



Registered charity no. 1071737



Annual Network Conference
Thursday 30 January 2025
Crowne Plaza, Liverpool





Keep Britain Tidy Annual Network Conference

Foreword by Allison Ogden-Newton OBE
CEO, Keep Britain Tidy

Welcome to Liverpool for Keep Britain Tidy's annual Network Conference. It is hard to believe that it is only 12 months since we were last together in York.

Harold Wilson famously said that a week is a long time in politics. If a week is a long time, then a year is an eternity and one thing is certain, an awful lot has changed in the past 12 months.

We are now almost eight months into a new Labour government and we are delighted that we will be hearing from Parliamentary Under-Secretary of State (Minister for Nature) Mary Creagh CBE MP during the conference about the government's plans to tackle the massive environmental challenges we face as a country.

The people at this conference understand more than most the scale of those challenges. You are at the coalface, seeing on a daily basis the devastating impact of a wasteful, consumption-driven society on our environment and our communities. Whether that is the ever-present and persistent problem of litter, the scourge of fly-tipping or the impacts of extreme weather events, caused by climate change, on the environment on our doorstep.

At this conference, we will be talking about our new report on the state of litter in this country. We chose the title - A Rubbish Reality - carefully.

A 'rubbish reality' is what we are facing. Sadly, and despite the heroic efforts of both councils and volunteers, we are in the midst of a tsunami of litter and waste.

Nowhere escapes the scourge of litter. From the middle of our cities to our remote beaches, it is everywhere. It is only as a result of our annual litter

survey that we are able to quantify the scale of problem at a national level. We have continued to undertake our survey every year, despite a lack of funding from government, because we believe it is crucial to understand how much litter there is, where it is and what it is made up of.

Our new report answers all those questions, reflecting not only on our latest survey data but on the trends over time.

It makes for stark reading and tells us something that everyone, if they are honest, instinctively knows - litter is a big problem and it is one that is not going away.

More than 90% of the places our surveyors visited in the years between 2013 and 2024 were littered. How have we got to a point where only nine out of every 100 places are litter-free?

And it isn't just the litter that is contributing to environmental degradation of our communities. When you factor in fly-tipping, fly-posting and graffiti as well, only seven out of every hundred places we visited were not blighted by at least one problem, if not more.

Sadly, the impacts of litter are not the same for everyone, though our research shows us that everyone cares about it. Eighty-three per cent of people say litter is a problem in this country and a similar proportion (77%) think the problem is getting worse.

Our surveying reveals that most deprived communities are disproportionately affected by litter, with only two per cent of sites litter-free in the most deprived areas as opposed to 14% in the least deprived. It is also clear that people are aware of the scale of the problem in their area.

Seven in ten people in the most deprived areas agree that litter is a problem where they live, falling to just over half (56%) in the least deprived places.

Why does all this matter and why do Keep Britain Tidy carry out research and write reports like this?

Litter, as our report shows, is a barrier to investment and impacts people's feelings of safety, health and wellbeing. If we are to create communities where people can thrive, we need to create an environment that is free from litter.

There is no doubt that the deposit return scheme for drinks containers that are metal cans or plastic bottles, which is thankfully now set to be introduced in 2027, will have a significant impact on this type of litter, but there is still so much more to be done.

Today you will hear about some of the work Keep Britain Tidy is leading as part of our mission to rid this country of litter, including our work to reduce smoking-related litter which, I am pleased to report, has reduced littering of cigarette butts by 17%.

Many of you will be aware of the work of the Chewing Gum Task Force. Indeed, many of you will have benefitted from the grants scheme. That work continues and we will be talking about the Task Force and its impact, as well as launching the latest round of funding.

The Great British Spring Clean is our flagship campaign and, for many, is now a fixture in the calendar. Hundreds of local authorities, community groups, businesses and other organisations will be supporting this year's clean-up, our tenth, and will

celebrate all the incredible volunteers who share our desire to rid the environment on our doorstep of the scourge of litter.

