

CASE STUDY

# Pride in South Holland



The South Holland District is a vibrant and diverse rural area in South Lincolnshire.



**Lord Porter**  
Chairman of the  
Local Government  
Association

Leader of South Holland  
District Council

The Pride in South Holland Campaign was formed in 2015 by South Holland District Council to spark community pride in the area we live in and sought to change behaviours so that the area could be enjoyed now and in years to come. This supports the Corporate objective, 'To have Pride in South Holland'.

The District Council has taken a 'lead by example' approach and highlighted areas that require extra attention in terms of cleansing and education on the impact of behaviour. The campaign has also engaged with householders and businesses to take a proactive approach by showing the benefits of taking Pride in the area in which they live and work, be that by helping to sweep the area outside their shop or providing a cigarette disposal point.

Research has highlighted that many smokers do not see finished cigarette butts as litter.

As part of the Pride in South Holland Campaign, South Holland District Council received support from the Tobacco Manufacturers' Association to focus some of the Pride work on smoke related litter. Research has highlighted that many smokers do not see used cigarette butts as litter, believing they will just get 'washed away' or worry that throwing them in litter bins may cause the contents to catch on fire.

The particular focus on smoke related litter has become an extremely positive part of the campaign. Utilising the TMA support, a Glutton machine (outside vacuum cleaner) has been leased to the District Council which has made effective and efficient work of cleansing all areas with high intensities of small litter.

A specific Pride in South Holland Officer has been deployed in the area. This employee is a valuable resource and has engaged with businesses, householders, residents and shoppers to inform them of the Pride Campaign and proactively seek to change behaviours.

