

# LITTER CAMPAIGN - Part 1.

**FIND A BIN &**



**PUT IT IN**

*Traffic Light System ~ Spreading the MESSAGE*



**APRIL - think of the consequences of dropping litter**

**MAY - think of the consequences of dog fouling**



**JUNE - KNOW THE LITTER CODES**



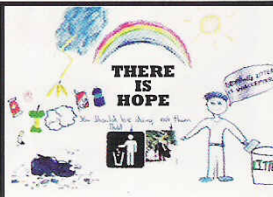
**JULY - FIND A BIN & PUT IT IN**

Dear Resident, the campaign is the final push, a good chance to

**ENSURE EVERYBODY PRACTICES THE LITTER CODES**

All residents are asked to spread the message of the month and encourage discussion amongst family, friends, neighbours, work (or school) colleagues and social groups. The aim being to get everyone in the community to understand why it is sensible to find a bin & put it in.

*WE WANT A CLEAN AND TIDY COMMUNITY*  
**FIND A BIN & PUT IT IN CAMPAIGN**



# A PARISH PLAN INITIATIVE

**FIND A BIN  
&  
PUT IT IN**

**CAMPAIGN STRATEGY**

**Main Objective -**

TO ENSURE EVERYONE PRACTICES THE LITTER CODES

**Slogan -**

FIND A BIN & PUT IT IN

**Main Thrust -**

Residents spread the litter message throughout the community thus educating, influencing and persuading people not to drop litter, avoiding conflict & threats.

**Promote Community Spirit -**

Encourage residents to act together as Society Says and Society Expects. Society Says can find a way to the people's conscience.

**Community Motto -**

Together let's do a little to make a big difference.

**School Involvement -**

To receive the same message as in the community at school assemblies

**Create Civic Pride -**

A Clean & Tidy Community to be proud of.

**Nothing to lose but everything to gain,  
now it's up to you !**

**FOR MORE INFORMATION TEL: 01305 770678**



# FIND A BIN & CHICKERELL PUT IT IN

## STOP THINK

### WE WANT A CLEAN & TIDY COMMUNITY

- No one likes to see litter on our streets & countryside.
- The majority of people practise the LITTER CODES which is considered to be the right thing to do.
- Their judgement is based on experience, wisdom and common sense to FIND A BIN & PUT IT IN.
- People feel angry and frustrated at seeing litter on our streets & countryside.
- Dropping litter is unacceptable behaviour.
- People feel disgust at the offender's selfish act of dropping litter which remains there until someone else picks it up.

To ALL RESIDENTS - please understand and support these issues then communicate and arouse debate among your family, friends, neighbours, work or school colleagues and social groups.

### LET'S SPREAD THE MESSAGE TOGETHER

Doing a little to make a big difference.

Resolve differences - INFLUENCE AND PERSUADE  
Avoiding conflict and threats.

Issued by The Community Litter Team Tel: 770678



# FIND A BIN & CHICKERELL PUT IT IN

## STOP THINK

### of the Consequences of dropping litter

- It is difficult to find a good reason to drop litter on our streets & countryside.
- Litter is unacceptable because it looks dirty & untidy.
- We pay extra tax to the council to have litter picked up.
- People in this country drop 30m tonnes of litter per year in public which costs councils £450 million to clear up.
- The environment has difficulty in dealing with manmade litter.

Bio degrading time is;

Cigarette Butts	6 years
Plastic Bags & packets	20 years
Aluminium Cans	80 years
Plastic- Pack holder rings	450 years
Glass Bottles	1 million years
Plastic Bottles	FOR EVER

- Litter can cause distress to animals - even death. Thousands of animals are injured or killed trying to retrieve food dropped on roads. Animals can choke eating plastic. Cigarette Butts contain poisonous chemicals harmful to animals and the environment.

This message is sponsored by CPRE  National campaign.

