



## LITTER FREE DORSET ANNUAL REPORT 2018-2019



Litter Free Dorset is made up of a group of local organisations, charities and community groups who all work together to reduce the social, economic and environmental impacts of litter. This is done by trying to stop littering behaviour in the first place through co-producing policy, projects and campaigns.

# OVERVIEW

A full-time project officer (Sophie Colley) was recruited in June 2018 to manage Litter Free Dorset, this post was funded by Dorset Waste Partnership. Funding has been secured for this post until June 2020. Within the last year, Sophie has made strong relationships within the working group, developed numerous campaigns to impact littering behaviour across Dorset and built the Litter Free Dorset brand. This report includes some highlights from the last year and show cases how collaborative working is creating a partnership with impact, legacy and sustainability.

## WEBSITE

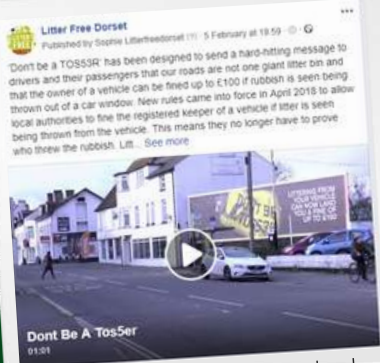
The website has been re-designed and updated to create a website which; is super easy to navigate so that people can get involved with projects and campaigns, promotes our social media channels and attracts a younger audience as well as publicises our working partners.

## SOCIAL & PRINTED MEDIA

Social media has been used throughout each campaign. LFD uses Twitter, Facebook and Instagram.

- Facebook is performing well- reaching on average 266 people per day which has increased from last year's 146 per day. The 'Don't Be A Tos5er' video released in February received 101 likes, 45 shares and reached over 6000 people.
- Twitter has also increased its reach throughout the year starting with 8000 monthly impressions in July 2018 to over 12,000 in June 2019.

We now have printed media for Litter Free Dorset including; a banner, gazebo, table cloth, business cards, shirts, hoodies and coffee cups!



Don't Be A Tos5er video on facebook



# CAMPAIGNS

## DONT BE A TOS53R

This campaign was launched in November in partnership with Keep Britain Tidy aimed at those who toss their rubbish out of car windows. Litter Free Dorset implemented the campaign in targeted areas across Dorset. Research was taken prior to implementation to gather hotspots across the county (predominantly Weymouth).

Data was collected from the working group as well as Dorset Waste partnership which was collated, inputted onto a map and then analysed with other data such as areas of deprivation. Artwork was used on various medium such as billboards, bus stops, vehicles and social media.

The campaign targeted a younger audience by being installed in McDonalds Drive-thrus and been printed onto T-shirts by students at Bournemouth university.

By using 3 of the Dorset Waste Partnership's 'white vans' the message was viewed on a average of 500 times a day in Weymouth and Portland.

*Full campaign report available on request from September 2019*



Paul The Biker tells us why the 'Dont Be a Tos53r' message works



Banner at McDonalds Drive Thru



Dorset Waste Partnership street cleaning vehicles



Bournemouth University 'Dont Be a Tos53r' beach clean in April



Roadside litter costs more than £850 million a year to clean up (£40 per bag- about the same as a pothole)

# CAMPAIGNS

## DEPOSIT RETURN SCHEME

In September 2018, Litter Free Dorset took part in the Green Clean campaign run by Campaign To Protect Rural England. A national litter pick campaign which aimed to highlight the amount of various drinking containers littered in our countryside. The data collected from community groups across Dorset went towards evidence that the UK's future Deposit Return Scheme should accept all drinking containers no matter what material or size.

In February Litter Free Dorset, children from Damers First School, and Campaign to Protect Rural England (CPRE) met Michael Gove to talk about the Deposit Return Scheme. The children asked Michael Gove questions and presented him with a list of golden rules for the new Deposit Return Scheme. The children were interviewed by Newsround and even had a tour of parliament.

*Catherine Smith,  
headteacher at Damers  
First School said: 'We are  
delighted to have been  
invited to Westminster as  
this provides the children  
with an ideal opportunity  
to see democracy in  
action, within a cause  
that they truly  
understand and feel  
passionate about.'*



Gove was also given a special gift designed by the Litter Free Dorset working group to represent how important the Deposit Return Scheme is, this was a sculpture of 'future fossils' carved out of Blue Lias by The Dorset Stone Carver Ben Russell



# CAMPAIGNS

## HIGHSTREET CLEAN UP FUND

In March 2019 Ministry of Housing, Communities and Local Government announced a £9.75 million fund to enable local authorities to work with their residents on clean ups of Highstreets.

