



NEAT STREETS IMPACT REPORT

TESTING APPROACHES TO
CREATING LITTER FREE STREETS

‘The project was so lively & engaging & combined observational research with range of eye-catching and practical phased initiatives’

Paul Cheshire, Observational Researcher

‘The Neat Streets project in Villers Street throughout 2016 has been extremely beneficial and enjoyable. It has ignited interest, discussion and action in an area of the community that we have always been engaged in, that of litter – though often simply its collection. This time and more importantly it’s been about prevention. Importantly it has done so in a fun, unusual and exciting way’

Lloyd Evans, McDonalds The Strand

EXECUTIVE SUMMARY

1. Overall aims of the project

Hubbub UK's Neat Streets campaign was a 5 month social experiment which tested new ways of tackling littering on Villiers Street, Central London, using current best thinking on behaviour change and awareness raising from around the world. By openly sharing results Hubbub aims to give fresh impetus to further campaigns. The project tackled all types of litter but included initiatives targeting specific litter types, for example cigarette butts and used chewing gum.

2. Partners involved in the campaign

A number of organisations collaborated with Hubbub on the campaign, including *Westminster City Council, INCPEN, Lucozade Ribena Suntory, The Packaging Federation and Veolia. The project was also supported by the Metal Packaging Association, Packaging and Film Association, PlasticsEurope, The British Plastics Federation, Pret a Manger and The TMA.*

3. Why Villiers Street and characteristics of the street

Villiers Street is one of London's busiest streets and according to the local Business Improvement District has the second highest footfall in the city. It has a wide cross-section of pedestrians that changes during the day from office workers and commuters, residents, through to tourists and a busy evening and night trade. It is mainly pedestrianised. The street was identified to Hubbub by the Northbank Business Improvement District who reported that litter is a significant problem on Villiers Street which is cleaned seven times a day. Concerns about the street's litter problem were also raised through local business consultation.

4. Headline summary of interventions

With the support of Westminster City Council, Hubbub trailed a range of different interventions over a five month period, from May 2015 – October 2015. Hubbub collaborated with several design organisations including Gumdrop Ltd, Ioglo and Commonworks to do this. Design briefs were also set for students and young people. Interventions included a photo gallery of local people (My Street is Your Street), chewing gum artwork (Peppermint Pointillism), noise-making bins (Talking Rubbish, Fumo), a voting bin, street actors (The Naked Bin Men) and campaigns specifically targeting chewing gum and cigarette butts.

5. Key results and limitations

Keep Britain Tidy provided an initial baseline audit of litter on Villiers Street in May 2015. They provided an ongoing measurement framework and analysed the findings from litter monitoring and behavioural observations, carried out monthly by trained researchers. By October, the amount of litter had dropped by 26% compared to May. The behavioural observations suggested that rates of littering behaviour decreased by 16% from before to during the campaign. The amount of chewing gum discarded decreased substantially in the months that Neat Streets focused on gum initiatives and then returned to normal levels in the following month. Cigarette littering decreased during the six months, with the biggest dip in September corresponding to cigarette litter prevention activities.

There were certain limitations on the data. In particular, the litter counts only measured litter that was disposed of incorrectly; there was no measure of what went into bins or what litter people carried away with them. Without this it is difficult to attribute trends in littering with specific interventions as other variables, such as changes in footfall etc., may be a factor. Where initiatives overlapped, it was harder to assess the individual contribution of a particular intervention.

Policy engagement

Hubbub brought together key national organisations, including businesses and non-governmental organisations, to create a national 5 point manifesto (see 5.1). 16 signatories were secured. There was unanimous agreement that government should be called upon to create a litter advisory committee and a ministerial letter was sent with 27 signatories. This engagement work was recognised in the government's response to the Select Committee report on litter and fly-tipping.

Main Learnings

The high footfall of Villiers Street posed significant challenges. It was easy for the public to pass through without seeing the Neat Streets interventions due to high volumes of people. Working within the council's guidelines meant compromising some of our biggest and boldest ideas. In this environment we learnt five key things:

1. You need to be big and bright to stand out on a busy street. Colourful bins, simple messages on cost, and making the issue more visible may not seem to be rocket science but is effective.
2. The power of simple, playful messaging targeted at specific groups. Our voting butt bin got people to vote with their cigarette butts on sporting questions such as: 'Is Messi or Ronaldo the best footballer in the world?'. It was highly effective

both on the street and social media. A feature on Lads Bible secured 26,460 Facebook likes in a day.

3. Engaging the local community is vital. From the creation of the 'My Street is Your Street' photo gallery through to regular meetings with local businesses, we consulted and listened. These on-going discussions informed the creation of campaigns and helped us quickly adapt and change the strategy.
4. Collaboration is key for a successful litter campaign. Cutting litter requires everybody to be involved; the local authority, waste contractors, shops, pubs, businesses and people all have a role to play. Funding can come from a variety of sources all of whom have a direct interest in addressing the problem.
5. Experimenting in a concentrated area and working intensively to trial solutions enables small details to be observed, monitored and tailored – in doing so we were able to easily adapt our approach and discover what's most effective.

What Next

A Neat Streets ideas catalogue will be made available for interested parties in January 2016. It will include campaign ideas, key considerations and our recommendations for anyone interested in running their own project. In 2016 there will be three more Neat Streets social experiments; in Leeds, Birmingham and a location in Scotland that is to be confirmed. We plan to deliver the most successful elements of the Neat Streets pilot in the selected towns and create new approaches and interventions based upon the lessons learnt on Villiers Street. We will continue to measure and evaluate our activity to create a growing body of consistent evidence on the impact of anti-littering campaigns. If you are interested in collaborating please get in touch hello@hubbub.org.uk.

