

REVIEW INTO LITTERING AND FLY TIPPING - THIRD WITNESS SESSION NATIONAL CONTEXT & BEST PRACTICE

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| Committee name | Residents, Education and Environmental Services Policy Overview Committee |
| Officer reporting | Neil Fraser - Democratic Services |
| Papers with report | None |
| Ward | All |

HEADLINES

The Committee is conducting an in-depth review into littering and fly-tipping within Hillingdon. As part of the review, a number of witness sessions and other activities will be undertaken to gather relevant information and evidence for Members.

At the meeting held on 4 September, the Committee heard from witnesses regarding the scale of the issues, Hillingdon Council's current response, and forthcoming activity.

The second witness session, held on 15 October, was themed around resident feedback and experiences, including local business perspectives.

This third session focuses on best practice and innovation through Government and local authority actions and national campaigns, and the information contained within this report is presented to aid the Committee in their review.

The Witness Session will be attended by Rose Tehan of Keep Britain Tidy.

RECOMMENDATIONS:

That the Residents, Education and Environmental Services Policy Overview Committee notes and comments on the information presented within the report.

SUPPORTING INFORMATION

Witness Session - Keep Britain Tidy

Rose Tehan of Keep Britain Tidy will be present to discuss the work of the charity, tips for best practice, and suggestions for further actions that Hillingdon Council could undertake to address the issues of littering and fly tipping.

Keep Britain Tidy is a national charity which aims to improve the environment through the use of campaigns and messaging highlighting the blight of litter. For an annual membership fee, Keep Britain Tidy offer local authorities access to their network, which includes member benefits such as access to a 'surveying litter' app, a free place at all national or regional learning events,

discounted training, and more.

The Charity also offers bespoke surveys and action plans that aim to reduce littering, improve local places, and increase recycling, while their award-winning Centre for Social Innovation develops, pilots and scales new ways to prevent waste and litter. The Centre, in partnership with the London Environment Directors Network, published an in-depth paper regarding fly tipping in London, which is set out in more detail later in this report.

The Committee may wish to consider the following lines of enquiry during the meeting:

- What does Keep Britain Tidy perceive are the main causes of littering/fly tipping - and who do they think are most responsible for it?
- Where does it most tend to occur, in their experience?
- How does the charity see the role of local authorities in tackling litter and fly-tipping?
- How can the Hillingdon better collaborate with organisations such as Keep Britain Tidy?
- Were there any previously successful campaigns or actions that would work in Hillingdon?
- Were there any general ideas for best practice and adoption of techniques to help Hillingdon further address the issues?

Best Practice and actions to address littering and fly tipping elsewhere:

Littering and Fly Tipping remain issues of significant concern for residents and Councillors within Hillingdon. However, the issues are not unique to Hillingdon, and a number of initiatives and actions have been taken across the country and elsewhere in an effort to address the problem. Detail on such actions is set out below, alongside useful supporting information. The Committee may wish to consider how such actions could be incorporated into any recommendations to Cabinet resulting from the review.

The Department for Environment, Food and Rural Affairs' Litter Strategy for England

The Department for Environment, Food and Rural Affairs recently published their Litter Strategy for England Second annual report, covering the period 2018-2019, which sets out the progress made to implement the 36 recommendations that resulted from the first Litter Strategy for England, published in April 2017. Of the 36 actions outlined in the original Strategy, 4 have been completed, 28 are now in progress, and 2 have yet to start. Work has also begun on the forthcoming Environment Bill, which will include further measures relating to litter.

Of the actions taken so far, the Committee may find the following actions of interest:

- A national anti-litter campaign, carried out in partnership with Keep Britain Tidy;
- Creation and distribution of new educational materials to support the work of teachers in schools;
- Partnerships with groups such as the Scouts, and with media outlets including the Daily Mail.
- Work with corporate partners such as McDonalds, Coca-Cola and Walkers to carry out National Clean Up Days aimed at clearing streets and roads of refuse.

These actions demonstrate the value of undertaking concerted efforts to educate and galvanise young people, and in turn the wider community, to help address litter in their area. The Committee may be minded to recommend a number of similar education and environmental campaigns within Hillingdon.