Litter Free Dorset used this fund to work with communities across Dorset to support clean ups in their local area and develop projects to reduce litter. LFD worked with 16 communities across Dorset.

Litter picking equipment has been distributed to support groups which include Gillingham Litter Pickers, Wimborne War On Waste and Clean up Blandford.

These groups took part in the Great British Spring Clean 2019.

Over 80 volunteers took part in the GBSC in Dorchester and collected 40 bags of litter in under 2 hours. Since this clean up a group has formed in Dorchester who wish to take part in clean ups on more of a regular basis.

'Clean up Blandford' had a large litter pick which is an annual event. This year the canoe club cleaned the river through the town. 'Clean Up Blandford' are helping to distribute equipment bought by the fund to local villages- Bryanston, Shillingstone, Spetisbury, Durweston & Pimperne so that they can do more community clean ups in the future.



Weymouth Town Council were given littering picking equipment for multiple 'Friends of' groups including 'Friends of Rodwell Trail' who do regular litter picks. Community members from Easton in Portland took part in a clean-up of France Quarry supported by Dorset Waste Partnership. The quarry links the local community to Easton Highstreet and is a daily footpath used by the whole community. The clean-up has helped a group develop who plan to litter pick regularly. The groups future involves creating a wildlife trail leading people towards Easton Highstreet and even establishing a community compost plot to combat fly-tipped garden waste.



The Highstreet fund has been used to purchase a Trommel for Swanage and other coastal towns who are situated next to the beach. This will help sieve the cigarettes and plastic nurdles from the beach whilst act as a community engagement tool for schools and youth groups. The Trommel has been called 'The Mary Dwen' named in honour of Mary Dwen who since 2010 has single-handedly and dedicatedly removed over half a million nurdles from Swanage beach, out of love for her native Purbeck coast and its wildlife. The Trommel has been gifted to Litter Free Coast and Sea.



The 2-minute litter pick board campaign has been implemented across Dorset. The boards encourage communities to do mini litter picks when they are out walking or popping to the shops. Towns that have implemented the campaign include; Weymouth, Dorchester, Wimborne, Ferndown, Shaftesbury and Bridport. Local businesses and organisations are supporting the campaign as board guardians for example in Weymouth these include; McDonalds, RSPB and the local BID (business improvement district). A review of the boards success will take place after summer.

# CAMPAIGNS

## RESOURCE HUB

This year Litter Free Dorset has begun to develop a library of resources to support organisations, communities, businesses and individuals to reduce litter, especially relating to single use plastic (SUP). Resources will include; schools' resources, toolkits on how to be 'Litter Free', template policies, and guides to 'Litter Free' events. All resources created will be available and promoted via the Litter Free Dorset website and link people to various partner organisations. The schools resources have been created in collaboration with DEED and the toolkits are being produced this summer.

## SINGLE USE PLASTIC POLICY

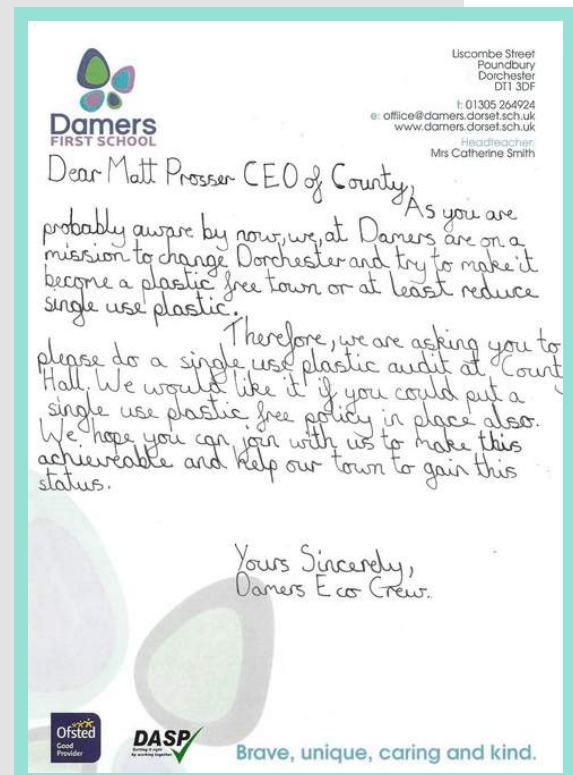
Within the resource hub will be template policies for organisations and business who wish to reduce their waste and single use plastic. Litter Free Dorset are going to be setting up a task group within Dorset Council to reduce single use plastic in-house. The first step will be to create a task group and carry out an initial audit of Dorset County buildings and services. Once this has been done the task group will create a policy and action plan to make sure change takes place. Watch this space!

