

## 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>	ENG102-004	<b>Date</b>	01/10/2018
<b>Organisation Name</b>	Selby District Council	<b>Completed by</b>	Aimi Brookes, Contracts Team Leader

### Project Abstract

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

The aim of our project was to tackle roadside litter around an industrial estate that we had identified as a litter hotspot area. We wanted to create an accreditation scheme that local businesses could sign up to, to show their commitment to responsible waste disposal and to encourage the minority of drivers who don't dispose of their waste correctly to do so, by promoting the responsible behaviour of others in the target area. We wanted to reduce levels of litter in these areas and create a positive anti-litter brand which could then be rolled out in other areas.

The total grant received for the project was £4,152 and this was used to buy the anti-litter campaign packs that were distributed to all of the drivers in the businesses that signed up to the scheme, and the roadside signage. In total, 80 campaign packs were given out during the trial.

We carried out litter monitoring in four areas (before and during the campaign) to assess levels of waste. In two of the sites we saw an increase in the amount of litter that we collected but in the other two sites we saw a reduction of 30% and 46%. Other indicators used to monitor the success of the project included the number of campaign packs delivered and levels of engagement on our social media channels. Whilst it was disappointing that levels of litter did not reduce in all of our target areas the feedback we received from businesses signing up to the scheme was incredibly positive and the pilot has given us a solid base to continue to build upon.

Now that the campaign branding has been developed it would be relatively simple to expand the campaign in other areas. Engaging with businesses, and in particular identifying the decision makers, was time-consuming but once the initial relationships had been established they were key in acting as advocates and encouraging others to sign up.

## 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.

Using data gathered from our quarterly street cleansing inspection programme, we identified two main areas / road classifications where litter was a concern. These were around our industrial estates and on our A roads. Over the last two financial years 19% of A roads and 38.5% of roads in industrial / warehousing areas were found to be at grade C or D for litter. This is compared to an average of only 2.68% of roads across our eight other land use types.

These areas, and in particular a large industrial estate just outside the village of Sherburn in Elmet, became the focus of our campaign with the aim being to reduce litter in these hotspot areas and to promote responsible behaviours amongst the local businesses and haulage companies. We felt that the strengthening of existing partnerships was key to sustainability beyond the trial period.

### 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 intention was to approach businesses in the target area and ask them to sign up to the accreditation scheme to show that they and their drivers were committed to disposing of rubbish correctly. In return they would be provided with campaign packs for each driver.

It was intended that the signing up of businesses would be on-going throughout the campaign period, with associated publicity acting as a way of encouraging other businesses to join. Contact would be made with businesses initially via email and then with follow up phone calls and meetings. We gained the support of a local Councillor who volunteered to approach businesses on our behalf. Support was also available from the Councils Economic Development team who had existing relationships with a number of businesses in the target area.

The aim and intended impacts were to encourage behaviour change amongst businesses and drivers in the target area through a combination of positive messaging and awareness raising.

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

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

While many anti-litter campaigns focus on highlighting negative behaviours the main aim of our campaign was to celebrate positive behaviour and those who are already disposing of their rubbish responsibly. By sharing positive messages like this we hoped to shame the minority into doing the right thing.

Our campaign is a combination of education and enforcement - promoting and celebrating those who are already acting in a responsible way and not littering. Messages will praise the actions of the majority and ensure those who litter know they are in a minority.

We wanted to show how anti-social littering is and for drivers to be proud to display campaign branding so people can see they are committed anti-litterers.

### 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

The first stage of the project was to produce the campaign branding and the accreditation scheme that we wanted hauliers and business to sign up to, to show their commitment to responsible waste disposal. The campaign packs included:

- An accreditation certificate
- Branded in-cab window stickers
- Branded in-cab litter bins / bags
- Branded reusable drinks cups and
- Branded pocket ashtrays (which can also be used for chewing gum disposal)
- Information leaflets

We had initially intended the litter bags to be reusable, but following feedback from one of the target businesses it was felt this may cause issues with cleanliness which may discourage drivers from wanting to keep the bags in their cab. As a result of this we instead provided single use bags which, while not ideal, were more suitable for this particular project.