CONTENTS

Executive Summary.....	3
1.0 Introduction.....	8
1.1 Background.....	8
1.2 Core Objectives	10
1.3 Approach.....	10
2.0 Neat Streets Activities.....	10
2.1 My Street Is your Street.....	10
2.2 Talking Rubbish.....	11
2.3 Peppermint Pointillism.....	11
2.4 Gumdrops Campaign.....	11
2.5 Butts Out Campaign.....	12
2.6 Chalking the Talk.....	12
2.7 Fumo Musical Cigarette Pole.....	13
2.8 The Ballot Bin.....	13
2.9 Tube Announcements.....	13
2.10 'Message Bin a Bottle' Flash Mob.....	14
2.11 Colourful bins.....	14
2.12 Litter Breeds Litter.....	15
2.13 Naked Bin Men.....	15
2.14 Student workshops.....	15
3.0 Local Impact Summary.....	16
3.1 Keep Britain Tidy Analysis.....	16
3.2 Public perception interviews.....	19
4.0 Media and Social Media.....	21
4.1 Summary of Neat Streets coverage.....	21
4.2 Social media summary.....	22
4.3 Summary of Voting Bin Coverage.....	23
5.0. Policy impacts.....	24
5.1 Litter Manifesto.....	24
5.2 Engagement from policy-makers.....	24
6.0. Budget.....	26
6.1 Income.....	26
6.2 Expenditure.....	27
7.0 Project Recommendations.....	29
7.1 Measurement recommendations.....	29

7.2 Key Implementation Learnings.....	29
7.0 Next Steps.....	30
7.1 Summary of replication enquiries	30
7.2 Further planned activities.....	30
 Appendices	
Appendix A: Timetable of activities.....	32
Appendix B: Timetable of research conducted.....	33

1.0 INTRODUCTION

Hubbub UK's Neat Streets campaign was a 5 month social experiment which tested new ways to tackle littering in Villiers Street, using current best thinking on behaviour change and awareness raising from around the world. The impact was independently measured and is being shared openly to give fresh impetus to national campaigns.

A number of organisations collaborated with Hubbub on the campaign, including *Westminster City Council, INCPEN, Lucozade Ribena Suntory, The Packaging Federation and Veolia. The project has also been supported by the Metal Packaging Association, Packaging and Film Association, PlasticsEurope, The British Plastics Federation, Pret and The TMA.*

1.1 BACKGROUND

1.1.1 The national litter issue

Public polling by Hubbub UK showed that 86% of the public overwhelmingly believes that dropping litter is a bad habit. Despite this, litter levels have not dropped over the last 12 years. There has been a 20% increase in fast food littering in the last year, and chewing gum and cigarettes remain stubborn and expensive problems (CLGC report, March 2015). The impact to the public pocket comes in at £850 million annually.

1.1.2 Villiers Street, London WC2N

Villiers Street is one of London's busiest streets, with the second highest footfall in London. It has a wide cross-section of pedestrians that changes during the day from office workers and commuters, residents, through to tourists and a busy evening and night trade. It is mainly pedestrianised.

Villiers Street has a selection of pubs, restaurants, takeaways, sandwich shops and a Tesco Express, as well as a theatre and a nightclub on the neighbouring Charing Cross Arches. The street runs from Embankment Station (which receives travellers from the Circle, District and Northern lines) up to the Strand, at the main entrance of Charing Cross main line and underground stations. At its south end is one of the main London offices of PricewaterhouseCoopers.

Westminster City Council report a continuous street sweeping presence in the area. They collect between 40-45 bags of rubbish (which comes in at between 200-225kg) a day from

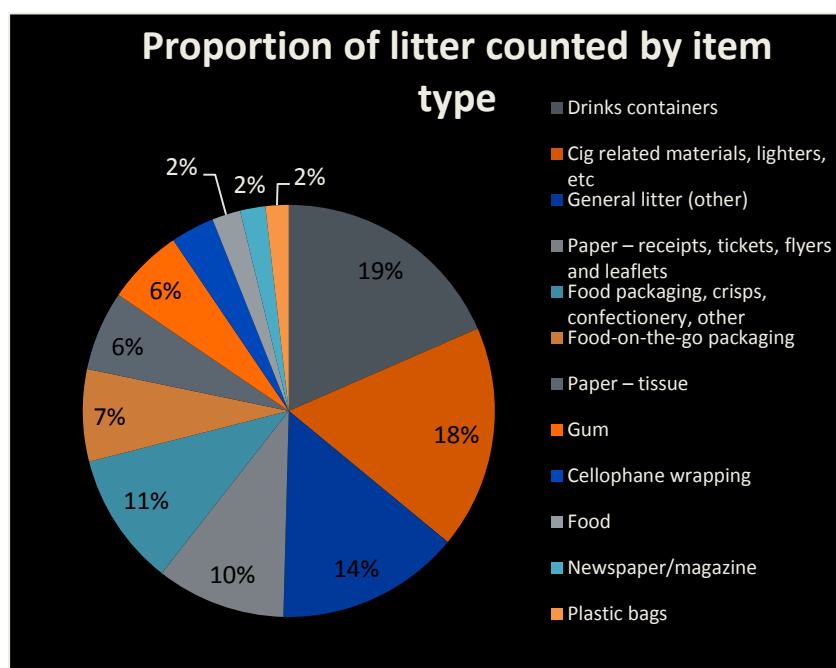
Villiers Street alone. The street cleansing service for the whole of Westminster costs £20m per annum, and the West End as a geographical entity has been estimated to cost around £10m.

The Northbank Business Improvement District and local businesses highlighted concerns about the street's litter profile, which were confirmed through our baseline audit.