## PLASTIC FREE COMMUNITIES

Many communities across Dorset are coming together to reduce single use plastic (SUP). Wimborne War On Waste are an amazing example of working with their local community and inspiring change long after achieving 'Plastic Free Status'. The Surfers Against Sewage initiative 'Plastic Free Communities' has encouraged many towns across Dorset to campaign together and urge businesses to reduce their SUPs by 3 items or more. Dorchester has just received 'Plastic Free' status, a campaign which has been led by Damers First School and supported by Litter Free Dorset and many others! We will all be celebrating in Borough Gardens on the 27th July 11am-3pm.



Litter Free Schools Policy



Letter from Damers Eco Crew to Matt Prosser

# WORKING GROUP

## THE DREAM TEAM

The working group receives updates from project officer Sophie monthly as well as meeting quarterly to discuss current campaigns and topical issues. In the next section are words collected from some of the members of the working group on how they have worked with Litter Free Dorset over the past year. The working group comprises of the organisations and community groups below:

**BCP Council**

**Damers First School**

**Dorset Campaign To Protect  
Rural England (CPRE)**

**Dorset Coast Forum**

**Dorset Council**

**Dorset Devils**

**Dorset Waste Partnership**

**Dorset Wildlife Trust**

**Keep Upton Tidy**

**Litter Free Purbeck**

**McDonalds Weymouth -**

**Lewco Holdings**

**McDonalds Ferndown -**

**Bennett Restaurants**

**The National Trust**

**Sherborne Stop The Litter  
Campaign**

**Visit Dorset**

**The Recycling Store**

**Wessex Water**

**Wimborne War On Waste**



Special mention to Peter Ryan, founder of Dorset Devils who was awarded a British Citizen Award for Services to Community this year- very well deserved! The Dorset Devils inspire hundreds of people to take pride in where they live through their growing network of volunteers.



Peter Ryan being awarded a British Citizen Award for Services to Community



# WORKING GROUP

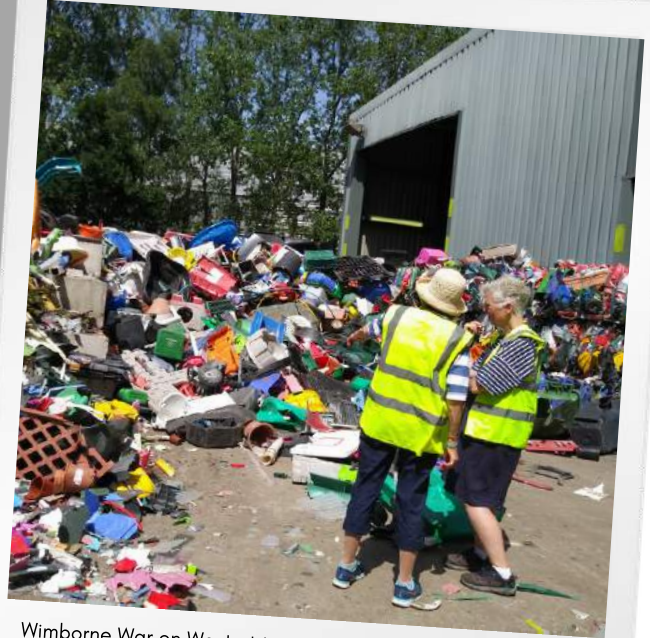
## THE DREAM TEAM

### **Wimborne War on Waste / Sarah Wise**

"In May 2018 we started the journey of becoming a Plastic Free Community and in September 2019 we achieved that status as the 32nd town in the UK! LFD attended our Plastic Free Street Party with a stall and helped spread the word about our work through networking and social media! WwoW litter picks have been well supported by DWP and LFD via their excellent website and social media. Sophie has always been on the end of an email with answers to questions and support for our work. We have felt supported by the working group meetings as they have been a useful way to share work, news and ideas."

### **The Sherborne Stop the Litter / Anthony Vosper**

"The Sherborne Stop the Litter campaign has had a very successful year with regular monthly litter picks (with an average of 12 people on each pick) taking place throughout the year in the town. Overall the campaign is supported by in excess of 100 people including pupils from Sherborne Girls and the Gryphon schools. The campaign is represented at the Litter Free Dorset Working Group meetings by the organiser, Anthony Vosper. Thanks to Sophie Colley, these meetings provide an excellent opportunity to network with other like minded groups, to be updated on the initiatives being rolled out on a county and national basis e.g 'Don't be a Tosser' and liaising with Dorset Waste Partnership and CPRE."



