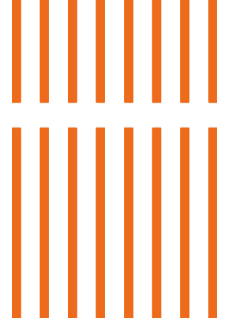


NEAT STREETS RESULTS

TREWIN RESTORICK



1
HUBBUB



FOOD



HOMES



FASHION



NEIGHBOURHOODS

NEIGHBOURHOODS

CREATING SAFER, CLEANER, HEALTHIER CITIES



THE PUBLIC CARE



81% of Brits say litter makes them angry and frustrated.

90% say littering is an issue throughout the country.

73% think that not enough is being done.

76% say Government needs to do more



LITTER ON VILLIERS STREET



- **31%** litter waste rather than placing it in a bin. If cigarette butts are included, this proportion increases to **62%**.
- Litter at Villiers Street tends to come from 16 to 24 year olds (43% of whom littered) and 25 to 34 year olds (36%).
- Fast food packaging represents **17%** of all littered items.



5

CREATING COMMUNITY

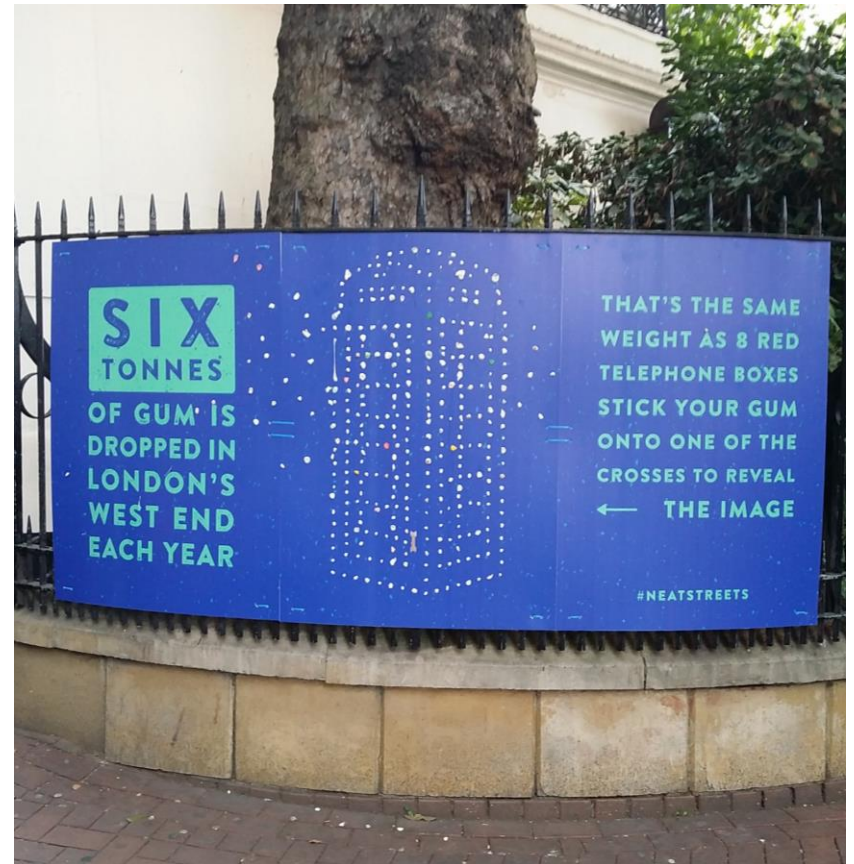


6
SIMPLE AND TARGETED

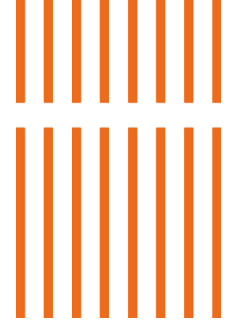


7

BE BRASH AND BOLD

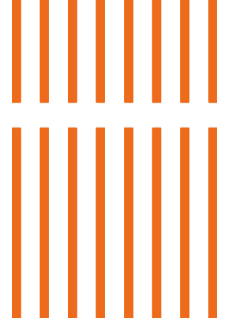


8
BE BRASH AND BOLD



9

DON'T BE TOO CLEVER



10

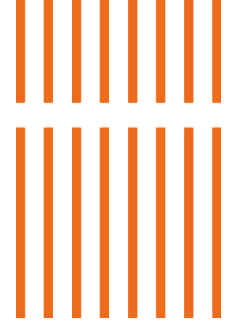
SOCIAL MEDIA WORKS



<https://www.youtube.com/watch?v=2K9Fjii0WUw>



LISTEN AND ADAPT



RESULTS FROM KBT MEASUREMENT



- Litter counted on street dropped by 26%.
- Chewing gum reduced substantially after initiatives & then returned to normal levels.
- Cigarette littering decreased.
- Rates of littering decreased by 16% from before to during the campaign.



THANK YOU

HEBBEB

