



Keep Britain Tidy
Annual Network Awards
Thursday 29th February 2024
Principal Hotel, York





Keep Britain Tidy Network Conference

Foreword by Allison Ogden-Newton OBE
CEO Keep Britain Tidy

Let me welcome you all to our Annual Network Conference and Awards. Together we will be celebrating the successes of the past year and acknowledging the incredible work that is going on, day in, day out, around the country against a backdrop of increasing uncertainty.

We come together as Keep Britain Tidy marks a significant birthday. It is 70 years since the farsighted women of the WI recognised that the country was beginning to see the impacts of changing patterns of consumption with an increase in litter. Seventy years on, the work that our charity does to safeguard our environment, inspire change and empower individuals and communities to make a difference has never been more important as we face growing environmental challenges both locally and globally.

There is no doubt that we are living in 'interesting times', interesting or, perhaps more accurately, challenging. Political uncertainty, both at home and internationally, when added to a cost-of-living crisis that has impacted every one of us, has meant yet more significant pressure for local authorities, as well as for charities like Keep Britain Tidy. Sadly, since we last met in Liverpool we have seen three councils, including the country's biggest, Birmingham, as well as Woking and Nottingham, issue Section 114 notices, forced to halt all new spending apart from protecting vulnerable people and providing statutory services.

A lack of funding and an increasing demand for services means that now, more than ever, we need to come together to find affordable and effective solutions to the problems we face. While some politicians pay lip service to their concerns about the environment, we rarely see the investment and action needed to prevent climate change-led degradation that affects us all but has the greatest impact on the most vulnerable. This is why it is vital that days like today happen, why your very presence here shows you care and why our Network is so important. Our Network allows us to discuss the issues, develop effective

solutions and showcase innovation and best practice from local authorities that are taking the initiative and making skilful changes and adaptations that increase the benefits to the communities they serve.

The people in this room see the consequences of a society that is wasting precious resources each and every day – a throwaway culture that places no value on the 'stuff' we have while we consume more and more. Post-consumption waste is never more visible than when it is littered or fly-tipped and both these environmental crimes persist at unacceptable levels. And all the while, according to the Office for National Statistics, 75% of adults are worried about the impact of climate change. They may be worried but their behaviours suggest that they do not see the connection between what they are doing and the climate change, biodiversity loss and pollution that comes as a direct result of over-consumption and is threatening our planet.

At Keep Britain Tidy we have developed a new five-year strategy that seeks to start making the connections for the public; starts showing them that our throw-away society is a big part of the problem. But we cannot do this alone. We need to work together – with local authorities like you, with businesses and with other organisations that share our vision for a cleaner, greener environment. From members here today we know real progress is being made and our shared ambition is to multiply the effect of their commitment to best practice and speed up the progress to climate repair.

This year's conference will look at how we can ensure that local environmental quality is maintained and improved. We will discuss how new policies and legislation may impact services and how we can reduce the amount of waste that councils are having to deal with – moving the population up the waste hierarchy from recycling to reduction, reuse and repair as we share the findings from our waste prevention research. We will also hear about the success of the Chewing Gum Task Force – an example of businesses working with and supporting local authorities – which has helped tackle the blight of chewing gum on our pavements and is now entering its third year.

There are some policies that we know will make a difference – tackling specific waste types – but even these are not going to be with us for some time. The much-called-for ban on disposable vapes will remove a recent, dangerous addition to the ‘litter mix’ from our environment and the deposit return scheme for drinks containers we hope is due to come into being in 2025, will probably be the single most effective measure that can be taken to reduce litter.

Despite these not insignificant wins for the environment, we still need giant leaps in the education of the public because it is only with their cooperation we can effect real behaviour change and become a society where ‘doing the right thing’ is the norm. This is something that we, at Keep Britain Tidy, are continually refining. Whether it’s through our behaviour change campaigning, most recently on the issue of cigarette littering, or through community engagement activity like the Great British Spring Clean which is celebrating its tenth birthday next year!

