



NO TIPPING BY ORDER

KEEP BRITAIN TIDY
ENJOY WASTE
IMPROVING PLACES

OUR MANIFESTO TO SAVE THE ENVIRONMENT FOR EVERYONE

Our planet is drowning in plastic and waste, global warming is having a devastating impact on communities worldwide and, since the 1970s, the UK has lost almost half of its biodiversity, ranking at the bottom of the G7.

This crisis means that, at Keep Britain Tidy, we are more focused than ever on our mission to tackle local environmental damage from the ground up because we believe everyone has the right to love where they live.

60% OF PEOPLE THINK THINGS ARE NOT OK

The changes we need are straightforward but significant.

We want to see our broken waste system fixed so that litter and fly-tipping no longer blight communities up and down the country. 95% of the population tell us they think a clean, litter-free environment is important but, shockingly, 60% think things are NOT OK.

Our essential green and blue spaces – parks, beaches, rivers and canals – are so important to biodiversity, climate change mitigation and health and wellbeing, yet they are often starved of resources. We believe they need the investment to allow them to flourish rather than fall into disrepair in front of our eyes.

If we can't look after the environment on our doorstep and ensure that people have clean, green and safe spaces close to home, how can we ask or expect them to make the changes needed to stop our planet from heating to the point of irreversible environmental and social harm?

The wider public and, of course, our fantastic volunteers tell us they want to see the changes we are asking for, giving everyone a role in fixing the problem. We know people want to act, to do their bit. That is why, every year, more than 450,000 of them participate in our Great British Spring Clean. The desire to live in a place where they are proud to raise a family and call home inspires our volunteers to act.

450,000 VOLUNTEERS HELP KEEP BRITAIN TIDY CLEAN UP COMMUNITIES

Our manifesto has three critical demands for change that will transform everyone's local environment in this country.

1. Introduce a deposit return scheme now

Twenty million drink containers are littered, incinerated or end up in landfill every day – staggeringly, that is more than seven billion wasted every year. Environmental charities, multinational corporations and the great British public support a deposit return scheme (DRS), which will, at a stroke, cut the number of bottles that are buried, burnt or littered and boost the country's stagnant recycling rate. More than 70% of litter, by volume, is drink containers. A DRS is the single biggest action to cut littering that any government could take, reducing the

impact of litter on people and wildlife and, ultimately, cutting off some of the endless deluge of waste that is turning our oceans into a plastic soup. Simultaneously, it would allow some of the world's best-known brands to advance their net-zero ambitions.

7 BILLION DRINKS CONTAINERS : **ARE BURIED, BURNED OR LITTERED EVERY YEAR**

2. Commit to quality green space for all

Almost half a million people in our most deprived neighbourhoods live in 'grey deserts' with no trees or accessible green space. Public Health England says that access for all to quality green space would save £2.1 billion a year in health costs, but 75% of those living in our most deprived communities do not have

it and funding for parks has been cut by £690 million since 2010. For young people aged 12-24, who have seen increasing levels of poor mental health in recent years, studies show that 15 minutes of walking in an urban park rather than a street with traffic reduces anxiety by up to 19%. Additionally, we know that if green spaces do not feel safe or welcoming for people, they will not use them – and more than half the population (51%) don't think the condition of their local park is 'good'.

500,000 PEOPLE IN THIS COUNTRY : **LIVE IN 'GREY DESERTS'**

3. Make polluters pay

The UK generated a shocking 2.5 million tonnes of plastic packaging waste in 2021 but recycled less than half of it. We cannot allow this appalling waste of resources to continue. We need better packaging solutions and to penalise those who produce packaging that is hard or impossible to recycle easily. Why should we pay the price of poor environmental quality, fly-tipped countryside and polluted

waterways and seas while those who pollute pay little or nothing to clean up? Councils are spending more than £2 billion every year dealing with litter and fly-tipping and collecting household waste largely made up of packaging. An extended producer responsibility (EPR) scheme, like those successfully operated in other countries, would ensure that producers contribute

1.1 MILLION TONNES : **OF PLASTIC PACKAGING WASTE IS NOT RECYCLED IN THIS COUNTRY EVERY YEAR**

towards the cost of our currently tax-payer funded, wasteful system and drive real cuts to carbon emissions, creating a greener environment for us all.