1.1.3 Baseline audit (analysis provided by Keep Britain Tidy):

- Litter is a significant problem at Villiers Street – 31% of 387 people observed littered their waste rather than placing it in a bin. If cigarette butts are included, this proportion increases to 62% of 820 people observed littering their waste.
- Littering at Villiers Street overwhelmingly occurs in the evening (22% of people observed) and late evening (73% of people observed), and is done by people who can be described as 'night economy users' (72% of night economy users littered their waste).
- Fast food packaging is more of an issue on the east side of Villiers Street, where it represented 17% of all litter. Littered packaging was mostly paper bags and napkins.
- Litter at Villiers Street tends to come from 16 to 24 year olds (43% of whom littered) and 25 to 34 year olds (36%).
- People are most likely to litter when they are in groups of friends (55% of people accompanied by friends littered).
- Cigarette litter is a major issue at Villiers Street, representing 72% of 6,689 litter items counted during the baseline audit. 89% of people observed smoking littered their cigarette butts rather than placing these in an ash tray or bin.

1.1.4 Proportion of litter counted by item type (excluding cigarette butts which was 72% of all litter counted).



1.2 NEAT STREETS: CORE OBJECTIVES

- 1) To test and independently evaluate the latest techniques for cutting litter in Villiers Street, London.
- 2) To adapt the latest international thinking on behaviour change making it relevant and meaningful in the selected area.
- 3) To openly share results with key stakeholders and create a replicable model, speeding up the transition to a litter-free UK.

1.3 HUBBUB'S APPROACH

- To find fresh ways of communicating environmental issues, focusing on people's passions and priorities. Our communications and activities are positive, sociable, collaborative and open to all.
- To co-design solutions, bringing together interesting partnerships so truly innovative and fresh ideas can develop.
- To not come with an agenda, activities are driven by furthering progress on tackling the issue.
- To act as a 'conductor', bringing organisations together. Hubbub forges collaborative partnerships between stakeholders with mutual aims
- To amplify impact nationally through media, social media and by influencing policy.

2.0 NEAT STREETS ACTIVITIES

Hubbub delivered a range of activities to tackle littering on Villiers Street over the five month period. Below is a summary of each intervention and the degree of public participation (where relevant):

2.2 My Street Is Your Street' photo gallery: a poster campaign featured in shop windows, public poster spaces and in local stations. The posters acted as an outdoor gallery of local people, who were photographed holding hand-written signs saying 'My Street is Your Street'. [Watch the video here.](#)

Rationale: To promote personal responsibility of the issue by creating a sense of inclusion and shared ownership of space, even when people are just passing through. Building a sense of community and highlighting the attachment people have to their own places has been effective in other campaigns such as Australia's 'Do The Right Thing' and the 'Don't Mess with Texas' campaign in the US.

Public Participation: Over 90 local people took part in the My Street Is Your Street photoshoot. 8 local businesses interviewed after the campaign said that they felt a ‘greater sense of pride in the community’.

2.3 Talking Rubbish: a noise-making bin that rewards users with a range of human noises such as belches, coughs and sneezes. [Watch the video here.](#)

Rationale: To test the behaviour change theory that if you make a desired behaviour more ‘fun’ and reward the user, good behaviours will be reinforced and increase. A similar noise-making bin trialled in Sweden (The World’s Deepest Bin) collected 41kg of rubbish more than normal bins in the area.

Public Participation: Initially the bin was black, discreet and not noticed. Because of the busy and noisy nature of the street the ‘reward sound’ wasn’t always heard by the user. In addition due to limited battery life there were periods where the bin was silent. In order to make the bin ‘stand out’ we spray painted it yellow which increased its visibility and therefore its usage. However this created different problems related to over-use and therefore further litter-generation.

2.4 Peppermint Pointillism: Interactive chewing gum displays were used to raise awareness of gum litter. The public were invited to stick their used gum to one of the points on a cross covered facade. This would then reveal a pointillist image or number after enough gum was deposited. The first image was the face of a historical character from the area, linked to a text-in guess-the-face competition. [Watch the video here.](#)

Rationale: To raise awareness of the issue of chewing gum litter in a way that was visually interesting and interactive. The ‘guess-the-face’ competition aimed to remind users of the street’s distinct heritage by creating an image of the iconic historical figure, Charles Dickens.

Public Participation: The competition demanded too much from the user and was too abstract so the uptake was low. Therefore subsequent displays were made much simpler. Similar displays have been inspired elsewhere following on from Neat Streets, including [Bob Marley and Usain Bolt](#) themed Peppermint Pointillism at Nottingham Carnival.

2.5 Gumdrops campaign: We ran a campaign with [Gumdrop Ltd](#) from 26th May - 31st July. Portable gum bins were distributed to commuters and employees over 12 interspersed days. Local collection points were in situ during this period. Users

could deposit their full gumdrops to be entered into a competition. The prizes were made from recycled chewing gum. [Watch the video here.](#)

Rationale: This tested the behaviour change theory that if you ‘make it easy’ for someone to engage in the desired behaviour, they are more likely to do it i.e giving people who chew gum portable bins makes it easier for them to dispose of their waste responsibly. This was done in tandem with ‘Chalking the Talk’ (2.6) to highlight the problem whilst providing a solution.

Public Participation: 5051 gumdrops were given out to people who chew gum and regularly pass through Villiers Street. However, the uptake of the competition was low, demanding too much from the user. Following on from Neat Streets, Gumdrop was asked to undergo a similar campaign in the borough of Kensington and Chelsea.

2.6 Butts Out campaign: Giant cigarettes were heaped in piles on Villiers Street (The City of London, No Small Problem Campaign, 2014) and ‘ButtsOut’ on-the-go ashtrays were given out to smokers.

Rationale: This tested the behaviour change theory that if you ‘make it easy’ for someone to engage in the desired behaviour, they are more likely to do it. Giving people who smoke portable on-the-go bins makes it easier for them to dispose of their waste responsibly. Butts Out was done in tandem with ‘Chalking the Talk’ (2.6) and the giant cigarettes in order to highlight the scale of the problem whilst providing a solution.