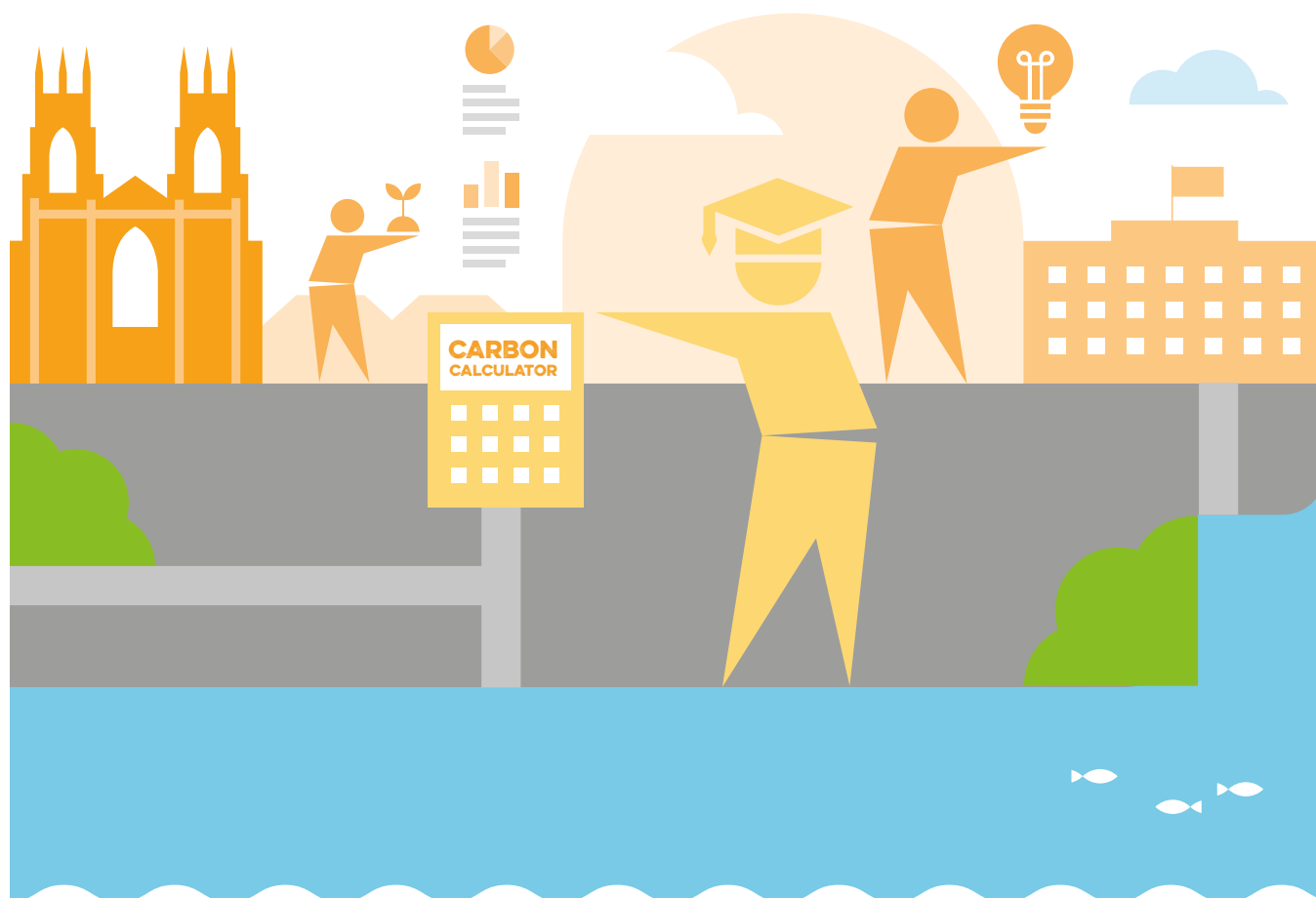
Our newest campaign, Buy Nothing New Month inspires a conversation with the public about consumption,

resource use and waste. These are difficult issues to address – particularly when we are all constantly bombarded with messages encouraging us to ‘buy, buy, buy’. However, we cannot be afraid to have these conversations and challenge the status quo.