As you will see, Keep Britain Tidy is doing everything it can but there is so much more that needs to be done and it cannot be left to cash-strapped local authorities and charities alone.

That is why, today, we are calling for the extended producer responsibility for packaging legislation to be extended to litter on the ground as well as the rubbish that finds its way into a bin. The work to change behaviour, to stop litter being considered to be a 'normal' part of life that we are all forced to accept, requires commitment from government, from businesses and from local authorities. It also requires a comprehensive and robust strategy, measurement to enable us to see if we are making progress and, finally, it needs funding.

We have had a litter strategy from government in the past but that strategy did not have targets and was not resourced and we can now see, from our report, that it has had no impact on the problem.

I hope you will find this year's conference interesting and informative. The team at Keep Britain Tidy look forward to chatting to you as we come together to look for ways to change our 'rubbish reality' and improve the environment on people's doorstep so everyone can love where they live.

Allison Ogden-Newton OBE

Chief Executive, Keep Britain Tidy



9.30am	Coffee and registration
10.15am	Opening remarks Allison Ogden-Newton OBE Chief Executive, Keep Britain Tidy
10.30am	A Rubbish Reality: Our litter problem and why it matters Over the past decade, Keep Britain Tidy has assessed the litter on our streets: where it is, what it is, how much of it there is. Bringing this data together with a recent survey of the public on how they feel about litter and what they think should be done about it, what does this tell us about the scale and nature of our litter problem and where we need to focus attention to make the biggest difference? Join us for an overview of our newly published research report followed by a solutions-focussed panel discussion. <ul style="list-style-type: none"> • Andrea Turner (CMRS) - Keep Britain Tidy • Lucy Hatton - Keep Britain Tidy • Dr. Anna Scott (MCIWM) - Keep Britain Tidy • Nathalie Depledge - Keep Britain Tidy • Helen Bingham - Keep Britain Tidy
11.45am	Key address Mary Creagh CBE MP Parliamentary Under-Secretary of State at the Department for Environment, Food and Rural Affairs
12.00pm	Lunch Including a chance to meet exhibitors and gum solution providers, with demonstrations in the car park
1.30pm	Workshop sessions
2.30pm	Coffee break
3:15pm	Workshop sessions
4.30pm	Closing remarks Andrea Crump Chief Operating Officer, Keep Britain Tidy
4.45pm	Group check-in

*Agenda subject to updates and changes

Workshop sessions

Workshop 1 – Canada Room

Building Stronger Communities: Tackling Fly-Tipping Together

Following on from our successful Over to You fly-tipping sessions - how are some local authorities making spaces more beautiful and engaging communities once the fly-tips have gone?

Andrea Turner – Keep Britain Tidy

Manchester City Council – Shaping Spaces

Newham Council – Beautification projects

Wigan Council – Community clean-ups

Workshop 2 – Salisbury Room

The Power of People: Engaging Volunteers for Community Success

Insights and understanding how to manage volunteers from a local authority perspective. Hear from Keep Britain Tidy experts and wider case studies.

Lorna Jackson – Keep Britain Tidy

Stella Blackledge – Keep Britain Tidy

Workshop 3 – Main Room

Enhancing Street Scene: Legal Perspectives on Business Waste Management

The proper and effective use of Section 47, notices Environmental Protection Act 1990

Jenny Watts – Watts Legal

Conference exhibitors



Bartec Municipal Technologies Ltd

Technology that improves municipal services.

Bartec provides waste management software that helps to build better refuse, recycling and environmental services for residents.

With around 100 councils nationwide, millions of UK households have their waste collected every week by crews using Bartec's Collective system.

We have decades of experience in service design, system integration and process improvement. Our products and expertise can help you deliver better services at lower cost.

Innovation and continuous development underpins our business, so your services are not only better today but ready to embrace tomorrow's challenges and opportunities.