We also produced and installed roadside signage for some of our litter hot spot areas and industrial estates encouraging people to take their litter home.

We then compiled a database of target businesses and sent an initial introduction email to inform them about the campaign and to invite them to get

involved. Due to time constraints, our Councillor was unable to provide the anticipated support which meant that resources were stretched. This resulted in a slower uptake from businesses as we were unable to schedule as many face to face appointments as we had hoped. However, the businesses that we did meet with were very supportive and acted as advocates, encouraging other businesses to get in touch. We also received a number of financial commitments to sponsor new litter bins for the target area which had not been one of our campaign aims.

Once the first business signed up to the scheme, we featured them in the campaign launch on our website, in media releases and on social media. This was another example of using positive messages and praising the companies who had signed up. This resulted in another company that we had not identified as a 'target' contacting us and joining the scheme.

Please see attached images of campaign branding, packs and signage (appendix A).

### 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?

Throughout the project we measured:

- Tonnage of litter in hot spot areas before and after the project period
- Number of hauliers / businesses signing up to the accreditation scheme
- Number of campaign packs delivered to drivers
- Number of media articles
- Number of and engagement with social media posts

Other than the tonnage of litter all other baselines were zero.

### 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?

No other campaigns or activities were taking place in the target areas throughout our project and we did not carry out any additional cleansing over and above our usual scheduled works.

When we were carrying out the second set of litter monitoring this was during the September storms and the high winds may have contributed to an increase in litter in the more exposed target areas.

### 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?

#### - Tonnage of litter in hot spot areas before and after the project period

We identified a number of sample locations in the target area and carried out litter monitoring for three consecutive weeks prior to any publicity around the campaign to gather baseline information. We then carried out further monitoring of the same areas approximately 4 weeks after the campaign launch so we could measure the effect of the scheme. This was again carried out over three consecutive weeks.

The street cleansing operatives who carried out the litter collection were provided with location maps to ensure the same areas were visited each time.

The table below shows the results of the litter monitoring. The tonnages are the average weights collected throughout each 3 week period.

	Site 1 (A162 Bypass)	Site 2 (Aviation Road)	Site 3 (Hurricane Way)	Site 4 (Enterprise Way)
Baseline Tonnage	20.96kg	11.6kg	6.76kg	5.96kg
Post Launch Tonnage	34.37kg	8.10kg	7.80kg	3.20kg
<b>% Difference</b>	<b>+63.98%</b>	<b>-30.17%</b>	<b>+15.38%</b>	<b>-46.31%</b>

**- Number of hauliers / businesses signing up to the accreditation scheme**

A basic database was created to record the businesses which were approached in relation to the scheme along with dates on any response, contact details, date of sign up and how many vehicles they had in their fleet. Seven businesses have signed up so far.

**- Number of campaign packs delivered to drivers**

Information on the number of vehicles in each company's fleet was recorded on a central database and each business received a campaign pack for each of their drivers.

In total 80 campaign packs had been distributed up to 28<sup>th</sup> September.

**- Number of media articles**

This information was collated by our Media and Communications team who routinely record media articles relating to the Council.

In total 3 articles appeared in 3 different local newspapers. The project was also covered by a local radio station on air and on their website.

**- Number of and engagement with social media posts**

A record was kept of each Twitter and Facebook post along with engagement levels for each post. In total we received 2,537 engagements from one Facebook post and 14,383 impressions from four Twitter posts. As the engagement levels were higher on Twitter, we did not continue to post on Facebook after the initial launch.

### 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.

Please see above section – Data Sources and Collection

### 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?

#### - Tonnage of litter in hot spot areas before and after the project period

In two of the four target locations we saw an unexpected increase in litter. The other two target locations saw a significant reduction in litter.

The site which showed the largest increase in litter was a layby on a main A road adjacent to the industrial estate where the project was targeted (site 1). This area is subject to much higher levels of traffic, overnight stopovers by lorry drivers, lorries which are not from or visiting the industrial estate and is also more open to the elements, surrounded by fields. It is possible that the area may have been affected by the recent storms and high winds which may have resulted in more wind-blown rubbish from adjacent fields and passing vehicles. Signage was erected in the layby but it would seem had no impact.