We are also determined that the next generation understand the environmental issues we face and are better equipped to tackle them. That is why, earlier this month, we launched the first-ever carbon calculator specifically designed for schools. If we are to cut CO2 emissions by 50% then our schools will have to change and adapt and we are helping them to do this.

We hope you will find the conference inspiring, informative and thought-provoking and I look forward to celebrating with you all at the awards ceremony.

Allison Ogden-Newton OBE
Chief Executive, Keep Britain Tidy



9.30am	Coffee and registration
10.15am	Opening remarks Allison Ogden-Newton OBE – CEO, Keep Britain Tidy
10.30am	Welcome to York Councillor Jenny Kent – Executive Member for Environment and Climate Emergency, City of York Council
10.40am	Where are we heading? All things policy and more Chris Preston – Deputy Director Resources and Waste, Defra Jim Bligh – Director of Corporate Affairs and Packaging, Food and Drink Federation Dean Duke – Senior Manager Public Affairs, Mars Wrigley
11.40am	COFFEE BREAK
12.00pm	Workshop sessions (see page 5 for choices)
1.00pm	LUNCH
2.00pm	Transporting into a new era... The government has committed to reform the current Waste Carriers, Brokers and Dealers licensing regime. Find out what is in store for the new legislative framework controlling the transportation of waste. Jenny Watts – Director, Watts Legal
2.30pm	A guide to tackling the public's fundamental misunderstanding of waste prevention Hear insights from two newly published pieces of research. Our new annual tracker survey gives a snapshot of where the UK public are at with waste prevention; how many actually buy second-hand or repair their things? Our new collaborative, in-depth research looks at how we should be communicating about waste prevention; what terms to use and whether the waste hierarchy can aid understanding that recycling is not the best way to reduce the impact of our stuff. Dr. Anna Scott – Director of Services, Keep Britain Tidy Lorna Jackson – Research and Innovation Manager, Keep Britain Tidy Dr. Adam Read – Chief Sustainability and External Affairs Officer, SUEZ Recycling and Recovery UK Lee Marshall – Policy and External Affairs Director, CIWM Michelle Whitfield – Head of Communications and Behavioural Change, Waste & Resources and Environment, Greater Manchester Combined Authority Rebecca Haynes-McCoy – Strategy and Development Manager, Merseyside Recycling and Waste Authority
3.15pm	COFFEE BREAK
3.45pm	Workshop sessions (see page 6 for choices)
4.55pm	Closing remarks Andrea Crump – Chief Operating Officer, Keep Britain Tidy
5.00pm	Group check-in

*Agenda subject to updates and changes

Workshops at 12 noon

Workshop 1 – Minster room

Chewing Gum Task Force

Come and find out about the Chewing Gum Task Force scheme, which sees the chewing gum firms invest up to £10 million over five years to achieve two objectives; cleaning up historic gum staining and changing behaviour so that more people bin their gum.

Grants of up to £27,500 were available to councils in England, to fund street cleansing and/or the purchase of cleaning equipment. Councils will also benefit from a bespoke gum litter prevention package, including targeted behaviour change signage and advice to encourage people to bin their gum.

By combining targeted street cleaning with specially designed signage to encourage people to bin their gum, participating councils in year one of the scheme achieved reductions in gum littering of up to 80% in the first two months. A reduced rate of gum littering was still being observed six months after clean-up and the installation of prevention materials.

This session will focus on the successes to date of the scheme and how you can get involved.

