



**THIS AREA WAS CLEANED BY
VOLUNTEERS
ORDER FORM**

March 23 V3



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.

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INTRODUCTION

Litter remains a huge issue within the UK, with more than two million pieces of litter being dropped every day. Without the support of thousands of volunteer litter pickers, Keep Britain Tidy and local authorities cannot achieve the goals of eliminating litter and caring for our environment now and for future generations.

Within this order form you will find three design options for signage to inform members of the public that an area has recently been litter picked by volunteers.

highlight that anyone can get involved and volunteer to clean up and take pride in an area where they live, with the added benefit that the sign can also be used to mobilise more people into volunteering and bolster community engagement and well-being.

Each correx sign contains a white box to promote your volunteer groups (simply use a waterproof marker pen to add your message or have this pre-printed).

DESIGNS OPTIONS

A - Man litter-picking



B - Family litter-picking



Designs A and B are bright and attractive in-situ signs to make people aware that volunteers have cleaned the area and make people more respectful, it also tries to

Choice C - infographic



Design 3 (infographic) was trialed by Keep Britain Tidy and partners and littering was successfully reduced by an average of 40% in three out of four sites, up to a reduction of 47% at one site.

This design is positive, bright, eye catching, and creates a strong community feel to inspire collective ownership over the local area. It also aims to highlight the valuable efforts of volunteer litter pickers for the local environment, its wildlife and community.

Recommendations for design C

Keep Britain Tidy recommends the 'core components' below are followed in order to ensure the successful implementation of this intervention to reduce littering behaviour.

1. Signs should be installed in areas looked after by volunteers, who are primarily responsible for litter picking the area on a regular basis (e.g. once a week).
2. Signs should avoid council logos and branding to dissociate from regular council signage. Instead, the signs should appear volunteer-led, to focus attention on the presence of volunteers in the area.

3. Signs should include a group name and logo where available in order to emphasise the personalised nature of the “Volunteers Have Tidied Here” intervention. If unavailable, ‘volunteers’ is sufficient.
4. From this pilot, we have found that locations most suitable for this intervention are littering hotspots in recreational areas such as parks, walking routes, cycle routes and other areas where there is sufficient time to absorb the message. Other areas which are deemed appropriate include car parks and along roads in residential areas. While certain locations (e.g., beaches) were not included within this pilot, we see no reason why the intervention would not be equally successful here.
5. The size of the signs should be carefully considered, dependent on the area and how it is being used. In general, we would recommend A3 size for recreational areas such as parks, walking routes, cycle routes and car parks, and A2 size for along roads to maximise visibility to through-flow traffic.
6. Areas should be well saturated with signs in order to capture the attention of members of the public. They should be installed on railings, trees, fences and can be seen easily on the move.

CAMPAIGN PACKS

For ease, we have put together four different campaign packages. Simply choose from one of the designs (i.e. A, B or C) and the size of pack you need.

Pack One - £400 +VAT **£360 for GBSC partners and Network Members**

- 5 x A3 or 5 x A2 correx signs
- 1 x vinyl banner (3m x 2m deep)
- Installation guidance

Pack Two - £610+VAT **£549 +VAT for GBSC partners and Network Members**

- 10 x A3 or 10 x A2 correx signs
- 2 x vinyl banner (3m x 2m deep)
- Installation guidance

Pack Three - £1,110 +VAT **£999 +VAT for GBSC partners and Network Members**

- 20 x A3 or 20 x A2 correx signs
- 5 x vinyl banner (3m x 2m deep)
- Installation guidance

Pack Four - £1,920 +VAT **£ 1,728 +VAT for GBSC partners and Network Members**

- 40 x A3 or 40 x A2 correx signs
- 10 x vinyl banner (3m x 2m deep)
- Installation guidance

Vinyl banners

Banners are included in all the packs. For designs A (Man) and B (Family), you have the option to have the call to action pre-printed on the banner or remove this box altogether, see the examples below.

Examples (Man)



Examples (family)






ADDITIONAL ITEMS

If you want any additional assets not already mentioned i.e. feather flags, bin stickers, 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/ Local Authority/Volunteer Group	
Contact name	
Job title	
Contact telephone number	
Email address	
Invoice address	
Delivery address (if different from above)	
<p>Which design option do you want to order ? Design A (man) , B (family) or C (Infographic)</p>   	

<p>Which campaign pack do you want to order? Pack 1 = 5 x A3 or A2 correx & 1 x vinyl Pack 2 = 10 x A3 or A2 correx & 2 x vinyl's Pack 3 = 20 x A3 or A2 correx & 5 x vinyl's Pack 4 = 40 x A3 or A2 correx & 10 x vinyl's</p>	
<p>Do you want A3 or A2 correx signs?</p>	
<p>If ordering design A (Man) or B (Family) do you want the call to action on the vinyl banner pre-printed or removing altogether? (see examples on page 5) If you want text adding, please confirm the text you require.</p>	
<p>If ordering design A (Man) or B (Family) do you want the call to action on the correx signs pre-printed or leave the box blank so you can complete yourself with a black marker pen? (If you want text adding, please confirm the text you require.</p>	
<p>If ordering design C (infographic), we recommend including a group name and logo where possible in order to emphasise the personalised nature of the "Volunteers Have Tidied Here" intervention. If unavailable, 'volunteers' is sufficient. Please provide group name.</p>	
<p>Do you want to add your logo adding? If Yes, please attach a white eps version of your logo with your application when emailing, no other logo formats will be suitable.</p>	

INVOICE AND DELIVERY DETAILS

Your PO number:	Total cost:
Signature:	Date:

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

- Keep Britain Tidy will not be held responsible where organisations do not follow the full installation guidance correctly.

Items are non returnable/refundable unless there is a fault on the product.



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