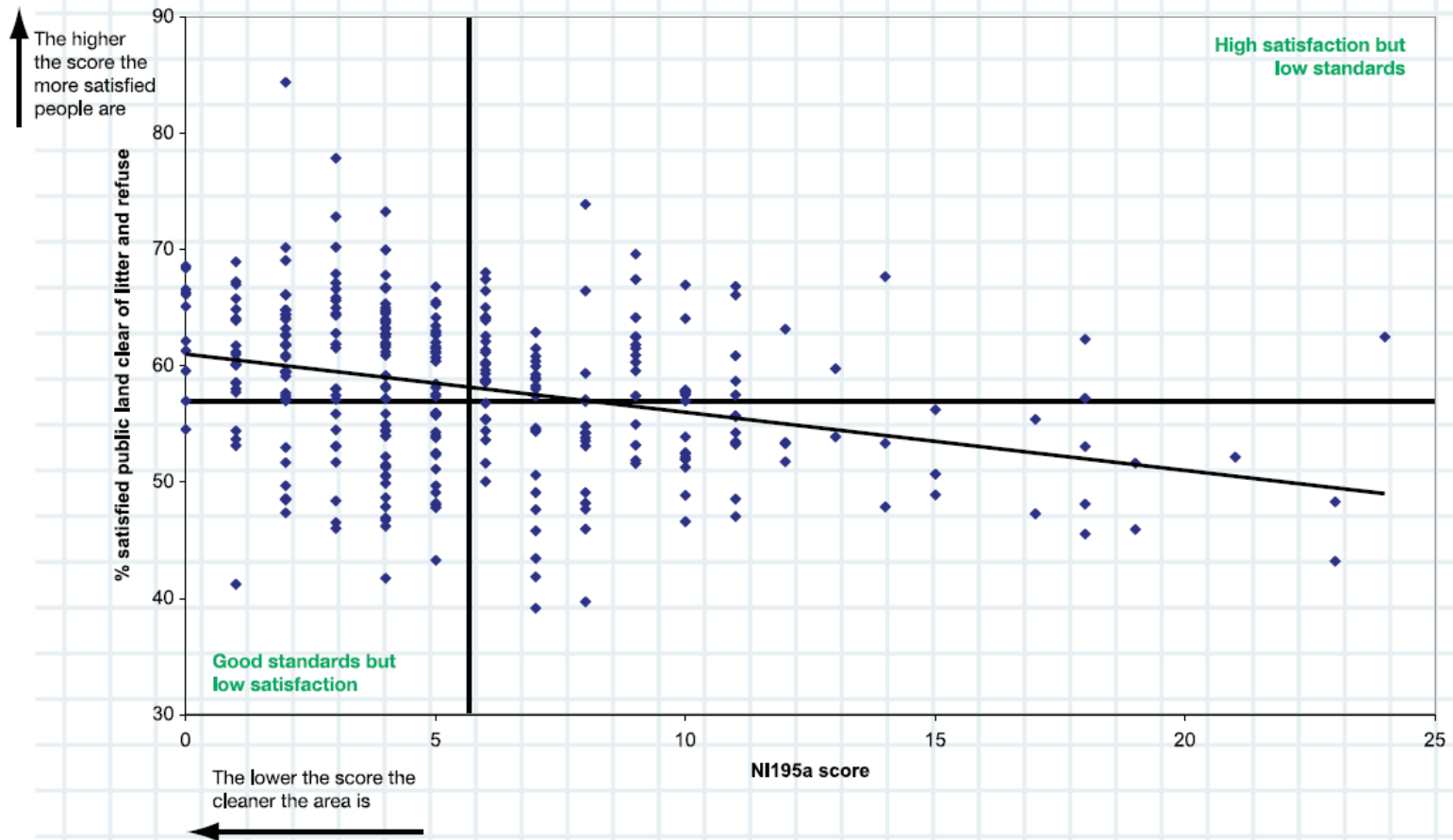| Non-supermarket bags	Solid gum	Supermarket bags
7%	6%	3%

Figure 1: Standards of litter vs. satisfaction with public land being clear of litter and refuse

The Perception / Reality Gap

LESS DEPRIVED ⟷ MORE DEPRI

Motivated to improve PLACES

More likely to report issues to authorities

PERCEPTION PRINCIPLE #1
PEOPLE & PLACES

Motivated to help PEO

More likely to talk each other about issu

Most of social network falls outside of neighbourhood boundaries

Perceptions spread slowly within a neighbourhood, if at all

20 reports are likely to translate to 20 people with the same issue

PERCEPTION PRINCIPLE #2
SPEED & SPACES

Most of social network fa of neighbourhood bound

Perceptions saturate a neigh

20 reports may translate to many mo sharing the same perception

---

Wider focus e.g. borough wide, ward level

Strategic focus on inputs

People happy to delay gratification and deal with the 'cause' of an issue
e.g. Promote the use of dog bins in the neighbourhood

PERCEPTION PRINCIPLE #3
HERE, NOW & IN THE FUTURE

Local focus e.g. neighbourhood wide, stree

Operational focus on ou

People happiest when the 'effect' of is dealt with – instant gratificat
e.g Pick up the dog fouling on the streets and

LESS DEPRIVED ⟵ RECOMMENDATIONS ⟶ MORE DEPRI

(1) Engage through communities of interest, not geographical communities e.g. faith groups, places of work etc.

(2) Contextualise (economically and physically) any calls to social action

(3) Recognise that reported problems are likely to be current - quick responses are preferred

(4) People tend not to share issues with their neighbours: Reports reaching authorities are more likely to be representative of the perceptions of those living in the neighbourhood

(5) ALLOW them to communicate: Engender a feeling of 'control' - provide avenues for direct communication and give feedback

(6) Keep communities informed of long term developments and/or strategies for change

(7) New approaches to social action at a neighbourhood level are required

(1) Infiltrate neighbourhood networks, be part of their conversations e.g. use community champions

(2) 'Localise, emotionalise and personalise' any calls to social action

(3) Reported problems are likely to have been a issue for some time - quick responses are required

(4) Recognise that a lack not mean there are n that people talk - the reaching the authoriti the tip of the iceberg

(5) HELP them to comm communities by show report issues and WH

(6) Communicate benefit not just 'effects'

(7) Demonstrate LOCAL of engagement in wid

And finally, work to normalise positive behaviours in all communities: people are more likely to do something if other people are doing it too!

www.keepbritaintidy.org

So, exactly what is challenging a litter free society?

Our biggest challenge: Changing behaviour – for the long term

What do we need to consider to help us change behaviour?

- How to make it easy for people to do the right thing?

  - Are bins the right solution? If so, need to consider bin type, bin placement

- Understand litter droppers and what makes them tick

  - They need to see the benefits, the right call to action & see what's in it for them

- The impact that the existing environment has on littering behaviour

  - We need to harness peer influence

- Legislation and enforcement

- Encouraging ownership and pride

- Nudge not nag

KEEP BRITAIN TIDY

KEEP BRITAIN TIDY

Thanks for listening

Phil Barton, CEO

phil.barton@keepbritaintidy.org

+44 1942 612621