The site with the greatest reduction in litter (site 4) is where the largest business that signed up to the scheme is based (25 trucks). There is no evidence to suggest that these vehicles were responsible for litter. No signs were erected in this area but there were erected in site 3 which also showed an increase in litter. We are unsure why there was an increase in litter in this area but the signage does not seem to have had any positive impact on the targeted areas.



**- Number of hauliers / businesses signing up to the accreditation scheme / Number of campaign packs delivered to drivers**

The take-up from businesses has been slower than we anticipated but those who have signed up have been incredibly supportive, acting as advocates and want to be involved in future initiatives including sponsoring litter bins and taking part in community litter picks. The main difficulty was in identifying the decision maker in each business particularly with national chains. In some cases it was the marketing team, in others the fleet manager or business owner. The smaller independent businesses were much easier to engage with and more likely to respond. We would have required much more staff resource to successfully engage with more businesses. It would also have been helpful had there been a local businesses network that we could have connected with to promote the scheme but there was nothing like this operating in this area.

We will continue to promote the scheme to local businesses following the end of the trial period to build on the initial success. Many of the businesses we spoke to were concerned about the levels of litter in the area and how this may be perceived by visitors to their premises. They were very encouraged that

the Council was taking positive steps to address the issue and improve the area and were very keen to be a part of this.

**- Number of media articles**

The launch of the campaign was comprehensively covered by all local papers covering the area, including one newspaper that rarely picks up our media releases.

**- Number of and engagement with social media posts**

Engagement with social media posts was very positive and encouraged other businesses to contact us and join the scheme. Future media and social media posts will continue to highlight new sign-ups.

**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?

Face to face visits were the most effective way of signing up businesses and so we would schedule earlier and more meetings in this way. Resources will always be an issue as this type of engagement is very time consuming although the outcomes are very positive.

We underestimated that in some cases repeated contacts would be needed to encourage larger businesses to get on board as they have competing priorities and it was not always possible to reach the decision maker in these organisations. For example Sainsburys and Stobarts who are two of the largest businesses in the target area and who, as yet, have not responded to any of our contacts. The smaller independent businesses were much easier to engage with and more likely to respond. We would have required much more staff resource to successfully engage with more businesses. It would also have been helpful had there been a local businesses network that we could have connected with to promote the scheme but there was nothing like this operating in this area. If we were to run a similar project in the future we would look to host an informal event which we could invite local businesses to, to explain about the scheme in person; possibly linked to existing business networking events.

Those businesses who have engaged with us have been incredibly positive and having those advocates working on our behalf has helped the scheme

succeed.

### 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.

Concept, design and artwork for logo and strapline - £420

Design and print of campaign leaflet - £380

Reusable coffee cup - £383

Incab waste storage bag - £205

Incab window stickers - £329

Pocket ashtrays - £765

Roadside signage (produce and install)- £1946

In terms of monitoring costs, the baseline and ongoing litter monitoring was carried out by our street cleansing contractors as part of the scheduled work. This meant there was no additional cost to the Council.

Site visits were co-ordinated to ensure we were carrying out multiple visits on the same day. In total we have made four visits lasting around 2 hours each. Producing the database of businesses to contact and then sending initial and follow-up emails took approximately half a day. Further follow up emails and phone calls were made on an ad-hoc basis as required.

### 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?

We will continue to target the larger companies in this area and push for sign up. Social media coverage will follow all new sign ups to encourage others to engage. We identified a local business and community newsletter which covers this area and will be speaking to the publishers about promoting the scheme in future editions. A number of businesses signing up to the scheme are interested in sponsoring new litter bins for the estate and we are following this up with them.

As the campaign packs were purchased through the grant funding, if we want to expand the scheme we will need to find additional funding and / or sponsorship.

The project could be replicated in other areas in our district but as we have explained the initial sign-up of businesses has been quite labour intensive. Whilst the feedback has been really positive from the businesses we have engaged with, I believe the real benefits of the project are still to be realised.

### 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.

Please see Appendix B which includes examples of social media posts and a link to the relevant page of our website.

### 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: