



Bin It For Good

Do people stop littering when incentivised by social good?

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1. Executive Summary

Bin It For Good is an anti-litter project which encourages cleaner streets and also benefits local charities and good causes. The project was first trialled in Rayleigh in 2014, by a partnership of the Wrigley Company, Keep Britain Tidy and Rochford District Council. Following this, in 2015, the trial was extended to a further seven locations across England. For three months, litter bins were transformed into charity collection pots, featuring a new local charity or cause each month. The more litter that went into the bins and the less on the ground, the more money the featured charity received.

The project was well received by all partners and the public in the locations where it was tested. On average, it reduced litter by 17% and raised over £5,000 for the participating local charities. Following the extended trial, Wrigley and Keep Britain Tidy are keen to gather more evidence about how Bin It For Good works elsewhere and understand whether project partners can achieve the same level of result without intensive support from Keep Britain Tidy. As such, the project will be further piloted in 10 new locations and will aim to:

1. Develop a Bin It For Good toolkit and associated collateral to enable replication taking into account key learnings from phases one and two;
2. Test the efficacy of an approach to national scaling of Bin It For Good using the toolkit with arms-length support from Keep Britain Tidy
3. Gather further evidence about how the programme works elsewhere.

1.1. Background

In 2014, Keep Britain Tidy partnered with Wrigley and Rochford District Council to test a new approach to incentivise people to do the right thing with their litter by offering local community benefits.

Following the success of the pilot project in the market town of Rayleigh, Wrigley and Keep Britain Tidy were keen to test the concept in a wider range of location types. Funded by Wrigley, an extended trial of Bin It For Good took place in the following locations:

- A housing estate – by Barnet Homes
- Main retail area of a large city – by Birmingham City Council
- A market town – by Breckland District Council
- A student area – by Manchester City Council
- A medium-sized town – by Northumberland County Council
- A coastal resort – by Thanet District Council
- Green space/playing fields – by Wirral Metropolitan Borough Council

For three months, all street bins in the chosen target sites were transformed into 'Charity Bins', featuring a new local charity each month. The more waste that ended up in the bins each month, and the less litter on the street, the greater the share of a charity pot the charity received. Thus by placing waste in the bin, local people could help their community in two ways: by improving the appearance of their local area and by donating to a local charity.

1.2. Aim

The aim of the experiment was to test whether people change their behaviour and stop littering when incentivised by local community benefits in a range of different location types.

Evaluation objectives

To identify:

1. the impacts of the initiative on litter levels and littering behaviours
2. the impacts on awareness and attitudes around litter and the initiative
3. the impact on local businesses
4. what would improve the effectiveness, efficiency and impact of the intervention for any extension or further roll out.

1.3. Evaluation methodology

This evaluation of the experiment is informed by:

- the monitoring of litter and waste by weight, collected at the target site for one week per month of the experiment (one week each for baseline monitoring, and each of the three Charity Bins months);
- behavioural observations at the target site conducted in 28 three-hour sessions across the Charity Bins months;
- on-street public perceptions surveys with location users at three partner locations – Barnet Homes, Manchester City Council and Birmingham City Council sites, conducted during Month 3 of the intervention;
- online local business perceptions surveys conducted following Month 3 of the initiative; and
- a semi-structured in-depth telephone interview with the project manager at the partner organisations.

1.4. Results

Objective 1: To identify the impacts of the initiative on litter levels and littering behaviours

On average, the Charity Bins initiative decreased litter by 17% across all partner areas. Taking into account only the five locations where there was an overall reduction in litter, and therefore where the initiative was deemed to be successful¹, the average result was a 30% decrease in litter. The results indicate that overall the Charity Bins initiative has been highly effective in reducing litter levels in all location types tested to date², with the exception of the student area³. There was a perception from the partner that the initiative hadn't worked in the student location because of the nature of the target area, in that it is one of the liveliest and most diverse parts of Manchester. It is fast paced and well used throughout both the day and night, not just by students, though they are a major user group, but also by visitors to the bars, restaurants, music venues and theatres, etc. in the area.

Based on the reductions in street litter achieved in each Charity Bins month across the seven areas, a total of £5,306 was awarded to the local charities participating in the initiative.

The behavioural observations recorded 23% of people dropping litter. Men were significantly more likely than women to drop litter.

¹ Excluding the student area (Manchester City Council) and the market town (Breckland District Council)

² Including the market town of Rayleigh, which was the location of the original pilot project.

³ Results for the market town (Breckland District Council) show an increase in litter, but this could be attributed an unrelated clean-up that took place shortly before baseline monitoring (and therefore could have skewed the baseline data) and not the initiative.

The initiative appears to have had an effect on people's perceptions of the amount of litter present at each site, with exactly half (50%) of the public perceptions survey respondents saying that they felt that there was less litter on the ground as a result of the initiative. Perception did not correlate with actual results on the ground, so this shows it's not the reductions in litter that are driving the positive perceptions of the litter levels.

Objective 2: To identify the impacts on awareness and attitudes around litter and the initiative

Awareness of Charity Bins was high amongst public perceptions survey respondents, with 33% indicating that they were aware of the initiative. The majority of these had noticed the Charity Bins in-situ, however there is evidence that 'word of mouth' played a key role in raising awareness of the initiative. Word of mouth is a powerful source of information and this initiative has a real 'talkability' factor. Any future partners would be encouraged to consider ways that they can infiltrate existing networks within the local community, for example by identifying advocates (such as owners of local businesses, leaders of participating charities, etc.) and encourage them to share the 'story' of the Charity Bins. Overall, the initiative was viewed positively by respondents, raising awareness of the appearance of the local area and encouraging bin usage.

Objective 3: To identify the impact on local businesses

The impact on local businesses appears to be mixed. It should be noted that the data from the business perceptions survey has its limitations, as only 18 businesses responded to the survey.

All local businesses responding to the survey felt that clean and well maintained streets were important in attracting more people and businesses to the area. The majority had noticed the Charity Bin stickers in their local area and a few of them had heard about the initiative through other sources, such as advertisements in newspapers/magazines, newsletter/email from the council/housing association and posters in public buildings. Around two-thirds felt that the initiative had made the streets cleaner/more attractive to users of the area and that the initiative helped to ensure that visitors had a positive and lasting impression of the town⁴.

Two respondents (11%) felt that the initiative had improved their local business/trade. Additionally, when asked how likely they would be to support an ongoing Charity Bins initiative in the future, either through sponsorship or a small donation, the results were mixed. Providing businesses with a better idea of the proposed costs involved and benefits to their business would help them to make an informed decision about whether they would be willing to support a Charity Bins initiative in the future.

1.5. Recommendations

Objective 4: To identify what would improve the effectiveness, efficiency and impact of the intervention for any extension or further roll out

The results indicate that the Charity Bins initiative has been highly effective in reducing litter levels on the ground and the approach has been positively received by site users, the featured charities, local and national media, and the partner organisations.

⁴ The purpose of the Charity Bins was explained to all survey respondents so that they could provide feedback regardless of whether or not they were previously aware of the initiative.

The following recommendations resulted from the evaluation and are intended to inform any future iterations of the initiative.

- 1: Choose localised and clearly defined areas for the initiative to maximise visibility and impact
- 2: Choose local charities/good causes that appeal to a range of audiences and encourage them to contribute to the promotion of the initiative
- 3: Engage local businesses from the outset, work hard to keep them engaged throughout and demonstrate the benefits to their business
- 4: Be aware of other things happening in the area and how they might affect monitoring/results
- 5: When monitoring litter levels, engage street cleansing operatives from the outset
- 6: Partners should conduct a thorough bin audit before commencing the initiative
- 7: Any future roll-out to be on a national scale
- 8: Consider additional advertising collateral
- 9: Raise awareness of the initiative through local press and broadcast media, social media and word of mouth

Next steps

Following the success of the previous eight trials, conducted over two phases, Bin It For Good, will now be trialled in a further 10 locations. The trials will test the approach for a national roll-out and will involve the provision of a toolkit for local authorities and other land managers with arms-length support from Keep Britain Tidy and will aim to gather more evidence about how Bin It For Good works on the ground.

2. Introduction

2.1. Background

The Bin It For Good project aims to incentivise people towards doing the right thing with their litter by offering local community benefits. For three months, all bins within a defined target area, such as a high street or park, are transformed into charity collection pots featuring a different local charity each month. The more litter that goes in the bins and the less on the ground, the more money the featured charity receives. The project pilots have been funded by The Wrigley Company and delivered in partnership by Keep Britain Tidy and local land managers, such as local councils, social housing providers and Business Improvement Districts.

Bin It For Good was first piloted in Rayleigh Town Centre in 2014, by Keep Britain Tidy, Wrigley and Rochford District Council. The project was a huge success and litter reduced by an average of 42% during the three 'Charity Bins' months. At the same time, three local charities received over £1,300 of financial support for their work. The project received significant support across the local community and was shortlisted for a number of awards.