For more information:

Email: sales@bartecmunicipal.com

Visit: www.bartecmunicipal.com



Blitzer Group

Trusted Commercial Cleaning & Chewing Gum Removal Specialists.

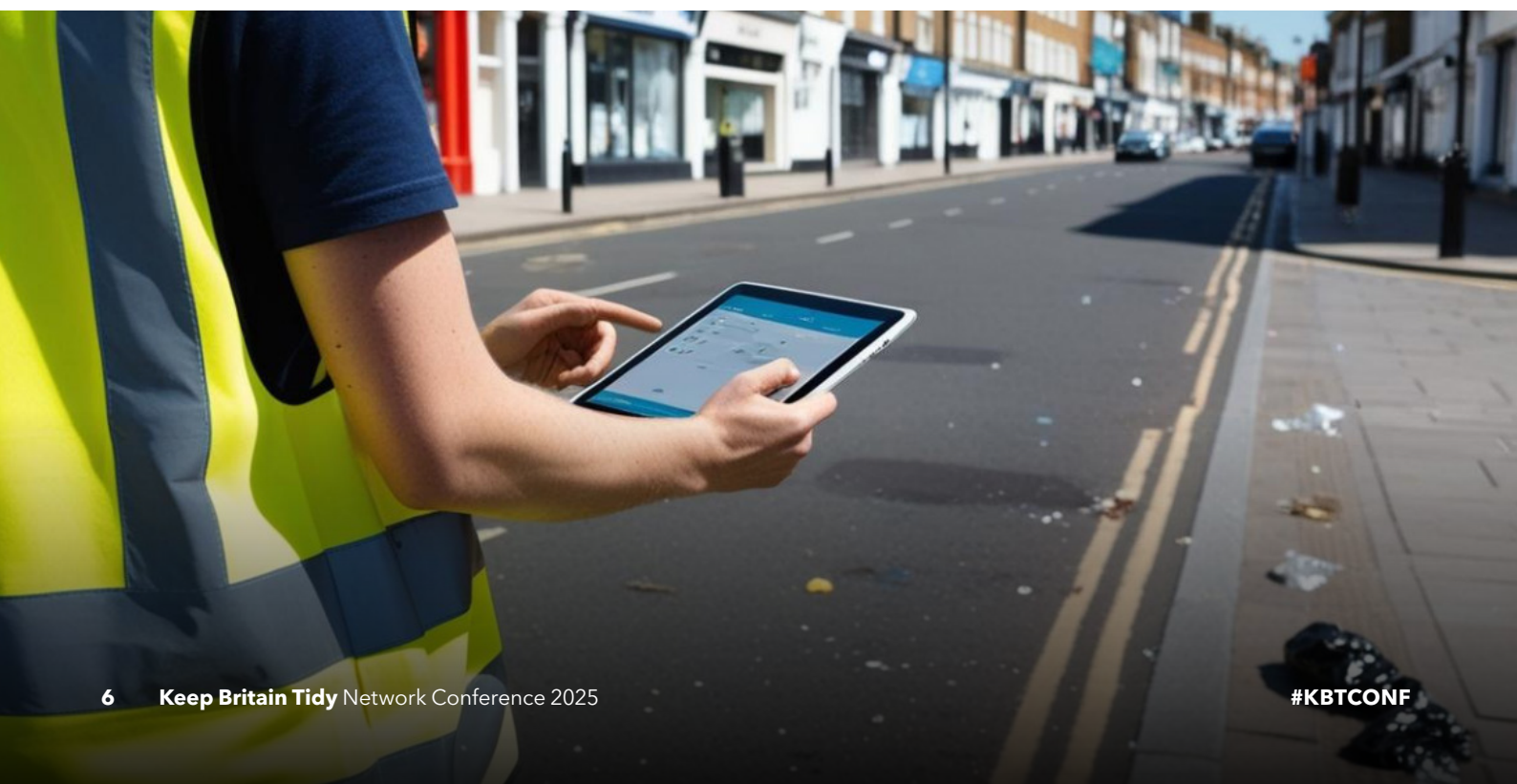
Since 2012, Blitzer Group has been a leading commercial cleaning company, specialising in eco-friendly chewing gum removal and providing fast, effective solutions to restore cleanliness to pavements, walkways, and public spaces. As a veteran-owned company, we are committed to the highest standards of professionalism, reliability, and sustainability, using environmentally friendly practices.

