



LOVE PARKS ORDER FORM

April 2021



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.

ABOUT KEEP BRITAIN TIDY.

Printed on 100% recycled material.

This document was first published in 2017 by Keep Britain Tidy

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Keep Britain Tidy is a registered charity. No. 1071737.

INTRODUCTION

Love Parks

Thank you for choosing to partner with us on the Love Parks campaign.

Parks and green spaces have been utilised and valued by a huge number of people since the country locked down at the end of March 2020.

Sadly, alongside this has come an substantial increase in anti-social behaviour from some members of the public and the volumes of litter and waste being left behind have exceeded anything parks have ever had to deal with, even at peak times.

This issue is expected to get worse over the summer holidays, at a time when staffing levels are also likely to be under pressure and parks are in urgent need of support ahead of this peak time.

We have developed this Love Parks campaign using research and behavioural insights, along with feedback from parks managers.



Intervention objectives

The campaign is not intended to tackle serious anti-social behaviour stemming from drug-use and late night drinking in public spaces. It is instead aimed at those who may not fully appreciate the collective and serious impacts of their behaviour on staff and local communities.

The campaign visuals and messaging draw on behavioural insights and previous research by Keep Britain Tidy into waste behaviour including the Behavioural Insights Team EAST Framework and drawing on the following specific approaches:

Messenger Effect: The messenger effect shows that behaviour is influenced depending on who the message is communicated by. The campaign has two variations; one with messages from parks rangers and one with messages from the local community including children.

Values-Based Messaging: Valuesbased messaging increases concern about an issue by appealing to specific existing values that are held as important. The campaign uses messaging that focuses on the values of community, care and citizenship and directly highlights the impacts of behaviours on things people care about.

Personalising: We are more responsive to messages that come from an individual rather than an institution, or in this case, a local council. This campaign uses images of real people and council park rangers to support the messages.

CAMPAIGN PACKS

When ordering, you have the option to localise the campaign by adding your park name to the assets. If you are a Network Member you also have the option to localise the assets with your logo, however, we suggest that the campaign may be more effective without a council logo, which detracts from the idea that the messages come from individuals rather than an institution.

For ease, we have put together two different sized packages or you can pick and mix and create a bespoke package.

Campaign Pack One £295 +VAT

Choose one of the 8 design options (found on page 5) for the following assets;

- 5 x A3 correx signs
- 5 x A4 bin stickers
- 15 x A4 business posters to be displayed by local shops and businesses around the target park
- Social media asset to upweight the campaign on social media channels (complimentary)
- Intervention Toolkit including: installation guidance, monitoring guidance and communication tools.

Campaign Pack Two £345 +VAT

Choose one of the 8 design options (found on page 5) for the following assets;

- 10 x A3 correx signs
- 10 x A4 bin stickers
- 30 x A4 business posters to be displayed by local shops and businesses around the target park
- Social media asset to upweight the campaign on social media channels (complimentary)
- Intervention Toolkit including: installation guidance, monitoring guidance and communication tools.

Pick and mix

Alternatively pick and mix the assets, minimum spend £250 +VAT (prices based on one design choice).

- 5 x A3 correx signs £95 +VAT
- 10 x A3 correx signs £125 +VAT
- 1 x vinyl banner £125 +VAT
- 5 x A4 bin stickers £95 +VAT
- 10 x A4 bin stickers £120 +VAT
- 15 x A4 business posters £80 +VAT
- 30 x A4 business posters £100 +VAT
- 15 x A3 business posters £85 +VAT
- 30 x A3 business posters £105 +VAT
- Social media asset £25 +VAT

If you require any other items, not already listed please contact us for a quote.

DESIGN OPTIONS

The campaign consists of eight different executions; three with messages from park rangers and five with messages from the local community.

1. Male with beard



2. Family



3. Girls



5. Young Male Park Ranger



6. Male with hoodie



7. Older Male Park Ranger



8. Female with green top



Additional items if required

If you want any additional assets not already mentioned i.e. feather flags, A2 correx, floor stickers etc, simply provide the details in the box below and we will provide a customised quote.

<p>Additional requirements Please confirm the assets required, dimensions, design choice and quantities etc.</p>

Your Order

Organisation/Park/ Local Authority name	
Contact name	
Job title	
Contact telephone number	
Email address	
Invoice address	
Delivery address (if different from above)	
<p>Which campaign pack do you want to order? One, two or pick and mix? If pick and mix, please list your required items (Min spend £250 +VAT)</p>	
<p>Which design option? (please choose which design you want from the 8 designs)</p>	
<p>Would you like your park name adding to the items?</p>	
<p>If you are a Network Member, do you want to add your logo? If Yes, please attach a white eps version of your logo with your application when emailing, no other logo formats will be suitable and provide the park name here.</p>	

Invoice and delivery details

PO number	Total cost
Signature	Date

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

If you intend to pay by cheque or online, please let us know when placing the order.

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
4. 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).
5. Keep Britain Tidy will not be held responsible where organisations do not follow the full installation guidance correctly, please see section three of the Toolkit for more information.



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