

## Litter Innovation Fund (LIF)

### Final Report

Further to your award it is important for us to evaluate how effective your research project has been and if the wider aims of the fund have been achieved.

The purpose of the Litter Innovation Fund is to support councils and communities in the development and evaluation of innovative approaches to tackling litter, which have the potential to be implemented more widely. The Litter Strategy also encourages people to use and contribute to online best-practice 'hubs', to help test and refine new innovations, share learning and extend the implementation of best-practice. It is therefore a condition of your award that you provide a full report of your project, to share in the knowledge and insights gained from your experiences and, if successful, to enable others to replicate it.

To assist these two aims, we require you to complete the following document. Section A sets out a template final report which is designed to provide the information needed to identify interventions with the potential for wider application, and to enable your project to be implemented by others if appropriate.. Please consult the monitoring and evaluation guidance for further help on answering any questions. You can also contact us at [LitterFund@wrap.org.uk](mailto:LitterFund@wrap.org.uk).

As set out in the guidance to applicants once we have signed off this report, successful applicants are expected to make the information from Section A of this template available online, to share best practice, enable others to replicate your project and learn from your experience. Information that you share with us may also be subject to requests for disclosure by Defra or MHCLG under the Freedom of Information Act or Environmental Information Regulations. It is likely therefore that information from this report will be released into the public domain. If there is any information contained in your report that you wish to remain confidential or regard as subject to copyright or commercially sensitive please clearly identify it. In particular, please do not include personal data of any individuals.

The completed form should be e-mailed to [litterfund@wrap.org.uk](mailto:litterfund@wrap.org.uk)

<b>LIF Reference Code</b>	ENG102-001	<b>Date</b>	27.11.18
<b>Organisation Name</b>	Keep Britain Tidy	<b>Completed by</b>	Lorna Jackson, Senior Researcher

### Project Abstract

Please provide an overview of this report, up to 400 words (Grant funding amount received, Aims, Results and Scalability of the project)

Through the Litter Innovation Fund, Keep Britain Tidy received a grant of £9,974 to pilot Night Time Nudges - a targeted behaviour change intervention aimed at reducing litter from the night time economy. Typically, this is alcohol and fast food-related items left in locations with a high concentration of bars, clubs and fast food restaurants. Camden Council was recruited as a partner to work with Keep Britain Tidy trial this intervention. Simple glow-in-the-dark arrow stickers were placed on litter bins on a stretch of Camden High Street, aiming to increase the salience of the bins and nudge people into using them.

A monitoring and evaluation framework was used to establish the effectiveness of the intervention. This consisted of:

- litter monitoring to identify the impact on littering behaviour,
- perceptions surveys with members of the public at the site to assess their attitudes towards and awareness of the intervention, and
- an end-of-project interview with the partner to gather feedback and recommendations for future iterations of the trial.

Results showed that following the installation of the Night Time Nudges stickers, littering did not reduce during the intervention month compared to the baseline; instead a 26% increase in litter was recorded. However, perceptions surveys showed that 78% of people agreed that when it's dark, they would be more likely to use a bin if it has the 'night time nudge' stickers; 79% of people said the stickers prompt them to use one of the bins; and 68% of people said the stickers will result in less fast food litter (e.g. takeaway boxes) being left in the area at night time. The partner at Camden Council suggested the stickers did not reduce litter during this trial as they were not noticeable enough to influence behaviour. As such, Keep Britain Tidy suggests that this particular trial was inconclusive in identifying the impact of 'night time nudges' on littering behaviour in the night-time economy and now plans to seek funding to trial a bolder sticker design (larger and brighter stickers) and at a larger number sites. Due to the low cost and practical nature of this intervention, we believe it has much potential for scale, if it was deemed to be successful following further trials.

## Final Report

### What did you want to achieve?

Please set out the project context, purpose and aims. This will have been laid out in your original application. For sharing purposes please include this, and any clarification needed

- What specific problem(s)/area(s) did your intervention target, and why did you choose it? Please include a description of the local context.
- What did your intervention aim to achieve? Set out the intended outcomes and impacts.