A link to the full report is included within the Background Papers section of this report.

Naming and Shaming:

Councils such as Plymouth City, Enfield and Bexley have been highlighting successful prosecutions related to littering and fly tipping. In Plymouth, culprits observed littering are issued spot fines and 'named-and-shamed' in the Plymouth Herald. In Enfield, highlighting offenders was a key part of their 2016 campaign to keep Enfield tidy, while in Bexley litterers are publicly viewable on their website, which includes details of their crime, their fine, and their postcode.

The Committee may wish to consider how offenders are publicised in local media or Council communication. Further detail can be found in Appendix A.

Ballot Bins

Ballot Bins are customisable ashtrays, which display a question and two answers. Smokers 'vote' by putting their cigarette butt in the slots underneath their preferred answer, and the bin displays which question is more popular. Ballot Bins are used across the world, but in the UK Councils using the bins include Aberdeen, Wyre Forest, Cannock Chase, and Southend, among others.

Studies have shown that cigarette butts are consistently the single most collected item in beach clean-ups and litter surveys. Independent evaluation shows that smokers more likely to use the Ballot Bin, and the bins have been seen to reduce cigarette butt litter by 46%.

The bins are customisable, rust and weather proof, easily emptied, and fixable to walls, poles and railings. Bins are available from £230, and an example of a bin is included as Appendix B.

Slogans, Brand Awareness and public consciousness in successful campaigns

The importance of a catchy slogan and brand awareness to embed messaging into the public consciousness cannot be overstated.

In 1985, the Texas Department Of Transportation launched the 'Don't Mess With Texas' campaign. While the campaign was not limited to addressing litter, the results have shown that the campaign has helped to communicate a long term litter prevention message, with 98% of Texans familiar with the slogan, and a 34% reduction in roadside litter since 2009.

Similarly, in 2013 the Cleaner Essex Group, in collaboration with Keep Britain Tidy, the Highways Agency, and others, launched the 'Love Essex' campaign, which included combining education with enforcement warnings. Messages highlighting the risk of a fine for littering were displayed on posters, buses, fast-food packaging, and promoted on social media, and regular

litter picking events were also held. In its third year, from August to October 2016, Keep Britain Tidy reported a two-fifths reduction in fast-food litter and a 41% reduction in litter overall.

Details of 'Seven of the best' campaigns can be found at Appendix D.

Community Cohesion (CleanupUK)

CleanupUK is a charity that aims to combat the litter problem in areas of deprivation, in an effort to bring communities closer together and create a greater sense of pride in local areas through a shared sense of responsibility and action to address littering and fly tipping. CleanupUK is also linked to LitterAction, a website which supports individuals and community groups tackling litter problems across the UK. CleanupUK carry out a number of project coordinator roles in London boroughs, though are not currently operating in Hillingdon. It has been requested that the clerk be notified, should this change, with a view to further engagement and collaboration.

During conversations with the Chief Executive, Mr George Monck, the importance of fostering a sense of community and autonomy was highlighted. It was recommended that the Council help support and promote resident groups, but that the groups should retain their sense of independence and set their own goals and actions. Council support could include promotion through local newsletters and papers, social media, and the long term loaning of litter picking equipment. Other suggestions included a clear, easy to use website to ensure residents do not face barriers when attempting to report issues, and ensuring reporting lines are sufficiently robust to ensure that data is quickly passed to the relevant officers responsible for acting upon it, with status or resolution updates passed to the reporting residents to maintain engagement.

Regarding the suggestion that websites and online reporting tools should be easy to use, Members will recall from evidence received as part of the previous review into Payment Modernisation that Hillingdon is undergoing a wide-ranging Digital Transformation project that includes significant quality of life and ease of use updates to the Council's website.

Finally, it was suggested that the Council could consider 'thank you' evenings to celebrate the work of resident groups. Hillingdon has previously held similar events for street champions, though the Committee may wish to consider how further events might be held.

