

**MINUTES OF DORSET CAMPAIGN AGAINST LITTER MEETING HELD AT STRATTON VILLAGE HALL, DORCHESTER, AT 10 A.M. ON THURSDAY 4<sup>th</sup> JUNE 2015.**

**Present:** Linda Williams (LW) – CPRE DCAL Chair, Bob Kerr (BK) – Dorchester Stop the Drop, Dr John Larkin (JL) – CPRE Minerals and Waste Adviser, Alison Kaye (AK) – Dorset Wildlife Trust Volunteer, Matilda Manley (MM) – Dorset Coast Forum Policy Assistant, Marten Gregory (MG) - Dorset Waste Partnership, Anthony Vosper (AV) – Sherborne Stop the Litter, Bridget Mayes (BM) - Love Langton, Brian Bean (BB) - Chickerell Litter Campaign, James Maidment (JM) - Tourism Website Officer and Sam Harding (SH) – CPRE Stop the Drop Campaign Manager (using Skype conference call).

**ACTION**

**1. Chairman's Welcome**

We welcomed James from the [West Dorset & Weymouth & Portland Tourism Team](#).

**2. Apologies**

Simon Thompson (ST) Dorset Community Action, Alison Jay (AJ) - Eco-Schools Support Officer at DCC, David Rose (DR) – Clean Up Blandford Campaign, Richard Brown (RB) – Dorset AONB Landscape Planning Officer and David Gargrave (DG) – CPRE Member

**3. Minutes of the last Meeting 12<sup>th</sup> March 2015**

The Minutes were agreed.

**3.4.2**

AV and BB will send request for £100 funding to be used to purchase litter picking items to Dorset CPRE.

*[After Meeting note: The two cheques were posted over the summer holidays.]*

**AV & BB**

Dorset CPRE still has one amount of £100 available to be given to another town group within West Dorset who are dedicated to the task of litter prevention in all its aspects. A request can be sent to Dorset CPRE, briefly describing how the money would be spent.

**ALL**

**Litter picking on road verges before they are cut**

MG said that Dan Carter manages the contractors who cut the verges on the highways. They are currently catching up with scheduled cutting and can't collect as much litter on the road verges due to road safety legislation.

90% of MG's time has been taken up with the new recycle service. There will soon be a street cleansing review. No decision has been made yet on the proposal to remove litter bins from rural areas and lay-bys. AV said he would prefer to see bins in lay-bys kept.

**4. National CPRE Campaign – Sam Harding via Skype**

**England's carrier bag charge**

Carrier bag charges begin in England on 5 October 2015, for businesses with over 250 equivalent full time employees, as part of the policy to reduce waste. Once retailers have deducted reasonable costs, it is expected that they will donate the proceeds from the charge to good causes. Aldi has teamed up with RSPB. SH said CPRE with Break the Bag Habit campaign have been lobbying for proceeds (a month's worth) from carrier bag charges to be given to National Litter Campaign groups.

## Legislation litter from vehicles

There is still no change in the legislation. The Local Environmental Quality Team within DEFRA must get the new regulations drafted. SH will take this up with Rory Stewart who was appointed Parliamentary Under Secretary of State at the Department for Environment, Food & Rural Affairs (DEFRA) in May 2015

**ACTION**

**SH**

## Litter Action website

SH encouraged everyone to like and share the Facebook Group for LitterAction, which you can view here: <https://www.facebook.com/groups/404353146383241/>.

**ALL**

## Deposit Bottle Scheme

This scheme has not been fully embraced in England and is being vigorously opposed by drinks manufactures. It is working successfully in Scotland with a 90% reducing in litter which has helped to boost the recycle sector resulting in job creation. Wales and North Ireland may follow. The bottle refund system works well in Germany with 98% return rate. SH mentioned CPRE's research for a drinks [container deposit scheme](#) '[Have we got the bottle?](#)' dated September 2010.

