

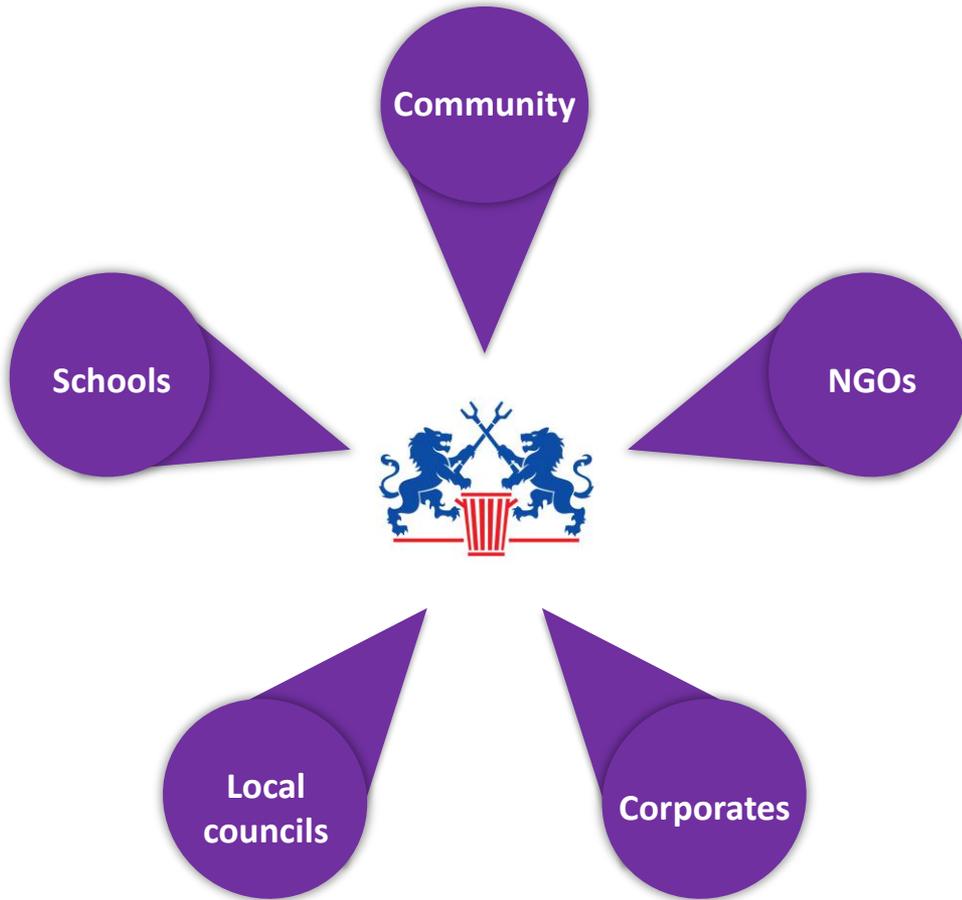
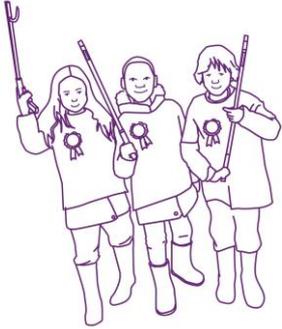
# Collaborating to Tackle Litter: Community Action, Campaigns and Innovation

Allison Ogden-Newton  
Chief Executive, Keep Britain Tidy





# CLEAN FOR THE QUEEN



# Community Action



CLEAN FOR  
THE QUEEN

- 236,000 volunteers
- 300,000 bags of rubbish collected
- 1,200 tonnes of litter – enough to fill 30,000 wheelie bins
- 7,590 events
- 400 local authorities
- 255 schools
- Schools competition – 2,500 entries
- 12 publically nominated ‘grot-spots’ professionally cleaned
- Cross-party political support

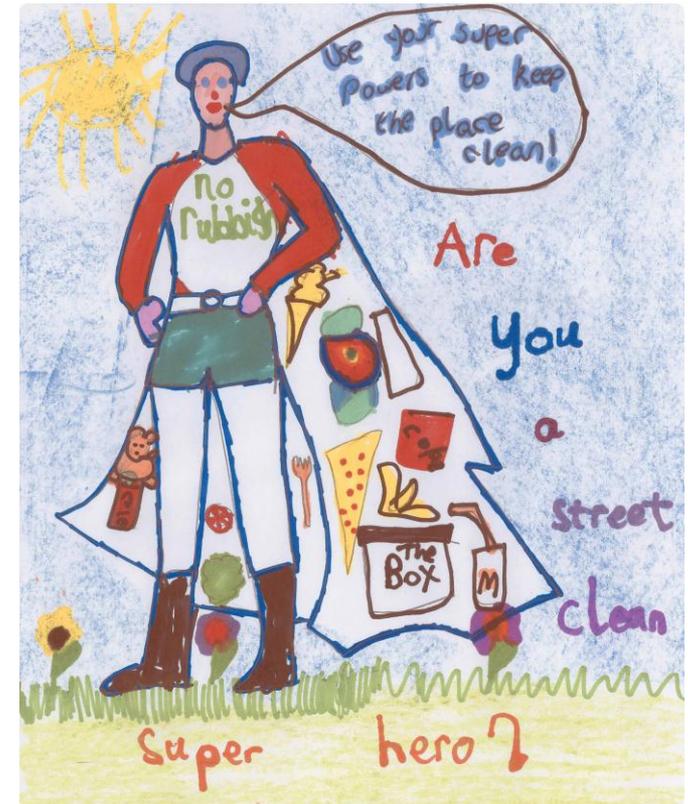


# Community Action



CLEAN FOR  
THE QUEEN

- 1,650 press and broadcast items
- Reaching 106 million people
- Equivalent value of £7 million
- 17,108 social media mentions over the event weekend
- Trended at number three on Twitter UK-wide
- Featured on BBC's Archers programme
- 87% felt motivated to get involved in future litter events in their area
- 90% enjoyed volunteering their time



Registered charity no. 1071737

# Community Action



CLEAN FOR THE QUEEN



COUNTRY LIFE



# Campaigning

**BREAK**  
the **Bag** Habit

## That was then...

- 19 million bags a year were being handed out in England
- The average person took home 133 bags per year
- A survey of England's beaches found there were 48 single-use plastic bags on every kilometre of beach
- More than 50% of people polled said they would support a charge<sup>1</sup>
- 75% of people said they would cut their bag use if they had to pay 5p<sup>1</sup>



1. Break the Bag Habit poll, 2012



# Campaigning

**BREAK**  
the **Bag** Habit

## This is now...

- In December 2015, Tesco announced bag use in their English stores had gone down by 80% since the introduction of the charge



# Campaigning



**BREAK  
the Bag Habit**



**BREAK  
the Bag Habit**



# Innovation



# Innovation





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