KEEP BRITAIN TIDY.



Better understanding your issues: research, monitoring and evaluation services

We provide a range of monitoring and evaluation services to support you to better understand the issues in your authority and to inform your future strategies.

- Local Environmental Quality Surveys – such as NI 195 or bespoke surveys
- Data analysis
- Participation monitoring
- Waste composition analysis
- Public perceptions research
- Behavioural research
- Bespoke research
- Waste and recycling container inventories – such as flats and wheeled bins
- Bespoke litter bin surveys

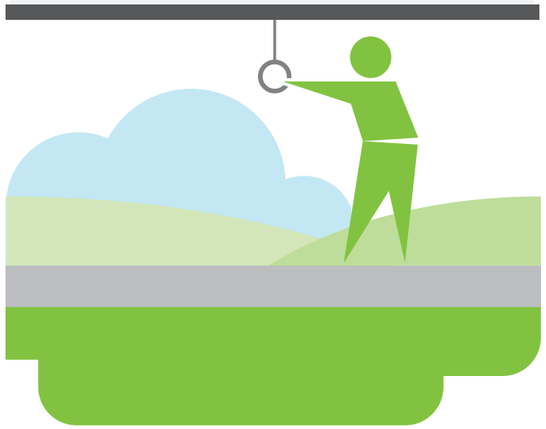
What our clients say

"The focus groups with residents provided feedback and insight that has been invaluable in shaping a new recently-launched recycling campaign."

London Borough of Newham

"The Keep Britain Tidy LEQ surveys are useful for benchmarking with other local authorities and focusing resources in hotspot areas. The results are meaningful because of the independent nature of the surveys."

Richard Bradbury, Head of Environment Services, London Borough of Camden



Engaging your residents

As a trusted charity and experts in behaviour change, we can provide you with support to engage your residents about key issues such as;

- Increasing recycling
- Reducing food waste
- Reducing recycling contamination
- Changes to service
- Fly-tipping

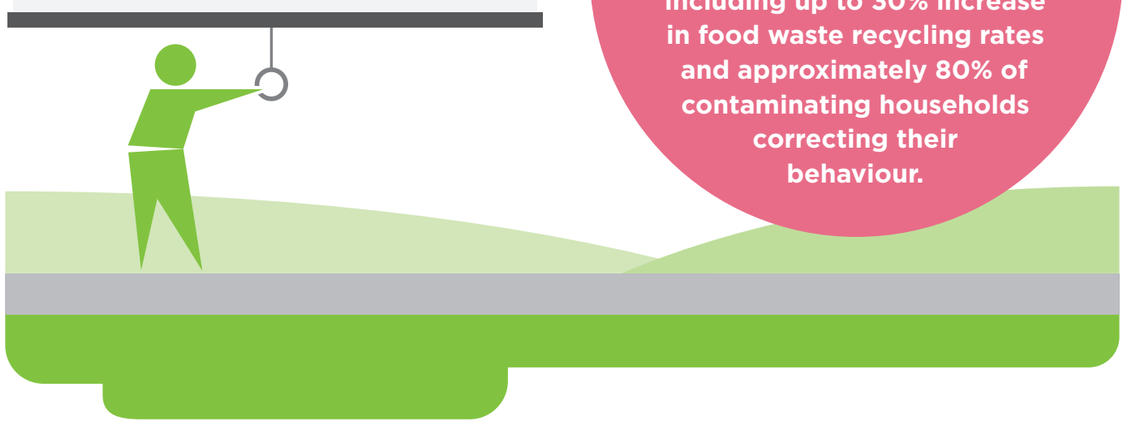
What our clients say

"The Keep Britain Tidy team was knowledgeable, skilled and delivered high-quality conversations with residents to increase recycling and tackle contamination."

Surrey County Council

"Keep Britain Tidy went the extra mile and the results speak for themselves – we saw a huge increase in food waste recycling."