## **5. Local Campaign Updates**

### **5.1 Dorchester Stop the Drop – Bob Kerr**

Please see Appendix A for Bob's full report.

BK asked if MG could give a talk to children at Manor Park School as his role will involve more work on school projects.

**BK & MG**

MG will examine the [Charity Litter Bin project](#) (setup by Rayleigh, Essex) and said a sponsor may be required to save money. *[After Meeting Note: Rochford District Council reported in August on average, over the course of the pilot, litter on the ground was reduced by 41.7%, with the biggest reduction in a single month being 53.38%. The Charity Litter Bin Project has been shortlisted for The Association for Public Service Excellence (APSE) Service Awards 2015.]*

LW to email request to SH for additional stub tidys to be sent to Felicity McLaren and AV.

**LW**

Ideas discussed for tackling litter thrown from cars included:

- issuing free paper bags to collect car waste – some felt people would throw the bag out of the car when full.
- Could franchises like McDonalds stamp the car registration no. on packaging?
- AV said we need to encourage more businesses to sponsor a verge or a roundabout and keep it tidy.

### **5.2 Chickerell Litter Campaign – Brian Bean by email**

BB still runs litter picks in the parish and has purchased some equipment – he will send request to Dorset CPRE for £100 to contribute towards the costs. He raised the issue of bins in lay-bys not being emptied and will pass details to MG.

**BB & MG**

BB has decided to stand down from attending future DCAL Meetings but will continue his work locally. LW thanked him for his commitment to the campaign he setup, to raise the issue of litter in his parish, with a 95% reduction in litter compared to when he first started in 2001.

### 5.3 Sherborne Stop the Litter Campaign – Anthony Vosper

AV said the Sherborne campaign is working very well with 150 people supporting him in various roles. He liaises with Dan Carter and MG to make sure there is no duplication in effort. A dozen people turn out for each litter pick (each receiving a Castle Garden coffee voucher) with bags collected at the end. Additional bins in alley ways has helped to stop fly-tipping. There has been a 50% reduction in litter collected compared to three years ago.

The Y10 students at the Gryphon School also helped last term with litter picking.

### 5.4 Dorset Coast Forum - Matilda Manley

#### Sky lanterns and balloon releases

MM has organised a meeting on 8<sup>th</sup> June with councils, charities and emergency services to examine sky lanterns and balloon releases across Dorset. *[After Meeting Note: LW attending the meeting on behalf of DCAL/Dorset CPRE. At the meeting bans and partnership campaigns on this issue were discussed and work will be taking place over the next 6 months to take this forward.]*

#### Dorset wide litter free campaign

MM met with MG and discussed an idea for a Dorset wide litter free campaign. She explained that the Litter Free Coast & Sea campaign (started in 2011) has a partnership team in place. It would be good to do work on an inland and coasts campaign under one banner with the benefit of sharing resources. The campaign will be owned by everyone, more of a Dorset movement rather than a campaign owned and run by one organisation. It is early days with a workshop being planned for later this year.

MM suggested the campaign name 'Litter Free Dorset'. AV recommended running a competition to choose a name.

### 5.5 Love Langton spring litter pick – Bridget Mayes

BM with her experience in PR and Marketing highlighted her ideas for funding, partnerships and promoting a cross-Dorset litter awareness campaign that linked well with MM's discussion on a 'Litter Free Dorset' campaign. A copy of BM's updated notes can be found in Appendix B and were also sent to MM following the meeting.

#### Love Langton Litter Picks

BM said coastering is on the increase resulting in more litter. Seventeen bags were collected during the last litter pick with help from the National Trust rangers and use of their truck. She has asked the National Trust about putting up anti-litter signage they prefer to keep the area looking wild. A Swanage walking group will help with the next litter pick. She recommends using coat hangers to keep collection bags open.