Anecdotal evidence from local authorities has suggested that night-time economy littering is one of the most difficult and stubborn to address, and results in reactive measures rather than preventative. Often this litter consists of alcohol and fast food-related items such as glass bottles, beer cans, takeaway boxes, leftover food, straws, cups and napkins. These are typically littered in town/city centres, at night or late evening, by groups of people drinking and socialising.

Keep Britain Tidy research has consistently found that people, particularly young people, will be more likely to litter when they are in groups, and that people are more likely to do the 'wrong thing' under the cover of darkness. Items are also more likely to be discarded if they are messy, sticky or smelly, as can be the case with fast food packaging. We suggest these are factors which are making this litter issue particularly problematic for local authorities and difficult to address.

However, a vast amount of research has also suggested that people are more likely to engage in behaviour that they perceive to be easy; people are more likely to use litter bins that are visible, convenient and easy to use. Therefore, when seeking to encourage those participating in the night time economy, further efforts were needed to make bins more salient, especially when considering the fact that users may be new to an area, socialising and under the influence of alcohol.

Likewise, research suggests that behaviours must be attractive or rewarding to engage in; behavioural science tells us that utilising the 'fun factor' can also help to encourage pro-social and environmental behaviours. Efforts should therefore be made to make bins more appealing to use, specifically for those groups engaging in night-time economy and contributing to this issue.

Keep Britain Tidy is unaware of any initiative which has successfully addressed this littering behaviour, therefore the development of an innovative intervention to directly target this litter type was much needed. Night Time Nudges therefore aimed to reduce the amount of night time economy related items littered on the street through increasing the salience of street litter bins at night and making them more engaging. The location and availability of bins were highlighted at night through use of glow-in-the-dark materials on litter bins, nudging night-time users towards them.

The objectives of the pilot were to:

- Identify the impact of the intervention on litter
- Identify the impact of the intervention on perceptions of night-time economy users
- Make recommendations for improving future iterations or scaling of the intervention

### What was your project plan?

- Describe the project plan – what you intended to do, including details of intervention site(s), timelines, use of resources (e.g. materials) and involvement of people and other organisations. Include details of a control or comparison site, if applicable.
- How did you expect your intervention to achieve its aims and intended impacts (see the ‘intervention pathway’ diagram in the Monitoring & Evaluation guidance)

The intervention aimed to increase the salience of public litter bins at night using glow-in-the-dark stickers, nudging night-time economy users towards the bins and therefore reducing the amount of litter left in the area at night. It was planned that the project would be carried out in partnership with one local authority partner, recruited through a ‘call for partners’ advertised through the Keep Britain Tidy’s Network of local authorities and other land managers. Here, applications for sites which suffer from night time littering were to be put forward and selected for their suitability by Keep Britain Tidy. The successful authority would select a minimum of one high footfall, town centre location within England, with a concentrated number of late night opening bars and fast food restaurants. The partner would be selected based on how far they demonstrate: commitment to the project and required delivery activities (e.g. on-the-ground monitoring), the suitability of their selected sites (high-footfall town/city centre locations with a night-time economy related litter issue), and ability to deliver the project within the given time timescale.

Keep Britain Tidy would be responsible for the design and production of the intervention, using our research and behavioural insights to ensure the intervention is as effective as possible, and working with the local authority partner to ensure the intervention works within operational constraints. For this, Keep Britain Tidy would work with their design agency to source the most appropriate type of glow-in-the-dark material to be placed on bins, and explore options for the design of the stickers. The local authority partner would then install the glow-in-the-dark stickers on each bin in the target area, following practical installation guidance supplied by Keep Britain Tidy.

In order to robustly evaluate the effectiveness of the intervention, the successful partner would be responsible for carrying out 'on-the-ground' monitoring of night time litter at the site for the duration of the project. This would be for a 4 week baseline phase, and an additional 4 weeks while the glow-in-the-dark stickers were in place. During this time, the partner would weigh and count the number of full bags of all litter collected from the ground at the site, and from all waste correctly disposed of in the bins. From this, littering rates would be calculated as a proportion of all waste disposed of at the target site. Monitoring guidelines and data collection tools would be developed and provided by Keep Britain Tidy.

Keep Britain Tidy also planned to understand public attitudes towards the intervention and the cleanliness of the target area by carrying out perceptions surveys at the site, after dark. Questionnaires would be designed by Keep Britain Tidy and carried out by their experienced market research agency. The local authority partner was expected to take part in an end of project interview with Keep Britain Tidy, to give their feedback on the intervention and recommendations for improving future iterations or scaling of Night Time Nudges. Keep Britain Tidy would then bring all of this data together and produce a final report about impact of the intervention.

It was expected this activity would run from April to September 2018.

### **What was innovative about this project?**

- Describe how your project differs from existing approaches, or extends/develops previous research.

Firstly, Keep Britain Tidy is not aware of any behaviour-change intervention which has been successful in specifically targeting this form of littering behaviour. We therefore believe this is a unique trial using new approaches to tackling littering, which will be of significant interest to local authorities and other stakeholders.

The Night Time Nudges intervention practically applies Nudge Theory which influences decision-making of the target audience without altering their available choices. This approach has much evidence in generating behaviour change. We believe this approach to changing night time littering behaviour has never before been tested and, if proven to be successful, has potential to provide a low cost, effective, and targeted solution to this problematic littering behaviour.

### What did you do?

- How did you implement your project in reality? Please describe what happened during your project.
- Did anything change from your original plan, and if so, why? Did you encounter any problems or unexpected issues that might have affected your results?
- How did people react during the project?

To enable others to replicate your project, please include images of any key signage, posters, graphics etc. that you used, as well as photographs, maps or other essential information to show how interventions were deployed. Documents can be provided as appendices if appropriate. The information you provide should not be subject to copyright and should be able to be shared freely

For the most part, the project was carried out as intended, as outlined in the project plan above. However, the expected timeline for the project was delayed by 6 weeks, due to the original partner being unable to deliver the project as planned, due to capacity issues. Keep Britain Tidy therefore needed to repeat the partner recruitment and briefing process, meaning the project ended in November 2018 rather than September as planned. One benefit to this however was that the intervention was implemented during a time of year where there were more hours of darkness in the day, and therefore more opportunity for the glow-in-the-dark intervention to be seen by members of the public. Once the replacement partner was recruited, the project resumed as planned.

Following a re-recruitment process, Camden Council was secured as the delivery partner for the trial. They selected a stretch of Camden High Street as the trial site for the intervention, due to this being a particularly problematic area for night-time economy related litter, and a location with many late opening bars and fast food restaurants. This site therefore met all of the criteria set out in the project plan. Within the site, there were 10 litter bins where stickers were installed.

Keep Britain Tidy, together with their design agency, developed simple glow-in-the-dark arrows to be placed around the aperture of bins. Four arrow stickers were placed on each bin; two around the general waste aperture, and two around the recycling aperture. The image below shows the stickers in-situ on Camden High Street at night, during the trial.



Keep Britain Tidy and Camden Council worked together to develop a litter monitoring routine which fitted with Camden's existing street cleansing routine and timings and was carried out by the partner. Litter monitoring was carried out at all visits to the site which take place from 8pm onwards and again between 5.30am and 6.30am the following morning. This method captured all waste left at the site at night, which was most likely to have resulted from the night-time economy.

Perceptions research was carried out with site users, at night, as planned. 100 surveys were conducted in total, and successfully identified public perceptions towards the cleanliness of the target area as well as their attitudes towards the intervention.

The end-of-project interview carried out by Keep Britain Tidy gathered the partner's feedback on the intervention, along with their interpretation of the results and recommendations for future trials.

### How did you monitor your intervention?

**Indicators:**

- What indicators did you set out to monitor, in order to help understand if your project achieved its intended outcomes and aims?
- Were you able to establish a baseline, i.e. by collecting information on the original state of your indicators, before your intervention began?
- What were your intended indicators of success?