Royal Borough of Windsor and Maidenhead



Our waste insights team will create a bespoke approach for your residents depending on the objectives of the action and the community dynamics, utilising a range of approaches including;

- Community events and roadshows
- Doorstepping
- Volunteer programmes
- Short and longer-term community activities
- Campaigns
- Community co-design

Our services have been proven to deliver measurable, sustained change in resident behaviour, including up to 30% increase in food waste recycling rates and approximately 80% of contaminating households correcting their behaviour.

For further information, please contact Keep Britain Tidy at:
01942 612655/612606 | network.enquiries@keepbritaintidy.org | www.keepbritaintidy.org | facebook.com/keepbritaintidy | @keepbritaintidy | @keepbritaintidy

Evidence-based behaviour change campaigns and interventions

Our campaigns and interventions are designed using behavioural insight and are robustly tested tackling local environmental quality issues from dog fouling and littering to fly-tipping.



Contamination Feedback Loop

Addresses contamination in kerbside recycling through targeted feedback to contaminating households delivered by dedicated officers. Trials showed 80% of households corrected their behaviour with cost effectiveness of up to £2.55 for every £1 spent.

POA with discounts for Network members

Food Waste Recycling Intervention

Drives up food waste recycling through delivery of a service leaflet, roll of liners and a 'no food waste please' sticker on the residual waste bin. One participating local authority saw food waste tonnages increase by over 21% and saved over £340,000 in waste disposal costs.

POA with discounts for Network members



Bin it or Take it Home

Addresses beach littering behaviours directly by highlighting that litter left around the bin can be damaging to wildlife and end up in the sea. Assets include social media assets, Correx signs, floor and bin stickers.

Prices start from £1,405 +VAT

Prices start from £660 +VAT for Network members





Bin it for Good

Incentivises people to do the right thing with their litter by transforming bins into charity collection pots. Trials highlighted between 24-80% reductions in on-the-ground littering. Assets include social and bin stickers for ten bins.

£1,500 +VAT, plus donation of £900–£1,500 to your three chosen charities

#CrimeNotToCare

Campaign to increase residents' awareness of duty of care when it comes to getting rid of their waste. More than 15% reduction in fly-tipping in partner areas. Assets includes social media assets, leaflets, posters, bin hangers and crime-scene tape.

£2,250 +VAT

£1,800 +VAT for Network members

Three digital campaign assets included in Exemplar membership



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#BinTheButt

An awareness-raising campaign to highlight the link between cigarette butts dropped on the street or down the drain and the impact on the marine environment. Assets include social media and digital assets, posters and Correx signs.

Prices start from £1,295 +VAT

Prices start from £550 +VAT for Network members

Three digital campaign assets included in Exemplar membership



Don't Be a Tosser

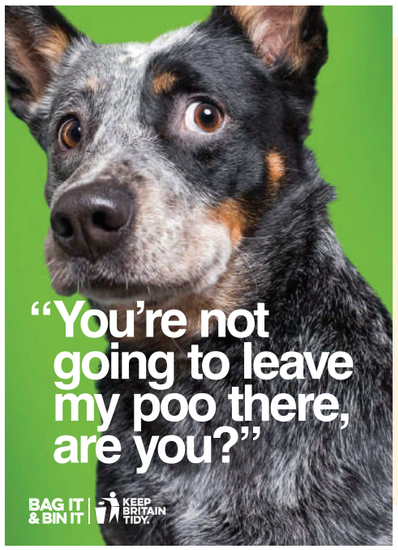
An eye-catching campaign to tackle vehicle-related litter. Assets include Correx signs and a range of digital collateral.

Prices start from £1,200 +VAT

Prices start from £750 +VAT for Network members

Three digital campaign assets included in Exemplar membership





Do it for your Dog

Using influencing behaviour change techniques, the dog is the messenger in this campaign to prevent dog fouling and hit home that dog fouling is unacceptable. This is a social media-led campaign. The digital campaign package includes social and video assets.

Prices start from £945 +VAT

Prices start from £495 +VAT for Network members

Standard campaign included in Exemplar membership



Death Trap – Bin it, Don't Kill it

This vehicle littering intervention, addresses the behaviour of people littering from their vehicles, by connecting this behaviour with the impact that it can have on local wildlife.Assets include: correx signs, bin stickers, vinyl banners and social media assets.

Prices start from £1,245 +VAT non members

Prices start from £500 +VAT members

It's Still Littering

An intervention to tackle left behind litter or 'careful littering'. In trial sites a 57% reduction of littering. Assets include social media assets, leaflets, signs, floor and window stickers etc.

Prices start from £1,950 +VAT

Prices start from £1,500 +VAT for Network members



We're Watching You

Award-winning campaign to tackle dog fouling, with 46% reduction in dog fouling and some areas 100%. Assets include 40 x 'glow in the dark' signs and social media collateral.

£2,250 +VAT

£1,800 +VAT for Network members



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Love Parks

This campaign uses value based messaging and calls on everyone to be kind to parks for the benefit of everyone. Assets include: bin stickers, business posters, correx signs and social media assets.

Prices start from: £295 + VAT

5 x correx signs and a digital asset included in Exemplar membership
1 x social media asset included in Expert membership





Why are you littering?

Designed to drive home an important message and make Litterers ask themselves why they are dropping the litter. The campaign plays on the individuals conscious to do the right thing and put the litter in a bin. Assets include: correx signs and social media assets.

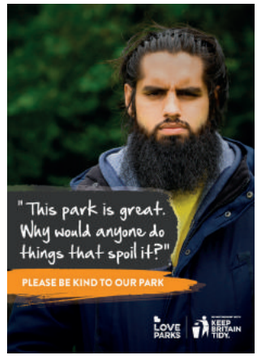
Prices start from £175 +VAT

Standard campaign included in Exemplar membership















COVID campaigns

Three campaigns which include messaging on tackling fly-tipping, littered gloves and masks and dog fouling. Network Members have FREE access to these campaigns as part of their membership. Assets can be localised with your local authority logo (small fee applies). **Not a member? Contact us for a price.**







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Other campaign options

Our eye-catching posters are available to help you tackle a range of issues and change behaviours within your area.

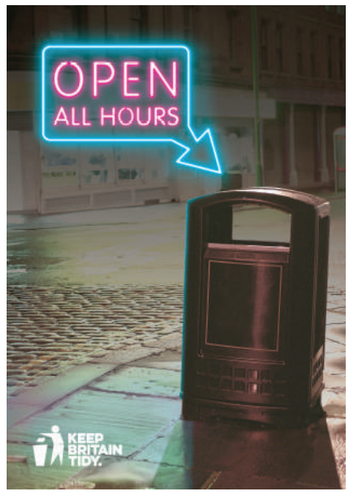












Training

Training is an essential component of organisational growth and success in the market place.

It provides opportunities for your employees to broaden their knowledge, capabilities and skills within their job role. This can result in more efficient working and boost staff confidence.

100% of people who have attended a Keep Britain Tidy training course rated both the training and the trainer as good or excellent.

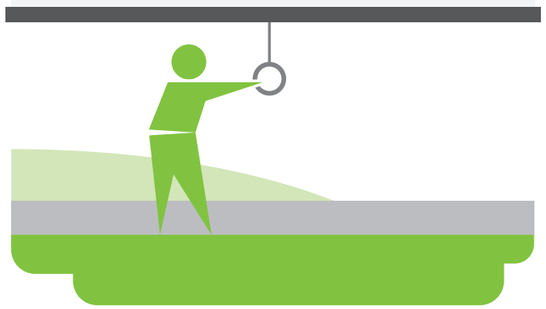
What our clients say

"The National Enforcement Academy was really interactive and informative. The teaching style was perfectly pitched over the five days and it also gave the whole team an opportunity to network with other enforcement professionals. Overall, the team found the course really valuable, with the mock court session serving as excellent preparation and practice for the real thing."

Les Walker
City of London

"An excellent training course containing a good mix of teaching, activities, video and discussion time. Well-led and informative – I would recommend it."

Paula Morrison
Central Bedfordshire Council



Keep Britain Tidy delivers a wide range of training courses and workshops for private and public sector organisations including local authorities, housing providers, business improvement districts, community stakeholders and schools across the country.

All of our courses can be delivered on a regional or in-house basis.

Topics include:

National Enforcement Academy – This WAMITAB-accredited enforcement training course is suitable for those responsible for enforcing environmental crime with the aim to develop a common and consistent enforcement approach across England. Specifically designed and created for LA enforcement officers, the course is five days long including a final day in court, working on a mock trial.

Legal and enforcement – dog fouling, conflict management, issuing Fixed Penalty Notices, vehicle issues, environmental legislation and Police and Criminal Evidence (PACE)

Community engagement – from LitterHeroes to Breaking Barriers, a variety of courses to support the local residents and local authority teams

Local environmental quality – monitoring street cleansing, graffiti removal and frontline focus

Crew training on recycling basics, the importance of their role in the public eye and practical monitoring and street cleansing

Eco-Schools and youth involvement

Prices available on request.
Discounts available for Network members.

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Accreditations, quality marks and awards

Keep Britain Tidy runs a range of environmental accreditation programmes in England on behalf of organisations such as FEE (the Foundation for Environmental Education) and MHCLG (the Ministry of Housing, Communities and Local Government).

Green Flag Award

The international Green Flag Award® scheme is the benchmark quality standard for the management of parks and green spaces. More than 1,900 sites fly the quality mark in the UK and the programme continues to grow internationally. It is now established in 14 countries across the globe. Winning parks are supported with significant PR and have the opportunity to take part in our People's Choice Award, which every year attracts tens of thousands of votes from the Great British public.

Community Green Flag Award

The Green Flag Community Award is a special award open to green spaces that are managed by a community group as opposed to a statutory body or private landowner. All community green spaces are eligible to enter, as long as they are freely accessible to all and unlocked as much as possible. The scheme supports and encourages groups to take on the management of small green spaces within their neighbourhood. These awards are free to enter for community groups.

Blue Flag & Seaside Award

Blue Flag is the international standard for the best-managed beaches with excellent water quality and an environmental education programme. The Seaside Award recognises and celebrates the best beaches in England and celebrates the quality and diversity of our coastline. Every year we publicise the winning beaches to showcase and promote the best in British beach destinations.

Eco-Schools

Eco-Schools is the largest environmental education programme in the world with more than 19,000 schools now registered to the programme in England alone. Keep Britain Tidy can work with your local authority to enrol schools in your authority onto the programme with bespoke support and shared resources to encourage them to obtain the prestigious Green Flag.

Keep Britain Tidy Network Awards

Our annual conference and awards serve as a fantastic opportunity to showcase your organisation and raise your profile, providing great networking opportunities. There are currently ten award categories that local authorities can enter. The conference offers a variety of plenary sessions, workshops and inspiring speakers and the awards event in the evening celebrates local authority successes.

Green Key

Green Key is a leading standard of excellence in the field of environmental responsibility and sustainable operation within the tourism industry. The international eco-label represents a commitment by tourism establishments to adhere to the strict criteria, documentation and audit procedures set out by Green Key. The programme has been established for over 25 years and operates in 65 countries, with over 3,200 awarded establishments. Green Key now welcomes applications from tourism and hospitality businesses in England.

Neighbourhood Award

- Our Neighbourhood Award recognises and promotes the country's very best social housing providers, it presents social housing providers with a clear framework against which they can be assessed.