Following the success of the pilot project in the market town of Rayleigh, Wrigley and Keep Britain Tidy were keen to test the concept in a wider range of location types. Funded by Wrigley, an extended trial of Bin It For Good took place in the following locations:

- A housing estate – by Barnet Homes
- Main retail area of a large city – by Birmingham City Council
- A market town – by Breckland District Council
- A student area – by Manchester City Council
- A medium-sized town – by Northumberland County Council
- A coastal resort – by Thanet District Council
- Green space/playing fields – by Wirral Metropolitan Borough Council

Bin 'wraps' were placed around the bins to visually highlight to location users the purpose of the initiative and explain how people could support their local community by putting litter in the bin. These were designed to resemble a charity collection pot. The wraps remained consistent throughout the experiment to minimise waste and cost, with individual stickers being placed on top of the wraps to display the name and logo of the chosen charity, and a brief description of their work to indicate how local support for the charity can make a difference. The wraps used a bright green charity pot image to increase the salience of the bins to location users. All wraps also included a note to explain that the initiative supported by Keep Britain Tidy, Wrigley and the local partner.

Litter on the street and waste deposited in bins at the target site were monitored by weight for one week per month prior to the intervention (baseline monitoring) and again during each month of the Charity Bins intervention. The change in street litter achieved in each month, compared with the baseline month of monitoring, determined the donation amount to be awarded to the featured charity⁵.

⁵ Following the success of the Rayleigh pilot, which identified that in future iterations of the project, charity donations could be funded by the partner organisations, the seven partners in this extended pilot funded the donations to their local chosen charities.

2.2. Aim and objectives of the project

The aim of the experiment was to identify whether people change their behaviour and stop littering when incentivised by social good in a range of different location types.

The experiment evaluation objectives were to identify:

1. the impacts of the initiative on litter levels and littering behaviours
2. the impacts on awareness and attitudes around litter and the initiative
3. the impact on local businesses
4. what would improve the effectiveness, efficiency and impact of the intervention for any extension or further roll out.

2.3. Approach

2.3.1. Target sites

The locations that were included in the experiment are outlined in the table below.

Table 1: Target sites

Type of site	Target site	Partner organisation
A housing estate	Grahame Park Estate	Barnet Homes
Main retail area of a large city	Birmingham City Centre's main retail area	Birmingham City Council
A market town	Thetford Town Centre	Breckland District Council
A student area	Oxford Road Corridor	Manchester City Council
A medium-sized town	Prudhoe Town Centre	Northumberland County Council
A coastal resort	Margate Old Town and Harbour Arm (including Turner Contemporary Art Centre)	Thanet District Council
Green space/playing fields	Central Park & Arrowe Park ⁶	Wirral Metropolitan Borough Council

2.3.2. Charity Bin design and installation

Bin 'wraps' were placed around the bins to visually highlight to location users the purpose of the initiative and explain how people could support the featured charities by putting litter in the bin. These were designed to resemble a charity collection pot and used a black background with bright green imagery to increase the salience of the bins to location users.

An example of the creative used on the bin wraps is shown here.

The bin wraps were made from vinyl, making them durable and weather resistant. This allowed the wraps to remain consistent throughout the experiment and minimise waste.

Rather than replacing the wraps each month, individual stickers were placed over the wraps to display the name and logo of the featured charity, along with a brief description of their work to indicate how support for the charity could make a difference. All wraps also included a note to explain that the initiative was supported



⁶ Plymyard Playing Fields was also included as a target site, but unfortunately we weren't able to collect a complete dataset of monitoring data so it has been excluded from the data analysis and results.

by Wrigley, Keep Britain Tidy and the partner organisation. The wraps were self-adhesive and were designed in a number of different sizes to enable the partners to select the sizes that best fit the bins in their target sites.

2.3.3. Charity selection

The charities⁷ chosen by each of the partner organisations is shown in the table below.

Table 2: Participating charities

Barnet Homes	Birmingham City Council	Breckland District Council	Manchester City Council	Northumberland County Council	Thanet District Council	Wirral Metropolitan Borough Council
The Grahame Park Youth Project	Love Brum	Riversdale Centre	Aquarius Community Centre	Prudhoe Community Workshop Trust	Oasis Domestic Abuse Service	Wirral Autistic Society
Grahame Park Independent Living	Love Brum	Charles Burrell Centre	Hideaway Youth Project	Prudhoe Youth Club Football Club	Porchlight	Claire House Children's Hospice
The Colindale Food Bank	Love Brum	Thetford Foodbank	Chapter 1: The Limes	Prudhoe Community Allotment	Pilgrims Hospices	Wirral Mind

2.3.4. Communications and publicity

In order to raise awareness of the initiative and inform the public that their litter – binned correctly - could benefit a local charity, Keep Britain Tidy, Wrigley and the partner organisations, promoted the experiment through press releases, launch events with local charities and photo calls. Media interest in the Charity Bins initiative resulted in 40 newspaper articles, with an Advertising Value Equivalent of £32k and a reach of 900,000. In addition to this there was also a series of web media articles, coverage on local radio and social media coverage.

A poster was also produced to advertise the initiative and is included in Appendix F. This was displayed in public buildings and distributed to local businesses in the target sites, for display on their premises.

2.3.5. Businesses engagement

Partner organisations were tasked with engaging local businesses in and around the partner sites. Engagement consisted of visits to local business to introduce and explain the Bin It For Good initiative, demonstrating the benefits of the project to the area and to their local business. Businesses were asked to display the posters in their windows and were encouraged to talk about the project with customers and on social media. Local businesses were also informed that they would be asked to provide feedback on the initiative via an online survey at the end of the project.

2.3.6. Monitoring and evaluation

The monitoring of litter at the target site, both in litter bins and on the street, was integral to the experiment as a measure of the impact of the Charity Bins initiative.

⁷ In their expression of interest form, potential partners were asked to provide details about how they would select the local charities or causes. In the briefing document, partners were encouraged to think about the charities that resonate with local residents and particularly to think charities that are local or hyper local to the target sites.

Using hand scales, partner organisations weighed the litter collected on a daily basis for one week per month of the experiment – for four months in total (one month of baseline monitoring, three months of Charity Bins monitoring). Waste disposed in the Charity Bins and litter from the street, were collected for weighing as part of the normal cleansing routine. Monitoring both waste from the bins and litter on the street allowed fluctuations in the overall amount of litter in the area (e.g. during school holidays and warmer periods, when litter tends to increase) to be accounted for, as the analysis measured the difference in proportions between the two.

The experiment evaluation is also informed by behavioural observations, public perceptions surveys, an online local businesses perceptions survey and in-depth interviews with the project manager within each of the partner organisations. The full methodology is outlined in the table below.

Table 3: Evaluation methodology

Data collection method	Methodology
Site monitoring – litter weighing	<p>Aims</p> <ul style="list-style-type: none"> To identify the impact of the initiative on waste levels in the Charity Bins and litter levels on the ground and identify the prize amounts for local charities. <p>Data collection and analysis</p> <ul style="list-style-type: none"> Waste collected from the Charity Bins and litter on the ground was weighed and recorded (in kilograms) for one week per month of the experiment. The data was collected in four phases: <ul style="list-style-type: none"> Baseline monitoring (pre-initiative) Charity Bins Month 1 Charity Bins Month 2 Charity Bins Month 3 All general waste street litter bins within the target areas. Quantitative data analysis using Microsoft Excel. The findings of the analysis were reviewed internally.
Behavioural observations	<p>Aim</p> <ul style="list-style-type: none"> To identify waste disposal behaviours at the sites, the contexts and drivers of these and any observable impacts of the Charity Bins. <p>Data collection and analysis</p> <ul style="list-style-type: none"> Structured naturalistic (unobtrusive) observations at the target site using pre-coded recording forms. The recording form used in for the observations in included at Appendix A. Recorded instances of waste disposal behaviour (in bin or elsewhere) and other engagement with Charity Bins. Conducted by independent researchers on varying days of the week to capture a range of location users – 28 three-hour sessions across the three Charity Bins months. Conducted at three of the seven partner locations 1814 observations of people in total. Quantitative data analysis using Microsoft Excel. The findings of the analysis were sense-checked internally.
Public perceptions surveys	<p>Aims</p> <ul style="list-style-type: none"> To identify public perceptions of the project, impacts to claimed awareness, attitudes and behaviours around litter. To identify what would improve the effectiveness, efficiency and impact of the intervention for any extension or further roll out. On-street quantitative public perceptions surveys at the target sites, conducted by independent researchers during the charity month 3: The surveys were conducted on varying days of the week to capture a range of location users. Respondents were randomly approached in the street to participate in the survey until the target number of completed surveys was achieved. The questionnaire is included at Appendix B.