Public Participation: 2000 Butts Outs containers given out to people who smoke and regularly pass through Villiers Street over six sessions. Three local pubs and bars agreed to each stock 200 containers, all of which were given out to local smokers.

2.7 Chalking the Talk: During the Gumdrop and Butts Out campaigns, volunteers’ circled gum and cigarette butt litter with chalk to highlight the issue on the street. [Watch the video here.](#)

Rationale: To raise awareness of the volume of littered gum and butts in a way that was eye-catching and interactive, involving volunteers and local people.

Public Participation: 24 volunteers assisted with the Gumdrop and Butts Out campaigns.

2.8 Fumo Musical Pole: Fumo is an interactive smoker’s pole that rewards the user when they dispose of their cigarette butts. The reward is an audiovisual

display, consisting of an energetic tune and LED lights. This was installed on Villiers Street during August.

Rationale: This was to test the behaviour change theory that if you make a desired behaviour more ‘fun’ and reward the user, good behaviour will be reinforced and increase.

Public Participation: Fumo had a very low user uptake; no behavioural observations corresponded to usage of the pole. The Fumo smoker’s pole had been successful in The Netherlands, but because smokers’ poles are not part of UK street furniture it was not easily recognised by the public. It was installed on the pavement of an already busy road, and was too discreet to be noticed. Because of the busy and noisy nature of the street the ‘reward sound’ was not always heard by the user. In addition due to limited sunlight to re-charge batteries (via solar panels) there were periods where the pole was silent. In order to make the bin stand out we added brightly coloured vinyl’s, but this did not give it sufficient visibility.

2.9 The Ballot Bin: A voting cigarette ashtray was installed near Embankment Station. Every week it posed a sporting question e.g. ‘Who is the best football player in the world?’ or ‘do you prefer the grand prix or tennis US open?’. It asked the user to ‘vote with their butt’, creating a live public poll.

Rationale: To test whether using competition and fun creates behaviour change. It played off rivalries and the competitive nature of sports fans, reflecting the audience we were trying to reach.

Public Participation: Our observational research showed that 29% of correct disposals corresponded to people using the voting bin whilst it was in situ. Its wider impact was huge, going viral on social media (more details in section 4.2). Following this we have had over 80 expressions of interest from around the world in replicating the bin.

2.10 PA announcements: Throughout the duration of the campaign there were PA announcements in Charing Cross Underground station. It informed people about the campaign and asked people to put their litter in the bin at street level.

Rationale: Raising awareness of the campaign by tapping into existing local channels of communication with a wide reach.

Public Participation: Our public perception interviews showed that not many people had noticed the PA announcements. This could be due to the fact that the announcements were the same recording over a long period of time, in the same

voice and tone as other tube announcements. Therefore the messages possibly didn't stand out to the public.

2.11 'Message Bin a Bottle' Flashmob: rewarded non-suspecting members of the public who took the initiative to pick up a pre-placed item of litter from the floor and put it in the bin. They were rewarded with a trumpet fanfare, cheering, flag waving and medals.

Rationale: To re-inforce positive behaviours through reward, and raise awareness of the issue to a wider audience through social media. Behavioural studies have shown that gratitude and praise have an extremely positive effect on people's motivation to engage in even fairly unrewarding tasks.

Public Participation: 40 volunteers participated in the flash mob which took place in Leicester Square. The video has had over 3.5k views on YouTube, [watch the video here](#). It has also inspired other flashmobs elsewhere. A Cornish charity's version of the same video attracted excellent local publicity and was sufficiently powerful to persuade three independent local cinemas to show it before their main films. Such was the success of the campaign that Cornwall County Council agreed to part-fund a local post to run more local anti-litter campaign. [Watch their video here](#).

2.12 Brightly coloured bins: Three brightly coloured bins (blue, yellow and pink) were installed along Villiers Street.

Rationale: Through feedback from the public we discovered that it is hard to find bins, and those in situ are often full. Their bin design (narrow disposal slots) made them unappealing to use as the opening was often dirty from coming into contact with previously binned items. We wanted to make it easier for people to do the right thing by installing brightly coloured, user-friendly Neat Streets bins.

Public Participation: These were used and emptied regularly by the local street cleansing teams. The flat tops had the unintended consequence of attracting cigarette litter so stubbing plates and clear messaging had to be added to combat this.

2.13 Litter Breeds Litter: A poster series installed on Villiers Street using stills from INCPEN's Litter Breeds Litter video, [watch it here](#). The posters were also installed in Charing Cross Underground station.

Rationale: To raise awareness, showing how small littered items attract and generate more litter.

2.14 Naked Bin Men: This was the winning idea developed from a competition with 20 young apprentices at the Dame Kelly Holmes Trust, organised by Lucozade Ribena Suntory. ‘The Naked Bin Men’ were actors who engaged the night economy in litter exchanges to encourage them to dispose of their rubbish responsibly. [Watch the video here.](#)

Rationale: Our research showed that littering overwhelmingly occurs in the evening and the main litterers were young males. We wanted to trial night-time interventions targeting young people that were designed by young people. The ‘Naked Bin Men’ rewarded disposals by giving useful gifts, aiming to reinforce positive behaviours.

Public Participation: Over four nights between the hours of 11pm – 2am the ‘Naked Bin Men’ collected eight barrows-full of rubbish from members of the public.

2.15 Student competitions: We set a brief for 2nd year product design students at Central St Martins, whose ideas for Neat Streets were refined, reviewed and winners selected. Due to time and planning constraints the ideas were not implemented for Neat Streets 2015. We also ran the ‘dragons den’ style competition with the Dame Kelly Holmes trust which resulted in ‘The Naked Bin Men’.

Rationale: Education is key to tackling the issue of littering, especially as younger age groups most prone to littering behaviour.

Public Participation: 45 young people engaged through design workshops.

