

## WHAT IS COLLECT & COUNT?

We ask volunteers to share information on their litter picking activity with Keep Britain Tidy via Collect & Count, including:

- Number of bags collected
- Number of volunteers involved
- Time spent litter picking

We also gather information to understand more about who is using Collect and Count, such as volunteer role, region and a contact email address so you can access your data.

In 2024, **156,097 bags of litter** were logged by volunteers!

## HOW DO I SHARE RESULTS?

Our Collect & Count form takes 2 minutes to complete and can be accessed on the Keep Britain Tidy website. Results can be shared after each clean or combined and shared at the end of the month.

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



## WHAT DOES KEEP BRITAIN TIDY DO WITH THE DATA ?

The data you provide helps us to demonstrate the impact of volunteering, show the scale of Britain's litter issues and informs our campaigns for change.



**Cigarette butts are the most littered item in the country.** Collect & Count helped us to gather data on smoking related litter, building a better picture of the scale of the issue to inform future research and campaigns.



Throughout 2021-22, we collected information on the number of cans and plastic and glass bottles found to inform our campaign for a Deposit Return Scheme. In 2022, **214,000 plastic bottles, glass bottles and cans** were recorded!

## HOW CAN I VIEW THE RESULTS?

Monthly 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, action and campaigns.

Register as a #LitterHero [here](#) for more information about Collect & Count.  
Any questions? [Contact litterheroes@keepbritaintidy.org](mailto:contactlitterheroes@keepbritaintidy.org).