Colleges and Litter

A request for information has been made to representatives of Uxbridge College and Harrow College regarding their own initiatives to address littering by students, including litter from fast food establishments. Once received, this information will be shared with the Committee.

The National Fly Tipping Prevention Group

The National Fly Tipping Prevention Group works with a variety of groups with the common aim of helping to prevent and tackle fly-tipping through influencing, advising and raising awareness of the issue. The Group's website offers a number of key statistics on the scale of the issue nationally, and offers a wide variety of case studies detailing how the Group has engaged with various partners to enact change.

The Group has also published a framework for how England can tackle fly tipping through partnership working. Links to the website, which includes various statistics, case studies and the framework can be found within the Background Papers to this report.

Understanding And Tackling Fly Tipping Within London

In July 2018, the London Environment Directors Network, in partnership with Keep Britain Tidy's Centre for Social Innovation, published their report titled 'Understanding and tackling fly tipping within London'. A link to the full paper is included in the Background Papers to this report, and a detailed summary is included as Appendix C. The key recommendations that resulted from the report were:

1. Treat the fly-tipping black bag/cardboard waste separately from fly-tipping bulky waste and other items;
2. Use relevant images;
3. Use plainer and more specific language;
4. Extend communications about how waste services work and consider use of values-based communications;
5. Reduce the hassle factor and make bulky waste simpler and easier to dispose of;
6. Ensure that current policies and services do not unintentionally drive fly-tipping;
7. Encourage residents to maximise their bin capacity and to avoid generating waste in the first place to help reduce excess waste and related fly-tipping;
8. Increase perceived threat of enforcement with residents and businesses.

Other Local Authorities reviews

As a result of their own reviews, several local authorities have instigated new processes aimed at catching offenders and reducing the levels of fly tipping seen in their areas. These authorities include Calderdale, Cardiff, Haringey

Key actions resulting from the reviews include:

- streamlining of reporting of issues for residents, and the processing of said reporting for officers;
- Promoting clear and strong messaging in key hotspot areas detailing the consequences of littering and fly tipping to perpetrators;
- Exploring low cost methods to engage residents, such as 'gamification' of binning refuse through the use of ballot bins, or targeted social media advertising.

Potential Committee Activity to Support the Review:

At the meeting held on 15 October 2019, it was agreed that the clerk supply details of potential activities that Members may wish to engage in as part of the review:

South Ruislip Litter Picking Group

As set out at the previous meeting, the group meets at South Ruislip Library at 10am on the

third Saturday of each month to carry out a coordinated litter pick. High Visibility jackets and litter picking equipment will be provided. The next available date is 16 November.

Out of Hours Enforcement Team

Following discussion with Nathan Welch, ASB and Environment Manager, it is felt that shadowing members of the Out of Hours Enforcement team would be of most benefit to the work of the Committee. Members would be able to see first hand how officers respond to calls, interact with residents and members of the public, and issue fines and instigate clean up work.

The team's working hours are Thursdays 8pm to 2am, and Fridays and Saturdays 9pm to 3am. If the Committee is minded to attend, the team will need approximately 2 weeks notice.

It is requested that Members liaise with the clerk to arrange any such activities.

Implications on related Council policies

A role of the Policy Overview Committees is to make recommendations on service changes and improvements to the Cabinet who are responsible for the Council's policy and direction.

How this report benefits Hillingdon residents

None at this stage, pending any findings approved by Cabinet.

Financial Implications

It is important that the Committee considers cost effective proposals that benefit resident taxpayers in relation to this review, which would ultimately be determined by Cabinet as part of the Council's broader budget planning process.

Legal Implications

None at this stage, pending any findings approved by Cabinet.