STOP

STOP

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STOP



# FIND A BIN & PUT IT IN



*Dog owners are responsible for their dog's actions.*

**Objective** - To ensure dog owners follow the dog fouling code.

**STOP**

**MAY** - think of the consequences of dog fouling

**GET READY**

**JUNE** - Know the dog owners code as stated in the 'Tips for Dog Owners' leaflet

**GO**

**JULY** - practise the dog owners code

**Non dog owners communicate your views on dog fouling**

**A PARISH PLAN INITIATIVE -**

Issued by the Community Litter team . Tel. 770678



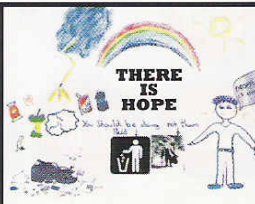
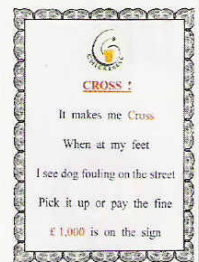
**PICK UP YOUR LITTER!**  
*Pick up your dog's litter!*



**PICK UP YOUR DOGS MESS!**



**FIND A BIN ANY O' BIN**



**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

# FIND A BIN & PUT IT IN



**Dog Owners**

# STOP THINK

## Of the Consequences of dog fouling

- Left dog mess gets stepped in.
- Community areas affected - pathways, pavements, green verges, and play areas.
- People are angry at seeing dog mess.
- People are disgusted by irresponsible dog owners who leave dog mess.
- Dog mess makes the community dirty & untidy so is considered as litter.

### JOB HALF DONE

Some owners bag it ,tie a knot then throw it in the hedge and bushes. That is a job half done which then becomes litter. Bagged dog mess has to be picked up by someone else - not a pleasant job to do !

# FIND A BIN & PUT IT IN

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

**STOP**

# FIND A BIN & PUT IT IN



## GET READY

### UNDERSTAND THE LITTER CODES

See enclosed leaflet

### THINGS TO DO BEFORE YOU FIND A BIN

#### General

Some litter can easily be carried in the pocket like; Crisp packets & cigarette packets.

#### Smokers

Stubbed cigarette butts are litter so pick them up.

#### Vehicle Litter (including boats) drivers & passengers

Keep litter in the vehicle until the destination.  
Litter is cleaner in the vehicle than on the roadside.  
Any annoying litter put in the boot.

#### Countryside Litter

This is not picked up often / take it home.

#### Group Outside Gatherings (alcoholic or food)

Carry away litter in the same manner as it was carried to the area.

#### Dog Owners

Bag up dog waste

#### Fly Tipping

To find out the best way to dispose of unwanted goods ring the council for advice 251010.

### THEN -- FIND A BIN & PUT IT IN



# A PARISH PLAN INITIATIVE

## FIND A BIN & PUT IT IN



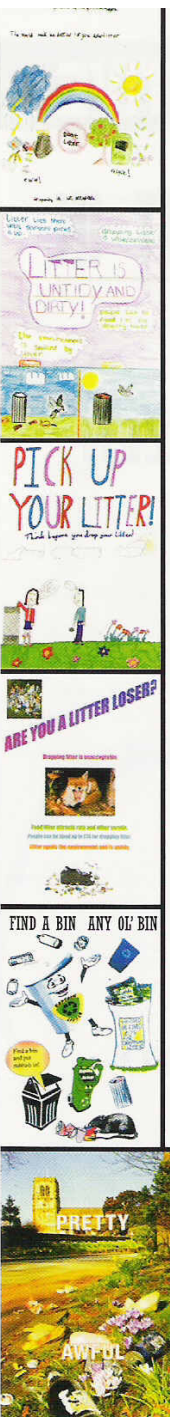
BE A RESPONSIBLE CITIZEN  
RESPECT OTHER  
PEOPLE'S FEELINGS

## FIND A BIN & PUT IT IN

RESIDENTS  
ENCOURAGE EVERYONE TO  
THINK & DISCUSS THE  
LITTER CODES

Issued by The Community Litter Team tel. 770678

! GET READY !



# FIND A BIN & PUT IT IN

Now everyone should be ready and realize that it is sensible to -  
**FIND A BIN & PUT IT IN**

THE COMMUNITY EXPECTS EVERYONE TO

**GO**

**FIND A BIN & PUT IT IN**

THE COMMUNITY EXPECTS  
ALL DOG OWNERS  
TO BAG IT UP &

**GO**

**FIND A BIN & PUT IT IN**

A PARISH PLAN INITIATIVE -  
Issued by the community litter team tel. 01305 770678  
END OF PART 1



Civic



Pride

Dropping litter is unacceptable

## FIND A BIN & PUT IT IN CAMPAIGN 2009

### ACKNOWLEDGEMENTS

Our thanks for grants to make this project possible;