Facilitated by:

Polly Knight – Head of Projects, Behaviour Change

Tasha Richardson – Behavioural Intervention Designer, Behaviour Change

Joined by:

Dean Duke – Senior Manager Public Affairs, Mars Wrigley

Hayley Osborne – Communications and Sustainability Manager, Perfetti Van Melle

Workshop 2 – Crown room and outside

Walk about: Women and girls safety in parks research and guidance

Take a stroll with Dr Anna Barker, an Associate Professor in Criminal Justice & Criminology at the University of Leeds' School of Law and Paul Todd MBE, Keep Britain Tidy's Accreditations Manager, to find out more about the Women and Girls Safety in Parks research and guidance. It is helping stakeholders understand gender-sensitive principles of safety and implement changes at varying scales and budgets. The principles cover ten core areas under three themes 'eyes on the park, awareness and inclusion'.

Facilitated by:

Dr. Anna Barker – Associate Professor in Criminal Justice & Criminology, University of Leeds' School of Law

Paul Todd MBE – Accreditations Manager, Keep Britain Tidy

Workshop 3 – Events centre

'Simpler Recycling' a legal perspective

The government has committed to reform household and business bin collections by adopting a new, simpler, common-sense approach to recycling, whether at home, work or school, with an aim to overcome confusion as to what can be recycled through a more convenient and practical system. This session considers the current enforcement tools available for local authorities if they need to take action against householders to secure compliance and whether reform of the legislative framework is necessary to help councils to drive recycling rates.

Facilitated by:

Jenny Watts – Director, Watts Legal

Workshops at 3.45pm

Workshop 1 – Minster room

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Workshop 3 – Events centre

Solutions for Stuff

Following the release of "Solutions for Stuff" and the "Stuff of Life", this interactive workshop will delve into the opportunities and barriers to delivering local waste prevention activities. The session will be based on your experiences, knowledge and questions – using the work that underpins the toolkit to help lead us to answers and future actions. This will be a Powerpoint-free zone – so expect plenty of interaction and take-aways to use in your strategies and planning for 2024 and beyond!

Facilitated by:

Dr. Adam Read – Chief Sustainability & External Affairs Officer, SUEZ Recycling and Recovery UK

Sarah Ottaway – Sustainability and Social Value Lead, SUEZ Recycling and Recovery UK

Conference Exhibitors



Bartec Municipal Technologies Ltd

Technology that improves municipal services.

Bartec provides waste management software that helps to build better refuse, recycling and environmental services for residents.

With around 100 councils nationwide, millions of UK households have their waste collected every week by crews using Bartec's Collective system.

We have decades of experience in service design, system integration and process improvement. Our products and expertise can help you deliver better services at lower cost.

Innovation and continuous development underpins our business, so your services are not only better today but ready to embrace tomorrow's challenges and opportunities.

For more information:

Email: sales@bartecmunicipal.com

Visit: www.bartecmunicipal.com



Bucher Municipal

At Bucher Municipal, we produce only the highest quality machines across the road sweeping, sewer cleaning and winter maintenance industries.

Over the 200-year heritage of Bucher, we've constantly been driven by change, ensuring clean and safe environments, while embedding continuous improvement into everything we do. We are pleased to be supporting Keep Britain Tidy and, through our industrial units, work directly towards the same goals, ensuring we are all able to live in clean and safe communities.

For more information:

Call: 01306 884722

Visit: www.buchermunicipal.com

Bucher Municipal – Driven by Better



British Bins

BritishBins is a leading distributor of plastic and metal Wheelie Bins as well as supplying an extensive range of waste and recycling containers and accessories. Established for over 15 years we supply both the public and private sector including local councils, government departments, hospitals, schools, universities and prisons both in the UK and overseas.

We also do many types of bespoke product modifications and have added Organo Food bin Enclosure and smart technology solar compacting bins to our line-up. We're happy to supply orders of any value, from individual wheelie bins to multiple container loads of bins.

For more information:

Email: anju.rao@britishbins.co.uk

Visit: www.britishbins.co.uk



Chewing Gum Task Force

The Chewing Gum Task Force brings together some of the country's major chewing gum producers, including Mars Wrigley and Perfetti Van Melle, as well as some producers of nicotine replacement therapy gum. Under the scheme, administered by Keep Britain Tidy, the firms will invest up to £10 million over five years to help reduce chewing gum litter.