Appendices

Appendix A: [Plymouth Herald - Name and Shame of Litterers](#)

Appendix B: [Ballot Bins](#)

Appendix C: [London Councils - Why Do People Fly Tip?](#)

Appendix D: [Top Campaigns from around the world](#)

Background Papers

[Litter and refuse: Council responsibilities to keep land clear](#)

[Litter Strategy for England: Second Annual Report \(2018-2019\)](#)

[Littering: Council Responsibilities](#)

[Fly-tipping: Council Responsibilities](#)

[London Environment Director Network and Keep Britain Tidy: Understanding Fly Tipping within London](#)

[Calderdale's review into Littering and Fly Tipping](#)

[Cardiff's review into Littering and Fly Tipping](#)

[Haringey's review into Fly Tipping](#)

Useful Websites:

[CleanupUK](#)

[LitterAction](#)

[National Fly Tipping Prevention Group](#)

Named and shamed - people caught littering in Plymouth

Plymouth's litterbugs can today be named and shamed.

More than a dozen people who were caught chucking rubbish on the ground in our city during April have been brought to justice this week.

The shameful 17 include everyone from teenagers to pensioners living all over the city. But they all have one thing in common - every single one of them was caught dropping a cigarette.

They were all handed fines by the city's so-called 'litter police' working for Kingdom Services Group on behalf of the council, having been spotted dropping litter on the city's streets.

But despite reminders, the fixed penalty notices were not paid in time - and they were ordered before a court.

And every single one - bar one - failed to show up so was found guilty in their absence.

They were ordered to stump up a total of £692 each - and the fine of £440, £208 costs and a victim surcharge of £44 must now be paid within 28 days.

One defendant, who attended court and pleaded guilty, was fined £80 and also ordered to pay costs of £120 and a £30 victim surcharge.

The cases against the defendants were brought to the court by Plymouth City Council with Kingdom Services Group. The Council teamed up with Kingdom in March in a bid to discourage people from the behaviour that can blight our beautiful city.

Since then, environmental enforcement officers have been on the streets of Plymouth, tasked with preventing littering, dog fouling and dog control.

Councillor Sally Haydon, Cabinet member for Customer Focus and Community Safety, said: "Cases like these just go to show that we will pursue those who drop litter in our beautiful city through the court if we need to.

"The most obvious message to take from this is simple: do not drop litter. But if you do drop litter, and you are caught: pay your fixed penalty notice, or it will cost you a lot more in the long run."

The fines and victim surcharges will be payable to the court whilst costs cover the legal fees in pursuing the cases.

Members of the public are being encouraged to get in touch if they see an offence being committed.

If residents are able to identify the offender and provide a witness statement then they are encouraged to report it via our online self-service system.

<https://www.plymouthherald.co.uk/news/plymouth-news/litter-fine-dodgers-plymouth-na-med-2032175>



Why Do People Fly-Tip?

By Kate Hand, 19 July 2018

The London Environment Directors' Network (LEDNet) and Keep Britain Tidy have published a report, 'Understanding and Tackling Fly-tipping in London', which presents research into behavioural drivers of fly-tipping in the city. They will be using the research to develop and trial interventions to tackle fly-tipping in London and aim to make these widely replicable.

Overview

The report highlights the environmental, social and economic costs of fly-tipping: in 2016/17, London local authorities recorded 366,087 incidents of fly-tipping, and spent more than £18 million dealing with the issue. This fly-tipped waste overwhelmingly came from households – almost half (47 per cent) of all incidents were 'other household waste' (bulky waste items, such as mattresses, furniture, white goods, children's toys, etc.), while just under one quarter (24 per cent) were 'black bags' of household waste.

In terms of fly-tipping behaviours, the report found that:

- Respondents in the youngest age group (18-24) were more likely to fly-tip, while those aged 55+ were least likely. However, younger people were considerably more likely to say that they had fly-tipped black bags/cardboard compared to the other age groups.
- People of European nationalities were more likely to fly-tip black bags and cardboard waste compared to those from other global regions, including the UK.
- People who live in smaller properties were more likely to fly-tip both black bags/cardboard and bulky/other items.
- Fly-tipping of black bags was highest among full time students and full time workers. By contrast, fly-tipping of bulky waste was highest among unemployed people.
- Having regular access to a vehicle does not appear to have an influence on the likelihood that a person will fly-tip or not.
- Online survey respondents in the AB and C1 social grades were more likely to fly-tip black bags/cardboard waste compared to those in the C2 and DE groups. Conversely, the C2 and DE group were slightly more likely to say that they had fly-tipped bulky waste.
- Respondents' self-reported personal connection to their local area did not appear to be a

determining factor in their likelihood to fly-tip.

