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# Bin it For Good

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**Expression of interest**



# Bin It For Good 2017

## Background

**The Bin It For Good project aims to incentivise people towards doing the right thing with their litter by offering local community benefits.**

For three months, all bins within a defined target area, such as a high street, park or residential area, are transformed into charity collection pots featuring a new local charity or cause each month. The more litter that goes into the bins, and the less on the ground, the more money the featured charity/cause receives. The project is part funded by The Wrigley Company and delivered in partnership by The Wrigley Company, Keep Britain Tidy and local land managers of the locations where the initiative takes place.

Bin It For Good was first piloted in Rayleigh Town Centre in 2014 by The Wrigley Company, Rochford District Council and Keep Britain Tidy. The project was a huge success and litter reduced by an average 42% during the three 'charity bins' months. At the same time, three local charities received over £1,300 of vital financial support for their work. The project received significant support across the local community and was shortlisted for two Local Government Chronicle Awards.

In year two, we extended Bin It For Good to a further seven locations across England to test the initiative in a range of location types. The project was well received by all partners and by the public in the locations where it was tested and overall achieved a 17% decrease in litter.

## Project timings

Bin it for Good will be delivered across 16 weeks – a four week period in which the baseline monitoring will take place (to allow you to assess the litter levels under normal/ everyday conditions) and three x one-month periods of 'charity bins', with a new charity featured each month:

- Baseline monitoring (one week) – e.g Mon 14 to Sun 20 August 2017
- Charity Bins Month 1 – September 2017 (with monitoring during the second week of the month)
- Charity Bins Month 2 – October 2017 (with monitoring during the second week of the month)
- Charity Bins Month 3 – November 2017 (with monitoring during the second week of the month).



## Selecting charities/causes

Partners will select three charities or causes for the project using methods appropriate for them while aiming to maximise buy-in from their target audiences (e.g. local businesses, the local community, local media). Partners will approach the charities/causes directly to invite them to participate in the project. As participants, the charities/causes could be

invited to attend promotional activities during the project (e.g. a project launch event and a photo call when awarding the charity pot prize to them). All charities/causes will receive a minimum of £300 - £500 from the partner's 'charity pot' for their participation in the project (even if a decrease in litter is not achieved).

All bins (both litter and recycling bins) within the target area will be transformed into 'charity bins' using bin stickers which will be provided by Keep Britain Tidy. See below:



Partners will install the bin stickers on the bins on the first day of Charity Bins Month 1. Partners will then place subsequent charity panel stickers over the top of these on the first day of Charity Bin Month 2 and Month 3 to clearly identify the charity for that month.



## PR and Communications

Keep Britain Tidy will promote the project nationally and support partners in promoting the project locally. The partners are encouraged to conduct local events (particularly at the beginning of each charity bins month) to publicise the project and generate coverage – this could include events to award the previous month's charity their charity pot prize. The events should involve the participating charities/causes and where possible, local MPs, mayors, councillors, etc.

### Our Commitment, Keep Britain Tidy will:

- Provide 10 bins stickers for use in the project
- Secured contribution of £1,000 from The Wrigley Company
- Offer expertise and guidance throughout the campaign
- Support in calculating your charity prize funds
- Provide a Bin it for Good Toolkit comprising of:
  - Template press release
  - Media lines to take document including benefits for businesses to get involved
  - Link to a web page with a description about the initiative, and posters that can be displayed in the area / sent to businesses
  - #hashtag for twitter engagement #BinItForGood

### Your Commitment, Partners will:

- Make a one off payment of £1500 to be involved with the campaign
- Donate between £900-£1,500 to three charities – local ones work best, so £300-£500 per charity
- Choose a suitable site for the charity bins - the research found that sites with a high footfall such as parks and town centres provide the greatest results
- Identify the bins to be used including the measurements and style
- Commit to monitoring and feed the results back to Keep Britain Tidy - **this is essential as we need to use the data to work out the charity donation**
- Inform all internal and external partners about the campaign and send them the relevant documents to ensure success
- Inform Keep Britain Tidy if you are doing any press releases of your own so we are aware and are able to respond/promote it ourselves
- Take photos of the bin stickers in place, local launch events, local charities, etc. Share these with Keep Britain Tidy via e-mail or We Transfer (website to send large files for free) and social media (using hashtag #BinItForGood)
- Engage local businesses and the charities themselves to support and promote the campaign and provide posters to promote the campaign.

## Monitoring and evaluation

The robust monitoring and evaluation of Bin It For Good is crucial to the success of the project.

**Litter monitoring data collected by the partners will be used to calculate the charity pot prize amounts for each of the participating charities.** To ensure that this is done accurately, partners should meet

with those staff that will be conducting the monitoring prior to the project to ensure they fully understand how the monitoring element will work (weighing litter in the bins and on the ground and recording the data correctly). Keep Britain Tidy will provide luggage scales for weighing the litter and forms to monitor the results and support all partners.



## Next steps

Get involved with Bin It For Good, please contact the Litter and Place Services team on **01942 612655/612606** or e-mail **[network.enquiries@keepbritaintidy.org](mailto:network.enquiries@keepbritaintidy.org)**