Data collection method	Methodology
	<p>Data collection and analysis</p> <ul style="list-style-type: none"> • Conducted at three of the seven partner locations • Target of 100 respondents per location (308 responses achieved in total) • Quantitative data analysed using SPSS and Excel. The findings of the analysis were reviewed through internal workshops.
Local businesses perceptions survey	<p>Aims</p> <ul style="list-style-type: none"> • To identify the impacts of the Charity Bins initiative on local businesses and their willingness to support similar initiatives to prevent litter in their area. • To identify what would improve the effectiveness, efficiency and impact of the intervention for any extension or further roll out. <p>Data collection and analysis</p> <ul style="list-style-type: none"> • A short online survey (Toluna QuickSurveys) distributed by email to businesses located in the target sites via partner organisations. Paper surveys were also supplied for those that did not have email access. The questionnaire is included at Appendix C. • 18 respondents in total • Quantitative data analysed using Excel. The findings of the analysis were reviewed through internal workshops.
Partner interviews	<p>Aim</p> <ul style="list-style-type: none"> • To identify partners' views on what worked well in the project, what could be improved and their observations of impact. <p>Data collection and analysis</p> <ul style="list-style-type: none"> • A short semi-structured telephone interview (30 minutes). • 7 respondents in total (all partners) • Qualitative analysis. The findings were reviewed through internal workshops. The discussion guide is included at Appendix D.

2.3.7 Statistical significance

Where appropriate, findings from the quantitative data analysis used in the evaluation have been tested for statistical significance using a 95% probability. Statistical significance tests are used to determine the likelihood that the same results would be found if the survey was repeated using a different or larger data sample, rather than being due to chance.

2.3.8 Limitations of the research

The business perceptions survey did not have as good a response rate as was hoped, with only 18 businesses responding. It is not fully known why the response rate was so low, particularly as additional efforts were made to engage the businesses from the outset, following a key learning from the original pilot project in Rayleigh by Rochford District Council. This consisted of site visits by partner organisations to local businesses in the target locations and detailed explanations of the purpose of the initiative. In addition, we learned from the original pilot that many local independent retailers tended not to use email, and so efforts were made by partner organisations to disseminate paper copies of the business perceptions survey for submission to Keep Britain Tidy's research team. Feedback from partners via the in-depth partner interviews suggested that whilst action was taken to involve local businesses, the level of engagement was not strong. There was a feeling that this was in part due to the constraints for the major national retailers to display posters in their windows, due to internal policies about standardised window displays across the country. Some also felt that despite their efforts, local businesses didn't see the direct benefits for themselves in being involved.

3. Results

3.1. Objective 1: To identify the impacts of the initiative on litter levels and littering behaviours

This section discusses the impacts of the Charity Bins initiative on litter levels in the target sites. The results show the change in the proportion of litter recorded on the street in each month of the intervention compared to the baseline month of monitoring, for each of the seven different partner locations. This was deemed the most appropriate measure of impact as it allowed for fluctuations in the overall amount of waste deposited in bins and littered on the ground to be accounted for. Therefore, the proportion of litter collected on the street compared to waste collected in the bins provides a more accurate measure of the impact of the initiative.

Overall impact on litter levels⁸

The results for the individual locations are shown in the tables below.

Table 4: Waste and litter monitoring results for the housing estate (Barnet Homes)

Month	Total waste deposited in bin and litter on street (kg)	Proportion of waste in bin (%)	Proportion of litter on street (%)	Percentage change in the proportion of litter on the street
Baseline Month	167.10	41%	59%	N/A
Month 1	182.47	39%	61%	+3%
Month 2	185.91	50%	50%	-15%
Month 3	198.63	47%	53%	-10%
Average change	-	-	-	-7%

The timing of the project, particularly of the baseline data collection during the summer holiday period, could have affected the results, as the Grahame Park Estate is located near to both a school and college. This may mean that lower levels of litter, than are normally present during term-time, were recorded resulting in a lower weight being used as the baseline figure.

Barnet Homes was very active on social media and achieved good coverage of their Bin It For Good initiative in the local media. It is possible that this activity contributed to the results achieved in the perceptions surveys which show that that prompted awareness of the initiative was highest among those surveyed on the Grahame Park Estate. The results also show that the Graham Park Estate had the largest proportions of people strongly agreeing that Bin It For Good made them want to put their litter in the bin, made them more aware of what they do with their litter, and made them more aware of how the area looks.

⁸ Narrative beneath each table is based on feedback from partners and where relevant, the perceptions surveys. Perceptions surveys were undertaken in three of the seven locations, Barnet, Birmingham and Manchester.

Table 5: Waste and litter monitoring results for the main retail area of a large city (Birmingham City Council)

Month	Total waste deposited in bin and litter on street (kg)	Proportion of waste in bin (%)	Proportion of litter on street (%)	Percentage change in the proportion of litter on the street
Baseline Month	2072.62	90%	10%	N/A
Month 1	2176.12	93%	7%	-33%
Month 2	1668.30	94%	6%	-42%
Month 3	5025.62 ⁹	95%	5%	-51%
Average change	-	-	-	-42%

Despite the positive results achieved on the ground, and the fact that the initiative was covered by print and digital media both at the launch of the initiative and after the first ‘charity month’ promoting the reduction in litter, the data from the perceptions surveys undertaken in Birmingham show that prompted awareness of the initiative was significantly lower in Birmingham than the other two areas and awareness of Birmingham’s chosen charity (LoveBrum) was also the lowest recorded of any of the participating charities. This may suggest that for Birmingham, the results aren’t driven by the communications, but perhaps by the visibility of the ‘Charity Bins’, particularly as the main retail area would also be used by commuters (non-residents) and visitors, who wouldn’t necessarily have been exposed to the local media coverage. This idea was also supported in the partner feedback.

Table 6: Waste and litter monitoring results for the market town (Breckland District Council)

Month	Total waste deposited in bin and litter on street (kg)	Proportion of waste in bin (%)	Proportion of litter on street (%)	Percentage change in the proportion of litter on the street
Baseline Month	71.67	90%	10%	N/A
Month 1	111.78	88%	12%	+18%
Month 2	99.05	85%	15%	+48%
Month 3	115.75	88%	12%	+18%
Average change	-	-	-	+28%

The Tour of Britain bicycle race passed through Thetford, the target site, on Saturday 12th September 2015 (in month 2), estimated to attract around 180,000 spectators. In preparation for the event and increased footfall, additional cleansing of the area took place in July/August (baseline month). As such, the total amount of waste recorded in the baseline month is quite low and therefore is not reflective of the waste or litter levels typical of the area, which means that the data shows an increase in litter. Had the baseline data been collected under normal everyday conditions, it is likely that the results recorded would be more positive. Breckland District Council were asked if it was possible to conduct an additional phase of monitoring in their area, following completion of the project, to act an alternative baseline figure to give an indication of the likely impact of the initiative on litter levels in Thetford. Unfortunately, the council was unable to task the contractor with this additional monitoring.

⁹ The increase in the weight of total waste deposited in bins and litter on the street in month 3 could be reflective of the increase in footfall in the run-up to Christmas and the Christmas Markets in month 3, which typically attract an extra 5 million visitors over a seven-week period.

Table 7: Waste and litter monitoring results for the student area (Manchester City Council)

Month	Total waste deposited in bin and litter on street (kg)	Proportion of waste in bin (%)	Proportion of litter on street (%)	Percentage change in the proportion of litter on the street
Baseline Month	379.0	58%	42%	N/A
Month 1	440.00	59%	41%	-2%
Month 2	444.00	59%	41%	-2%
Month 3	353.00	50%	50%	+20%
Average change	-	-	-	+5%

The Oxford Road Corridor, Manchester’s target area, is a lively and diverse area. It encompasses two university campuses, bars/clubs, theatres, galleries, music venues and restaurants meaning that it is well used throughout the day and night. It was felt by the partner that such a high footfall location, that is very fast paced has meant that users of the area have not interacted with their surroundings, and therefore not fully understood the concept of the charity bins initiative, as much as users of other location types might have, meaning that the initiative has not had an impact on the amount of litter found on the ground. However, the council worked in partnership with the university and directly with a number of students, to deliver the experiment and raise awareness among students via peer to peer communications in the form of events, exhibitions and other communications. Data from the perceptions surveys show that prompted awareness of the initiative was quite high (over a third were aware of the charity bins) and there was strong agreement that the initiative encourages more people to use a bin and that it makes them more aware of how the area looks. However, interestingly the observations data shows that Manchester had the greatest proportions of people who ‘placed litter next to a bin’, ‘shot and missed’ the bin and ‘inched away from/left litter behind’, which shows that users of this site behave differently with their litter, which may be related to age and user type of the people in the area (predominantly students). However, it is not possible to fully conclude why Bin It For Good did not work in this location.

