

COLLECT & COUNT



WHAT IS COLLECT & COUNT?

We ask volunteers to share information on their litter picking activity with Keep Britain Tidy, via **Collect & Count**. To demonstrate the impact of volunteering, show the scale of Britain's litter issues and to help campaign for change.



During 2022, 42,600 bags were collected and recorded!

HOW DO I SHARE RESULTS?

Our Collect & Count form only takes 2 minutes to complete and can be accessed on the Keep Britain Tidy website.

Results can be shared either after each clean or combined and shared at the end of the month.

Access the Collect & Count form [here.](#)

WHAT INFORMATION DOES COLLECT & COUNT RECORD?

- Number of bags collected
- Number of volunteers involved
- Time spent litter picking
- Region and type of area cleaned
- Name of litter picking group (optional)
- Amount of smoking-related litter found (optional)

During 2022, an average of 2650 volunteers took part in a litter pick each month!

WHY IS KEEP BRITAIN TIDY COLLECTING INFORMATION ON SMOKING-RELATED LITTER?

Keep Britain Tidy research has revealed **cigarette butts are the most littered item in England, making up 66% of all litter, with 83% found on the ground, and just 13% found in bins.** We also know that vape and e-cigarette litter is an increasingly prevalent form of litter.

Therefore, we're collecting data from volunteers on smoking related litter to build a better picture on the scale of the issue and the locations most affected, to **help inform future research and campaigns.**



During January 2023, 14,300 cigarette butts, 2,500 vapes and 15,500 items of packaging were recorded!



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#LITTER
HEROES
AMBASSADORS

DELIVERED BY



WHAT DOES KEEP BRITAIN TIDY DO WITH THE DATA RECORDED?

All litter picking results are **collated and analysed to help inform our campaigns**. Throughout 2021-22 we collected information on the number of plastic bottles, glass bottles and cans found during litter picks to inform our campaign for a Deposit Return Scheme.

During 2022, 214,000 plastic bottles, glass bottles and cans were recorded!



During 2022, 15,300 volunteers hours were given, saving councils £146,000!

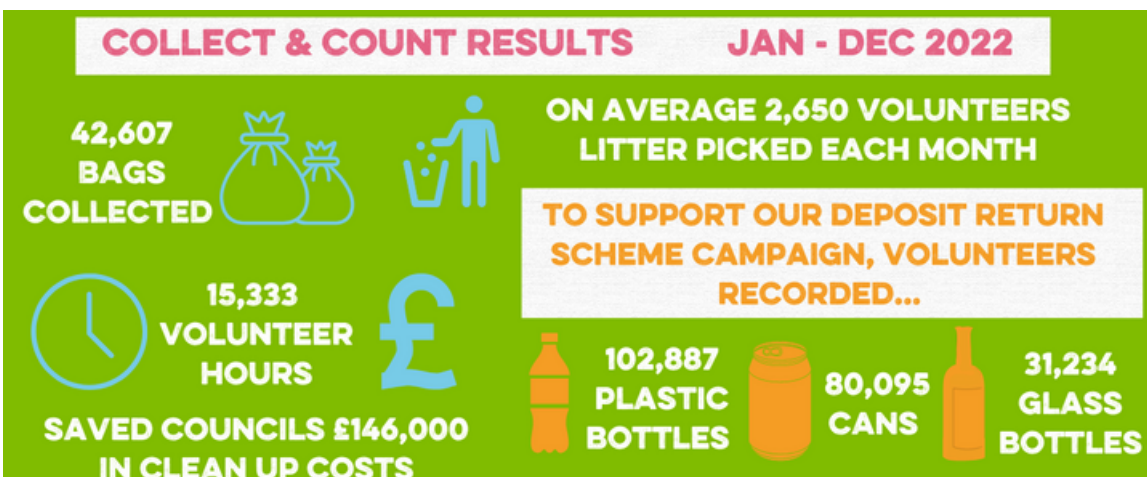
HOW CAN I VIEW THE RESULTS?

Monthly summaries of the results are shared on the Keep Britain Tidy website and the #LitterHeroes Facebook group. Quarterly and annual results are shared via the #LitterHeroes newsletter along with details of how your results have been used for research, litter intervention and campaign purposes.

We are in the process of building a new Keep Britain Tidy website and once launched in 2023, you will also be able to view a personal summary of your results!



Register as a #LitterHero [here](https://www.keepbritaintidy.org/get-involved/volunteer/litter-heroes) for more information about Collect & Count.
<https://www.keepbritaintidy.org/get-involved/volunteer/litter-heroes>



Thank you for sharing your results, we believe this is just as impactful as the litter picking itself!

Any questions? Contact litterheroes@keepbritaintidy.org