In terms of the behavioural drivers of fly-tipping, the report found that:

- There is a lack awareness of what constitutes fly-tipping, and many people may be fly-tipping without realising it.
- Certain fly-tipping behaviours are seen as more socially acceptable – generally leaving out items that are smaller, contained and easy and safe to handle.
- Certain fly-tipping is motivated (or excused) by perceptions of ‘helping others out’, for example leaving an item out for someone else to reuse.
- There is a lack of understanding about the impacts of fly-tipping (and waste services generally), and many perceive the behaviour as low impact and low cost.
- There is an expectation that fly-tipped items will be collected quickly and without repercussions; this reinforces perceptions that fly-tipping is ‘low impact’.
- Some council rules and practices are inadvertently encouraging fly-tipping behaviours. For example, time-banded waste collections appear to give the impression that leaving waste out on the street is acceptable, encouraging others to do the same.
- Households are not managing their waste effectively, meaning that they regularly run out of room in their household bins and have excess waste to deal with. In some cases there is evidence that this is driving fly-tipping behaviour.
- While awareness of fines for fly-tipping is relatively high, there is a very low perceived threat of getting caught.
- Overall, disposing of waste irresponsibly is often perceived as the cheapest and most convenient option and this appears to drive some fly-tipping behaviour. Disposing of waste responsibly is seen as a ‘hassle’.
- Underlying all of the above, the research found that there is a lack of personal responsibility for one’s own waste, and this is often seen as ‘the council’s responsibility’.

Among businesses, the research found:

- Very low awareness among participants of what constitutes ‘fly-tipping’, though participants talked passionately about the negative impacts of fly-tipping in their local area (even if they contributed to the issue themselves).
- Confusion around waste collection services in businesses’ own area, which appears to influence fly-tipping. This confusion was caused by recent services changes, different collection

schedules by council and private waste collectors, issues with non-council bags creating confusion around who collects their waste, and charges.

- Certain council practices and rules appear to be unintentionally contributing to the issue. For example, in one case the council provided a free clearing service for market traders, so local businesses simply put their businesses waste out at the same time.
- Perceived effectiveness and threat of enforcement varied from business to business and relied on whether they had heard personally of another business receiving a warning or fine.

Recommendations

Based on the findings of the research, Keep Britain Tidy has eight recommendations for tackling domestic and commercial fly-tipping in London:

1. Treat the fly-tipping of black bags/cardboard waste separately from bulky waste, as their behavioural drivers are different.
2. Use relevant images when communicating about fly-tipping.
3. Use plainer and more specific language when communicating about fly-tipping.
4. Extend communications about how waste services work and consider use of values-based communications to strengthen personal responsibility for waste.
5. Reduce the hassle factor and make bulky waste simpler and easier to dispose of.
6. Ensure that current policies and services do not unintentionally drive fly-tipping.
7. Encourage residents to maximise their bin capacity and avoid generating waste to help reduce excess waste and related fly-tipping.
8. Increase the perceived threat of enforcement with residents, landlords and businesses.

7 of the Best Litter Prevention Campaigns from Around the World

A finely-tuned litter prevention campaign gets people talking. It tackles the challenge of changing behaviour, and brings communities together to do good. Get it right, and a campaign can also become a vehicle for long-term sustainable change. We've picked some of the best campaigns from around the world – they're here to inspire you, and to help you engage effectively with your communities.

1. Ballot Bins

Who: Hubbub Foundation

Where: Edinburgh and London

Littering is often an unconscious act. The best campaigns make people stop, and think. In Edinburgh and London, Hubbub installed double slot 'ballot' bins for general waste and cigarette butts. The bins gave people the chance to vote with their rubbish. Light-hearted questions kept them engaged. Messi or Ronaldo? Begbie or Renton? Batman or Superman? Just pop your litter in the slot to register your vote.

