DEATH TRAP
BIN IT, DON’T KILL IT
MEMBERS ORDER FORM

October 2020
Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government – local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will all benefit.

How can we expect people to understand and care about global environmental issues if they don’t understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years. We want to share that experience and expertise with others, supporting businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.
INTRODUCTION

RESEARCH

Our research has shown that litter left along roadsides leads to high numbers of mortalities of small mammals every year in the UK. We also know, given the scale of litter cleared along roads in the UK, that this is a behaviour occurring frequently on a national scale. Simultaneously, there is a high level of concern among the public around the effect that litter can have on wildlife.

Our new ‘Bin it, Don’t Kill it’ intervention to tackle Vehicle Littering, addresses the behaviour of people littering from their vehicles, by connecting this behaviour with the impact that it can have on local wildlife, in the moment that people are most likely to be engaging in the behaviour. This is done through the use of large, reflective, and brightly coloured signs, which are displayed at roadside locations where littering is an issue. The messaging used is hard-hitting and emotive. Recommended locations are in laybys, roundabout approaches, and slip roads where litter is most likely to accumulate, and where traffic is slow-moving.

DESIGN

*Sign in situ
PACK SIZES

PACK 1

**Price £500 + VAT**

**This includes:**
- 5 x reflective correx signs (choose from A3 or A2)
- 10 x reflective A4 bin stickers
- 1 x vinyl banner
- Web banner for social media purposes (Twitter, Facebook, Instagram etc)
- Digital email banner
- Campaign toolkit

PACK 2

**PRICE £795 + VAT**

**The includes:**
- 10 x reflective correx signs (choose from A3 or A2)
- 20 x reflective A4 bin stickers
- 1 x vinyl banner
- 1 x vehicle livery
- Web banner for social media purposes (Twitter, Facebook, Instagram etc)
- Digital email banner
- Campaign toolkit

PACK 3

**PRICE £1,215 + VAT**

**The includes:**
- 20 x reflective correx signs (choose from A3 or A2)
- 50 x reflective A4 bin stickers
- 2 x vinyl banner
- 1 x vehicle livery
- Web banner for social media purposes (Twitter, Facebook, Instagram etc)
- Digital email banner
- Campaign toolkit

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Please confirm which size correx signs you require A3 or A2

If you require the assets customising with your logo, please send an EPS version of your logo with the order form.
# INVOICE & DELIVERY DETAILS

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*Please note the items are non returnable/refundable unless there is a fault on the product.*

Please include any other notes, queries or additional information here:
THANK YOU FOR YOUR ORDER

Please send your completed order form to:
network.enquiries@keepbritaintidy.org

If you have any questions, please do not hesitate to contact the team on
01942 612655 or 612606

TERMS & CONDITIONS

Policy on web/social media use:
1. the image should not be downloadable
2. the met data should not be stripped
3. the image should be no more than 800pixel along the longest side

We ask that high resolution images are not downloadable from your website to avoid images being downloaded and distributed without permission. For our social media channels, we kindly ask that only low resolution images are used (an effective definition of ‘low resolution’ is 600x600 pixels).