

# **LITTER IN DRAINS: PROJECT INCEPTION MEETING**

South Gloucestershire Council, 09.10.2024



# Agenda

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- ✓ Background
- ✓ The Litter in Drains Intervention
- ✓ Partners
- ✓ Costs
- ✓ Timings
- ✓ Site – Regent Street, Kingswood
- ✓ Monitoring the outcomes of the intervention
- ✓ Responsibilities
- ✓ Next steps



# Background

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- Research has found that many smokers believe that drains (gullies) are an ideal cigarette disposal place as the litter is kept out of sight, out of reach of children and the risk of accidental fires is decreased.
- The problem is further aggravated by perceived insufficient bin provision. In the absence of bins, many smokers will opt for putting their cigarettes in drains.
- We are trailing a new intervention which aims to tackle the issue of cigarette litter in drains. With intervention materials backed by behavioural science, we hope to inspire smokers to reflect upon the consequences of their litter and to change their habits.
- As part of this intervention, we will be using specific cigarette bins, Bucket Bins, which Keep Britain Tidy has tested in over 20 sites across England. Bucket Bins will be filled with sand and display the message 'Bin Your Butts Here'.



# The Litter in Drains Intervention



Our new behaviour change intervention aims to address this specific issue of littering cigarette butts down drains. The intervention consists of in-situ messaging at drain gullies, supported by additional signage in the area and the provision of dedicated cigarette litter bins

The intervention materials include:

- Stencil message + chalk-based spray paint
- Powder Coated Steel bucket filled with sand
  - H30.5 x Diameter 26cm
  - Robust, sleek design
  - Small enough to not cause an obstruction in pedestrian areas.
- Wide circumference, easier to dispose of cigarettes correctly.
- “Bin Your Butts” campaign sticker/wrap for bins
- “Bin Your Butts” campaign posters

Additional available materials:

- Directional posters
- Directional stickers
- Project partners will be responsible for the installation of the dedicated cigarette disposal bins
- Guidance on health and safety considerations, and on bin maintenance and emptying will be provided by Keep Britain Tidy.