This year, grants of up to £27,500 will be available to individual councils in England, Northern Ireland, Scotland and Wales to fund street cleansing and/or the purchase of cleaning equipment.

Councils will also benefit from a bespoke gum litter prevention package, including targeted behaviour change signage and advice, which has been shown to reduce gum littering by up to 80%.

Applications to the Grant Scheme are now open and close on Thursday 28th March 2024 at 12 noon. Decisions will be announced by the end of May 2024.

For more information:

Visit: www.keeptobritaintidy.org/chewing-gum-task-force

Conference Exhibitors



Eco Removal Systems

For over a decade, Eco Removal Systems has been providing the eco-friendly solution chewing gum removal to the World, with our ultra-portable chewing gum removers.

Our lightweight backpack machines use a pH neutral, biodegradable detergent to dissolve gum; our objective is to remove chewing gum litter with a safe, highly effective, user-friendly process.

As a proud UK manufacturer, we pride ourselves on the reliability and high performance of our hand-built equipment, and our exceptional aftercare support.

We have a range of machines to suit any budget and we're launching a brand-new system early 2024!

For more information:

Visit: www.ecoremovalsystems.com



Helping Hand Environmental

Helping Hand Environmental is renowned as the UK's premier manufacturer and supplier of sustainable litter clearance tools and equipment. With a commitment to quality, sustainability, and environmental responsibility, we continue to set the standard in the industry and our products have become a benchmark for excellence.

Based in Herefordshire, we take pride in designing and manufacturing products that meet high-quality standards and boast enviable sustainability credentials:

- Our popular Community Litter Picker comprises 74% recycled content and is 97% percent recyclable.
- Our core range comprises a minimum 34% recycled content.
- Every product we design, manufacture, and supply is crafted for repeated, long-term use, making them 100% reusable.

Since inception in 2014, Helping Hand Environmental has played a pivotal role in fostering a cleaner environment and promoting a circular economy. We work with councils, waste management companies, community action groups such as Keep Britain Tidy promoting a greener economy. Our innovative solutions include the world-exclusive Pro Gel handle in our StreetMaster Range designed for everyday comfort during extended periods of litter clearance.

As Volunteers increasingly emerge as the backbone of litter clearance, playing a pivotal role in fostering a cleaner and more sustainable future - we are privileged to sponsor The Best Council Support for Volunteers Award. The dedication of volunteers to litter picking is truly commendable, and their invaluable contributions have significantly shaped the appearance of our environment.

For more information:

Call: 01531 635678 quoting KBTGROUP

Email: sales@helpinghand.co.uk

Visit: www.HHEnvironmental.co.uk

Keep Britain Tidy webshop:

www.shop.keeptobritaintidy.org

Conference Exhibitors



Leaffield Environmental

Leaffield Environmental is an award-winning UK manufacturer and designer of plastic recycling and litter bins working together with public and private sectors for over 30 years.

Proud winners of the Inspire 'Manufacturer of the Year' Business Award in June 2022 for its advanced rotational moulding techniques, experienced in-house team, sustainable practices including producing products in up to 100% recycled material*, while contributing to many national 'Net Zero' customer recycling and litter campaigns.

Its Closed Loop Recycling Scheme reclaims old plastic products and reprocesses them into new recycling and litter bins, putting the circular economy at the core of any business.

*Restrictions apply

For more information:

Call: 01225 816541

Email: recycle@leaffieldenv.com

Visit: www.leaffieldrecycle.com



Nordic Products and Services Ltd

Nordic Products and Services Ltd are experts in tackling graffiti, chewing gum and other environmental cleaning issues. With over 28 years' experience we offer a range of solutions to help improve local environmental quality. Nordic can provide advice on strategy, removal and protective products, specialist equipment, training and contract services in whatever combination required.