The award focuses on three areas:

- **Cleaner** – streets, free of litter, rubbish, flytipping, graffiti and fly-posting, where people feel safe and children can play without fear.
- **Safer** – well-lit neighbourhoods where people feel secure in their homes and are not plagued by noisy neighbours or anti-social behaviour.
- **Greener** – communities with attractive and inviting parks and open spaces and where residents adopt more sustainable lifestyles.

Local authority Network

Our Network brings together organisations with a common goal – to make places better for everyone. We celebrate successes, share best practice, build relationships, learn and develop together. Join us and help raise standards across the sector.

There are three levels of Network membership available:

- Essential
- Expert
- Exemplar

Consultancy and strategic support

Keep Britain Tidy has extensive experience of working with local authorities to prevent litter, reduce waste and improve local places. We can provide bespoke support to your authority to develop litter or fly-tipping reduction strategies, undertake service reviews, and develop communication plans.

Why not get in touch with the team today to discuss your current challenges to see how we can help.

ESSENTIAL
£995 per year

- 1 free place at all Network/ Regional learning events
- 1 'Ask the Expert' opportunity
- Unlimited access to 'Ask the Network'
- Full access to Network member area and resources library
- Access to Surveying Litter App
- Eligible to enter the Keep Britain Tidy Awards
- Monthly and weekly news round-up in your inbox
- Keep Britain Tidy 'Network member' digital asset – for social media
- 1 free place at the Annual Network Conference
- Access to Facebook Forum
- 10% on all training
- Free campaign resources to tackle fly-tipping, PPE litter and dog fouling*
- Discounted customised campaign assets

EXPERT
£1,995 per year

- 2 free places at all Network/ Regional learning events
- 3 'Ask the Expert' opportunities
- Unlimited access to 'Ask the Network'
- Full access to Network member area and resources
- Access to Surveying Litter App
- Monthly and weekly news round-up in your inbox
- Eligible to enter the Keep Britain Tidy Awards
- Access to resource library
- 10% on all training
- 1 free place at the Annual Network Conference
- 1 free place at the Annual Network Awards inc accommodation
- Annual 1-2-1 with Keep Britain Tidy
- Keep Britain Tidy 'Network member' digital asset – for social media
- Access to Facebook Forum
- Free campaign resources to tackle fly-tipping, PPE litter and dog fouling*
- Love Parks campaign: 1 x social media asset included in your membership
- Discounted customised campaign assets

EXEMPLAR
£4,495 per year

- 3 free places at all Network/Regional learning events
- Unlimited access to 'Ask the Expert'
- Unlimited access to 'Ask the Network'
- Full access to Network member area and resources
- Access to Surveying Litter App
- Monthly and weekly news round-up in your inbox
- Eligible to enter the Keep Britain Tidy Awards
- Access to resource library
- Three x digital campaign assets for Bin the Butt, Don't be a Tosser and Crime not to Care
  Includes web banner, email footer and choice of; vehicle, bus or billboard artwork.
- 3 free places at the Annual Network Conference
- 3 free places at the Annual Network Awards inc accommodation
- Annual 1-2-1 with Keep Britain Tidy
- Discount on new applications for the Green Flag Awards
- 1 free delegate on a regional training course
- 10% discount on all training
- Discounts on survey quotes
- 1 APPG invite
- Invites to social innovation events
- Access to Facebook Forum
- Keep Britain Tidy 'Network member' digital asset – for social media
- Free campaign resources to tackle fly-tipping, PPE litter and dog fouling*
- Love Parks campaign: 1 x social media asset and 5 x A3 correx signs included in your membership
- Why are you littering campaign: 1 x social media asset and 10 x A3 correx signs included in your membership
- Do it for your dog campaign: 2 x campaign videos, digital file for printing and two social assets included in your membership
- Discounted customised campaign assets

*localise with your logo for a small fee

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