# The Litter in Drains Intervention



## DRAIN STENCILS



# The Litter in Drains Intervention



LAMP POST POSTERS  
A3 & A4





# The Litter in Drains Intervention





# The Litter in Drains Intervention



BIN STICKERS  
325x170mm

 **BIN  
YOUR  
BUTTS  
HERE**





# The Litter in Drains Intervention



+ Shovels  
+ Sand





# Additional materials



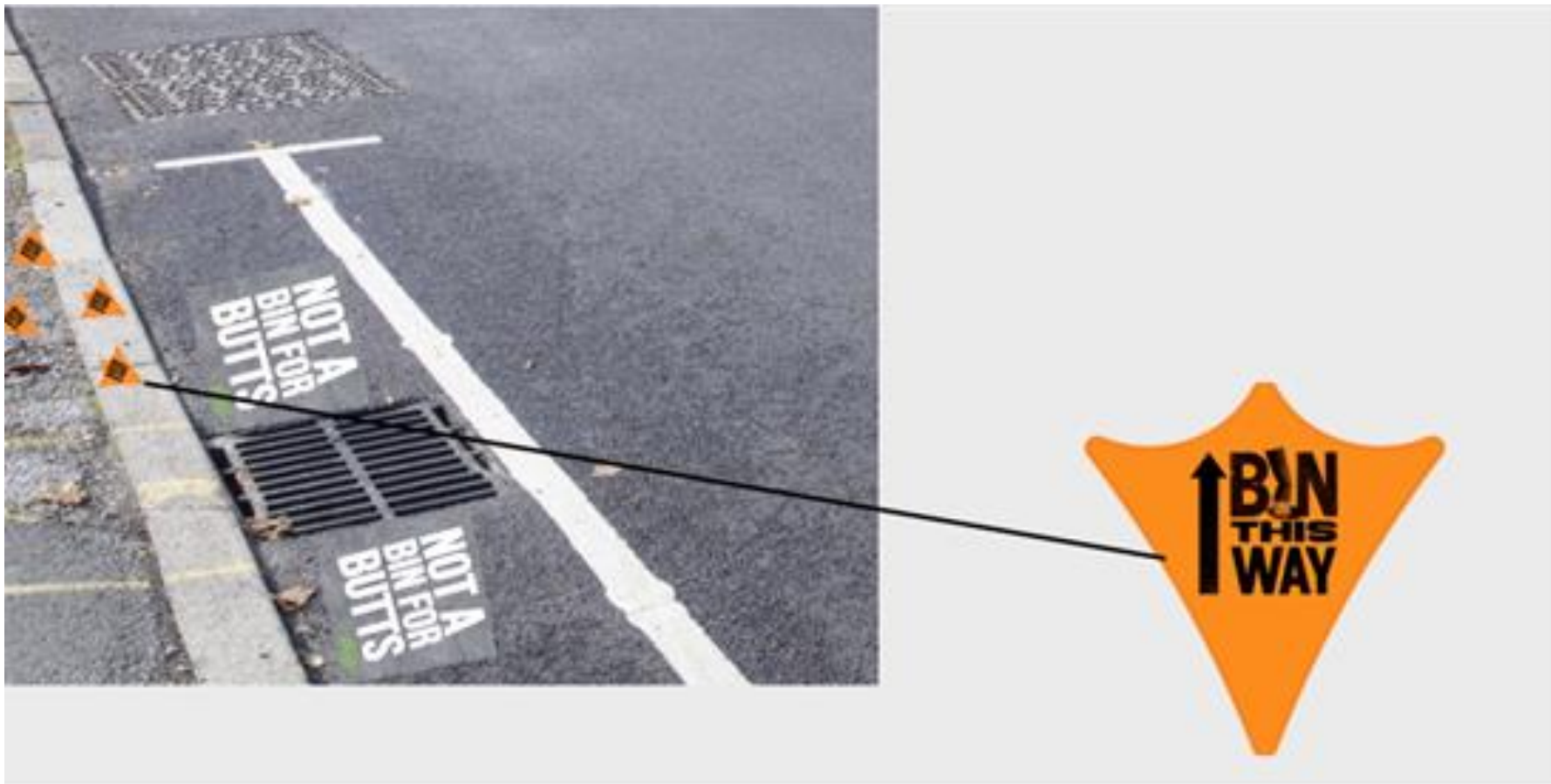
## Directional posters





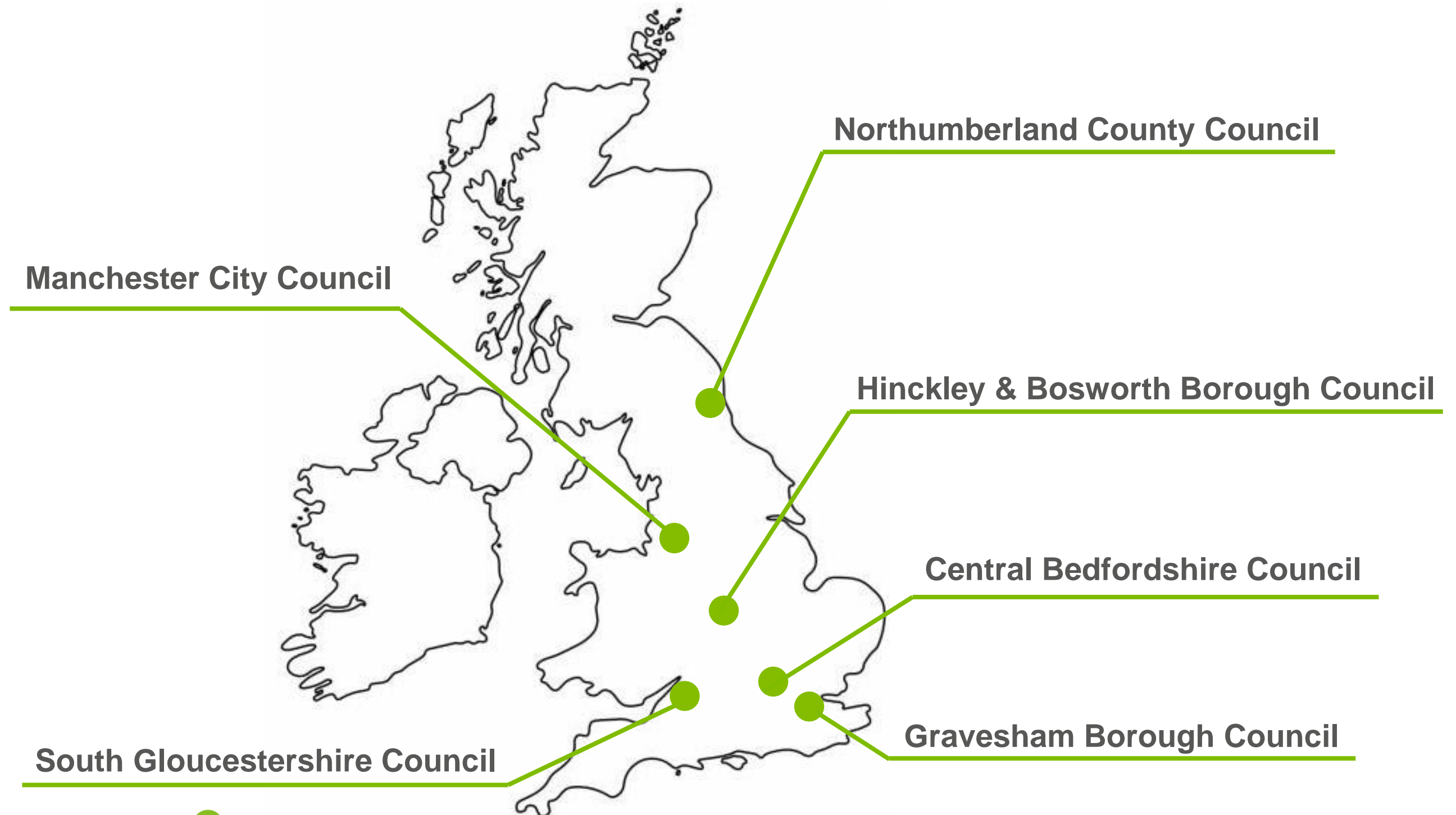
# Additional materials

## Directional stickers





# Phase two partners



# The Keep Britain Tidy Network

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Our Network brings together organisations with a common goal – to make places better for everyone. We celebrate successes, share best practice, build relationships, learn and develop together. Join us and help raise standards across the sector.

Through events, conferences, “ask the Network”, our exclusive members’ website and regular personal communications with Keep Britain Tidy, our members learn from the experts and from each other.

It’s a cost-effective opportunity for your staff to develop and grow in their roles and your organisation to improve its ways of working.

Members enjoy exclusive or first access to our campaigns or solutions, invitations to exclusive events and a whole host of other membership benefits.



<https://www.keepbritaintidy.org/local-authorities/become-a-member>

Email us: [network.enquiries@keepbritaintidy.org](mailto:network.enquiries@keepbritaintidy.org)



# Cost



- This project is fully funded and requires no financial contribution from partners, but does require partner commitment to project delivery, as per partner responsibilities.





# Monitoring

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- Partners may wish to conduct their own monitoring of the intervention and its impact on cigarette litter, but this is not a requirement.



# Timeline



Month	Activities
October	<ul style="list-style-type: none"><li>• Hold project inception meetings</li><li>• Finalise boundaries of intervention site</li><li>• Finalise specifications of campaign materials</li><li>• Delivery of intervention materials</li><li>• Optional two weeks of baseline monitoring conducted by partners</li></ul>
November	<ul style="list-style-type: none"><li>• Installation of intervention materials w/c 4<sup>th</sup> of November</li><li>• Optional two weeks of intervention monitoring conducted by partners</li><li>• Conduct end-of-project interviews with partners</li></ul>
December/January	<ul style="list-style-type: none"><li>• Reporting</li></ul>



# Responsibilities



## Partner responsibilities

- ✓ Define boundaries of the intervention site (e.g. provide a map indicating the boundaries of the area where the intervention materials will be installed)
- ✓ Establish communication with local businesses where relevant, outlining intervention, their involvement, determine responsibilities throughout duration of the project.
- ✓ Install the campaign materials in accordance with Keep Britain Tidy guidelines and confirm the installation by providing photographs of the installed intervention materials.
- ✓ Ongoing maintenance of bins and other intervention materials for at least one month.
- ✓ Attendance at an end of project meeting with Keep Britain Tidy to provide feedback on the intervention (via Teams)
- ✓ Any other practical considerations (e.g. permissions, planned activities during intervention, roadworks, other potential barriers)

## Keep Britain Tidy responsibilities

- ✓ Ordering and scheduling delivery of the materials needed for capturing cigarette butts and installing materials
- ✓ Recommendations for optimum positioning and materials



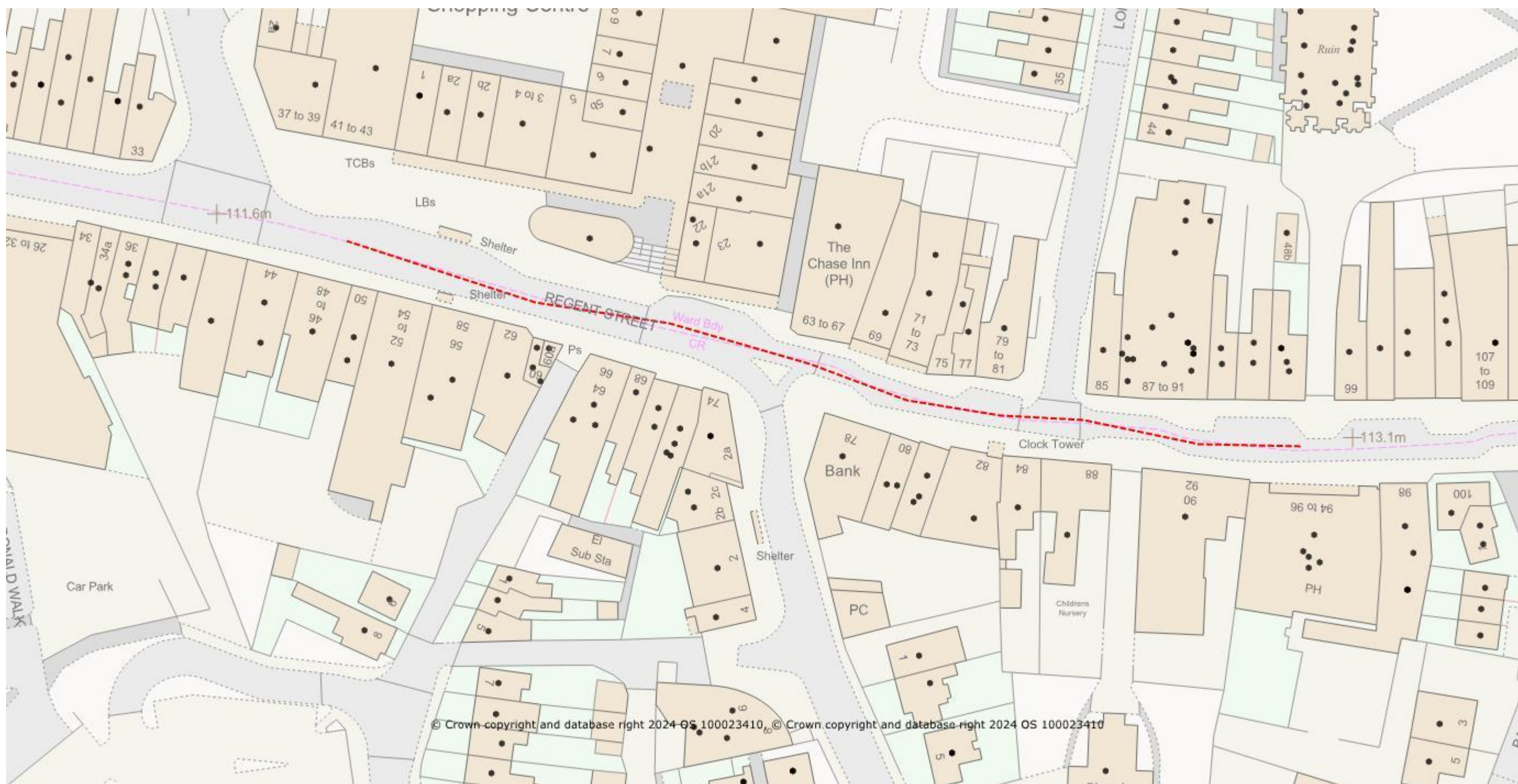


## Criteria

- Areas where cigarette butt littering is a problem
- Areas where people dwell whilst smoking
- In managed nighttime economy/hospitality areas (e.g., outside pubs, bars, cafés and restaurants)
- At least 10 drains in an area able to host at least 10 bucket bins, but small enough to make the area feel well saturated with bins and messaging
- Where land managers have a relationship/good level of communication with local businesses in the area
- Permission to install pavement stencils and bins for the duration of the intervention



# Intervention Site – Regent Street, Kingswood





# Intervention Site – Regent Street, Kingswood



- Wetherspoon pub, entrance to King's Chase Shopping Centre, bars, cafes, bus stop
- Most of the food and drink establishments are accessed directly from the pavement so customers wishing to smoke tend to do so on the pavement.
- Significant volumes of cigarette litter found here
- 19 drains in this section, 7 of which are in areas most likely to be affected by cigarette litter and have space on the pavement for anti-littering messages. Sufficient space for posters.



[https://www.google.com/maps/@51.4624382,-2.506935,3a,75y,238.89h,84.67t/data=!3m7!1e1!3m5!1s1UH5OKnNaazPDSwl9SggMg!2e0!6shttps:%2F%2Fstreetviewpixels-pa.googleapis.com%2Fv1%2Fthumbnail%3Fcb\\_client%3Dmaps\\_sv.tactile%26w%3D900%26h%3D600%26pitch%3D5.332212073393663%26panoid%3D1UH5OKnNaazPDSwl9SggMg%26yaw%3D238.88869575362247!7i16384!8i8192?coh=205410&entry=tту&\\_ep=EgoyMDI0MTAwNS4wIKXMDSoASAFQAw%3D%3D](https://www.google.com/maps/@51.4624382,-2.506935,3a,75y,238.89h,84.67t/data=!3m7!1e1!3m5!1s1UH5OKnNaazPDSwl9SggMg!2e0!6shttps:%2F%2Fstreetviewpixels-pa.googleapis.com%2Fv1%2Fthumbnail%3Fcb_client%3Dmaps_sv.tactile%26w%3D900%26h%3D600%26pitch%3D5.332212073393663%26panoid%3D1UH5OKnNaazPDSwl9SggMg%26yaw%3D238.88869575362247!7i16384!8i8192?coh=205410&entry=tту&_ep=EgoyMDI0MTAwNS4wIKXMDSoASAFQAw%3D%3D)





# Next Steps

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Central Bedfordshire Council :

- Share finalised map of site boundaries
- Confirm delivery address/es for intervention materials
- Engage any businesses at the site if relevant (e.g. for hosting bins or signage)
- Share high resolution version of logo for partner branding on campaign materials
- Confirm specifications for posters/stickers (e.g. A4 Correx)

Keep Britain Tidy:

- Finalise and print intervention materials
- Post intervention materials to partners