We have many strong working relationships across the UK with local authorities, BIDs and commercial organisations. Nordic can help tackle almost any graffiti related issue including high-level and sensitive surfaces as well as offering a unique floorscape cleaning and protection system – 'Nordic Clean and Protect', which prevents deep staining, facilitates easier/quicker cleaning and allows the easy removal of chewing gum.

We have long standing partnerships with London Boroughs, Birmingham City, Bristol City, Durham County and Milton Keynes Councils and many other organisations. From February 2022 to September 2022, Nordic teams on behalf of Birmingham City Council leading up to and during the Commonwealth Games removed over 106,014m² of graffiti using an average of 8 teams.

For more information:

Email: andrew.pyle@nordicps.co.uk

Visit: www.nordicps.co.uk



PEL

PEL is an innovative, Irish owned manufacturer of waste reduction equipment, serving customers all over the world. Our mission is to supply dynamic, ground-breaking waste handling solutions, that exceed expectations in quality, efficiency, and cost. Our team is passionate about helping businesses reduce their carbon footprint and to identify their needs in all areas of waste management. We offer waste handling solutions that include our patented glass bottle crushers, balers for cardboard and plastic, an extensive range of refuse bin compactors and the solar compacting BriteBin™.

For more information:

Call: UK: +44 (0)208 340 0436

Ireland: +353 (0)94 936 6923

Email: info@pelmfg.com

Visit: www.pelmfg.com

Conference Exhibitors



Permiserv Ltd

PermiServ provides garden waste permit printing and permit management software for local authorities, taking on the administrative burden so councils can deliver efficient and reliable garden waste collection services to residents.

Our unique pricing structure makes financial planning easy, combined with our in-house printing means we're super quick to deliver. Whether you need a print run of just one permit or several thousand, the cost per permit always stays the same – we don't increase the price just because you only require 1 or 2 permits.

With state-of-the-art in-house printing facilities, 100% camera-inspected fulfilment processes and an online portal for councils to track their orders, we can guarantee that every permit we're asked to print is produced, packed and passed securely to Royal Mail.

For more information:
Call: 07926 096 733
Email: louise@permiserv.com
Visit: www.permiserv.com



REEN

REEN is a technology provider that supports Local Authorities and waste management companies to help them streamline the way their waste is collected and transported.

By combining world-class fill level sensors with intelligent cloud-based routing tools, REEN uses data to make waste containers come to life saving time, money and maximizes resources to become efficient and sustainable.

For more information:
Email: eleanor.tang.smith@reen.com
Visit: www.reen.com



WCCTV

WCCTV is the UK's leading provider of redeployable CCTV cameras to the UK's Police and Local Authorities.

Our portable cameras are being utilised across the UK as part of targeted fly-tipping detection and reduction campaigns, helping secure thousands of FPNs.

Once the issues in a particular area have been addressed, our cameras can quickly and easily be relocated.

For more information:
Email: sales@wcctv.com
Visit: www.wcctv.co.uk



Wybone

At Wybone, we've been designing and manufacturing litter and recycling bins for over 50 years, so, we believe that we know a few things about the waste market. Whether you're looking for indoor recycling solutions, or large capacity on street litter collection, we have a wide range of street furniture available to suit your needs.

For more information:
Call: 01226 744 010
Email: sales@wybone.co.uk
Visit: www.wybone.co.uk



Sustainability

You may have noticed that we've made a few small changes to this year's conference and awards to make it a more sustainable event.

So, what does this mean to you as a delegate?

Well, we still want you to have a great time. But, instead of printing lots of brochures and leaflets, we've gone digital. Similarly, we won't be giving out goody bags this year. We hope you support this decision to reduce our use of natural resources and carbon emissions.

We've also been working hard with The Principal to use fewer single-use items, offer more locally sourced food and deliver an overall more environmentally-friendly conference and awards.



THE ENVIRONMENT BELONGS TO EVERYONE



Join the Great British Spring Clean
15-31 March 2024

Pledge to pick up a bag at keepbritaintidy.org **#GBSpringClean**

Keep Britain Tidy is a registered Charity No. 1071737



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