

# Case Study: Corley Vehicle Litter Campaign

## Introduction

The aim of the research was to test the impact of a poster intervention on littering behaviour on the Strategic Road Network (SRN). The research took place between February and April 2016.

|                        |  |
|------------------------|--|
| <b>Location</b>        | Corley Southbound Motorway Service Area (MSA), M6, Coventry  |
| <b>Campaign design</b> | Medium-weight poster campaign consisting of 23 washroom panels, and six 6-sheets (bus-stop sized posters) placed around the entrance to the services building.   |
| <b>Poster design</b>   | The poster design was centred on two key themes: taking pride in the cleanliness of where we live, and highlighting the negative perceptions that many people hold towards those who litter from their vehicles. (See Figure 1.) |
| <b>Monitoring site</b> | Slip road from the MSA to the M6.  |

Figure 1: Poster Intervention



## Methodology

Two four-week monitoring phases were conducted, the first to establish a baseline and the second to measure the impact of the posters. The monitoring site was cleansed at the beginning of each monitoring phase, and on completion of the trial. The following data collection methods were used:

- **Perception Surveys** with MSA visitors to measure attitudes towards and awareness of vehicle littering, and to gain insight into the likely impact of the posters.
- **Litter Monitoring** to assess the standard of cleanliness, bags of litter collected, and weight. A composition analysis of this litter was also carried out, along with weekly photographing of the site.
- **MSA & Cleansing Contractor Feedback** to identify any key learning for future iterations of the campaign.

## Findings

| Perception survey results   | Baseline phase surveys    | Intervention phase surveys | % change |
|---|---------------------------|----------------------------|----------|
| Respondents most likely to admit to littering   | Male<br>Age group 25 - 34 |                            |          |
| Respondents who frequently see litter on roads and motorways  | 51%                       | 62%                        | ↑ 11%    |
| Respondents who consider litter on roads and motorways to be a major problem  | 38%                       | 50%                        | ↑ 12%    |
| Poster recall rate among respondents  | -                         | 33%                        | -        |
| Respondents (who previously admitted to littering) who stated poster would discourage them from littering in future | -                         | 76%                        | -        |

**Litter monitoring**, using weekly photographing of the target site, showed a visual improvement in the amount of litter accumulated during the intervention phase, compared with the baseline.

**Figure 1: Week 4 of baseline phase**



**Figure 2: Week 4 of intervention phase**



Figure 4 shows the progression of litter accumulation during the baseline and intervention phases as well as the number of bags and weight of litter collected. This grading is based on a Keep Britain Tidy adapted version of the Code of Practice on Litter and Refuse to assess standards of cleanliness.

**Figure 3: Site grading and cleansing results**

| Monitoring phase | Week 1 | Week 2 | Week 3 | Week 4 | # bags per 100m | Weight (kg) per 100m |
|------------------|--------|--------|--------|--------|-----------------|----------------------|
| Baseline         | B      | B      | C-     | D      | 1.5             | 5.1                  |
| Intervention     | B+     | B      | C      | C      | 1.4             | 5.5                  |

During the intervention phase the monitoring site deteriorated to a Grade C, compared with a Grade D during the baseline. There was a decrease in the number of bags collected at the end of the intervention phase, however this was coupled with a weight increase. The litter composition analysis showed that it largely constituted fast-food litter, including a large proportion bearing foreign labelling.

**MSA operator feedback** showed the posters were perceived to have had a positive impact on littering at the target site. The posters were considered highly visible and impactful, with an appropriate and sufficiently hard-hitting message. They considered HGV drivers to be among the most prevalent contributors to litter on their site.

**Cleansing Contractor feedback** indicated HGV drivers are considered prevalent contributors to litter at the target site, and suggested future research should work to target this demographic.

## Conclusions

- A visible reduction in litter on the slip road was associated with the poster intervention.
- The poster proved successful in raising awareness of the issue of vehicle littering on the SRN.
- The poster was considered likely to change future littering behaviour.
- Feedback from the MSA Site Manager and Cleansing Contractors suggested targeted campaigns focused on HGV drivers to encourage a change in littering behaviour.