### 5.6 Dorset Community Action – Simon Thompson by email

DCA and Volunteer Centre Dorset now carry out weekly litter picks in part of Acland Road either on Wednesdays or Fridays. On each occasion, depending on volunteers, we go a little further afield from our HQ base and pick up major litter along Acland Road. We tried liaising with NFU next to us but so far no response. We tend to pick up litter on the NFU grassed area anyway, so perhaps it does not matter.

**ACTION**

**MM**

*[After Meeting note: LW has provided an additional litter picker and high visibility vest. Four people now regularly litter pick in the area.]*

Our volunteer judges for Dorset Best Village have now commenced visiting the 45 communities which have entered – "points" are awarded for litter free areas include marks for evidence of keeping area free of litter! *[After Meeting Note: The [winners were announced on 17<sup>th</sup> September.](#)]*

### 5.7 Clean up Blandford Campaign (CUBC) – David Rose by email

[CUBC](#) continues its annual round of litter picks, with the May Big Blandford Clean Up involving 39 people cleaning up around the town, including support from the Dorset Rangers. This year's haul was the **lowest** amount of litter collected over the last 10 years; progress! Our next major clean-up is in September.

We have been giving individuals who express an interest in litter-picking one of our litter-pickers. This has meant an increase in ad-hoc litter picking outside the big events. We funded these through money raised during the year. We are working closely with the Blandford Town Team, who are looking at improving the Town Centre.

We are encouraging people to report litter to DWP through the NDDC web-site and it would be helpful to know how many complaints DWP get, the nature of the complaints and the actions carried out as a result. One result of the Town Team has been to get a map of the ownership of the alleyways around the Town to ensure DWP are conducting their statutory responsibilities on ones that are not privately owned. It would also be useful to know DCAL member's view on the effectiveness of Litter Abatement Order's.

MG

ALL

### 5.8 West Dorset & Weymouth & Portland Tourism Team - James Maidment

JM gave an overview of the Visit Dorset website. It attracts 2.2 Million visitors with lots of repeat visitors, promoting Dorset's natural beauty and helping visitors to plan their trip to the county. There is also a webpage on [Dog friendly beaches](#) and news item on beach cleans.

JM said there might be an opportunity to sponsor a link on the home page but not campaign logos as there is limited space.

### 5.9 Other contributions by email

DG has reported a huge improvement in roadside litter on the trunk roads, particularly the Weirs up to Monkeys Jump.

WDDC removed the rubbish on the connecting area at back of old path lab but in the adjacent car park, to the rear of the old library, substantial build up [where the old recycling was located] – he will give WDDC a call but is disappointed than none of the DCC employees bother to report it.

DG

LW played a video showing a [motorist throwing an armful of rubbish out of car](#) at traffic lights.

**ACTION**

**6. Dorset Waste Partnership – Marten Gregory**

MG said that DWP is restructuring and there may be new contacts for depots starting from 1<sup>st</sup> September. MG will bring the new contact list to the next meeting. MG's role will continue, Recycle Team Leader. They are working hard to resolve problem areas revolving around shared bins and contamination of large bins.

**MG**

The new Household Recycling Centre at Broomhills near Bridport is due to open on 1<sup>st</sup> October. He will be attending various shows including Melplash in the lead up to the introduction of the new recycling scheme in the Bridport area on 19<sup>th</sup> October.

There are no results available yet following the recent consultation on Household Recycling Centres. *[After Meeting Note: The DWP Joint Committee considered the results of the consultation on 15 June 2015. On Monday 14th September, the DWP joint committee approved a charging structure for disposing of materials such as rubble, plasterboard and tyres in line with neighbouring Poole. The household recycling centres consultation results can be found on <https://www.dorsetforyou.com/article/419209/Household-recycling-centres-consultation-results>.]*

He mentioned that hessian bags that are sea gull proof have been introduced in coastal areas. Users place their blue bags into the hessian bags before collection. Please contact MG if these special bags are required in other locations.

**ALL**

MG said that the market for plastics is poor.