Wimborne War on Waste trip to Hurn Recycling Centre

### **Litter Free Purbeck / John Kirwin & Bridget Graham**

"It's been a successful year with a steady increase in our volunteer base. On the kit front, we are extremely grateful to Litter Free Dorset for providing us with or funding additional items. This has helped to greatly reduce the time involved in organising events and reduced the impact on the environment by obviating travelling between locations with kit. Our litter-picking events are going well, with regular events being organised in Corfe Castle, Langton Matravers, Swanage town & beach, and Wareham. It is particularly pleasing to see these events so popular with the children of Swanage and the wider Purbeck. Regular attendees include two young men with severe autism and improved hand-eye coordination as a result of litterpicking has been reported by their carers.

A 'Blitz The Butts' Clean up took place in Swanage town in May, supported by Litter Free Coast and Sea. 16 volunteers picked up 6 large jars full of cigarette ends from otherwise fairly litter free Swanage streets."



John Kirwin at the 'Blitz The Butts' event in Swanage



# WORKING GROUP

## THE DREAM TEAM CONTINUED

### **Dorset Devils / Peter Ryan**

"The formation of Litter Free Dorset has given us the chance to meet people from various other groups, organisations, businesses and councils who have a similar interest within our county by meeting up on a regular basis which helps build beneficial relationships. Throughout the year various campaigns and projects have been initiated by our LFD Project Officer, Sophie...our most memorable event was with Sophie at the Wimborne Plastic Free Street Party on a very wet and soggy September day. We wisely teamed up with her as she had a huge gazebo which sheltered us from most of the elements.

Our community group has been able to go from strength to strength, aided by LFD with our numbers now exceeding 440 signed up residents. We regularly link up with various groups and organisations around Bournemouth. We recently did group litter picks with Bournemouth Girl Guides.

Thanks to Litter Free Dorset we found out about the Government's Highstreet Clean Up Fund for community initiatives which will allow us to shortly launch our DDBusinessCrew project. This initiative invites members of staff to become Dorset Devils and once fully kitted out they agree to look after their perimeter and beyond. Our link-up with Litter Free Dorset has been hugely beneficial."



Dorset Devils Volunteers Bournemouth Girl Guides



Boomerang Bag Launch Damers meet Prince Charles

### **Damers First School / Edd Moore**

"Damers First School came up with an initiative to reduce plastic bags in the local community with the Boomerang Bag. It first started in the Gold Coast, Australia a few years ago. We have teamed up with the Naked Brace on Poundbury. Boomerang Bags are bags made from fabrics that have been donated or unwanted fabric bags. The bags go into a shop or shops and when people forget their bag they take one of these fabric bags for their shopping then return it when they are next in the shop with their own bag. The Boomerang Bag making sessions were launched in February with Sophie Colley holding an event at Women's Day in the Dorford Centre in March. The Boomerang Bags will be launched in May. Waitrose has agreed to trial this scheme in their stores in Dorchester.

In the future we hope to work with other Plastic Free Communities in Dorset to help the other towns and cities to achieve SAS Plastic Free Community Status. We will support other schools in Dorchester with their environment work encouraging them to take part in Litter Picks and Green Cleans as well as become a SAS Plastic Free School"

# WORKING GROUP

## THE DREAM TEAM CONTINUED

### Campaign To Protect Rural England / Linda Williams

"Linda Williams and Dr John Larkin (Dorset CPRE Adviser on Minerals and Waste) represent Dorset CPRE at the Litter Free Dorset working group Meetings and find them a great way to share information and build relationships with community groups. Throughout September 2018, CPRE hosted a nationwide litter pick with local volunteers to help clean up litter from the countryside. Dorset CPRE in partnership with Litter Free Dorset arranged for the CPRE Reverse Vending Machine to visit West Dorset between 13th and 15th September as it toured the country. Volunteers were able to dispose of, and receive cash for, each of the drinks containers they pick, giving people a feel for how the national system will work and highlighting how financial incentives can help to boost recycling. The highlight was working with Damers First School on 14th September with Maddy from CPRE National giving a presentation to the children on how a deposit return system works in Norway. A joint litter pick with Thomas Hardy School with teachers also getting involved. CPRE Green Clean will return again in September 2019. Building on successes of 2018 with a community action focus this time."