Participation Summary:

90 local people participated in the My Street Is Your Street campaign photoshoot
40 volunteers participated in the flash mob
24 volunteers assisted with the Gumdrop and Butts Out campaigns
20 Observational Researchers trained
45 young people engaged through design workshops
2,000 Butts Out units were given out to local smokers
5,000 Gumdrops given out to local chewing gum users

3.0 LOCAL IMPACT SUMMARY

An initial baseline audit of all the types and amounts of litter was conducted in May 2015. Hubbub's trained researchers continued litter counts and behavioural observations on a monthly basis throughout the Neat Streets campaign to assess its impact on littering. We also undertook 279 public perception interviews during June, July, August and September.

3.1 KEEP BRITAIN TIDY ANALYSIS

Below is a summary of the independent research analysis provided by Keep Britain Tidy. Their full report is available on request.

3.1.1 Methodology

The litter counts and behavioural observations were conducted across four days in May, June, July, August, September and October 2015. In May and October, an additional three sessions were conducted to gather additional data and create a larger sample size to allow for a better comparison between the baseline and the last month. 30 sessions were conducted in total. The sessions were conducted at varying times of day to capture a range of visitors, for example, peak commute, lunch- and night-time economy (Appendix B details a timetable of the research). Four researchers attended each monitoring session and were assigned a section of Villiers Street and the adjoining Charing Cross Arches. Keep Britain Tidy conducted a training session for Hubbub researchers at the beginning of the project.

3.1.2 Litter Counts:

- Comparing the baseline litter counts with the October litter counts (seven sessions each month) suggests that there has been a 26% reduction in litter present on the ground with the largest drop recorded in the afternoon sessions.
- Overall, the litter counts conducted every month (excluding the extra three sessions in May and October) suggest that the amount of litter at Villiers Street increased during the first three months of the campaign – by 15% in June, 17% in July and 21% in August. The final two months saw a decrease in litter on the ground – by 14% in September and 17% in October. However, these findings should be treated with caution due to data limitations; the litter counts seem to be reflecting what would be the expected seasonal fluctuation.
- The amounts of chewing gum litter decreased substantially throughout the campaign, even in the months when the amount of most litter types increased or fluctuated. In June

and July, when chewing gum-specific activities were conducted at the site and Gumdrops were handed out and circles drawn around littered gum, the reductions were of 54% and 26% respectively. In August, when the chewing gum display was in place but no Gumdrops were handed out, chewing gum litter returned to the baseline counts, which may indicate that the Gumdrops were effective in reducing chewing gum litter. However, in September and October, chewing gum litter levels reduced again to 80% and 38% respectively despite no activities specific to chewing gum being held at the sites. This may be related to the seasonal factor and reduced footfall.

3.1.3 Behavioural observations:

Behavioural observations provide a better account of disposals on the ground, providing information both of what is being littered and what is being correctly deposited. Caution should be exercised in attributing findings directly to the Neat Streets project as there may be other factors influencing people's behaviours.

- The behavioural observations suggest that rates of littering have decreased by 16% from before to during the campaign. The months when the decrease was higher were June – 19% – and October – 25%.
- Littering during late evening hours decreased by 12% from before to during the campaign. However, rates of littering during these hours continue to be substantially higher than at other times of day. Littering in the morning hours also decreased but the decrease was not statistically significant due to small sample sizes.
- Littering by women has decreased by 22% and men by 14% from before to during the campaign (although the reduction was not statistically significant due to small sample sizes).
- Littering has decreased among all age groups from before to during the campaign. The 25–34 year old age group's littering behaviours decreased by 29% and this reduction was statistically significant.
- Littering continues to be most prevalent among the night economy user group, but has decreased by 32% from before to during the campaign although due to the small sample sizes, the decrease was not statistically significant.
- People were more likely to litter when in groups of two or more, and this likelihood increases the more people there are in the group.
- People were most likely to litter in groups of friends (compared to other types of groups). It is interesting to note that littering among colleagues increased slightly during the campaign and it was the second largest group of litterers; also, there was a

high increase in couples who littered though due to the small sample size of both colleagues and couples no statistical conclusion can be made.

- A large proportion of people at Villiers Street appear to feel a low personal obligation to do the right thing with their litter when presented by minor barriers or challenges. This was demonstrated in both the baseline and current research:
 - People are more likely to litter when sitting down prior to moving to deposit their waste;
 - People are significantly more likely to litter if they were more than five metres from a bin before moving to deposit their waste;
 - A large number of people left their litter next to full bins, rather than holding onto their rubbish until they find an appropriate bin.
- The behavioural observations found that cigarette butt littering decreased by 8% from before to during the campaign. September was the month when cigarette littering behaviour was the lowest, achieving an 18% reduction compared to baseline. This corresponds to the month when cigarette litter prevention activities took place at Villiers Street with 29% of the correct disposals corresponding to people using the voting bin provided by Hubbub.

3.1.4 Limitations

- In some cases, a small sample size limited the conclusion that can be drawn when breaking the data down into subsets, for example, looking at the influence of age group and number of people accompanying a person on their waste disposal. Details on this can be found in Keep Britain Tidy's full report, available on request.
- The conclusions that can be drawn from the litter counts about the impact of the project on litter are limited, as only litter on the ground/left on street furniture was counted. Keep Britain Tidy recommends monitoring both waste deposited in bins and on the ground to assess impacts to litter. This allows fluctuations in the overall amount of waste in the stream to be accounted for, e.g. during warmer periods or special events when footfall tends to increase at sites such as Villiers Street, alongside the amount of waste deposited by people while visiting the site.
- The Neat Streets project involved a series of activities at one single site throughout a six-month period, including the baseline. Given that many activities took place, often simultaneously and with no control site monitored, it is not possible to assess whether any particular project made a significant enough difference to support its replication elsewhere.