The Edinburgh campaign enjoyed a lot of exposure – four out of five people interviewed associated the campaign with litter. And 90% of business owners and workers in the area were aware of it.

In London, the campaign focused on one busy street. Here's what they found:

- Cigarette butt littering reduced by 8% during the campaign, at one point dipping by 18%
- Ballot bins collected 29% of a street's correctly disposed-of waste
- Voting-by-bin went viral on social media
- The campaign buzz drew 80 enquiries asking to use ballot bins in other areas.

Why does it work?

Most bins are designed to blend in. The ballot bins work because they stand out – thanks to brightly coloured wraps. More than that, the campaign achieved something that's hard to do: make it fun to use bins.

2. Don't Mess with Texas

Who: Texas Department of Transportation

Where: Texas, USA

This far-reaching campaign was designed to address a host of related issues – including litter prevention. Decades after its launch in 1985, it has become genuinely iconic – partly thanks to endorsements from Kelly Clarkson, Eva Longoria, Meat Loaf and others.

But it's not all about glitz and glamour. Results show that the campaign has played a significant role in communicating a long-term litter prevention message. The campaign's 2013 report found that:

- 98% of Texas residents are familiar with the slogan
- There had been a 34% reduction in visible roadside litter since 2009

Why does it work?

Don't Mess with Texas speaks to local people in a way they can instantly connect with. It appeals to their pride in their local community, helps them to 'own' the campaign and be proud of their achievements.

3. Love Essex

Who: Cleaner Essex Group

Where: Essex

£17 million – that was the annual cost of dealing with litter in Essex. Surely local taxpayers would rather help prevent litter in the first place, and spend money on other essential services instead? The Love Essex campaign united the whole community to tackle the litter problem.

All district and borough councils backed Love Essex, as well as Essex County Council, McDonald's, KFC, Dominos, and around 300 local businesses. It was also supported by the Highways Agency and Keep Britain Tidy.

How did it work? By combining education with enforcement warnings. Messages highlighting the risk of a fine for littering were displayed on posters, buses, fast-food packaging, and promoted on social media. There were also regular litter-picks with local businesses and councils, highlighting the extent of the problem. A single clean-up along a six mile stretch of the A120 collected 120 tonnes of litter.

More importantly, the Love Essex message got results. In its third year, from August to October 2016, Keep Britain Tidy reported a two-fifths reduction in fast-food litter and a 41% reduction in litter overall.

Why does it work?

Teamwork. Great campaigns never happen in isolation. Love Essex coordinated multiple stakeholders – it felt like the litter prevention message was everywhere.

Thanks to the support of businesses, authorities, and the local community it has become increasingly difficult for litterers in Essex to get away with their actions. The behaviour change was boosted by hard-hitting messaging about fines. Love Essex made it very clear that litter was not welcome.

4. Bin it for Good

Who: Birmingham City Council and Keep Britain Tidy

Where: Birmingham

Why stop at one good deed? This campaign helped keep the streets of Birmingham clean – and at the same time raised money for local charities. Birmingham was one of seven areas which

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took part in this three-month scheme. The idea: turn litter bins into charity collection tins. The more litter in the bin, the more money raised for the charity.

People like to do the right thing when it's made easy for them. The results prove it:

- 8.9% more waste deposited in the charity bins
- A 30% littering reduction in the streets with charity bins

Why does it work?

This campaign taps into people's altruistic tendencies. We all feel good when we do the right thing – especially when it doesn't take much effort.

The campaign also recognises that the wider consequences of litter aren't always obvious. However, raising money for a good cause is easy to understand. And once the positive behaviour becomes a habit, it's easy to see the potential for long-term change.

5. Dunna Chuck Bruck

Who: Shetland Amenity Trust

Where: Shetland

Litter prevention campaigns may come and go – but Dunna Chuck Bruck has been around since 1986. If anything, it's even more relevant today than it's ever been.

Originally launched to tackle agricultural scrap and rubbish washed up on the island's shores, it has evolved into a much broader litter prevention and environmental campaign.