CPRE's big green reverse vending machine

### Dorset Wildlife Trust / Nicky Hoar

"DWT have supported Litter Free Dorset by promoting and publicising events and campaigns to our members, volunteers and others linked to our extensive digital media; Promoting the Don't be a Tos53R campaign and events on our social media, including Facebook (liked by over 17,000 people) and Twitter @TheGreatHeath (1589 followers) @Dorset Wildlife (29,700 followers), publicising Great British Spring Clean events 2019 on two of our e-newsletters -Great HeathWatch (over 900 recipients) and Volunteering alert (over 3000 recipients), promoting Don't be a Tos53R campaign and continuing to promote Bin Your Butt at the Urban Wildlife Centre and Chesil Beach Centre, including on car park bins there. Litter picking events have included; a litter pick on Upton Heath Nature Reserve, litter pick February 2019 with Keep Upton Tidy group and supported by the Urban Heaths Partnership. At Brownsea Island Nature Reserve, we did a beach/lagoon wall clean with our Friday volunteer work party. We removed 20 plus bags of rubbish plus fishing gear, fishing nets, plastic buckets, flip flops, plastic bottles, etc. At Kimmeridge and Worbarrow Bays, from April 2018 to March 2019 our beach clean stats are: 276 volunteers, 74 sacks of litter plus large items, 395.5kg in weight. This is from 8 corporate events plus 3 public events."



Keep Upton Tidy and Urban Heath Partnership on Upton Heath



# WORKING GROUP

## THE DREAM TEAM CONTINUED

### **McDonalds - Bennett Restaurants / Sarah Jane Finch**

Bennett Restaurants implemented the 'Dont Be A Tos53r' campaign at their drive thru restaurant in Ferndown. This meant the campaign was reaching our target audience and influenced behaviour at source. We interviewed the McDonald's staff as part of the short campaign video which was featured on facebook.

### **McDonalds - Lewco Holdings / Chris Truscott**

McDonalds in Weymouth sponsored the 'Litter Travels' video competition this year. St Michaels Middle School in Wimborne won a video camera for the most innovative video which depicted how litter travels from inland towards the sea. Chris Truscott has also helped to coordinate and implement the '2 minute litter pick board' campaign in Weymouth town centre.

**McDonalds has removed all plastic straws and plastic balloon sticks from its operations. Plastic McFlurry lids will be going to September.**



Sarah Jane Finch installing the 'Dont Be a Tos53r' banner

### **Dorset Waste Partnership**

Dorset Waste Partnership (DWP) have supported Litter Free Dorset in many ways over the past year. DWP have funded Litter Free Dorset as well as giving advise and expertise.

The individual depots helped identify litter hotspot areas for the 'Dont Be a Tos53r' campaign and supported local litter picking groups by lending equipment and collecting rubbish afterwards.

Hot desking at Dorset Waste Partnership has meant that I have been able to work closely with the recycling team and keep up to date on their current campaigns (for example the 'Tip Off' fly tipping campaign). Using the DWP vehicles to implement the 'Dont Be a Tos53r' helped spread the message across Dorset.

Thank you to Marten Gregory and Dave Levi for attending the LFD working group meetings throughout the year.



Talking litter hotspots with Shaftesbury Depot

# THE FUTURE

## MOVING FORWARD

### Staff Changes

From the beginning of August we will have a new addition to the Litter Free Dorset Team. A support officer will be working 2.5 days a week to support the project officer in the office.

### Future Campaigns

I hope the next year will bring more opportunity for collaborative partnership working. Campaigns will run with the seasons and be produced or re-developed with the Litter Free Dorset working group. The Green Clean campaign run nationally by Campaign To Protect Rural England will be running again in September and there will be a Litter Free Dorset Christmas campaign linked to the Resource Hub.

### Monitoring

I would like to strengthen our ability to monitor and evidence results of campaigns. Litter Free Dorset is interested in qualitative data and the unexpected outcomes that arrive due to the reduction of litter. Does decreased litter impact well being, increase play and community cohesion? How can this be evidenced?

### Resource Hub / Social Media

As the plastic issue generates increased awareness - the need for advice and discussion grows - The Resource Hub will help support those on their journey to decrease plastic use. The Resource Hub will be built upon throughout the next year to create a valuable resource for schools, businesses and the general public. Quick snappy videos will be used across our social media channels moving forward to promote The Resource Hub and the LFD brand.



### Keep in Touch

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Twitter: LitterFreeDrst

Instagram: litterfreedorset

*Created by Sophie Colley - LFD Project Officer*