We are also Safe Contractor Approved, ensuring the highest safety and quality standards.

With customers nationwide, including local authorities and Business Improvement Districts (BIDs), our services include Graffiti Removal, Surface Cleaning, Soft Washing, Solar Panel Cleaning, Construction Cleans, and Gutter Clearance.

For more information:

Email: peter.davies@blitzergroup.co.uk



Conference exhibitors

BritishBins

British Bins

BritishBins is the UK's leading supplier of high-quality wheelie bins, as well as various internal and external litter bins, waste and recycling containers, and accessories. Established for over 25 years we supply both the public and private sector including local councils, government departments, hospitals, schools, universities and prisons both in the UK and overseas.

We have an in-house engineering department who help customers with bespoke product modifications to suit all requirements and situations.

We designed and make Organo – a steel food bin enclosure, ideal for municipal and multi-occupancy settings. We also offer smart technology solar compacting bins, that have been used successfully by several English councils.

We are happy to supply orders of any value, from individual wheelie bins to multiple container loads of bins to help keep Britain tidy.

For more information:

Email: anju.rao@britishbins.co.uk

Visit: www.britishbins.co.uk

BUCHER municipal

Bucher Municipal

Driven by Better.

At Bucher Municipal, we produce only the highest quality machines across the road sweeping, sewer cleaning and winter maintenance industries.

Over the 200-year heritage of Bucher, we've constantly been driven by change, ensuring clean and safe environments, while embedding continuous improvement into everything we do. We are pleased to be supporting Keep Britain Tidy and, through our industrial units, work directly towards the same goals, ensuring we are all able to live in clean and safe communities.

For more information:

Call: 01306 884722

Visit: www.buchermunicipal.com



Conference exhibitors



Chewing Gum Task Force

The Chewing Gum Task Force brings together some of the country's major chewing gum producers, including Mars Wrigley and Perfetti Van Melle, as well as some producers of nicotine replacement therapy gum. Under the scheme, administered by Keep Britain Tidy, the firms will invest up to £10 million over five years to help reduce chewing gum litter.

This year, grants of up to £27,500 will be available to individual councils in England, Northern Ireland, Scotland and Wales to fund street cleansing and/or the purchase of cleaning equipment.

Councils will also benefit from a bespoke gum litter prevention package, including targeted behaviour change signage and advice, which has been shown to reduce gum littering by up to 80%.



Applications to the Grant Scheme open on Monday 3 February and close on Thursday 28 March 2025 at 12 noon.

Scan the QR code for more information.



Eco Removal Systems

For over a decade, Eco Removal Systems has been providing the eco-friendly solution chewing gum removal to the World, with our ultra-portable chewing gum removers.

We have a range of machines to suit any need and budget, including our brand new Ecogum Truck, an all-in-one motorised litter Truck with built-in gum remover and 7-mile range. We also have a range of 4 lightweight backpacks which give full flexibility when removing gum, stickers and even graffiti tags!

Our machines use a pH neutral, biodegradable detergent to fully dissolve gum; our objective is to remove chewing gum litter with a safe, highly effective, user-friendly process which minimises disruption.

As our machines can be used in and around the public, they offer great PR opportunities due to the high public interest and visibility when being used. We can even brand your machine with your logos, slogans and colours to really get your message across.