*[After Meeting Note: JL is collating comments and reports from Members throughout the County on the Bournemouth, Dorset and Poole Draft [Minerals Sites Plan and Draft Waste Plan](#) and will make a submission on behalf of the Dorset Branch before the closing date on 23 September.]*

**7. Poole Borough Council – Elizabeth Williams by email**

No report.

**8. Social media & update on press releases promoting litter awareness**

Discussed under item 5.

**9. AOB**

**Next meeting:** 1<sup>st</sup> October 2015 at Stratton Village Hall, Dorchester.

## Appendix A

### Bob Kerr, Dorchester Stop the Drop Report

1. Cigarette Butt Bins. Responsibility for maintenance and replacement is now with the Dorset Waste Partnership, after having delivered our remaining stock to Dan Carter. Interestingly, our weekly patrols have found no further vandalism.
2. Meeting with Graham and Marten Gregory on 16<sup>th</sup> April. Positives from this included:
  - 2.1 A new WDDC officer dealing with issue concerning litter etc., on private land will be joining the Council in July.
  - 2.2 Marten Gregory advised of his role in school projects and was given a copy of the "How to Run a Whole School Litter Campaign" in DVD format.
  - 2.3 DG reported that the Autumn consultation "Street Cleaning and Litter", not yet available, will be available within the next few months.
  - 2.4 On completion of the wheelie bin roll out, GD plans to have some of his team issue FPNs for littering. He is currently talking with car park attendants on this same issue.
  - 2.5 As BK has not received neither acknowledgement nor reply to his letter to the MD of Network Rail, London HQ re railway embankment litter, GD has given BK the name and email address of the Weymouth manager. BK has sent him an email outlining the problems on 31 May.
  - 2.6 Charity Litter Bin project. BK has passed the full document including procedure and measurements (Rayleigh, Essex) to Marten Gregory. This being an issue when the roll-out is completed.
  - 2.7 MG will also examine community partnerships in connection with major clean-up campaign and hopefully make contact with Christchurch Council.
  - 2.8 A list of regularly reported "**Grot Spots**" was given both GD and MG. as was our continued request for brass stub plates to be installed on top of plastic litter bins.
- 3 **Stub Tidys.** Felicity McLaren has not been able to find the time to obtain and distribute these since the last meeting. She is a very busy volunteer for charities in addition to her accountancy role at Epic Printing.
- 4 We have made two "**awards**" of litter pickers, bag holders and letter bags to two new recipients, with press releases appearing with photos in both the Echo and the View from Dorchester. The current rapid growth of shrubs, weeds, etc., is now covering much litter in various "grot spots", making it increasingly difficult for photography.

Bob Kerr 1.6.2015

## **Appendix B**

### **DORSET-WIDE LITTER CAMPAIGN OUTLINE PROPOSAL**

An outline proposal for a 3 year campaign, launching March 2016 or 2017 to coincide with KBT Community Clear Up/ Big Tidy Up Day.

#### **FUNDING**

Dorset Waste Partnership, petrol stations, oil companies, takeaways (independent and chain, but esp. the latter).

Supermarkets, major brands, Dorset County Council Fund (if carefully worded).

In addition:

Local hospitality associations e.g.:

- Swanage & Purbeck Hospitality Association
- Weymouth Hoteliers, Guesthouses and Leaseholders Association whgla.org.uk
- Bournemouth Accommodation and Hotel Association
- Hospitality Professionals Association (based in Wimborne)
- Car and van dealerships
- ? local garages, tyre and exhaust companies.
- Estate agents
- Major landowners, particularly old families
- Solicitors
- Banks, major companies that have a local CSR remit
- Pet shops – inc. Pets at Home and smaller independents.

