

CHICKERELL LITTER PROJECT

BACKGROUND & OVERVIEW

2001 picking up litter - is a quick fix not the solution

2002 / 2004 RESEARCHED for a LITTER SOLUTION

2004 Went public & wanting a National Campaign

TO STOP PEOPLE DROPPING LITTER

Passing on findings to every political level without success

Peoples opinion / to stop people littering / Oh! You've GOT NO chance

2005 Decided to go it alone - formed a Community Litter Team

Aim. PILOT SCHEME in Chickerell

to prove that the CONCEPT worked.

2006 Became a Councillor - to get the council to work in partnership.

Negative response

2007 The Litter Team drew up an ACTION PLAN

We only had ONE chance so worked hard trying to get conditions right.

2009 People said it was a good idea but it WOULDN'T WORK

No one was against the principle so went ahead anyway

2 months into our official campaign residents believed in the concept.

AIM of PRESENTATION

To convince you that -

SOCIETY holds the key to the LITTER SOLUTION

CHICKERELL LITTER PROJECT

The Campaign Proved That :

**SOCIETY
Can
EDUCATE & PERSUADE RESIDENTS -**

**WHY IT IS SENSIBLE TO
FIND A BIN & PUT IT IN**

RESEARCH FOR A SOLUTION

Found Missing from National Strategy

- **No one Responsible for PREVENTION**
- **No LITTER LEAFLETS**
- **A Need to Concentrate on PERSUASION**
- **The Vital Ingredient Missing - SOCIETY / General Public**

PREVENTION RESEARCH

- **CHANGE BEHAVIOUR CULTURE :**

**Need to get into the hearts & minds of litter offenders
to rid them of SELFISH CONDUCT**

- **MOST LITTER OFFENDERS** are decent citizens with
an attitude that everyone else does it so why shouldn't I
- **MAJORITY of PEOPLE** have the same feelings of
disgust about litter & litter offenders as we do

The main facts from the research were blended into the

Chickerell Campaign

PROMOTING GOOD CITIZENSHIP

& COMMUNITY SPIRIT

This gave our SOCIETY the initiative

To bring about a -

CHANGE IN BEHAVIOUR CULTURE

How was that achieved ?

The Community Litter Team agreed on a Strategy
For the Official Campaign

- **OBJECTIVE**

To Ensure Everyone Practices the Litter Codes

- **SLOGAN Find a Bin & Put it IN**

- **IMPROVE COMMUNICATION**

Reach out to all Residents & Schools

Obtaining peoples opinions & feeling

Parish magazine (monthly)

School visits

Public meetings, (MP Oliver Letwin Present)

Litter stalls at events

Large signs in the community

We learned not to use emotive words like :

Discipline & Moral

Avoided Conflict & Threats / Concentrate on PERSUASION

- **PROMOTE COMMUNITY SPIRIT**

**Encourage Residents to act together as -
SOCIETY SAYS & SOCIETY EXPECTS**

- **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 & in assemblies**

Find a Bin & Put it In Campaign 2009

**10 Month ACTION PLAN / Received Grants - £ 3,500
Chickerell / 5,500 residents / 2,200 Dwellings**

Objective -- To Ensure Everyone Practices The Litter Codes

Part 1 Influencing & Persuasion (5 months)

+ 1 month dealing with dog fouling

Part 2 (Litter Law Awareness / Enforcement)

- **Each Month had it's own objective & special message.**
- **That message went into every household.**

**Residents were encouraged to discuss that message with their
families, friends, neighbours, work colleagues & schools.**

- **Large Community Signs highlighted the monthly message**

THE TRAFFIC LIGHT SYSTEM EXPLAINS how the
Action Plan set out to achieve the overall objective.

Part 1 **IFLUENCING & PERSUASION**

STOP **Think of the consequences of dropping litter.**

GET
READY **Know the Litter Codes**

GO **Find a Bin & Put it In**

SUCCESS of CAMPAIGN

- **Changing the mind set of the general public**
from - It's a good idea but it won't work !?
(two months into the campaign)
to - People believing in the campaign.
- **Resulting in 80% less litter on our streets & countryside.**
- **Each year since the situation has improved to 90% !!**
- **It Created Civic Pride / Residents keeping their
local area litter free**

**For extensive details of the Chickerell Litter Project
Ask for our**

PROMOTION PACK

**This includes a Ready Made Campaign which can be adapted for
your community.**

Send your name & address by email to -

litterbean@hotmail.co.uk

FUTURE VISION - NATIONAL LITTER SOLUTION

Society has lost it's way, we need to create conditions to help society to find it's way back.

**Who is responsible for litter ? WE ALL ARE !
SO LETS ;**

- **Engage with all Litter Organizations & Litter Groups.**
- **Aim - to get them to believe that society holds the key to the litter solution.**
- **Then convince politicians of the CONCEPT.**
- **Seek media attention.**
- **Then act with 'ONE VOICE' persuading citizens to join up as SOCIETY.**
- **& Back Society all the way.**