



## LITTER FREE DORSET ANNUAL REPORT 2019-2020



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

Litter Free Dorset (LFD) performs a unique role, delivering a cross-sector approach to reducing waste and littering behaviour in Dorset. Its existence strengthens communication between a community groups, local government and organisations- who are all working towards the same goal of reducing waste and littering behaviour.

Partnership working is key and can trigger collaborative opportunities to achieve projects which keep Dorset Litter Free. Members of the Litter Free Dorset working group represent a broad range of groups which campaign across Dorset. They have a broad spectrum of expertise, and an informed local knowledge and understanding of Dorset's litter issues and strengths. This provides an ideal platform to work collaboratively and scope new potential projects and campaigns.

Litter Free Dorset Develops, coordinates and implements positive behaviour change campaigns to reduce litter across Dorset. LFD prioritises efforts on reducing litter at source rather than on reactive measures to clean up litter issues. LFD works locally, acknowledging that each community faces different challenges in terms of litter. LFD use a two-pronged approach to changing behaviour:

- Use those already engaged in LFD to act as ambassadors and spread messages for us.
- Target those who are not engaged and seek ways to engage with them directly.

## 2019-2020

The last year has seen the Litter Free Dorset team grow to welcome a part time support officer – Carla is now in post and works Mondays, Tuesdays and Thursdays. This has enabled coordinator Sophie, to take a more strategic lead and coordinate projects with even more communities, organisations and hosted partnerships across the council.

Highlights from the last year include:

- Receiving funding for the 'Litter Free Events' project from the Litter Innovation fund
- Running a workshop for Urban Heath Partnership on behavioural change campaigns
- The Single Use Plastic policy for Dorset Council being approved in March

This report will outline how Litter Free Dorset's objectives have been met this last year and evidence how collaborative working is creating a partnership with impact, legacy and sustainability.

# CAMPAIGNS

## LITTER FREE EVENTS

The 'Litter Free Events' project brought together event organisers and community members to co-produce event guidelines to reduce litter and waste at community events. Litter Free Dorset received over £8K from the Litter Innovation Fund for the project.

An event was monitored prior to the guidance being produced to gather information on what kind of waste that was being put into bins and dropped on the floor. We used drones to capture images of the collected event waste and litter. This meant that the monitoring although arguably was not as accurate as counting individual items on site was quicker and safer. This helped us understand what litter issues we needed to focus on in order to make the most impact in reducing litter at events. We then held focus groups in Bridport and Lyme Regis to speak to local communities to design guidance as well as an intervention to reduce litter.

Disposable coffee cups were by far the biggest issue and the communities felt that a 'community cup scheme' would be the most effective way to reduce the amount of waste and litter.

Litter Free Dorset have created guidance available for download and purchased reusable cups to be used at community events across Dorset. All resources are on the Litter Free Dorset website. After the guidance was created, promoted and used, we had also planned to look at whether the guidance has decreased the amount of litter and waste after an event or whether it has in fact been other factors for example; cultural shifts, weather, alcohol consumption or time of year. Due to Covid-19 the evaluation of the project could not take place however we will look at evaluating the success of the project once community events are back next year. We hope that this guidance will be used for future events in Dorset to reduce litter and waste.



Waste Audit after Bridport's Christmas Cheer event



Disposable coffee cups (sample)



Focus Group in Bridport with event organisers

This year Litter Free Dorset has continued to develop a library of resources to support organisations, communities, businesses and individuals to reduce litter, especially relating to single use plastic. Additions to the resource hub include; schools' resources, toolkits on how to be 'Litter Free', template policies, 'Litter Free Wedding' advice and guides to 'Litter Free' events. All resources are available via the Litter Free Dorset website.