Indicators used to monitor the aim and objectives of the project were:

- *Weight and volume of litter on the ground at the target site*
- *Perceptions of members of site users to assess their attitudes towards and awareness of the intervention*

A baseline of the weight and volume of litter was established prior to the intervention being implemented. This was a four week phase where litter placed in bins and on the ground was monitored, and then this was repeated for an additional four weeks whilst the glow-in-the-dark bin stickers were in place. A baseline was not collected on public perceptions in the area; we suggest that this was not necessary as the purpose was to understand attitudes towards, and awareness of, the intervention.

For the intervention to be deemed successful, it was intended that it would a) show a reduction in litter, and b) show positive public attitudes towards the intervention, for example, site users agreeing that the stickers prompt them to bin their litter.

### Other influences and understanding causality

- How did you try to understand if any changes that occurred in your indicators were caused by your project, rather than other external factors?
- Were you able to identify and monitor a comparison or 'control' site?
- Describe the context and what happened during your intervention e.g. description of the weather, any events, any other campaigns (local or national), etc.
- What, if any, data/information did you record on external factors that may have influenced your data?
- How did you attempt to mitigate against them?

Other potential influences on litter at the site were identified via our data collection form (that was used daily with by those monitoring litter) and through an end-of-project interview with the delivery partner at Camden Council. Here, the partner discussed their interpretation of the litter monitoring result,

and whether there were any factors which may have (positively or negatively) influenced the levels of litter at the site during the trial. The partner suggested that litter monitoring process accurately captured the amounts of litter left in the target area at night.

When monitoring littering rates, one of the key influencers of this tends to be footfall. However, Keep Britain Tidy's monitoring and evaluation framework for litter accounts for the effects of footfall on litter rates, by also measuring the amount of waste correctly disposed of in bins. This way, littering rates can be worked out as a proportion of all waste deposited at the site. Using this method, it would not affect the results if the baseline phase saw a much higher footfall rate than the intervention phase; litter rates can still reliably be compared. This approach presumes that littering rates per person remains constant both before and after the intervention.

As this project used a baseline phase, prior to the intervention being implemented, we suggest a control site was not necessary and therefore this method was not used. We suggest the baseline used for this trial gave a reliable comparison between littering levels in the two phases.

One additional external factor which may have negatively influenced the success of the intervention was identified through the end-of-project interview. Here, the partner suggested that Camden High Street remains fairly well lit at night, from street lights and lighting from shops, bars and restaurants. The stickers may have therefore not stood out as well as they might have done in a darker location. However, the partner suggested that this site remains the right choice for trialling an intervention, as it is a key hotspot for night time economy related litter. Any intervention to tackle this type of littering must therefore be trialled at locations such as this, rather than testing in darker but perhaps quieter locations.

At the design stage we attempted to mitigate against street lighting impacting the effectiveness of the intervention, by ensuring that the stickers remained visible even when the area is lit. Although we feel this was achieved, we suggest the stickers could be made more visible by making them bolder - larger and more colourful and more eye-catching.

#### **METHODS: Data sources and collection**

- How did you source or collect the data/information to measure the indicators above?
  - For each data source, set out at what points during the project you collected data (and why), and at what locations. Include information on the data you collected before your project began.
  - How did you make sure data collection was consistent?
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- *Weight and volume of litter on the ground at the target site*

Litter data to measure this indicator was collected by Camden Council's street operative contractors, Veolia. Keep Britain Tidy provided operatives with litter monitoring guidelines, data collection forms, a spreadsheet for inputting data, and two sets of luggage scales for weighing waste. Litter on the ground and waste in bins at the site was collected, weighed, and counted (in number of full bags). This was done at every visit to cleanse the site, on a daily basis, for 4 weeks prior to the stickers being installed and 4 weeks while they were in place. As this project was specifically targeting night time littering, monitoring of litter was carried out from 8pm onwards, and first thing in the morning. As litter monitoring was carried out by the same street cleansing team for the duration of the trial, this remained consistent throughout the two monitoring months.

- *Perceptions of members of the public at the target site*

Perceptions and attitudinal data was collected through 100 perceptions surveys with site users. This collected feedback on the likely impact of the stickers on littering behaviour. Surveys took 5 minutes to complete, and were carried out by an experienced market research agency at the site, adhering to the Market Research Society's Code of Conduct, ensuring data collection remained consistent throughout.