Table 8: Waste and litter monitoring results for the medium-sized town (Northumberland County Council)

Month	Total waste deposited in bin and litter on street (kg)	Proportion of waste in bin (%)	Proportion of litter on street (%)	Percentage change in the proportion of litter on the street
Baseline Month	70.75	58%	42%	N/A
Month 1	75.68	56%	44%	+5%
Month 2	104.51	91%	9%	-78%
Month 3	90.92	93%	7%	-83%
Average change	-	-	-	-52%

The general feeling from the partner is that perhaps the target area was too small and / or didn’t really have a significant enough litter problem to begin with. From Keep Britain Tidy’s perspective, the purpose was to test Bin It For Good in a range of locations and so, the results are valid. The total waste deposited in bins and on the street increased in and after month 1 and there is a feeling that this is due to the timings being in the school holidays and the increase in footfall, particularly the number of young people using the area, but there is no evidence to confirm this. It is interesting to note the large reductions in the proportion of litter on the street in months 2 and 3. Whilst we cannot conclude to what extent Bin It For Good or certain elements of the related activity, such as the media coverage led to the reductions, there

are no obvious external factors which we are aware of that could have contributed to the decreases in litter.

Table 9: Waste and litter monitoring results for the coastal area (Thanet District Council)

Month	Total waste deposited in bin and litter on street (kg)	Proportion of waste in bin (%)	Proportion of litter on street (%)	Percentage change in the proportion of litter on the street
Baseline Month	212.64	58%	42%	N/A
Month 1	257.12	74%	26%	-39%
Month 2	313.15	73%	27%	-36%
Month 3	259.10	71%	29%	-33%
Average change	-	-	-	-36%

The general feeling from the partner is that the initiative could have been more effective if it had been fully undertaken during the summer months, when footfall and therefore litter levels tend to be higher and also had more promotion and publicity been undertaken around the initiative. Local media coverage achieved was low key / limited and it was felt that the timetable for delivery didn't allow enough time for the partner to arrange and undertake wider promotional activity.

Table 10: Waste and litter monitoring results for the green space / playing fields (Wirral Metropolitan Borough Council)

Month	Total waste deposited in bin and litter on street (kg)	Proportion of waste in bin (%)	Proportion of litter on street (%)	Percentage change in the proportion of litter on the street
Baseline Month	136.30	88%	12%	N/A
Month 1	189.60	91%	9%	-24%
Month 2	167.10	90%	10%	-14%
Month 3	156.20	89%	11%	-7%
Average change	-	-	-	-15%

The three parks and playing fields were specifically chosen because of their problems with footballers leaving litter. The bin wraps were perceived to have been impactful and so were regarded as being responsible for the reductions in litter each month.

On average, the Charity Bins initiative decreased litter by 17% across all partner areas. Taking into account only the five locations where there was an overall reduction in litter, and therefore where the initiative was deemed to be successful¹⁰, the average result was a 30% decrease in litter. Of all the partner locations, the greatest result was recorded in Northumberland in Month 3; a decrease in litter of 83%.

The results indicate that overall the Charity Bins initiative has been highly effective in reducing litter levels in all location types tested to date¹¹, with the exception of the student area¹², although we are not fully able to conclude exactly why it didn't work in this location type.

¹⁰ Excluding the student area (Manchester City Council) and the market town (Breckland District Council)

¹¹ Including the market town of Rayleigh, which was the location of the original pilot project.

¹² Results for the market town (Breckland District Council) show an increase in litter, but this is due to skewed baseline data owing to an unrelated clean-up that took place shortly before baseline monitoring and not the initiative.

Based on the reductions in street litter achieved in each Charity Bins month, a total of £5,306 was awarded to the local charities participating in the initiative.

Impact on littering behaviours

A total of 1,814 observations were undertaken during 22 three-hour sessions. Observations were undertaken in three of the seven partner locations, namely Barnet, Birmingham and Manchester¹³, and were undertaken in August and September (charity months 1 and 2) across different times of the day and days of the week.

Observations included people handling waste items (whether placing these in a bin, as litter on the ground or keeping hold of the item as they passed through the observation site), people responding to the bins in some way and people who were doing neither, they were simply at the site. Collecting observations of all people (including those who were inactive) helps to build an understanding of footfall and the type of people present. In cases of very high footfall during the observation period, the researcher was instructed to prioritise people observed handling waste items and/or responding to the bins at the site.

The researcher was asked to record the age and gender of each person observed on the site along with further details including whether the person was part of a group and what sort of group (school friend, family group, couple), whether they were in uniform (school uniform or work clothes e.g. high visibility jacket) and the type of site user (school child, worker, visitor, local resident, etc.). Their behaviour was also recorded which included noting if they used the bin or not, what sort of litter they disposed of, did they read the 'Bin it for Good' sticker, did they talk about the sticker to others in their group, etc.

1,689 observations were of people handling waste items, 1,537 observations were of people who either littered or binned their waste items (i.e. 152 observations were of people who did not bin or litter their waste item/s, they continued to hold it as they passed through the observation site).

The behavioural observations recorded 23% of people dropping litter.

Table 11: Littering behaviour

	Number of people observed disposing of waste items	Proportion who binned waste	Proportion who littered waste	Proportion of smokers who littered their cigarette butts	Proportion of people who littered all other waste items (exc. Cigarettes)
Observations	1,537	77%	23%	31% ¹⁴	19%

Cigarette butts were the most commonly littered item (31%), followed by food packaging from crisp packets, confectionery wrapper/bags – 18%, food packaging from take-away boxes, polystyrene boxes/trays, sandwich packs, paper bags, napkins – 15%, plastic bottles - 10%, hot drinks - 10%, canned drinks - 7% and small pieces of paper, from train/bus tickets, receipts, flyers and leaflets - 7%. Other litter

¹³ These three locations were selected for the sample as they are in a more urban setting, selected charities that were more focused on the needs and interests of young people (which was one of the target demographics of the project due to the perception that they are prolific litterers) and were areas suffering from the greatest amounts of litter.

¹⁴ In Birmingham the footfall was particularly high and priority was given to observing people who interacted with the bins and therefore we over-recorded people binning litter both for smokers and non-smokers. Data for Birmingham only shows that 21% of smokers littered their cigarette butts, but excluding the Birmingham data 78% of smokers littered their butts.

items such as plastic bags, cellophane wrappings, newspapers/magazines and gum were each observed on less than 2% of sites.

Table 12: Proportion of people observed littering by age group

Age group	Percentage of people observed littering
Under 16	12%
16-24	24%
25-34	22%
35-54	17%
55+	14%

Base: 1,814

The under 16's were the group who had the lowest levels of littering behaviour. Young adults (16-24 years) have the highest levels of littering behaviour. Data from the behavioural observations shows that of those observed littering, a greater proportion were aged 16-24 in Manchester, than in the other two locations, which reflects the site type in that it was a predominantly a student area.

The observations also found that men were more likely to drop litter than women, 22% vs 17%, which is a significant difference.

More than a third (37%) of the public perceptions survey respondents stated that the initiative had made them or others they know seek out more of their own waste to put in the bin.

The initiative appears to have had an effect on people's perceptions of the amount of litter present at each site, with exactly half (50%) of the public perceptions survey respondents saying that they felt that there was less litter on the ground as a result of the initiative.

3.2. Objective 2: To identify the impacts on awareness and attitudes around litter and the initiative

Evaluation undertaken as part of the project allows us to review the impacts of the Charity Bins on people's awareness and attitudes of litter and the initiative itself.

3.2.1. Awareness of the Charity Bins

Awareness of the Charity Bins initiative was high. 33% of people surveyed were aware of the initiative. 31% of people had seen the Charity Bins in situ in the target locations, and 16% had seen or heard about the initiative from other sources.

The survey showed that women were more likely to have noticed the bin stickers than men (34% of women and 26% of men had seen the bin stickers). Those aged 65 and over were more aware of the initiative than any other age group, as shown below.

