

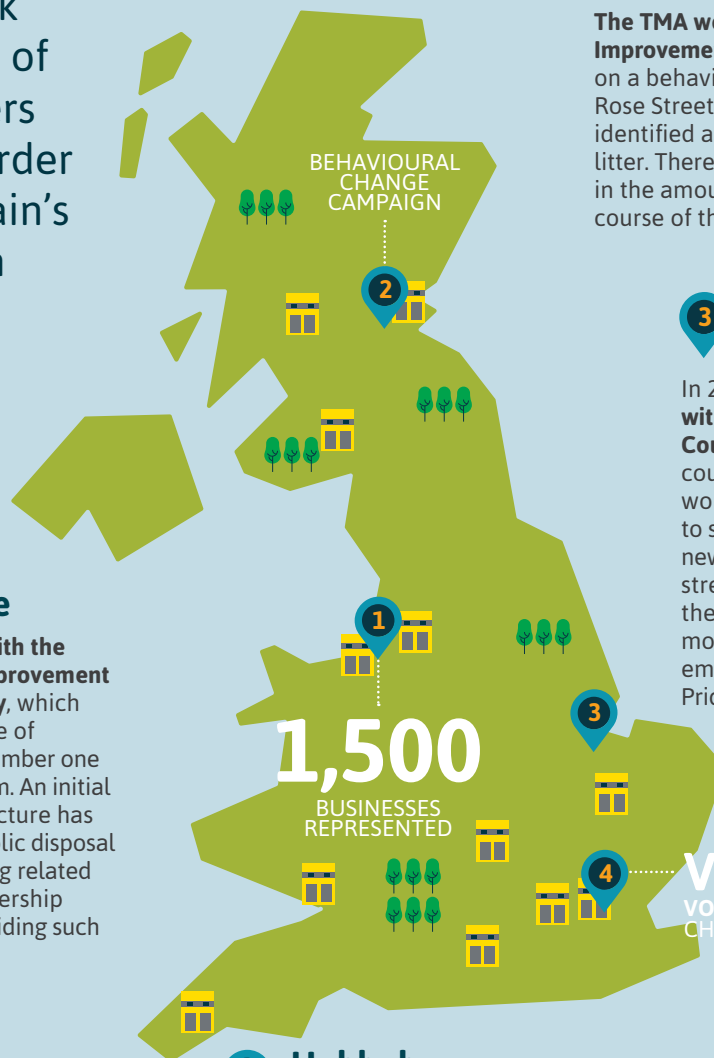
# Our positions: Tackling Litter

In the last year we have undertaken a number of litter projects in the UK

We also work with a range of other partners on litter in order to keep Britain's streets clean and tidy.

## 1 Liverpool City Centre

The TMA is working with the Liverpool Business Improvement District (BID) Company, which has identified the issue of cigarette litter as its number one environmental problem. An initial survey of bin infrastructure has identified a lack of public disposal receptacles for smoking related litter, which this partnership would address by providing such infrastructure.



## 2 Rose Street, Edinburgh

The TMA worked with Business Improvement District (BID) Scotland on a behaviour change project on Rose Street, Edinburgh – an area identified as a hotspot for cigarette litter. There was an overall decrease in the amount of litter over the course of the project.

## 3 South Holland, Lincolnshire

In 2015, the TMA partnered with South Holland District Council to support the council's ongoing litter work. We provided funding to support the installation of new bins, the hire of a Glutton street cleansing machine, the development of a litter monitoring regime and the employment of a dedicated Pride in South Holland Officer.

## 4 Hubhub, London

The TMA worked with Hubhub, Westminster City Council and the North Bank Bid to tackle litter in Villiers Street, London. This project piloted the use of innovative 'voting' bins, which were used to nudge smokers to dispose of their litter properly. The TMA continues to support the development of the 'voting' bins designed by Hubhub, which have been rolled out across the country in a number of different locations.



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.