3.2 PUBLIC PERCEPTION INTERVIEWS

From June - September Hubbub's trained researchers conducted public perception interviews with 279 members of the public passing through Villiers Street. The aim was to find out public perception on litter on the street, whether they thought it had changed, and whether they had noticed Neat Streets activity.

3.2.1 Public perception of litter on Villiers Street

- 68% of people interviewed said they passed through the street on a regular basis.
- 75% of people said that they noticed litter on the street.
- When asked if it had changed in the last month 49% of people were unsure, 29% said it hadn't changed and 20% of people said it had improved. 1% of people thought that littering had got worse.

3.2.2 Public perception of Neat Streets interventions

- Almost half (48%) of people interviewed had noticed at least one Hubbub's Neat Streets interventions.
- The most noticed of the interventions was the Colourful Bins (20%), Gumdrops (20%), Chalking the Talk (18%), the Peppermint Pointillism displays (17%) and My Street is Your Street posters (14%). These were the most 'visible' installations for the following reasons:
 1. They were in multiple locations
 2. They were bright and colourful (with an exception of the My Street is Your Street posters which were initially in discreet black frames).
 3. They were present on the street over a long period of time.
- The least noticed was the Talking Rubbish Bin (7%), Tube Announcements (5%), Musical Pole (5%), The Voting Ashtray (5%) and the Butts Out campaign (2%). These were the least 'visible' for the following reasons:
 1. They were only in one location on the street at a time.
 2. They were too discreet and blended into the background (with the exception of the Voting Ashtray which was bright yellow).
 3. The Musical Pole and Voting Ashtray were targeting specific audiences only – smokers. Even though both of these installations had relatively low levels of perception from the general public we do not know how much they were noticed by smokers.
 4. They were present on the street for a shorter period of time.

4.0 MEDIA AND SOCIAL MEDIA

The Neat Streets project has been successful in attracting people's attention, promoting debate, and generating media coverage around the issue of litter.

4.1 Summary of Neat Streets media coverage

- 13 print & broadcast pieces.
- 11 online and regional pieces.

Print & Broadcast pieces

- The Observer
- The Sunday Times
- The Daily Mail (Scotland)
- Press Association
- Sky Radio News
- BBC Radio 5 Live
- BBC Radio London Breakfast
- BBC Radio London Drive
- BBC London News x 2
- BBC Radio Humberside
- ITV London News x 2

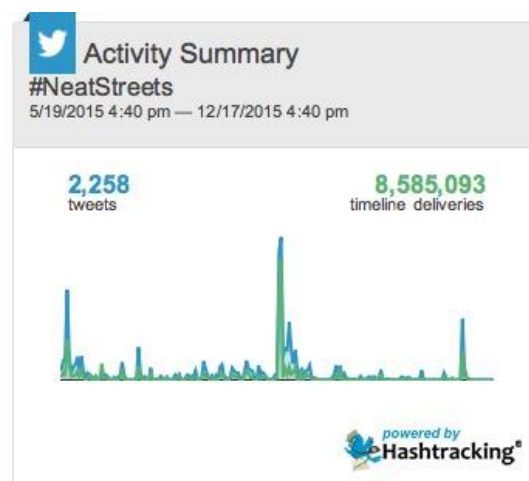
Online and regional pieces

- The Huffington Post
- Express
- Herald
- Yorkshire Post
- Express and Star (Wolverhampton)
- Wales Online
- Resource
- The Sun (online)
- The Mail Online
- ITV.com
- Blue and Green Tomorrow

4.2 Summary of Neat Streets social media coverage

4.2.1 Twitter

- #NeatStreets: the largest spikes in hashtag activity corresponded to the campaign launch, the ballot box going viral and the final Neat Streets event at The House of Commons.
- Overall 2,258 tweets contained the hashtag.
- The potential reach was 8,585,093.



4.2.2 YouTube

- Total Neat Streets YouTube views: 22,400 +

Neat Streets – tackling litter in Westminster	10,286 views
Talking Rubbish – fun theory in action	5,998 views
‘Message Bin a Bottle’ Litter Flashmob	3,749 views
Neat Streets - tackling chewing gum	786 views
Peppermint Pointillism video	503 views
Voting Ashtray – playful design to tackle cigarette litter	402 views
4 learnings from Neat Streets	318 views
The Naked Bin Men – innovative ways of tackling littering	197 views
‘My Street is your Street’ poster gallery	162 views

4.3 Summary of the ballot bin coverage

The Ballot Bin (voting ashtray) trended on Reddit (www.reddit.com) and went viral on social media –The LAD Bible’s post alone had 1,096 retweets and 1,945 favourites on Twitter (1.4M followers) and 26,460 likes, 1,885 shares, and 1,555 comments on Facebook. We were unable to capture the full social media reach of this due to many shares not including the hashtag. However the top 20 tweets we saw had a reach of 6M.

Online peices

26+ articles:

Design eg. *Design Week, Design Taxi, The Inspiration, Bored Panda*

Sports eg. *GOAL, BILD*

News eg. *Mail Online, Metro, Evening Standard, Sydney Morning Herald, La Repubblica*

Entertainment eg. *Reddit, Viral thread, Meltybuzz, did you know? blog*

Environmental eg. *Resource, CIWM, Materials Recycling World, Huffington Post*

Social media

Facebook: 85,279 article shares

Twitter: Surge of #NeatStreets hashtag with estimated reach of over 3M

Reach of sample of 20 top tweets = 6M

Top tweeters:

LADBible (1.4M), Handpicked London (481K), Design Taxi (436K), Goal (315K), Sunday League FC (252K), Wired Italia (227K), Design Week (222K), Pro Direct: Soccor (200K)

5.0. POLICY IMPACT

5.1 Litter Manifesto

During the Neat Streets campaign Hubbub brought together key national organisations, including business and non-governmental organisations, to create a national 5 point manifesto. 16 signatories were secured; *Clean Up Britain (CLUB)*, *CIWM – Clean Britain*, *Keep Britain Tidy*, *Keep Northern Ireland Beautiful*, *Marine Conservation Society*, *Beer and Pub Association*, *British Soft Drinks Association*, *British Plastics Federation*, *Industry Council for research on Packaging & the Environment (INCPEN)*, *McDonald's*, *Packaging Federation*, *Packaging and Film Association (PAFA)*, *PlasticsEurope*, *PwC*, *Veolia*, *The Wrigley Company Ltd*.

