



Litter Free Dorset – land, coast, and sea Annual Report 2021 – 2022



A community campaign to reduce litter and waste as well as improve water quality across Dorset.

OVERVIEW

Litter Free Dorset – land, coast and sea (LFD) is a strategic approach to creating better quality local environments for everyone in Dorset, exploring and realising the social, economic and environmental benefits of reducing the impacts of litter in the county's towns, beaches and open spaces. We focus on reducing litter and waste at source as well as maintaining Dorset's excellent bathing water quality.

We aim to add value to existing efforts by taking a strategic, preventative approach to the countywide problem; working collaboratively with a local focus to create, implement and review tailored solutions to each community's issues around litter. It is important to coproduce projects to inspire ownership and community cohesion. LFD has a wealth of knowledge and experience of working closely with the communities of Dorset. 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.



In Summer 2021, Litter Free Dorset and Litter Free Coast and Sea merged to become one large team – Litter Free Dorset – land, coast and sea. This merge has created a more unified message as well as avoid duplication of campaigns. We have been able to work on more projects and expand water quality work to inland catchments.

Last Summer Sophie moved into the coordinator role and Carla became a full-time support officer. Since then, we have employed two new project officers Emma and Eimear. 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.

PROJECTS

GREEN RECOVERY CHALLENGE FUND

Between March 2021 – March 2022, Litter Free Dorset worked with communities in West Dorset to co-produce communication campaigns which reduce litter, waste and pollution. This project was part of the larger Dorset Council AONB team's Greening West Dorset's Hills and Vales project. In each community, LFD worked with its partners to target the appropriate audiences by using new approaches to work on specific issues that were identified.

Lyme Regis: A campsite kit was created for campsites and holiday parks and the artwork was trialled at Hook Farm, Lyme Regis. The messaging set an encouraging tone for behaviour in regards to litter and waste, positively influencing campsite/holiday park customers while they are staying onsite and exploring the wider area.



Bridport: LFD worked with a local photographer, on a #LoveBridport project to take portraits of locals and visitors to Bridport. These portraits were then displayed around the town in shop windows with waste reduction messages from the subjects. The portraits nudged the public to behave respectfully and responsibly when in and around Bridport.

Beaminster: LFD hosted a community workshop with 15 school students from the Eco Group at Beaminster School to design a Christmas campaign focussing on food waste. The students' work was showcased at a Christmas Fair in Beaminster which was open to the general public.



Littlemoor: LFD worked with the local safety forum and staff at the primary school to trial three interventions to reduce incidents of dog fouling at identified hotspots in Littlemoor. These included 'Bin this way' signs and stencils on the pavement using messaging such as 'Bag it and Bin it!'



PROJECTS

LOVE YOUR BEACH

Wessex Water is funding LFD to work at 38 different bathing water beaches between March 2020 – March 2025. The aim of the project is to create sustainable behaviour change and maintain excellent bathing water quality across Dorset's coast, working with community groups and members to facilitate action.



Castle Cove & Sandsfoot Beach:

LFD worked with local artist, Coleman Sign and Design, to design and produce artwork around four drains in the Castle Cove / Sandsfoot area. The artwork featured the messages 'only rain down the drain' and 'the beach starts here' to remind residents and visitors alike that the only thing that should be entering our roadside drains is rain as pollutants and other nasties can be easily washed out to sea down our surface water drains. To accompany the drain artwork, we designed and printed a double-sided 'only rain down the drain' leaflet, reminding residents that they're only a drain away from Castle Cove. These leaflets were delivered to residential homes in the Sandsfoot area. With input from Castle Cove Sailing Club, we worked with local Weymouth-based Dead Walk Designs to create a mural, encouraging the public to have a fun but responsible time at the beach, and leave only footprints!



Lulworth & Durdle Door:

LFD worked with the Lulworth Estate to co-design new signage and flags installed across the Lulworth Estate to set the tone for responsible behaviour while highlighting the location of key amenities, such as toilets and bins. We also set up a working group comprising local volunteers, a local Councillor and the Lulworth Estate to discuss litter picking activities/hotspot areas to focus clean-up efforts on. Through this working group, the Lulworth Litter Scouts were formed.

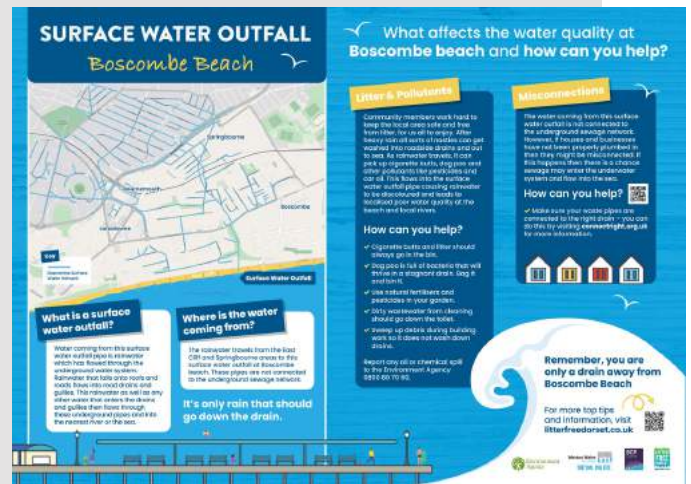


Boscombe Beach:

LFD worked to increase awareness of the operation of a surface water outlet on the beach while celebrating different beach users and activities in the Boscombe & Springbourne communities. During the 2022 Easter holiday, we held a pop-up 'Love Your Beach' event on Boscombe beach with Wessex Water, Dorset Devils and the Bournemouth University Student Union's Champions to celebrate different beach users, promoting responsible beach-going, raising awareness about micro-plastics and water quality. We have created flyers which have been distributed to Sorted Surf Shop and the local RNLI lifeguards. These flyers include information about the Boscombe surface water outlet.

Studland:

In 2022, Litter Free Dorset partnered with the National Trust team at Studland Bay to promote their refill facilities and encourage visitors to take their rubbish away with them, with a visual campaign that emphasises the natural beauty of the bay. We worked with local artist Ben Spurling to create a bespoke design for Studland, with banners at beach entrance points and signs directing visitors to the two on-site refill taps. LFD hosted a pop-up 'Tappy Hour Cocktail Bar' on a busy Saturday, providing fruity drinks to visitors which were topped up with water from the refill tap. We encouraged visitors to use their own bottle as well as providing branded reusable bottles for them to take away and keep, ready for their next day out! We also worked with the National Trust Volunteers to schedule visitor advice sessions on busy summer days, during which the volunteers engage with beach visitors and provide dog poo bags, litter bags and signposting nearby bins, encouraging them to protect the natural beauty of the bay by taking their rubbish away with them.



As part of our ongoing work with Dorset Council and Dorset and Wiltshire Fire & Rescue Service surrounding disposable BBQs and their impact on the environment, this year LFD campaigned for supermarkets to stop selling disposable BBQs and members of the public to choose not to use disposable BBQs

Key messages:

- Disposable BBQs can cause wildfire
- If littered can injure humans and animals
- Are single use and unsustainable

Following the news that Aldi and Waitrose had removed disposable BBQs from their stores, LFD requested meetings with all large supermarkets to encourage them to remove disposable BBQs from sale and we are championing the stores we know to have removed disposable BBQs from sale.

[Click here](#) to view our published list of stores that have removed disposable BBQs from sale.

Safety Messaging:

As summer approached, LFD moved into phase two of the campaign and worked with supermarkets and local businesses that continued to sell disposable BBQs, to display safety messaging in store to encourage responsible use and disposal of disposable BBQs at safe, designated locations only.

Safety messaging including posters, flyers and point of sale slips are in 100 businesses across Dorset including supermarkets, convenience stores, garden centres and petrol stations. Litter Free Dorset aim to continue to distribute messaging throughout Summer.

In 2021, the campaign was nominated for 'Litter Initiative of the year' by Keep Britain Tidy.



Don't Feed the Locals

'Don't Feed the Locals!' is a positive, humorous campaign to discourage intentional and accidental feeding of gulls. LFD worked with Town Councils in Bridport, Weymouth, Lyme Regis, Dorchester and Swanage to engage directly with local businesses, communities and visitors to reduce litter and antisocial behaviour by gulls, improving seaside and town centre environments for everyone.



What Not to Flush

The 'What Not to Flush' campaign encourages people to only flush the three p's (paper, poo and pee) down the toilet and dispose of any other products, such as period products, nappies and wet wipes, in the bin. This is to help prevent blockages in our sewer pipes, reducing the likelihood of incidents of overflow of single use plastic that can end up polluting our rivers and the sea.

LFD worked with animator Mistermunro, to develop a new 'What Not to Flush' animation which was shared to social media. We also worked with campsites and holiday parks across Dorset to display campaign wobble boards and posters in communal toilet blocks, to positively influence visitor behaviour while both onsite in their holiday accommodation and exploring the wider Dorset area.

The campaign posters are also being displayed in all Dorset Council public toilet facilities in the county, reinforcing the messaging shared with visitors at their accommodation.



Visuals from the new 'What Not to Flush' animation – [click to view](#)

Love Your Verge

The 'Love Your Verge' campaign is a summer county-wide campaign in partnership with Dorset Council's Coast and Greenspace Service. It aims to raise public awareness of Dorset Council's work to increase and maintain biodiversity in Dorset's verges while reducing roadside litter, as part of the response to the Climate and Ecological Emergency.

- In 2021, 300 road signs were distributed throughout Dorset
- Dorset Council created an animation to explain their verge management and 'cut and collect' technique to encourage wildflowers. [Click here!](#)
- The campaign was featured in Country file magazine and has been picked up by national press.
- [Click here](#) to view the new LYV leaflets which DC Countryside Rangers will have to hand out to residents who may have questions about the Council's verge management work.
- In 2022, we aim to survey a number of verges in order to give them 'site of nature conservation interest' designation.