Table 13: Proportion of age group who were aware of Charity Bins

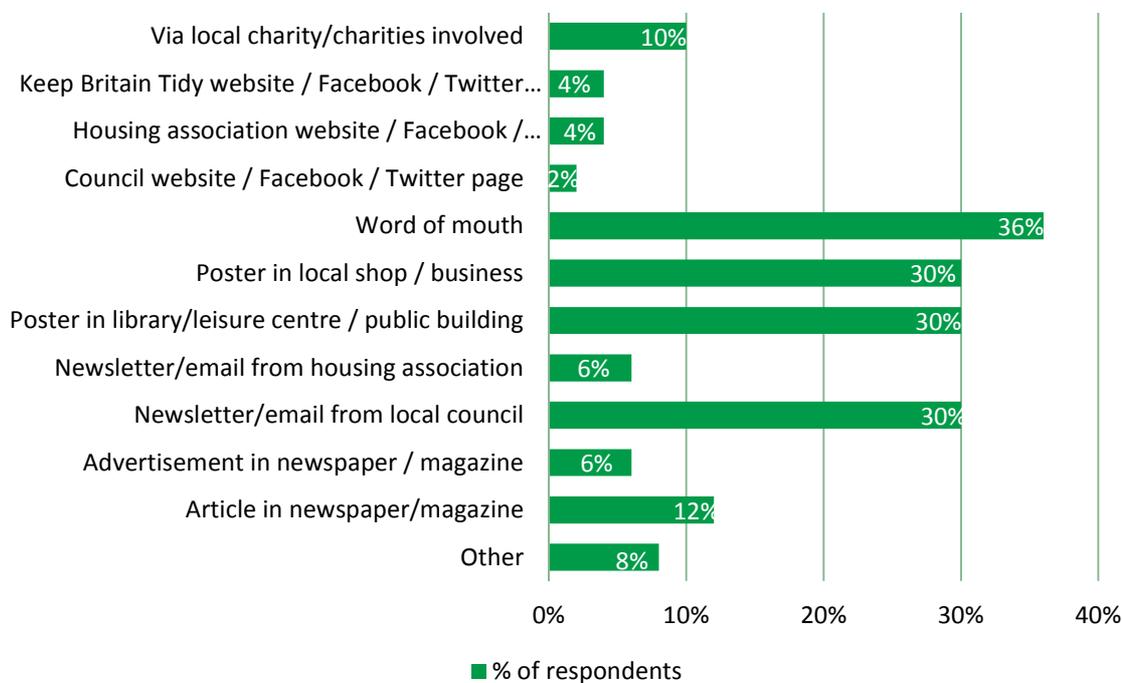
Age group	Proportion of age group who were aware of Charity Bins
16 - 24	31%
25 - 34	29%
35 - 44	32%
45 - 54	26%
55 - 64	29%
65+	48%

Base: 308

Communications and publicity

Those respondents who had seen or heard about the bin stickers from elsewhere were asked where they had seen or heard of them. The results are shown in the chart below.

Figure 1 : Source of information for respondents who had seen/heard about the bin stickers elsewhere



Base = 50 respondents; other consists of 'via child's school, nursery, library, doctor's surgery'.

The most common response was word of mouth; with more than a third (36%) citing this as the source of their knowledge of the bin stickers. No further evidence is available from within the survey data to indicate who the storytellers are, though since the participating charities were listed separately on the questionnaire as a potential way in which the public could have been made aware about the initiative, we could assume that it is not word of mouth from the local charities.

Word of mouth is followed by posters in local businesses, posters in public buildings and newsletters/emails from the council. Just a tenth (10%) of people had been made aware of the initiative via the local charity/charities involved. This highlights the role for participating charities in raising awareness of the initiative by promoting it to their beneficiaries and those people in the wider area, to inform site users that they can help the charity simply by using a bin.

There were also a small number of anecdotal comments made regarding the public's views on how best to promote the initiative.

“Word of mouth is the best way for this scheme to get off the ground. People don't probably read what is on the front of the bins.”

“Keep advertising in local places...We need more posters...”

3.2.2. Awareness of the charities

Respondents in the public perceptions surveys were asked if they had heard of the specific charities that would benefit from the Charity Bins initiative in their area. The results are shown in the table below.

Table 14: Proportion of people observed littering by age group

Area	% aware of at least one of the charities	Charity	% aware of the charity
Barnet	67%	Grahame Park Youth Project	43%
		Grahame Park Independent Living	28%
		Colindale Foodbank	50%
Birmingham	12%	Love Brum	12%
Manchester	22%	Aquarius Community Centre	10%
		Hideaway Youth Project	1%
		Chapter 1: The Limes	14%

Base: 308

The public perceptions research found that the greatest awareness of the featured charities was in Barnet, where all charities featured were hyperlocal to the target site, the Grahame Park estate. Two-thirds of people surveyed were aware of at least one of the featured charities. Around a fifth of people surveyed in Manchester were aware of at least one of the featured charities there (22%). Awareness of Love Brum, the only charity featured in Birmingham was lowest, with around a tenth (12%) of people aware of it.

Amongst all public perceptions survey respondents, including those who only became aware of the initiative as a result of the interview, 56% felt that the initiative had increased their awareness of the charities involved and how they are trying to help local people.

When looking at the awareness of charities within the business sector, half of survey respondents (50%) agreed that the initiative had made them more aware of the charities.

Awareness of litter and environmental quality

The initiative appears to have made people aware of the appearance of the local area. 71% of public perceptions survey respondents said the initiative had made them more aware of what they do with their litter, and 60% of respondents stated the initiative made them more aware of how the area looks.

Attitudes around litter and the initiative

The public perceptions research also found that the initiative has had a positive influence on people's attitudes towards litter, with 67% of people agreeing that the initiative encourages people to use a bin, 71% of people stating the initiative made them want to put their litter in the bin and 50% saying that they felt that there was less litter on the ground as a result of the initiative..

When asked their thoughts on an initiative that incentivises people to use a litter bin by offering benefits to local charities, responses were mixed, with a similar number of positive and negative comments. Examples from those survey respondents who thought it was a good idea include:

"I hope it runs all year round, it is a brilliant initiative."

"It's a forward thinking idea."

"Everyone wins with it."

However, those who gave negative feedback generally commented that they don't think the initiative will make a difference to the amount of litter found present on the ground and some gave feedback on the visibility of the stickers and their own lack of awareness of project occurring in their local area:

"I don't think it will make much difference."

"Make it bold. It isn't noticeable and I walk this way to work five days a week."

3.3. Objective 3: To identify the impacts on local businesses

It should be noted that the data within this section has its limitations, as only 18 businesses responded to the survey¹⁵. The businesses who returned the survey were mostly small independent businesses. The impact of the Charity Bins initiative on local businesses appears to be mixed.

All 18 business respondents felt that clean and well maintained streets were important in attracting more people and businesses the area. 15 respondents (83%) had noticed the Charity Bin stickers in their local area and five (28%) had heard about the initiative through other sources, advertisements in newspapers/magazines, newsletter/email from the council/housing association and posters in public buildings.

11 respondents (61%) felt that the initiative had made the streets cleaner and more attractive to users of the area, whilst 12 respondents (67%) felt that the initiative helped to ensure that visitors had a positive and lasting impression of the town¹⁶.

Two respondents (11%) felt that the initiative had improved their local business/trade. Additionally, when asked how likely they would be to support an ongoing Charity Bins initiative in the future, either through sponsorship or a small donation, the results were mixed. Five of the businesses (27%) stated that they did

¹⁵ Caveat: results to be interpreted with caution, due to the low sample size.

¹⁶ The purpose of the Charity Bins was explained to all survey respondents so that they could provide feedback regardless of whether or not they were previously aware of the initiative.

not know or were neutral, while three businesses (17%) felt it was likely and 10 felt that it was unlikely (56%). Providing businesses with a better idea of the proposed costs involved and benefits to their business would help them to make an informed decision about whether they'd be willing to support a Charity Bins initiative.

These findings suggest that increased efforts to engage businesses would help to improve future iterations of the initiative and therefore could possibly contribute to better results on the ground. Businesses should be consulted about the initiative before the installation of the Charity Bins to gain their support for the initiative, either by helping to raise awareness of it through their networks and to their customers through word of mouth, etc. or via provision of charity donations. The strong litter reduction, public perception survey results, and the results from the business perception surveys (with a caveat) outlined in this report could be used in communications with businesses to highlight the benefits of supporting the initiative. Business Improvement Districts should also be approached when seeking support for the initiative to better test the likelihood that businesses might financially support the initiative.

3.4. Objective 4: To identify what would improve the effectiveness, efficiency and impact of the intervention

This section discusses outcomes of the partner interviews, outlining what worked well in the initiative, what could be improved and other learnings to improve the design and delivery of the approach.

3.4.1. What worked well

Most partners felt that it difficult to give their views on the changes in litter levels in their target areas, as they weren't based near to the target sites or their role meant that they weren't involved in the project on such a practical level, so feedback on interpretation of results is limited, although those that could commented that they themselves perceived a visible reduction in litter as result.

"I agree with the findings that the experiment worked in reducing litter ...I've noticed that the stickers have reduced litter on the ground. I was pleased with their impact"

However, regardless of whether the 'on the ground' monitoring proved a decrease in the amount of litter found present in the target sites, all partners were very positive about the experiment itself, their involvement in it and the media coverage achieved. As such they would be keen to deliver it again in their areas.

"The results were a bit disappointing, but we were really pleased with the publicity."

"As a council we would really like to be involved in doing it again if a few tweaks were made."

Bin wraps design

The results from the litter monitoring and public perceptions research suggest that the bin wraps were highly successful in increasing the salience of the bins and communicating the purpose of the initiative. This is supported by feedback from the partner organisations:

"The design of the stickers was really good; they were attractive and eye-catching."

“We were really pleased with the stickers and posters. The design was really good...They were really visible.”