Community Foundation



Town Council



CPRE Dorset Branch

### People contributing to the campaign

'Contact' (Parish Magazine) - for printing the litter articles  
Oliver Letwin - discussing the concept & advising way forward  
Parish Plan Survey outcome - litter & dog fouling, peoples biggest concern  
Pupils at Chickerell Primary School - litter & dog fouling posters etc.  
Paige Blackmore - provided the catch phrase 'Find a Bin & Put it in'  
Lisa - Marie Edwards - arranged the design of our logo  
Town Council / District Council - supplied 12 extra bins  
Weyprint - did the artwork & printing of the leaflets  
Hardy Signs - supplied the community all-weather signs  
Schools - (Primary & Budmouth) - spreading the community message  
10 volunteers & Community Police - delivered the leaflets  
Volunteer Litter pickers - 3 events = 60 bags  
The Litter Team , Brian Bean, Jean Dunseith, Mary Barrow & Advisors from; West Dorset Council, Chickerell Primary School, & Community Police.

**Not forgetting the people of Chickerell Parish for encouraging a CLEAN & TIDY COMMUNITY**

THANK YOU

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# FIND A BIN & PUT IT IN



GO

## UNDERSTAND THE LITTER LAWS

- 1990 Environment Protection Act
- 1996 Dog Fouling Offence Act
- 2001 Criminal Justice and Police Act
- 2005 Clean Neighbourhood & Environment Act

### Main conclusions of these laws :

- Restrict any person dropping, throw down litter in any public open space.
- Please note cigarette butts and discarded chewing gum are classed as litter
- Fixed Penalty Ticket £75 - police & councils have the power to fine offenders ( minimum age of 10 to 16 years at a reduced rate ) failure to pay can result in the courts awarding up to £2,500 penalty.
- Dog Fouling fine Maximum £1,000, owners must clean up after their dog Bag it & Bin it ,the Dog Warden has the power to fine.

### Society Says !

**Pick up stubbed cigarette butts & dog mess**  
**Everyone Find a Bin & Put it In**

A Parish Plan & PACT initiative

Issued by The Community Litter Team tel. 770678



# FIND A BIN Dropping litter is unacceptable & PUT IT IN CAMPAIGN

## PART 2 - FOR THOSE NOT PERSUADED

September

GO

Be a good citizen / conform to the litter law.  
 Be a good dog handler / follow the dog fouling law

October

GET READY

CAUTION Warnings to those not persuaded.

November

STOP

dropping litter or you could get a fine.

ONGOING

Keeping the success of the campaign going by Reviews and Reminders as necessary.



LITTERBAGS R RUBBISH



People can be fined £75 for dropping litter  
 Don't throw your money away



People can be fined £75 for dropping litter  
 Don't throw your money away



If You Trash It Will Cost You Cash! £75.00



YOU CAN BE FINED £75 FOR DROPPING LITTER



YOU CAN BE FINED £75 FOR DROPPING LITTER



CROSS !  
 It makes me Cross  
 When at my feet  
 I see dog fouling on the street  
 Pick it up or pay the fine  
 £ 1,000 is on the sign

# OCTOBER

**WARNING !**

**Police & Acting Warden Patrols  
will be targeting litter & dog fouling**



TO THOSE NOT PERSUADED



**RESPECT THE LITTER LAWS**

**CAUTION**

**FIND A BIN & PUT IT IN**

**WARNING ! DROP LITTER & YOU MAY BE CHALLENGED AND YOU  
COULD BE ASKED TO ATTEND A MINI LITTER SEMINAR**

**PRACTICE THE LITTER CODES**

# NOVEMBER

**WARNING !**

**Police & acting Warden Patrols  
will be targeting litter & dog fouling  
DROPPING LITTER IS ANTI- SOCIAL  
HENCE THE LITTER LAWS**

**STOP**

**FINES ARE IN FORCE**



**FIND A BIN & PUT IT IN  
PRACTICE THE LITTER CODES & BE SAFE**

**A Parish Plan & PACT initiative  
Issued by The Community Litter Team tel. 770678**

**FIND A BIN**



**& PUT IT IN**

**Dropping litter is unacceptable**

**DEAR FAMILY,**

**does any members of your family ;  
EAT & DRINK IN THE COMMUNITY ,  
BUY TAKE AWAYS,  
DRIVE A VEHICLE, SMOKE,  
OR TAKE THE DOG FOR A WALK ?**