As a proud UK manufacturer, we pride ourselves on the reliability and high performance of our hand-built equipment, and our exceptional aftercare support. We have supplied countless local authorities over the years, in addition to our work with schools, train stations, hospitals and airports.

Purchasing with Chewing Gum Task Force funding? Ask us about our exclusive offer for successful applicants.

We offer free demonstrations nationwide.

For more information:

Visit: www.ecoremovalsystems.com

Conference exhibitors



Hako Machines Ltd

Hako Machines Ltd is a leading UK manufacturer and service provider of superior cleaning technology, supplying the finest equipment for municipal cleaning.

Our impressive range of multifunctional road sweepers are ideal for use in a variety of working environments ranging from street cleansing, to weed removal, grass cutting and winter maintenance.

The Citymaster road sweepers from Hako are compact, maneuverable and economic with HVO compliant diesel power and now 100% electric powered machines for purchase, lease, and contract hire. All backed up by a national network of trained engineers who provide outstanding service and maintenance support.

For more information:

Contact: Jamie Wilson - Head of Municipal

Call (main): 01788 825600

Call (mobile): 07774 677719

Email: jamie.wilson@hako.co.uk

Visit: www.hako.co.uk



Helping Hand Environmental

Helping Hand Environmental is renowned as the UK's premier manufacturer and supplier of sustainable litter clearance tools and equipment. With a commitment to quality, sustainability, and environmental responsibility, we continue to set the standard in the industry and our products have become a benchmark for excellence. Based in Herefordshire, we take pride in designing and manufacturing products that meet high-quality standards and boast enviable sustainability credentials:

- Our popular Community Litter Picker comprises 74% recycled content and is 97% percent recyclable.
- Our core range comprises a minimum 34% recycled content.
- Every product we design, manufacture, and supply is crafted for repeated, long-term use, making them 100% reusable.

Since inception in 2014, Helping Hand Environmental has played a pivotal role in fostering a cleaner environment and promoting a circular economy. We work with councils, waste management companies, community action groups such as Keep Britain Tidy promoting a greener economy. Our innovative solutions include the world-exclusive Pro Gel handle in our StreetMaster Range designed for everyday comfort during extended periods of litter clearance.

As Volunteers increasingly emerge as the backbone of litter clearance, playing a pivotal role in fostering a cleaner and more sustainable future - we are privileged to sponsor The Outstanding Service Award. The dedication of volunteers to litter picking is truly commendable, and their invaluable contributions have significantly shaped the appearance of our environment.

For more information:

Call: 01531 635678 quoting KBTGROUP

Email: sales@helpinghand.co.uk

Visit: www.HHEnvironmental.co.uk

Conference exhibitors



Leaffield Environmental

Leaffield Environmental is an award-winning UK manufacturer and designer of plastic recycling and litter bins working together with public and private sectors for over 30 years.

Proud winners of the Inspire 'Manufacturer of the Year' Business Award in June 2022 for its advanced rotational moulding techniques, experienced in-house team, sustainable practices including producing products in up to 100% recycled material*, while contributing to many national 'Net Zero' customer recycling and litter campaigns.

Its Closed Loop Recycling Scheme reclaims old plastic products and reprocesses them into new recycling and litter bins, putting the circular economy at the core of any business.

*Restrictions apply

For more information:

Call: 01225 816541

Email: recycle@leaffieldenv.com

Visit: www.leaffieldrecycle.com



Nordic Products and Services Ltd

Nordic Products and Services Ltd are experts in tackling graffiti, chewing gum and other environmental cleaning issues. With over 28 years' experience we offer a range of solutions to help improve local environmental quality. Nordic can provide advice on strategy, removal and protective products, specialist equipment, training and contract services in whatever combination required.

We have many strong working relationships across the UK with local authorities, BIDs and commercial organisations. Nordic can help tackle almost any graffiti related issue including high-level and sensitive surfaces as well as offering a unique floorscape cleaning and protection system - 'Nordic Clean and Protect', which prevents deep staining, facilitates easier/quicker cleaning and allows the easy removal of chewing gum.

