

## KEEP CHICKERELL LITTER FREE POLICY 2010

### Litter Prevention

The litter team will continue to ensure that the best practices achieved in 'Find a Bin & Put it In Campaign 2009' are maintained.

Residents and schools are to continue stabilizing the culture of why it is sensible to find a bin & put it in. The community expects that everyone practices the litter codes.

### Education

The litter team will continue to improve communication with the senior & primary schools. The litter programme for primary schools, produced by Wiltshire Wildlife Trust & CPRE, has been adopted in our local school. The litter team will support this new initiative and find a suitable follow through plan as pupils progress into the senior school.

### Litter Cure :                **Residents Voluntary Pledges ;**

1. We will remove litter around our home including the adjacent pavement & kerb or roadside.
2. We will demonstrate regular care in our local section.
3. We will encourage everyone to pick up one piece of litter while passing by
4. The Community Litter Team to tackle the remaining hot spots.

**Extensive details available on request:**

**The Chickerell Community Litter Team's 'PROMOTION PACK'**

Contact Brian    Tel: 01305 770678

or Email: [litterbean@hotmail.co.uk](mailto:litterbean@hotmail.co.uk)



### **Chickerell Litter Project**

**Solving the litter problem by  
better prevention & education, making  
picking up litter more manageable**

**Objective** :To ensure everyone practices the litter codes.  
By getting into the hearts & minds of people.

## **Litter Prevention Concept ;**

**Promoting good citizenship and community  
spirit which gives society the initiative to bring  
about a change in behaviour culture.**

**A period of time is required to convince society that  
such a community project could succeed.**

## FIND A BIN & PUT IT IN CAMPAIGN 2009



**Intervention** / *Promoting good citizenship*  
Explaining the consequences of dropped litter.



**Persuasion** / *Promoting community spirit*  
The community communicating why it is sensible to find a bin & put it in. Setting out litter codes for different categories.



**Action** / *Changing behaviour culture*  
The community discussing amongst all residents, families & friends that society expects everybody to practice the litter codes.

Our thanks for grants to make this project possible;



Community Foundation



Town Council



WWW.CPRE.ORG.UK

CPRE Dorset Branch

## SUCCESS OF THE CAMPAIGN

**The vision** that most litter offenders are decent citizens was proven to be true.

**Good communication** to every household, in schools & in the community encouraged community discussion. Litter offenders were automatically involved, persuading most of them not to drop litter

**With over 80% less people dropping litter**, substantially reduced the amount of litter on our streets. This created a sense of civic pride encouraging more people to individually pick up the remaining litter.

**Who is responsible for litter --- WE ALL ARE !**

**The community response - residents** doing a little to make a big difference.

**Our Society --** sent a clear message to all residents that we really do care about the area we live in.

**A clean and tidy community is what we want and deserve.**