Media coverage of the initiative

The original pilot project in Rayleigh identified that media coverage of the initiative played a key role in raising awareness of the Charity Bins and featured charities. Partners were encouraged to focus on communications and messaging to promote the Charity Bins initiative via local media and social media, etc. The partners felt that this has had the additional benefit of demonstrating to their public that they were doing something to tackle the issue of litter and subsequently the independent positive coverage from the local media was valued by partners:

“It raised awareness that we are trying to do something about reducing litter in the town.”

“It’s a bit of a struggle to get positive news stories (about what the council is doing), but this was something really positive we could talk about.”

3.4.2. Suggestions for improvement

Timing

A number of partners noted seasonal changes and key activities and events that they feel made the ‘on the ground’ monitoring more difficult and/or could have affected results (positively and negatively). For example, the Christmas Markets or other large scale events that take place in the area increasing the footfall, and school holidays meaning that the footfall is either more or less than it would be usually, depending on the nature of the target site. They recommended that before undertaking the initiative, partners consider time of year, along with key events and activities that may occur during the timeline of the project and ensuring that where possible, it is undertaken when outside factors would be kept to a minimum.

“Litter in the winter is just less anyway, so it wasn’t as effective as it could have been.”

“In the second week of our project, we had an event on in the town centre, which really increased the amount of litter in the area.”

“The theory was great, but it was the wrong time.”

Businesses engagement

The local businesses engagement in the experiment proved challenging and this was reflected in the low response rate to the business perceptions survey. It was also quite consistent across the partner feedback that engagement from local businesses was not strong and that more work needs to be done to bring local businesses on board in any future iterations of the initiative. There was a feeling that this was in part due to the constraints for the major national retailers to display posters in their windows, due to internal policies about standardised window displays across the country. Some also felt that despite their efforts, local businesses didn’t see the direct benefits for themselves in being involved. Activity to engage local businesses from the outset (as recommended following the initial pilot project) should be intensified and key benefits to the business/impact on local businesses should be clearly demonstrated.

“It was a bit strange with the businesses. When we took the posters round they were all really enthusiastic, but then they just didn’t put them up.”

“Some local businesses were really nonchalant about it, they weren’t on board but they didn’t object. It’s like they didn’t care really.”

“Local businesses may not be on board with things that they don’t see have an immediate benefit to them.”

4. Conclusion and recommendations

The Charity Bins initiative has had a positive impact on litter levels in the majority of sites where it was tested. The greatest results were achieved in the medium-sized town, the main retail area of a large city and the coastal resort. The experiment was deemed unsuccessful in the student area and so areas with a high student population should be not be targeted with this initiative. There was a perception that Bin It For Good didn’t work in this location because of the uniqueness of the area, in that it is one of the liveliest and most diverse parts of the city, is fast paced and is well used throughout the day and night, by a large number of people, predominantly students, but also visitors to the area. Regardless of the success on the ground, all partners were very positive about the experiment, their involvement in it and the independent positive media coverage that it generated. As such, there was great interest among partners in conducting the experiment in other locations within their area.

The initiative was well received by the public; even those who were unaware of it until informed of it via the public perceptions survey. The initiative was perceived to encourage individuals to use a bin, has made them more aware of how the area looks and has positively resulted in the perception that there is less litter in the area.

Whilst activity was undertaken to involve local businesses, the level of engagement was weak. As such, efforts should be focussed on business engagement activity to garner support from local businesses in the target sites. Activity should focus on the perceived benefits and impact on other local businesses, using the indicative¹⁷ results from the business perception survey data.

Overall, the initiative has raised more than £5,000 for the participating charities. It has been positively received by users of the target sites, the featured charities and the partner organisations as well as by local and national media. In addition, the initiative was shortlisted for a Local Government Chronicle Award.¹⁸

Based on these findings, Keep Britain Tidy believes the approach could be replicated successfully by other land managers seeking to prevent litter and has made recommendations for achieving this:

1: Choose localised and clearly defined areas for the initiative to maximise visibility and impact

As identified following the initial pilot in Rayleigh, the findings from the extended pilot suggest that the Charity Bins initiative is suited to clearly defined areas, such as neighbourhoods, small areas within a

¹⁷ Due to low sample size, the results from the business perceptions survey should be interpreted with caution.

¹⁸ In the ‘Environment Award’ category (see <https://awards.lgcplus.com/> for details).

commercial centre, individual areas of green space, etc. that contain numerous litter bins to maximise the visibility of the initiative in the area.

2: Choose local charities/good causes that appeal to a range of audiences and encourage them to contribute to the promotion of the initiative

Using local charities and good causes maximises the appeal to a wide audience by helping people to see the difference they can make to their local community by binning their waste. Where at all possible, choose hyper-local charities to intensify the appeal. There is also a role for participating charities to promote the initiative to their beneficiaries and people in the area, via their own networks and communication channels to raise awareness of their involvement in the initiative and how site users can help their charity simply by using a bin at the target site.

3: Engage local businesses from the outset, work hard to keep them engaged throughout and demonstrate the benefits to their business

Engaging businesses from the outset will help to build their support for, and a sense of responsibility towards the initiative. This will help to raise awareness of the initiative, which could then help to drive up usage of the 'charity bins' and therefore generate better results on the ground. Engagement activities could include:

- Sharing the results of this evaluation - the strong litter reduction, public perception survey results, and the results from the business perception surveys (with a caveat) outlined in this report could be used in communications with businesses to highlight and demonstrate the benefits of supporting the initiative;
- Sharing the plans for the initiative and bin wrap designs;
- Asking for input regarding the local charities/causes to be selected;
- Asking businesses to assist in promoting the initiative at their premises - consider different ways that major retailers/national stores and independent retailers can show their involvement. The results show that there are differences in how they can demonstrate their involvement in the initiative i.e. major retailers/national stores might be bound by internal policies restricting them from displaying posters in shop windows, but there will be other ways that they can help to promote the initiative, such as via word of mouth to customers, displaying posters in staff areas, etc.

Utilise Business Improvement Districts and other networks to access local businesses efficiently and where appropriate, demonstrate that other local businesses have signed up to help in gaining momentum for the initiative. Trials with Business Improvement District partners might also enable a better test of the likelihood that businesses might financially support the initiative (via the provision of the charity donations).

4: Be aware of other things happening in the area and how they might affect monitoring/results

Before commencing the initiative, partners would be advised to review the likely impact that any forthcoming activities and events that are scheduled to take place during the initiative might have on the ability to monitor and/or the results. This also includes considering the time of year and the seasonal changes in litter levels that may occur anyway.

5: When monitoring litter levels, engage street cleansing operatives from the outset

A couple of partners commented that it was vital to engage the street cleansing team, who will be tasked with weighing litter and waste and submitting data, at the beginning of the project to ensure that they

understand the purpose, the value of monitoring and how it will be used to evaluate the success of the initiative. This will help to increase the accuracy of the data. A suggestion to produce a brief guidance document aimed at those undertaking monitoring was made and was perceived to be valuable to the initiative.

6: Partners to conduct a thorough bin audit

Partners are advised to conduct a thorough audit of all bins in the target site, including the numbers, size, shape, style of litter bins in the area. This will enable the most appropriate sized sticker to be used, optimising its coverage and therefore visibility on the bins.

7: Any future roll-out to be on a national scale

In order to maximise opportunities to achieve national media coverage (as well as local media coverage) any future iterations of the project should commence simultaneously. This will also ensure ease of administration. A 'project burst' is likely to garner more partners, and this will also help to attract national media coverage. The greater number of partners involved, the greater the benefits to the project as a whole and to the individual partners. Offering different levels of package will allow partners to select the option that best suits the target site/s. *See 'next steps' below.*

8: Consider additional advertising collateral

Additional advertising collateral, such as for point of sale or outdoor advertising will help to raise awareness of the initiative and could be particularly useful for major retailers/national stores that are unable to display posters in their shop windows.

9: Raise awareness of the initiative through local/social media and word of mouth

The evaluation found that media coverage of the initiative was effective in raising awareness among users of the target sites, therefore efforts to encourage coverage of any replication of the initiative are strongly recommended. Ensuring consistent and positive messaging and communications at key stages throughout the project is perceived by partners and by Keep Britain Tidy to drive more positive results.

Word of mouth is a powerful source of information and was highlighted here as a key source of knowledge for those who were aware of the Charity Bins initiative. This initiative has a real 'talkability' factor and so it is primed for 'story telling'. Partners would be encouraged to consider ways that they infiltrate existing networks within the local community for example by identifying advocates (such as owners of local businesses, leaders of participating charities, etc.) and encouraging them to share the 'story' of the Charity Bins.

Next steps

Following the success of the previous eight trials, conducted over two phases, Bin It For Good, will now be trialled in a further 10 locations. The trials will test the approach for a national roll-out and will involve the provision of a toolkit for local authorities and other land managers with arms-length support from Keep Britain Tidy and will aim to gather more evidence about how Bin It For Good works on the ground.