#### **PARTNERS (*some could be approached for funding*)**

- Lord Lieutenant and DLs (Lord Lieutenant has own office; DLs have to be approached at home address)
- Local MPs
- Mayors
- Councils
- Visit Dorset
- Countryside Alliance
- Bournemouth University's School of Tourism & Hospitality
- Bournemouth University Arts Institute
- Weymouth College
- Local graphic design agency (for pro-bono or discounted logo/website/poster design)
- Holiday cottage companies
- Tourist Information Centres
- NFU and Young Farmers
- Local schools – state, private, primary, secondary
- Large private landowners
- Campsites
- Camp Bestival
- Purbeck Folk Festival
- Walking groups
- Activity companies – e.g. Nordic Walking/Land and Wave
- Pet shops & dog rescues (POS leaflets/posters)

- Pub chains and independents
- RSPB, National Trust, Dorset Wildlife Trust
- Village shops (leaflets/posters)
- Wildlife sanctuaries (leaflets/posters)

### **Media Partners**

It is very important to influence drivers in order to change behaviour (carbage), so radio is deemed important

Wave 105  
 Radio Solent  
 Smooth Dorset  
 Wessex FM  
 Heart Radio Bournemouth

NB only one official print media partner needed

Dorset Life or Dorset

Dorset Echo and Bournemouth Echo (these two preferred)

Press releases to go out to all and small features for Parish magazines to be written at local level.

### **Faces of the Campaign**

Emilia Fox *Linda's note, her father Edward Fox is president of Dorset CPRE*

Billy Bragg

Younger faces needed to target those most likely to drop litter??

Bournemouth Football Club team?? ("Cherry pick your litter – right to the bin!")

Other patrons to be approached for impact on letterheads and high level influence.

### **STRUCTURE**

An initial working party from DCAL would formulate this but then a separate body (property constituted as a charity) would be set up. Possible structure could be as follows:

- Area coordinators (2 for each area) for North, West, South, East, Purbeck, plus Weymouth, Bournemouth, Poole, Christchurch (important as their residents go out into the countryside)
- Treasurer role would be important
- Promotional team for county/area level promotion
- Local volunteers groups who also liaise with
- ?schools coordinators
- Local ambassadors – speakers at WI etc. questionnaire team

### **MATERIALS**

#### **Posters**

Few posters key gateway routes in Dorset. Eg Sandbanks ferry, main roundabout at Bere Regis.

Also outside schools? (See competition idea below). From the next generation asking everyone to keep the environment clean for them.



## **Banners**

Pull up – to go in foyers of partners to explain their involvement and explain about the plan

**Small discreet lacards** – to be placed at hotspots identified, picked and monitored by local groups.

Ideally with an eye – (“Make me smile – please keep this spot litter-free”)

**Exhibition stands (small)** for use at County Show, Point to Points, significant village fairs or town festivals.

**Info pack for area teams with the key messages and stats.**

**Litter pick packs** – guidance about how to arrange a pick, plus record/monitoring sheets.

## ***Materials continued...***

**Questionnaire sheet** – this could be used as an initial exercise or a continuing one. Small teams of volunteers could carry out a questionnaire in key towns, one question being “Would you consider volunteering for your local litter pick?” Contact details could be given out. It would be as much an awareness-raising and community engagement exercise as a opinion-gathering one.

## **FIRST YEAR TIMETABLE**

August 2015	questionnaire; invite partners to a meeting
Early September 2015	meeting for potential partners & funders inc ensuring litter picks done before verge cutting
October 2015	launch to partners; appeal for local co-ordinators
Nov-March 2015	obtaining funding, signing up partners, developing area teams
Jan or Feb 16 or 17	full media launch (date depending on success of funding applications)
Easter onwards	get active with local litter picks, locally promoted
end of November	reports

Second and final year to be along similar timetable but can be amended as necessary.

## **NAME OF CAMPAIGN**

A competition was suggested but in fact there is a limit to the number of names that could be devised and I think that could make it difficult for prize-giving.

What about **Love Dorset and Keep it Litter Free**? I think including Love Dorset as an element will make it a no-brainer re. agreement to involvement on the part of various VIPs. Who doesn't Love Dorset, after all?

Where competitions would be valuable would be in – say – best school litter poster.

End.