- *Feedback from delivery partner*

A telephone interview was carried out with the delivery partner at Camden Council, on completion of the trial. This gained their feedback on the trial, and their recommendations for improving the impacts and effectiveness of the Night Time Nudges intervention in future.

### OUTCOME: Results and Data Analysis

Please record all the information derived from the project, using appendices if appropriate. As set out in the Monitoring and Evaluation Guidance, please include any assumptions made or qualifications needed.

- *Objective 1: Identify the impact of the intervention on litter*

Litter monitoring identified that during the intervention month, litter left at night on Camden High Street increased by 26% compared to the baseline. The delivery partner at Camden Council suggested that this may have been due to the stickers not being as big, bold and impactful as they could have been to capture the night time economy audience. They suggested future trials should use bigger, brighter, more colourful and fun stickers to better draw attention to the bins.

When an intervention does not result in a reduction in litter, we would typically expect the proportion of litter found at the site to remain (more or less) the same during both the baseline and intervention months. However, in this case, litter increased by 26%. As it is very unlikely the stickers themselves

caused this increase, we suggest additional external factors occurred at the site during the intervention phase that led to more litter being dropped (as a proportion of the total waste disposed of at the site).

The partner at Camden Council indicated that there were an increased number of events occurring in the trial area during the intervention phase, predominantly due to Halloween. However, as Keep Britain Tidy's litter monitoring accounts for the effects of footfall on litter rates (by also measuring the amount of waste correctly disposed of in bins and working it out as a proportion of all waste deposited at the site), it cannot be the increase in *volume* of people which has led to this increase litter.

Instead, we suggest it is possible the events which took place during the intervention phase brought with them a) specific demographics who are more likely to litter; b) specific behaviours which lead to littering (e.g., placing litter next to full bins instead of finding an empty one); and/or c) specific items which are more likely to be littered (e.g. promotional leaflets, discarded fancy dress items).

We suggest future trials, with an improved design of the 'night time nudges' stickers, could perhaps be more successful in tackling night-time littering behaviour, whether these additional challenges are present or not.

- *Objective 2: Identify the impact of the intervention on perceptions of night-time economy users*

Perceptions surveys were carried out on Camden High Street while the stickers were in place. Surveys took place from 9pm onwards and respondents were site users aged 18+. Splits across age groups were as follows: 18-24 = 34%, 25-34 = 36%, 35-44 = 19%, 45-54 = 8%, 55-64 = 2%, 65+ = 1%. When asked purpose of visit to the area, 80% of respondents were primarily in the location for night time economy (for a night out or drinks with friends). A number of key findings from the surveys are outlined below.

- 82% of people agreed the stickers should be used on bins in other locations
- 79% of people said the stickers prompt them to use one of the bins
- 78% of people agreed that when it's dark, they would be more likely to use a bin if it has the 'night time nudge' stickers
- 77% of people agreed the stickers make it easier to locate a bin at night
- 72% of people said the stickers subconsciously prompt people to not leave litter
- 68% of people said the stickers will result in less fast food litter (e.g. takeaway boxes) being left in the area at night time
- 66% of people agreed stickers will encourage people who are out drinking to not leave litter
- 61% of people said the stickers will result in less alcohol related litter (e.g. beer cans or bottles) being left in the area at night time

Unlike the litter monitoring results, we suggest these results from perceptions surveys are hugely positive, suggesting that a) the stickers are likely to have an impact on the littering behaviour of the target audience, and b) members of the public believe this is a worthwhile intervention that could have the desired impact on night time litter.

It is also interesting to note that only 35% of those surveyed had noticed the night time nudge stickers prior to being surveyed. We suggest that with bigger, brighter, and more impactful stickers would cause more people to notice the stickers, and could therefore result in a reduction in littering.

- *Objective 3: Make recommendations for improving future iterations or scaling of the intervention*

The end-of-project interview with the partner at Camden Council resulted in a number of recommendations for future iterations of the night time nudges trial. First of all, it was suggested that the disappointing result was due to the difficulties in tackling behaviour of people under the influence of alcohol. In order to address this, it was suggested that the intervention should make more of a bold statement. As mentioned earlier, the partner also suggested that events which took place over the intervention month, such as Halloween and music gigs which attracted large crowds, may have also contributed to the increase in litter, making it disproportionate to a typical month when no such events are held.

*“I do think it’s due to the audience we were trying to target. People are out drinking so will they pay attention to it? It’s a difficult issue that we’re trying to tackle.”*

*“We need to make a bolder statement, these stickers were very subtle.”*

*“It did take place over Halloween, which may have resulted in more people throwing their rubbish. There are also three gig venues within close proximity.”*

The partner suggested a number of ways in which they would change the intervention for future trials, and what they would be interested in seeing in a scaled package for local authorities and other land managers to purchase. This included making the stickers bigger, brighter, more colourful and more playful. It was also suggested that the design could be improved (e.g. different colour, shape, sizes).

*“They need to be big and loud to appeal to the audience. Maybe like pink glittery stickers to really stand out.”*

*“There could be a range of different sticker sizes for different bins.”*

As mentioned earlier, the partner suggested Camden High Street was the ideal site for trialling the night time nudges intervention due to the issues it has with night time economy related litter.

*“In terms of the target audience for this, our location was perfect because it is so busy with the night time economy round there.”*

*“You could go to back streets where it’s darker, but you wouldn’t get the footfall you would get on the main streets, and that’s where the main issues are with the litter. You need something that does work in those high street locations which can often be well lit.”*

Overall, we suggest this trial was inconclusive in identifying the impact of ‘night time nudges’ on littering behaviour due to the mixed results. Positive feedback from night time economy users and the delivery partner suggest that this intervention has much potential. We therefore recommend this is re-trialled, following improvements to the design of the bin stickers, and that it is trialled in a number of different locations (rather than at a single site).

### **Impacts and Evaluation** - What did you learn?

- What were the outcomes against your indicators, and were they as expected? Please provide details of immediate, intermediate and long term impacts. Can you demonstrate that the outcomes would have been different if intervention had not taken place? Did any negative consequences arise? Which interventions, or aspects of your intervention, were particularly effective, and why?
- If outcomes/impacts were not as expected, it’s useful to know why. Did you identify what factor(s) contributed to the project not working as intended?

- *Weight and volume of litter on the ground at the target site*

The litter monitoring outcomes were not as expected, with a 26% increase in litter being recorded in the intervention month compared to the baseline. Although it’s not possible to fully understand all the reasons that might have caused this increase in litter, the end-of-project interview with the delivery partner at Camden Council suggested the stickers were not as impactful as they could have been, due to their size and how well they stand out and grab the attention of the night time economy audience. This may therefore explain why the intervention inconclusive in identifying the impact of ‘night time nudges’ on littering behaviour.

- *Perceptions of members of the public at the target site*

Perceptions surveys showed very positive results, as intended. Night time economy users suggested the stickers make it easier for bins to be located, prompt them to bin their rubbish, and should be used on bins in other locations. However, the proportion of people who had noticed the stickers prior to being surveyed was not as high as intended. We believe this was due to the visibility of the stickers; something that would be changed in future. Perceptions surveyed identified the immediate impacts of the intervention; further research would be required to monitor the longer term impact on perceptions.

### What would you do differently?

- What, if anything, would you do differently if you ran a similar project again?
- If outcomes/impacts were not as expected, do you think the factor(s) you identified as contributing to the project not working as intended could be overcome were the project repeated, and if so, how?
- What advice would you give to anyone else running this type of intervention?

Taking all learnings into account, Keep Britain Tidy make the following recommendations for any future trials / iterations of this intervention:

- Firstly, it is recommended this intervention is re-trialled on a larger number / range of sites which suffer from night time economy related litter, following a number of tweaks to the sticker design.
- Stickers could be trialled for longer than four weeks to test their impact during events and other typical fluctuations in litter.
- Stickers should be made to be more colourful, perhaps using different colours or effects such as glitter, to make them more impactful.
- A range of bin sticker sizes should be produced for use on different bin types and sizes.
- It should be explored how the glow-in-the-dark element of the stickers can be made more visible for areas that remain well-lit at night (e.g. using retro-reflective material which glows under lighting.)

### What did it cost?

Please provide details of your full project costs and contributions in kind (regardless of source), to enable others to understand the funding required to replicate your intervention. This could also include resource cost. Remember to include the costs of monitoring and evaluation. Be specific.

All project costs\* are outlined below.

28 days of staff time for:

Set up, project management and quality assurance

Developing intervention, scoping out design of intervention and liaising with design agency

Developing monitoring tools (litter monitoring guidance, perception survey and partner interview)

Partner recruitment and briefing session

Data analysis, evaluation and reporting

£7,200

Direct costs for:

Perception surveys

Design and production of the glow in the dark zones

Photography

£2,500 (inc. VAT where applicable)

6.5 days of local authority support – match funding (project planning, 8 weeks litter monitoring, partner interview, data entry, final checks)

£1,500

\* This includes the extra days undertaken on the project following the loss of the original partner and the re-recruitment of a new partner. If this was to be undertaken again, we would envisage that this would be around 20 days of staff time and 5.5 days of local authority partner support (match funding).

### Next Steps

Based on what you have learned:

- How are you planning to build on the activity yourselves?

- If the project was successful, how could/should this intervention be replicated and/or scaled up by you or others?
- If the project was not successful, how might it be changed to potentially deliver better results?
- What further research or refinement is needed?

Keep Britain Tidy now plans to seek funding to further add to this evidence base, for instance through trialling a different sticker design or size and testing it in a wider variety of sites. We would work with our design agency to update the design, which would aim to be larger, brighter and bolder than those used for this trial. For instance, this could include larger and more brightly coloured stickers, provided in a different shape. These would be trialled in a range of different areas where night time economy related littering occurs.

Depending upon the results of a future trial, Keep Britain Tidy would then look at how Night Time Nudges could be packaged and scaled, making it available to local authorities and other land managers across England. Due to the low cost and practical nature of this intervention, we believe that if future trials demonstrate a reduction in littering behaviour, it has great potential for scale.

### Is there any other information you wish to share ?

e.g. Any media regarding the project, correspondence with those affected by intervention, or anything else of relevance.

As this was a nudge intervention, looking at influencing littering behaviour at the location where it occurs, we did not undertake any PR and communications to support the project, as we did not want this to influence the result in any way. We wanted to make conclusions about the behavioural intervention in isolation. In the event of a larger scale trial across more sties, Keep Britain Tidy would then look to publish these results through our Network and other channels, with a view to scaling the intervention.

### Feedback to us

Your feedback is important to us. We would be grateful for any comments on (or recommendations for future) Litter Innovation Fund management and materials:

Reflecting on the whole process, we can provide the following feedback and hope it's useful:

- The process seems very formal and bureaucratic. We appreciate that there will be certain requirements and stipulations for grant recipients, project delivery and documentation of how the grant was used, etc. There was lots of paperwork to read, which felt daunting and overwhelming. It

contained lots of legal/contractual jargon which made it quite difficult and time consuming to read – which seemed at odds with the size of grant being delivered.

- We felt that the budgets available within the fund were quite small which significantly limited what we could deliver and achieve. Perhaps awarding fewer projects with larger budgets might generate more useful insights and provide greater opportunities to get more successful projects scaled quicker.
- The final report template felt quite repetitive, and for the type of projects that we were using it for, we were often documenting the same kinds of information in the different boxes/sections. Similarly, some of the information required in this form was also felt to duplicate information we submitted at the beginning of this process (e.g. project plan). We appreciate that there may be good reasons for this and so perhaps this might be unavoidable.
- In terms of using the insights generated from all the projects awarded by the fund, perhaps a two page case study of each project would be beneficial and more useful for dissemination than the full detail outlined in this form.
- The team at WRAP were on hand and were helpful and a good support.