5 point litter manifesto:

We think that everyone can work together to make local spaces cleaner, safer and more inviting. Let's all put litter in its place:

1. Government: Don't loiter on litter. Create a strategy that has teeth. Show leadership by providing or stimulating funding. Engage with the signatories of the Litter Prevention Commitment and other important stakeholders to create a robust plan winning widespread support.
2. Businesses, NGO's and Local Authorities: Act with a unified voice to raise litter up the agenda with government and the public. Share bright ideas and support innovative, collaborative behaviour change schemes nationwide.
3. Local Organisations: Work to create new coalitions, taking local action on litter. Business Improvement Districts take a leadership role and share results so that successes can be replicated elsewhere.
4. Media! You have a role too. Help bring this issue seriously back into public debate. Capture the imagination of the public, promoting pride in local areas.
5. Everyone: Litter is in your hands, and will only change if we change our behaviours. Let's wise up and bin it. Taking pride in our neighbourhoods will save money and help build better communities.

5.2 Engagement from policy-makers

There was unanimous agreement that government should be called upon to create a litter advisory committee. The committee would advise the Government and include representatives from across its departments, including Defra and DCLG, together with representatives from the national organisations and industries and representatives of the home nations as appropriate. A letter was sent with 27 signatories; *British Beer & Pub*

Association, British Soft Drinks Association, British Plastics Federation, Caffè Nero, Campaign to Protect Rural England (CPRE), Chartered Institution of Wastes Management (CIWM), Clean Up Britain (CLUB), CleanupUK, Coca-Cola Enterprises, Costa Coffee, Hubbub UK, INCPEN (The Industry Council for research on Packaging & the Environment), Keep Britain Tidy, Keep Northern Ireland Beautiful, Keep Scotland Beautiful, LARAC, Lucozade Ribena Suntory, Marine Conservation Society, McDonald's Restaurants, Packaging Federation, PAFA (Packaging and Films Association), PlasticsEurope, Pret A Manger, Tobacco Manufacturers Association, Vacherin, Veolia.

6.0 BUDGET

6.1 Income

FUNDER	INCOME
Industry Council for Research on Packaging and the Environment (INCPEN)	£35,000
Veolia	£15,000
Lucozade Ribena Suntory	£21,000
Packaging Federation	£10,000
Metal Packaging Association	£2,000
Packaging and Film Association	£3,000
PlasticsEurope	£3,000
British Plastics Federation	£1,500
TMA	£5,000
Pret a Manger	£1,000
Wrigleys	£5,000
TOTAL	£101,500

6.2 Expenditure

Activity	Expenses Breakdown	Total expenditure
6.2.1 Project Management		£32,235
<i>Project planning and research</i>	<i>£5,500</i>	
<i>Stakeholder engagement</i>	<i>£8,700</i>	
<i>Project design</i>	<i>£7,800</i>	
<i>Project delivery</i>	<i>£10,235</i>	
6.2.2 Measurement and Evaluation		£15,860
6.2.3 PR and Communications		£15,820
6.2.4 Events and Activities (*excludes filming fees)		£31,759
<i>1. Neat Streets Launch Event</i>	<i>£355</i>	
<i>2. 'Message Bin a Bottle' Flash mob*</i>	<i>£608</i>	
<i>3. My Street Is Your Street photoshoot and gallery installation*</i>	<i>£3,084</i>	
<i>4. Other poster displays (Litter Facts, Litter Breeds Litter)</i>	<i>£636</i>	
<i>5. Gumdrop Campaign*</i>	<i>£7,770</i>	
<i>6. Butts Out Campaign</i>	<i>£1,482</i>	
<i>7. Talking Rubbish Bin*</i>	<i>£1,550</i>	
<i>8. Peppermint Pointillism displays*</i>	<i>£3,543</i>	
<i>9. Colourful bins</i>	<i>£823</i>	
<i>10. Ballot Bin</i>	<i>£2,400</i>	
<i>11. Naked bin men*</i>	<i>£3,695</i>	
<i>12. Fumo Cigarette Pole</i>	<i>£5,273</i>	
<i>Designers Travel Expenses</i>	<i>£540</i>	
Filming		£5,826
Overall Expenditure		£101,500

7.0 PROJECT RECOMMENDATIONS

7.1 Measurement

- To increase robustness of local impact measurement, waste deposited in bins can be monitored in addition to litter on the ground. Litter prevention activities can be tested in isolation to better assess their impacts. Budget constraints and time limitations are factors that play a role in how simple or detailed this is. Longitudinal studies would be required to establish the longer-term implications of the interventions.
- To measure wider reach ensure the campaign hashtags are clearly visible on materials and features, and set up a way of tracking the hashtag online.

7.2 Key Implementation Learnings

- In busy city streets it is important not to over complicate messages. The most successful interventions were eye-catching, simple and the requested behaviour change easy to follow. We tried to be too clever at the start of the campaign. Gradually we realised that putting in colourful interventions, switching them around frequently and being total explicit in our messaging worked. Colourful bins, simple messages on cost and making the issue more visible may not seem to be rocket science but is effective.
- The power of playful messaging targeted at specific groups. Our voting butt bin got people to vote with their cigarette butts on sporting questions such as 'Is Messi or Ronaldo the best footballer in the world?'. The approach targeted cigarettes which were the most littered item and young men who tended to litter the most. It was highly effective both on the street and social media. A feature on Lad Bible secured 26,460 Facebook likes. The voting ashtray was initially picked up by sports magazines and football fanatics, reaching those who may not otherwise be engaged in the issue.
- Never underestimate the power of social media in inspiring further change. Creating interesting visuals and videos can help secure media coverage, raising awareness of the issue to a broader audience.
- It is vital to engage the local community – from the creation of the 'My Street is Your Street' photo gallery through to regular meetings with local businesses we consulted and listened. These on-going discussions informed the creation of campaigns and helped us quickly adapt and change the strategy when necessary.