There's lots of clean-up activity, but there's a bigger emphasis on engaging the local community and educating people on the issues. In other words, it's about promoting long-term litter prevention.

Youth groups and schools get involved in the Dunna Chuck Bruck challenge – an opportunity for them to run their own projects. By bringing young people into the campaign, future generations of Shetlanders will hopefully be just as committed to litter prevention as their predecessors.

Why does it work?

Dunna Chuck Bruck's long-running success can be summed up in one word: change. As time goes on, organisers and participants have adapted to the islanders' evolving needs around litter prevention. The campaign also puts the needs of the community first. This won real support, local investment, and has everyone working towards the same goals.

6. Leithers Don't Litter

Who: Gerry and Zsuzsa Farrell

Where: Leith

Leithers Don't Litter is what happens when two leading advertising professionals – and Leith residents – decide to do something about their area's litter problem. Since 2015, Leithers Don't Litter has gone from strength to strength, engaging the local community and making a real difference.

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Their 'Crapitalism: A Rubbish Exhibition' received wide media coverage. Using creative twists on advertising slogans, it highlighted how big-brand packaging often becomes litter. Their message: brands could be doing more to reduce the impact of their packaging on the environment.

Leithers Don't Litter also works closely with the community, including regular litter picks and awareness sessions with schools and youth groups. This was about building a litter prevention message from the ground up.

They've also partnered with local businesses, as well as posting educational stickers and posters in the area. Another success is their pilot 'adopt a street' campaign. This allows local people to take responsibility for clearing up their streets, and to shape long-term litter prevention.

Why does it work?

The campaign balances immediate action with education. But perhaps more importantly, it employs creativity to pull in press and social media coverage – drawing attention to the extent of the litter problem in Leith and across Scotland.

Their work helps to energise the community and bring about immediate change. They've worked with local residents, businesses and other groups – helping attract the attention of bigger organisations with the resources and power to help.

7. Flingin's Mingin'

Who: Zero Waste Scotland and the Transport Litter Group

Where: Across Scotland

This week-long countrywide campaign in 2013 focused on deterring people from throwing rubbish from their vehicle windows. The key message: 'Drive your rubbish home'. This wide-reaching campaign used posters, social media, press events, and much more to spread the 'Flingin's Mingin' message. It was hard to miss.

Support for the campaign came from a number of organisations including ScotRail, Transport Scotland, McDonald's, local authorities and local businesses. Although largely a prevention campaign, there was also a litter pick element. 400 bags of litter were collected during the week.

Why does it work?

This campaign made an instant connection with the target audience, using language that's instantly recognised by Scots. The informal language also means that people view Flingin's Mingin' as a grassroots movement for good, not a public information campaign.

What's in a name?

The best campaigns have distinctive names. Coincidence? Hardly. A good name is memorable, meaningful, and forms a rock-solid connection with its target audience. Is your name working as hard as it could?

What makes it memorable?

What makes a name unforgettable? It might be catchy (try some awesome alliteration), it could be funny (shock tactics can also work well), or maybe it's just plain unusual (as long as it makes sense).

What gives it meaning?

Do people immediately 'get' the name? Or are they left scratching their heads? Keep your name simple and easy to understand. Using the word 'litter' (or a local alternative) is a pretty good start.

Forming that connection

Be friendly, not dictatorial. Speak to people in everyday language they'll understand. Local language and place names can be a good way to form an instant connection.

What works?

Some common themes unite the very best names:

- Root it in a place – for a local or regional campaign, put the place in the name. This tells your audience that the campaign is for them, and taps into civic pride.
- Humour can help – we tend to remember campaigns that deliver a chuckle, especially when it uses our own language.
- Alliteration works – rhyming names are easy to remember.

Leithers Don't Litter

Groups like Leithers Don't Litter are using creativity to get their message out and make a difference in their local area. This approach can play a huge part in connecting with your audience and changing the hearts and minds of communities. With Zero Waste Scotland's litter prevention communications toolkit, you can access a wide range of engaging materials that you can use in your campaigns.

<https://www.zerowastescotland.org.uk/litter-flytipping/top-campaigns>