Appendix B – Public perceptions survey

'Bin It For Good' Extended Pilot Public Perception Survey (Month 3 of 'charity bins' initiative)

Hello, my name is xxx from xxx an independent research company. We are currently carrying out some research on the views of people in xxx (insert location from below) today. We would be grateful if you could spare 5 minutes to answer some questions. All of your responses will be confidential and no individual comments will be attributed to you.

Location	Day	Date	Shift time
Grahame Park Estate, Barnet			
Main retail area, Birmingham			
Oxford Road area, Manchester			

1 Approximately how many times a month do you use this area?

INTERVIEWER: SINGLE CODE – DON'T READ OUT

Number of visits per month		
One Two Three	1	Thank and close
Four times or more	2	Continue

2 Have you heard of the following charities before? (SHOW CARD A) SINGLE CODE

INTERVIEWER: ASK ABOUT CHARITIES FOR YOUR LOCATION

	Yes	No	Don't know
If interviewing in Barnet			
Charity 1: The Grahame Park Youth Project	1	2	3
Charity 2: Grahame Park Independent Living	1	2	3
Charity 3: The Colindale Food Bank	1	2	3
If interviewing in Birmingham (there is only 1 charity in Birmingham)			
Charity 1: Love Brum	1	2	3
If interviewing in Manchester			
Charity 1: Aquarius Community Centre	1	2	3
Charity 2: Hideaway Youth Project	1	2	3
Charity 3: Chapter1 – The Limes	1	2	3

- 3 **Had you noticed the new stickers on the litter bins in this area before today?** (SHOW CARD B) SINGLE CODE

Yes	1	Continue to Q4
No	2	Skip to Q5
Don't know	3	Skip to Q5

- 4 **What do you think is the purpose of these stickers?** OPEN ENDED. INTERVIEWER: PLEASE RECORD VERBATIM COMMENTS IN FULL

- 5 **Have you seen or heard about the bin stickers from anywhere else?**

Yes	1	Continue to Q6
No	2	Skip to Q7
Don't know	3	Skip to Q7

- 6 IF CODED 1 AT Q5: **Where have you seen or heard about the bin stickers?** INTERVIEWER: MUTLI-CODE – DON'T READ OUT

Article in newspaper or magazine	1
Advertisement in newspaper or magazine	2
Newsletter or email from local council	3
Newsletter or email from housing association	4
Poster in library, leisure centre or other public building	5
Poster in local shop/business	6
Word of mouth	7
On the council's website or their Facebook/Twitter page	8
On the housing association's website or their Facebook/Twitter page	9
On Keep Britain Tidy's website or their Facebook/Twitter page	10
Via a local charity/charities involved with the initiative	11
Other website	12
Other social media	13
Other – please specify: _____	14

7 STATEMENT – READ TO ALL

INTERVIEWER: PLEASE READ THE FOLLOWING

The stickers on the litter bins are part of a three month initiative to increase bin usage in the area.

[As you are aware...] In order to encourage people who drop litter to put it in a bin, litter bins in the area have been turned into 'charity bins' allowing local 'good causes' to benefit. Every time people put their rubbish in the bin rather than dropping it on the floor, they help a charity because the more litter that goes in the bin, the bigger the share of the charity pot the charity will get.

INTERVIEWER: PLEASE READ THE FOLLOWING

I am going to read out some statements about the initiative and I'd like you to tell me how strongly you agree or disagree with each one. The charity litter bins initiative... (SHOW CARD C)
 ROTATE START. SINGLE CODE ONLY

	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
a) ...encourages more people to use a bin	1	2	3	4	5	6
b) ...makes me want to put my litter in the bin	1	2	3	4	5	6
c) ...has made me more aware of what I do with my litter	1	2	3	4	5	6
d) ...has made me and/or others I know seek out more litter to put in the bin so that a charity will benefit	1	2	3	4	5	6
e) ...has made me more aware of the local charities involved and how they are trying to help local people	1	2	3	4	5	6
f) ...makes me more aware of how the area looks	1	2	3	4	5	6
g) ...is resulting in less litter in the area	1	2	3	4	6	6

8 What are your thoughts on this initiative in terms of incentivising people to use a litter bin by offering benefits to local charities? OPEN ENDED. INTERVIEWER: PLEASE RECORD VERBATIM COMMENTS IN FULL.

9 Are there any other comments that you would like to make about the charity litter bins initiative that we haven't already discussed? OPEN ENDED. INTERVIEWER: PLEASE RECORD VERBATIM COMMENTS IN FULL.

General classifications:

Gender (record)

Male	1
Female	2

Age group:

16 - 24	1
25 - 34	2
35 - 44	3
45 - 54	4
55 - 64	5
65+	6

Interviewer name:

Interviewer signature:

I confirm that this survey has been undertaken in accordance with the Market Research Society Code of Conduct.

Date:

Thank respondent and close

Appendix C – Local business perceptions survey

'Bin It For Good' Local Businesses Perception Survey

We are currently carrying out research on the views of businesses in the local areas where the recent 'Bin It For Good' initiative took place.

We would be grateful if you could take five minutes to complete the following survey. All responses are anonymous and individual comments will not be attributed to you. Please indicate your chosen answer by clicking once in the relevant box.

A) Please could you select your location of your business from the list below

Grahame Park Estate, Barnet	<input type="checkbox"/> 1
Birmingham city centre	<input type="checkbox"/> 2
Thetford town centre	<input type="checkbox"/> 3
Oxford Road area, Manchester	<input type="checkbox"/> 4
Prudhoe town centre, Northumberland	<input type="checkbox"/> 5
Margate	<input type="checkbox"/> 6
Wirral	<input type="checkbox"/> 7

1 How important are clean and well maintained streets in attracting more people into the area where your business is located?

Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

2 How important are clean and well maintained streets in attracting more businesses into the area where your business is located?

Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

3 Have you noticed the new stickers on the litter bins in your local area?

Yes	<input type="checkbox"/> 1	Continue to Q4
No	<input type="checkbox"/> 2	Skip to Q5
Don't know	<input type="checkbox"/> 3	Skip to Q5

4 IF ANSWERED YES AT Q3: What do you think is the purpose of these stickers?

5 Have you seen or heard about the bin stickers from anywhere else?

Yes	<input type="checkbox"/> 1	Continue to Q6
No	<input type="checkbox"/> 2	Skip to Q7
Don't know	<input type="checkbox"/> 3	Skip to Q7

6 IF ANSWERED YES AT Q5: Where have you seen or heard about the bin stickers?
Please tick all that apply

Someone from the council/housing association spoke to me/us about them	<input type="checkbox"/> 1
Article in newspaper or magazine	<input type="checkbox"/> 2
Advertisement in newspaper or magazine	<input type="checkbox"/> 3
Newsletter or email from council/housing association	<input type="checkbox"/> 4
Poster in library, leisure centre or other public building	<input type="checkbox"/> 5
Poster in local shop/business	<input type="checkbox"/> 6
Word of mouth	<input type="checkbox"/> 7
On the council/housing association's website or their Facebook/Twitter page	<input type="checkbox"/> 8
On Keep Britain Tidy's website or their Facebook/Twitter page	<input type="checkbox"/> 9
Via a local charity/charities involved with the initiative	<input type="checkbox"/> 10
Other website	<input type="checkbox"/> 11
Other social media	<input type="checkbox"/> 12
Other – please specify: _____	<input type="checkbox"/> 13

- 7 The stickers on the litter bins are part of a three month initiative to increase bin usage in the area. In order to encourage people who drop litter to put it in a bin, litter bins in the area have been turned into 'charity bins' allowing local 'good causes' to benefit. Every time people put their rubbish in the bin, rather than dropping it on the floor, they help a charity because the more litter that goes in the bin, the bigger the share of the charity pot the charity will get.

To what extent do you agree or disagree with the following statements...? The 'charity bins' experiment....

	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Strongly agree	Don't know
a) ...encourages more people to use a bin	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
b) ...has made the streets cleaner and more attractive to users of the area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
c) ...helps to ensure that people visiting the area have a positive and lasting impression of the area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
d) ...has improved my local business/trade	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
e) ...has made me more aware of the local charities involved and how they are trying to help local people	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
f) ...has made me more aware of how the area looks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6
g) ...is resulting in less litter in the area	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

- 8a How likely is it that your business would support (e.g. by sponsorship or a small donation) an ongoing 'charity bins' initiative in your area to reduce litter and improve trade for your business?

Very unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Very likely	Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

- 8b Please use the space below if you have any additional comments about supporting the 'charity bins' initiative in your area.

- 9 What are your thoughts on this initiative in terms of incentivising people to use a litter bin by offering benefits to local charities?

- 10 Finally, if you would like to make any further comments about the charity litter bins initiative, please use the space below.

Which of the following best describes your business?