- Collaboration is key for a successful litter campaign. Cutting litter requires everybody to be involved; the local authority, waste contractors, shops, pubs, businesses and people all have a role to play. Funding can come from a variety of sources all of whom have a direct interest in addressing the problem. Sharing the burden is the best way to find the resources needed to fund the interventions we tested.

7.0 NEXT STEPS

7.1 Summary of replication enquiries

- There have been over 100 expressions of interest in replicating Neat Streets or elements of Neat Streets.
- Enquiries have come from Universities, cleansing companies, Airports City Councils, Improvement Districts, Businesses, Clean up groups
- Countries interested in replicating Neat Streets or installing the Ballot Bin: South Korea, Canada, Belgium, USA, France, Tokyo, Switzerland, Spain, Denmark, Netherlands, Indonesia, Germany, Italy

7.2 Planned activities for 2016

7.2.1 Neat Streets Ideas Handbook

A Neat Streets ideas catalogue will be made available for interested parties in January 2016. It will include campaign ideas, key considerations and our recommendations for anyone interested in running their own project. It will also include ideas for further interventions that could be trailed.

7.2.2 The Ballot Bin

The Ballot Bin will be available to pre-order in January 2016. It has been re-designed for batch production and international distribution given the high demand. It will be available to order with customisable questions. Dispatches will commence in March 2016.

7.2.3 Neat Streets part 2

We have funding for three more Neat Streets social experiments. The chosen towns are Leeds, Birmingham and one in Scotland. The partner for the Scottish town will be Keep Scotland Beautiful. For Neat Streets 2016 we plan to deliver the most successful elements of the Neat Streets pilot in the selected towns and create new approaches and interventions based upon the lessons of Villiers Street. We will continue to measure and evaluate our

activity to create a growing body of consistent evidence on the impact of anti-littering campaigns.

7.2.4 'Love your forest'

In collaboration with Lucozade Ribena Suntory we will launch a rural litter project in Coleford and the Forest of Dean.

7.2.5 Create a platform for sharing best litter initiatives

We will develop a website that showcases the best litter initiatives from around the world.

7.2.6 Creation of a litter forum

There was consensus among key national stakeholders that there is a role for the forum but that it needs to be representative of the wider community including local authorities, waste collectors, etc. There needs to be a clear focus for the forum so that it addresses the whole chain of events that lead to littering from design through to disposal.

We will continue to measure and evaluate our activity to create a growing body of consistent evidence on the impact of anti-littering campaigns. If you are interested in collaborating please get in touch hello@hubbub.org.uk.

With thanks to everyone we worked with:

Commonworks (designer), Ioglo (designer), Gumdrop Ltd, Butts Out, Story Culture, Lawrence Carlos (Photographer), The Ministry of Fun, Central St Martins, The Dame Kelly Holmes Trust

With thanks to our supporters:



Appendix A: Timetable of Neat Streets activities

MAY		JUNE		JULY		AUGUST		SEPTEMBER		OCTOBER		
Measurement: Baseline Audit			Measurementt: Monitoring		Measurement: Monitoring		Measurement: Monitoring		Measurement: Monitoring		Measurement: Final	
	Launch											
	My Street Is Your Street					Bright coloured posters and vinyls added						
	Tube Announcements											
	Talking Rubbish Bin (colour black)					Talking Rubbish Bin (colour yellow)						
	Peppermint Pointillism											
		Gumdrop Campaign										
			Flashmob									
				Bright Coloured Bins								
						Fumo Musical Pole						
						The Voting Ashtray						
							Butts Out Campaign					
							Litter Breeds Litter					
									The Naked Bin Men			

Appendix B: Timetable of Neat Streets Research

Baseline Audit							
MAY	MAY	MAY	MAY	MAY	MAY	MAY	
Friday 15th 19:00 - 22:00	Saturday 16th 13:00 -16:00	Saturday 17th 23:00 - 02:00	Monday 19th 12:30 - 15:30	Monday 19th 17:00 - 20:00	Monday 19th 23:00 - 02:00	Tuesday 20th 06:00 - 09:30	
Measurement: Progress Monitoring							
JUNE	JUNE	JUNE	JUNE	JULY	JULY	JULY	JULY
Friday 26th 19:00 - 22:00	Saturday 27th 13:00 -16:00	Monday 29th 23:00 - 02:00	Tuesday 30th 06:00 - 09:30	Friday 17th 19:00 - 22:00	Saturday 18th 13:00 - 16:00	Monday 20th 23:00 - 02:00	Tuesday 21st 06:00 - 09:30
AUGUST	AUGUST	AUGUST	AUGUST	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER
Friday 14th 19:00 - 22:00	Saturday 15th 13:00 - 16:00	Monday 17th 23:00 - 02:00	Tuesday 18th 06:00 - 09:30	Friday 11th 1900-2200	Saturday 12th 1300-1600	Monday 14th 2300-0200	Tuesday 15th 0600-0930
Measurement: Final							
OCTOBER	OCTOBER	OCTOBER	OCTOBER	OCTOBER	OCTOBER	OCTOBER	
Friday 16th 1900-2200	Saturday 17th 1300-1600	Saturday 17th 2300-0200	Monday 19th 1230-1530	Monday 19th 1700-2000	Monday 19th 2300-0200	Tuesday 20th 0600-0930	