**IF SO -**

**THEN YOU NEED TO WARN THEM  
THAT IF THEY DON'T**

**FIND A BIN & PUT IT IN  
THEY CAN BE FINED £75  
(LITTERING CAN BE AN EXPENSIVE HABIT)**

**DEAR RESIDENTS,**

**THE CAMPAIGN MESSAGE NOW IS -  
FINES MAKE IT**

**'COOL NOT TO DROP LITTER'**

**LITTERBUGS A RUBBISH**



**People can be fined £75 for dropping litter  
Dont throw your money away**

**Dropping Litter is unacceptable**



**People can be fined £75 for dropping litter  
Dont throw your money away**



**If You Trash It Will  
Cost You Cash!  
£75.00**



**OR you can be fined  
£75 if your caught**



**LITTER IS  
DIRTY AND  
UNTSYD!**



# **FIND A BIN & PUT IT IN**



## **CAMPAIGN ENDORSEMENT**

The Litter Team doesn't believe that dropping litter is part of human nature but is a human mistake which like other human mistakes, can be put right by human beings themselves if they choose to do so. The simple and homely efforts of the Chickerell project to nudge people into increasing their awareness of litter has not merely succeeded, has gone beyond anybody's wildest imagination.

**Oliver Letwin MP**

No one disagreed with the principles of the project concept for dealing with litter & dog fouling problems. However the belief that it would obtain a result took some time. In the end democracy won the day when the majority were convinced that collectively and by involving every resident, the community could successfully persuade people to find a bin & put it in.

**Community Litter Team**

The Litter team's vision was to see Chickerell as a litter free zone enabling residents to enjoy their town. The team has worked tirelessly to engage people of all age groups with their 'Find a Bin & Put it In' campaign which has succeeded by winning the hearts and minds of many people.

**Chickerell Parish Plan Steering Committee.**

The efforts of the Litter Team should be heralded as the perfect example of a group of determined residents who have taken responsibility for their own area and brought the community with them. The results they have achieved are proof of success and I congratulate them on their efforts.

**Ian Doyle, West Dorset Services Manager**

On behalf of the Town Council I confirm that as a result of the campaign the number of complaints received by the Town Council in respect of dog fouling and litter has significantly reduced.

**Jim Prowse, Town Clerk**

Brian Bean and his team have set a wonderful example of what can be done by sheer hard work, determination and perseverance. He has worked on this project for over 8 years now, since he started picking up litter when out with his dog and with some support from the Campaign to Protect Rural England (CPRE), which he joined as a member. He and his team were recently elected one of the Volunteer Teams of the year at the Volunteer Centre Annual Awards night.

**Robin Bawtree, OBE, Director, CPRE Dorset and Chairman Dorset Campaign Against Litter (DCAL) Committee.**

The Chickerell litter campaign has been sustained due to hard work of a few individuals. It has been immensely successful in making every resident think about the topic of litter to the degree that the thought is always in the back of their mind. Accordingly, the litter problem is easing off in the area so it is more of a nuisance than a problem it once was. We all hope the progress can continue.

**Stan Knight, Community Police**

People are using the bins now and there's less litter in the park. Our parents and other people are not dropping as much litter and less people are dropping chewing gum on the floor. There's less dog mess on footpaths.

**Chickerell Primary School Council (pupils)**

When PACT was formed nearly two years ago every meeting there were complaints about litter & dog fouling in certain areas, this has greatly reduced, thanks to the teams conscientious approach to these problems and restored a certain amount of pride in the town.

**Robbie Dunster, Chairman PACT**

Chickerell has seen a noticeable improvement of dropped litter, thanks to the tireless efforts of resident Brian Bean, who heads the Chickerell Community Litter Team. Residents can be seen carrying their litter until they find a bin and put it in.

**Debbie Powell, School Governor**

### **Conclusion**

Litter prevention is the best solution. The way the Chickerell project was planned not only achieved success but created a sense of community spirit and civic pride.

**Chickerell Community Litter Team**

# COMMUNITY SIGNS (SAMPLES)



**DOG MESS  
SORTED**

**DOGS DROP IT**

**OWNERS BAG IT UP**

**FIND A BIN & PUT IT IN**



**LITTER TEAM**

**STOP** - consider the consequences of dropping litter

**READY** - understand the litter code

**GO** - find a bin and put it in



**THINK**

**DROPPED LITTER STAYS  
THERE UNTIL  
SOMEONE PICKS IT UP**




**SOCIETY  
SAYS !**

**FIND A BIN  
AND PUT IT IN**



**CIVIC PRIDE**



**MAKE CHICKEREELL  
LITTER FREE**

**FIND A BIN AND PUT IT IN**