- 1 Food and drink – café/restaurant/take-away/night time
- 2 Shopping – newsagent/supermarket/convenience store
- 3 Shopping – fashion
- 4 Shopping – hardware/furniture/garden
- 5 Finance
- 6 Legal
- 7 Health and beauty/tattoo
- 8 Other, please specify: _____

And which of the following best describes your business type?

- 1 Independent retailer
- 2 Franchisee
- 3 Major retailer
- 4 Other, please specify: _____

Thank you for taking the time to complete our survey.
Your views are very important to us.

Please return your completed survey by Friday 18 December 2015 to:

Research Team
Keep Britain Tidy
Elizabeth House
The Pier
Wigan
WN3 4EX

Or, if you can email it to us: research@keepbritaintidy.org

Appendix D – Partner Interview questionnaire

Thank you for partnering with us to deliver the Bin It For Good experiment. As you are aware, we are undertaking an evaluation of the experiment and would like your input on what worked well, what could be improved and your interpretations of its impacts. I would like to ask you some questions in a telephone interview that should last no more than 30 minutes. You will not be personally identified in our reports. Is now still a good time?

Interviewee details:

Interview

1. **What worked well about the following components of the Bin It For Good experiment?** *Probe for feedback on the design of bin wraps and posters, design and delivery of the experiment itself and the design and delivery of the 'on the ground' monitoring.*
2. **What, if anything, could be improved about the Bin It For Good experiment?** *Probe for feedback on the design of bin wraps and posters, design and delivery of the experiment itself and the design and delivery of the 'on the ground' monitoring. Probe for what Keep Britain Tidy should do differently next time, any challenges they encountered, etc.*
3. **What is your interpretation of the litter monitoring data?** *Probe for: do you think that it is an accurate reflection of the impacts of the Bin It For Good? Did anything occur locally that may have positively or negatively influenced the effectiveness of the initiative?*
4. **What changes/impacts/outcomes (positive and/or negative) are you and/or your organisation aware of as a result of the Bin It For Good experiment?** *How do you know about them (what is the evidence)?*
5. **How do you think the Bin It For Good initiative was perceived by the local businesses in the target area?**
6. **How likely do you think it is that local businesses such would financially support an ongoing Bin It For Good initiative in their area (e.g. through sponsorship or donation)?**
7. **How do you feel about the media coverage that was generated around the Bin It For Good experiment?**
8. **What advice do you have for other land managers wishing to replicate the Bin It For Good initiative in their areas?**
9. **Overall, how satisfied or dissatisfied are you with the Bin It For Good experiment?**
10. **Do you have any final comments about the Bin It For Good experiment that you would like to share as part of the evaluation?**

Thanks for taking the time to speak to us today. We appreciate your input and will use the findings as part of our evaluation of the work and also to inform any future similar activities.

Appendix E – Charity Bins media coverage

Where known, the estimated audience reach has been included, as provided by media monitoring and analysis organisation Precise.

Estate selected to join litter campaign

Barnet and Potters Bar Times, 13 August 2015, Page 8, Reach 25674

We've cut litter on our streets by 40%

Basildon Echo, 14 August 2015, Page 26, Reach 32172

'Bin it' in city centre – and help earn £450 for charity

Birmingham City Mail, 27 August 2015, Page 14, Reach 37064

Bin it for charity campaign launched in Birmingham city centre

Birmingham Mail web, 26 August 2015, Reach 43548

Litter to be turned into cash in radical clean-up of Birmingham city centre

Birmingham Mail web, 28 August 2015, Reach 43548

Bin it for Good charity project launched

Birmingham News Room web, 2 September 2015, Reach 3803

Early success for Bin it for Good scheme

Birmingham News room web, 7 October 2015, Reach 3803

Litter to be turned into cash in radical clean-up

Birmingham Post, 27 August 2015, Page 20, Reach 9706

Litter to be turned into cash in radical clean-up

Birmingham Post web, 30 August 2015, Reach 16200

Anti-litter scheme for city centre

The Birmingham Press web, 2 September 2015, Reach 1272

Tidying up the town's streets for charity

Bury Free Press, 4 September 2015, Page 104, Reach 18483

Tidying up Thetford's streets to help local charities

Bury Free Press, 5 September 2015, Reach 10120

Bin it for Good campaign to stop littering

Ealing Times web, 12 August 2015, Reach 962

Charities to get cash if streets kept clean

East Anglian Daily Times, 3 September 2015, Page 12, Reach 10000

Litter scheme earns £150 for town food bank

Eastern Daily Press, 5 December 2015, Page 69, Reach 49247

Prudhoe's Bin it for Good scheme benefits charities

Hexham Courant, 28 August 2015, Page 2, Reach 13356

Bin it for Good and help raise cash for good causes

Isle of Thanet Gazette, 11 September 2015, Page 10, Reach 9867

Thanet Council launch Bin it for Good scheme

Isle of Thanet Gazette web, 7 September 2015, Reach 8458

Charity cash from bin

Manchester Evening News, 5 October 2015, Page 27, Reach 34879

Student's class act cleans up city and helps out charities

Manchester Evening News, 16 November 2015, Page 26, Reach 34879

Be proud

Manchester Weekly News, 8 October 2015, Page 26, Reach 73515

Launch of bin-it campaign

Newcastle Evening Chronicle, 27 August 2015, Page 18, Reach 36723

A rubbish idea to benefit charities

Newcastle Journal, 27 August 2015, Page 9, Reach 17732

Bin it for Good sees Birmingham litter fall

Resource Magazine web, 7 October 2015, Reach 2144

Litter scheme urges residents to Bin it for Good

Resource Magazine web, 9 September 2015, Reach 2144

Rubbish idea up for national gong

Rochford Advertiser, 13 August 2015, Page 6, Reach 46697

A council scheme to cut litter and raise cash for local charities could win top national award

Stratford Today web, 10 August 2015

How rubbish will help good causes

Thanet Extra, 16 September 2015, Page 17, Reach 9867

Bin it scheme in final weeks

Thetford and Brandon Times, 4 November 2015, Page 13, Reach 18686

Food bank gets £150 in scheme

Thetford and Brandon Times, 9 December 2015, Page 9, Reach 18686

Rubbish bin scheme raises charity funds

Thetford and Brandon Times, 30 September 2015, Page 1, Reach 18686

Rubbish project looks to put littering problem in the bin

Thetford and Brandon Times, 2 September 2015, Page 2, Reach 18686

Litter means cash for Birmingham charity

Tyburn Mail web, 2 September 2015, Reach 693

Money for rubbish

Tyburn Mail, 1 September, Page 19, Reach 10300

Crackdown on park litterbugs

Wirral Globe, 21 October 2015, Page 14, Reach 111973

Litter-free fields could raise thousands for Wirral charities

Wirral Globe web, 12 October 2015, Reach 561

Bin it for Good pitch by Wirral

Wirral News, 14 October 2015, Page 32, Reach 28678

Parks lead the way in anti-litter campaign

Wirral News, 21 October 2015, Page 27, Reach 29332

Brum litter push pays a tidy sum for charity

Birmingham Mail, 8 January 2016, Page 31, Reach 25588

Less litter on Birmingham city centre streets following charity clean-up campaign

Birmingham Mail web, 7 January 2016, Reach 43548

Litter project gets a high five for cleaner city streets

Birmingham News Room web, 6 January 2016, Reach 3803

Birmingham campaign claims litter reduction

Resource Magazine web, 7 January 2016, Reach 2144

Appendix F – Charity Bin Poster



**Help a charity,
use this bin**

Help keep Rayleigh tidy
and we'll donate up to
£500 to a local charity.

Charity bin supported by

Love where you live

Rochford
District Council

WRIGLEY
A subsidiary of Mars, Incorporated

Help a charity, use this bin

Bin your litter to help a local charity and keep Rayleigh tidy.
More litter in the bin means more money for the charity.

Appendix G – Glossary of Terms

- Litter:** Refers to any items (food and drinks packaging, food, cigarette butts, paper, etc.) left on the ground, on street furniture, in flower beds, etc. at the target sites.
- Waste:** Refers to all waste items collected from the litter bins at the target sites.
- Charity Bins:** Refers to the network of litter bins that were transformed into ‘Charity Bins’ for the three-month duration of the initiative, using bin wraps and stickers. The more litter that went into the Charity Bins, and the less litter on the street, the greater the donation to the local charity featured on the bin.
- Bin wraps:** Large, weatherproof, durable stickers designed to resemble a charity pot, placed on litter bins in the target sites. These contained text explaining the purpose of the initiative and how people could support charities by putting litter in the bin instead of dropping it on the street.
- Bin stickers:** Stickers placed over the bins wraps each month to display the name and logo of that month’s featured charity, along with a brief description of their work to indicate how local support for the charity could contribute to the local community. Using stickers to display the featured charity allowed the same bin wraps to be used each month, thereby minimising waste.



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