Keep the roads clear

During the winter of 2022, LFD worked with Dorset Council Waste Services to produce a new roadside litter campaign to encourage road users to always remember to take their rubbish home with them. The "Keep It Clear" (we don't drop rubbish here) campaign was shared through Dorset Council social media channels, at bus stops and on Dorset council vehicles. Cameras were installed across Dorset to catch anyone leaving litter in lay-bys or verges. Next year, we would like to encourage more people to report littering offences through the Dorset Council reporting portal.

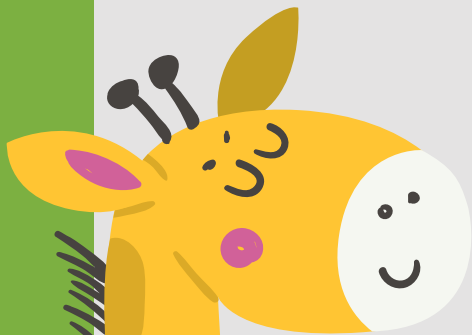
The Great Dorset Beach Clean

This year's annual Great Dorset Beach Clean took place between 2nd-10th April. 14 beach cleans took place along the Dorset coast from Lyme Regis to Christchurch, with 250 individuals participating and over 100 bags of litter collected. Thank you to everyone who took part!

The Litter Free Dorset Challenge

Throughout May, Dorset residents took on the Litter Free Dorset Challenge, an initiative in partnership with the Preventing Plastic Pollution project. Key stats:

- 177 Dorset residents took on the challenge
- An estimated 34,000 pieces of litter weighing 1,200kg were removed from across Dorset – the equivalent weight of a giraffe!
- Over 70% of the litter contained plastic.
- The most common types of litter collected were cigarette butts, plastic wrappers (from sweets, crisps & snacks), drinks cans and bottles, plus unidentifiable plastic pieces.



thank you

The Litter Free Dorset Forum has continued its quarterly virtual meetings. This often means that more people are able to attend and has the added bonus of saving fuel and travel time. The format of the meetings has changed slightly; there are now LFD updates and a chance to work on something together collaboratively, as well as 'soap box' sessions with guest speakers to introduce projects going on either in Dorset or nationally. Over the last year this has included speakers from Clean Jurassic Coast, City to Sea, and Wessex Water. If you would like the opportunity to present at one of our forum meetings do get in touch.

Last autumn we invited the LFD Forum to our 'Talking rubbish' webinar, at which we hosted some amazing guest speakers – see the list below. We received great feedback from the Forum and we hope to make this an annual event.

The Forum has helped us identify issues and make decisions regarding specific campaigns. For example, we decided to run the 'Don't Feed the Locals' campaign this Summer as a direct result of discussion with Forum members. Most recently we have discussed cigarette butts and behaviour change tools and how we can refresh the 'Bin Your Butt' campaign for a campaign this Autumn.

Following this a behaviour change workshop was held for the 'Chesil and Fleet Nature Reserve' working group which includes partners such as RSPB, Dorset Wildlife Trust and Dorset Dogs.

We email monthly updates to Forum members to ensure we keep our partners updated on current projects, campaigns, job / funding opportunities and upcoming events.

Livvy Drake
City To Sea

The psychology behind
littering and littering
communication



Marten Gregory
Dorset Council Waste
Services

Household waste and
where it all goes



Sam Longworth
Hubbub

Using drone technology
and machine learning to
tackle litter



Katrina Ryan
Mindfully Wired
Communications

Social media 101:
building campaigns for
conservation



Businesses Engagement

Litter Free Dorset has been successful in a bid for a Preventing Plastic Pollution (PPP) project, working with local businesses to reduce plastic pollution within the river network for the Poole Harbour Catchment area. This project will run from June 2022 until January 2023. We will be working with hospitality and retail businesses as well as businesses from the tourism and leisure industry. Our plan is to create a sustainable business network for Dorset. New members of the business network will sign a charter upon joining to acknowledge what actions they will be taking to reduce plastic pollution. We will then host business events for different sectors in Autumn to offer businesses an opportunity to seek specialist support and discuss challenges they face regarding reducing plastic within their business. Once the actions have been achieved, businesses will receive an accreditation to show their commitment to reducing plastic pollution and to inspire others to join the network.

Education

We plan to develop our education offer and specifically work with secondary schools and school leavers within the next year. We know the importance of litter prevention at schools. Few young people are naturally interested in litter and even fewer are interested in being lectured about its impacts. Just including litter prevention in the curriculum is not enough, we need to present it in an interesting and compelling way and include the whole school. Students must understand the problem in order to care about it, and they must care about it to change their behaviour.

Events and Community Engagement

This last year as the team has grown, we have been able to attend a number of events within the community including; Fossil Festival in Lyme Regis, Bridport Food Festival, Dorchester Earth Day, Westival and Swanage Carnival. We have also done numerous 'pop-up' events at some of the different beaches we are focusing on as part of our Wessex Water commitment (Boscombe, Studland and Weymouth). Next year, we would like to do a 'festival tour' and attend events such as Camp Bestival, End of The Road and The Dorset Seafood Festival.

Keep in Touch

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