LITTER FREE BUSINESSES



TOOLKITS



POLICY TEMPLATES



CAMPAIGN MATERIALS



SCHOOLS RESOURCES



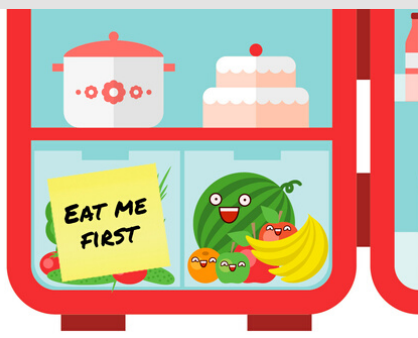
LITTER FREE EVENTS

In Autumn 2019 we designed gifs and graphics so promote the toolkits on social media. The gifs include some of Litter Free's key messaging including #BinYourButt and #BagItBinIt. The toolkits are aimed at individuals who are already engaged in LFD through are social media platforms and can act as ambassadors and spread messages for us.

Looking ahead, once events such as events and weddings are back, we will look at promoting the resources to a range of organisations. This way LFD can be an advisory body to support people to make the best environmental choices.



#COOLITSCRAPITBINIT



#EATMEFIRST



#BAGITBINIT

# CAMPAIGNS

## BBQS ON HEATHLANDS

On average, Dorset is subject to over 100 heathland wildfires a year, a high proportion of these can be attributed to a barbecue gone wrong. This year, Litter Free Dorset has coordinated a new campaign to tackle this issue alongside Urban Heath Partnership with support from Dorset & Wiltshire Fire and Rescue Service (DWFRS). 'BBQs Burn More Than Bangers' is a campaign to remind people that BBQs are illegal on heathlands. Back in December a workshop was held to establish the key messages, audiences and locations. LFD began with a talk on behaviour change, then a discussion on issues and messaging as well as a mapping exercise. The workshop concluded with groups presenting their ideas for the campaign 'dragon den' style. The slogan 'BBQs Burn More Than Bangers' and hashtag #SpreadLoveNotWildfires were born!



Wareham Forest Fire - May 2020



Still from animation created by James Munro

Once Covid-19 restrictions had been lifted in May the campaign was ready to be launched. This coincided with the Wareham Forest Fire (550 acres have been damaged to date) which received national news coverage. As well as the campaign artwork, an animation was commissioned which reached over 15K in the first weekend on Facebook. Supermarkets Coop and Asda have been supporting the campaign by displaying artwork at point of sale. Local radio stations including Wave are reading out messaging after the weather. The campaign will continue throughout Summer to target tourists and young people. Full campaign report will be available in Autumn.

### **Single Use Plastic Policy for Dorset Council**

This last year LFD has brought together a task group from across Dorset Council to come together and create an action plan and policy to reduce single use plastic in Dorset Council. The policy was approved by Dorset Council in March 2020.

The work has been split into two phases. Phase 1 will look at reducing single use plastic in all the 14 Dorset Council offices. An audit has been completed by the facilities team and an action plan created for all departments involved to implement change. Phase 2 will look at reducing single use plastic in Dorset Council services and operations – this will require a new task and finish group with the key representatives across the Council. Phase 2 is in its initial stages of a new task group being formed.

### **Bin The Beast!**

In April 2020, LFD launched a campaign to raise awareness of the dangers of littered PPE. This campaign was planned, artwork created and released within a week to target the new litter issue which is becoming a big issue in Urban areas. Covid-19 has changed people's behaviours and attitudes towards single use plastic and we are still gathering information on how people are now consuming.



### **Plastic Free Communities**

Our Plastic Free communities continue to encourage individuals to reduce their waste and single use plastic. Businesses are continuing to make changes and switch to alternatives where SUP can't be removed, we have investigated ways to mitigate plastic pollution. For example, Wimborne War on Waste encouraged Coop petrol station to install a fence to stop plastic gloves polluting the river.

Litter Free Dorset would like to continue to encourage people to reuse and refill in a safe way once restrictions have been lifted. We are planning to create quick guidance for 'how to refill safely' which will be distributed online and through social media.



Dorset Council have asked Litter Free Dorset to develop the #LoveYourVerge campaign into a countywide collaboration between the council's Greenspace Service and Litter Free Dorset. The campaign will aim to encourage residents and visitors of Dorset to value verges and open spaces. The campaign will also raise awareness of how open spaces are individually managed relevant to the specific local habitat, and the biodiversity across Dorset.

The project is currently on hold until Spring 2021. For further information contact Sophie.



