

KEEP BRITAIN TIDY NEWS RELEASE

'Don't be a Tosser' – litterers told to clean up their act

May 31st, 2018

Charity launches new campaign aimed at those who chuck their rubbish out of car windows

New research published today by Keep Britain Tidy shows that a third of people (33%) do not know that the registered keeper of a vehicle can now be fined if someone in their car or van throws rubbish out of it.

The research, carried out by YouGov, comes as the environmental charity launches a new poster campaign to tackle the blight of roadside litter.

'Don't be a Tosser' has been designed to send a hard-hitting message to drivers and their passengers that our roads are not one giant litter bin and that the owner of a vehicle can be fined up to £150 if rubbish is seen being thrown out of a car window.

New rules came into force in April this year to allow local authorities to fine the registered keeper of a vehicle if litter is seen being thrown from the vehicle. This means they no longer have to prove who threw the rubbish.

Keep Britain Tidy Chief Executive Allison Ogden-Newton said: "The mindless act of tossing plastic bottles and fast-food wrappers out of car windows is doing damage to our environment and our wildlife.

"Research published recently in Keep Britain Tidy's Journal of Local Environmental Quality showed that millions of small mammals – voles and shrews - were dying after being enticed into bottles and cans thrown on to grass verges.

"We need to get the message out there that being a tosser is socially unacceptable and, regardless of who throws the rubbish, if it comes out of your vehicle you are responsible."

The posters, from creative agency Havas London, were launched with a billboard campaign in Manchester, which aims to become the country's first 'Tidy City' by March 2019

Mark Whelan, Chief Creative Officer at Havas, adds: “We love making work like this. A smart idea brought to life through head-turning copy and simple, striking imagery. All for a good cause and plastered on billboards all over the country. We’ve got big plans for this campaign.

The latest iteration of the campaign can now be seen across the country, thanks to the charity’s partnership with Out of Home media owners Clear Channel, who will be running it nationally across hundreds of their Adshel Live screens.

Clear Channel’s Portfolio Development director Will Ramage said: “We’re proud to support Keep Britain Tidy’s “Don’t be a Tosser” campaign. Clear Channel play an active part in hundreds of towns and cities and continually support and develop projects to improve the environments in which we operate. We’re exceptionally happy we can use our national reach to Keep Britain Tidy.”

- Ends -

Notes to Editors

Keep Britain Tidy is a leading environmental charity that cares for the environment on your doorstep. We work to eliminate littering, reduce waste and improve public space. We run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and campaigns visit www.keepbritaintidy.org.

Press enquiries

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Keep Britain Tidy has ISDN radio facilities for interviews

ISDN: 01942 322178 Please contact the press office in advance to make arrangements