We have long standing partnerships with London Boroughs, Birmingham City, Bristol City, Durham County and Milton Keynes Councils and many other organisations. From February 2022 to September 2022, Nordic teams on behalf of Birmingham City Council leading up to and during the Commonwealth Games removed over 106,014m² of graffiti using an average of 8 teams.

For more information:

Email: andrew.pyle@nordicps.co.uk

Visit: www.nordicps.co.uk

Conference exhibitors



OspreyDeepclean Ltd

Osprey have been supplying gum removal solutions for over 30 years under our Gumbusters brand. We currently supply our machines to many Councils, FM contracts, airports, train stations, shopping centres and school/universities.

Our machines are extremely robust and simple to use. One key benefit is the low cost in-use at around £5 per hour of operation. We have a range of different machines to suit different needs including our Lithium battery option which is a much lighter machine.

Osprey offer full training and engineering support to all our customers.

For more information:

Email: sales@ospreydc.com

Visit: www.ospreydc.com



PEL

PEL is an innovative, Irish owned manufacturer of waste reduction equipment, serving customers all over the world. Our mission is to supply dynamic, ground-breaking waste handling solutions, that exceed expectations in quality, efficiency, and cost. Our team is passionate about helping businesses reduce their carbon footprint and to identify their needs in all areas of waste management. We offer waste handling solutions that include our patented glass bottle crushers, balers for cardboard and plastic, an extensive range of refuse bin compactors and the solar compacting BriteBin™.

For more information:

Call: +44 (0)208 340 0436 (UK)

+353 (0)94 936 6923 (Ireland)

Email: info@pelmfg.com

Visit: www.pelmfg.com



Conference exhibitors



WCCTV

WCCTV is the UK's leading provider of redeployable CCTV cameras to the UK's Police and Local Authorities.

Our portable cameras are being utilised across the UK as part of targeted fly-tipping detection and reduction campaigns, helping secure thousands of FPNs.

Once the issues in a particular area have been addressed, our cameras can quickly and easily be relocated.

For more information:

Email: sales@wcctv.com

Visit: www.wcctv.co.uk



Whitespace

Empowering councils to drive sustainability and smarter waste services.

Whitespace partners with local authorities to deliver innovative waste management software that enhances environmental outcomes and supports cleaner, greener communities.

Trusted by over 120 councils, our solutions streamline operations to benefit millions of households across the UK, helping to reduce costs while promoting sustainable practices.

With decades of experience in system integration and process improvement, we enable councils to deliver exceptional services that align with environmental goals. Together, we can make a lasting impact on the planet and its people.

For more information:

Email: sales@whitespacews.com

Visit: www.whitespacews.com



Wybone

At Wybone, we've been designing and manufacturing litter and recycling bins for over 50 years, so, we believe that we know a few things about the waste market. Whether you're looking for indoor recycling solutions, or large capacity on street litter collection, we have a wide range of street furniture available to suit your needs.

For more information:

Call: 01226 744 010

Email: sales@wybone.co.uk

Visit: www.wybone.co.uk





Sustainability

You may have noticed that we've made a few small changes to our conference and awards to make it a more sustainable event.

So, what does this mean to you as a delegate?

Well, we still want you to have a great time. But, instead of printing lots of brochures and leaflets, we've gone digital. Similarly, we won't be giving out goody bags. We hope you support this decision to reduce our use of natural resources and carbon emissions.

We've also been working hard with the Crowne Plaza Liverpool to use fewer single-use items, offer a plant-based and vegetarian menu and deliver an overall more environmentally friendly conference.

#GBSpringClean

JOIN THE GREAT BRITISH SPRING CLEAN

Love where you live
21 March – 6 April 2025

Pledge to pick up a bag at
keepbritaintidy.org



Brought to you by



Keep Britain Tidy is a registered Charity No. 1071737