# WORKING GROUP

## THE DREAM TEAM

This last year saw the merge of both Litter Free working groups. In January Litter Free Dorset invited Litter Free Coast and Sea to join the winter working group meeting to avoid duplication and create stronger partnership working throughout Dorset. The working group receives updates from Sophie monthly as well as meeting quarterly to discuss current campaigns and topical issues. This year we have transitioned to Zoom meetings during the current pandemic. This has helped us not only stay connected but also consider how meetings and workshops can be run in the future which are more environmentally conscious. The working group have worked together on many projects and campaigns over the last year. Highlights include;

- Green Clean in September - Along side Campaign To Protect Rural England we took part in the 'Green Clean' throughout September, with 11 litter picks being organised across Dorset. Alongside bottles and cans, lots of other items were collected including dirty nappies, 73 Royal Mail plastic bands as well as lots of dog poo bags & cigarette butts.
- Trip to Canford New Earth Solutions - In October, a group of us got a chance to experience how much waste Dorset produces, how it is processed and sorted and then sent off to be recycling into compost type matter, other metals and energy for waste.
- The Christmas Campaign - This year, we co-produced our first Christmas campaign with a alternative festive calendar. We shared 'simple seasonal swaps' across Dorset and schools even got involved to create recycled plastic free Christmas decorations.

Note: The Great British Spring Clean has been rescheduled for September 2020.

Thank you to every single one of you. For your continued enthusiasm and passion, without you Litter Free Dorset would not exist.



Litter pick in Bridport coordinated by Joe hackett



Winter Working Group meeting in Bournemouth -  
First joint working group meeting with Litter Free Coast and Sea



# VOLUNTEERING

# THANK YOU!

Many people have volunteered their time to help raise awareness of litter issues and take part in clean ups this year. It would be impossible to mention everyone but I would like to write about a few people that I have worked closely with.

- Lucy helped with some of the Litter Free events last Summer including the Dorset County Show where we used a snakes and ladders board to engage with families.
- The National Citizen Service group from Weymouth college took part in a week long project which included litter picks, surveys and bubble gum mapping. You Heros!
- Paige volunteered for 6 weeks last autumn and helped create the 'Litter Free Wedding' toolkit - Thank you Paige. We hope happy couples can use this very soon.

A special mention goes to Rachael who has been supporting the Litter Free team since October. Rachael came to Litter Free to gain experience in project work and the intricacies of projects and project reporting. Also, to increase her experience of being in a work environment. Rachael has helped research and plan parts of most of this years campaigns including the BBQ campaign and Christmas Campaign.

Thank you Rachael!



Lucy at Dorset County Show - September 2019

## Fancy volunteering?

Do you have some skills you think would benefit the team?

Or perhaps you feel the experience of working with us could help you develop some skills for a career in campaigning?

We are always looking for people to help coordinate events and clean ups, expand our education offer or support office tasks such as minute taking or social media.

Do get in touch for an informal chat:

Tel: +44 (0)1305 224826

# LOOKING AHEAD

**Litter Free Dorset is committed to reducing the social, economic and environmental impacts of litter and will continue to support the Climate and Ecological emergency with each campaign.**

The next year will see Litter Free Dorset take part in more partnership projects with communities, local and national organisations to create campaigns with real impact. I hope for Litter Free Dorset to develop into an advisory service for individuals, communities, town councils and businesses. Business engagement will be a focus for the next 12 months as restaurants and high streets re-open and look for ways to keep customers safe whilst keeping to their environmental policies. I hope to work with national brands to collaboratively seek innovative ways to reduce roadside litter.

Looking ahead is filling many of us with a variety of emotions currently as we settle into the new rhythm of life however I hope that communities continue to use their cars less and look up at the birds. It is evidenced that streets, parks and beaches were considerably cleaner when travel restrictions were in place. How can we use the lessons we have learnt to change people's behaviour, look after the environment and reduce waste and litter? I hope that people continue to feel gratitude for everything they consume including food and fashion and I hope that we as a nation continue to champion community action.

*Created by Sophie Colley - LFD Coordinator*



## Keep in Touch

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## Be Social

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