

Getting crabby about litter

Using behavioural insights to reduce litter in the New Forest

The New Forest



The Problem





MATT PINNER

Rubbish was left strewn across Bournemouth Beach after Wednesday's influx of visitors

LANCE

atched to "the absolute hilt", the council warned

Sign in



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Bournemouth beach: 'Major incident' as thousands flock to coast

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A New Forest Problem

What work we had already done?

Extensive evidence and insight gathering which included:

- Desk research and literature review
- Key stakeholder workshop
- In-depth telephone interviewing - including key stakeholders, community, councillors, enforcement officers, local restaurants
- Observation of littering behaviour
- Workshop and focus group with young people
- Online perception survey – over 800 responses

What we knew from this

- Seeing litter makes us more likely to litter
- Social norms can alter our behaviour
- Around half of all people appear to have dropped litter
- Successful campaigns 'speak' to the target audience

I didn't want to
make a mess in
my car

*I wanted to get
rid of it quickly*

*It is important
to protect the
environment*

Littering behaviour – the science

Cognitive
dissonance

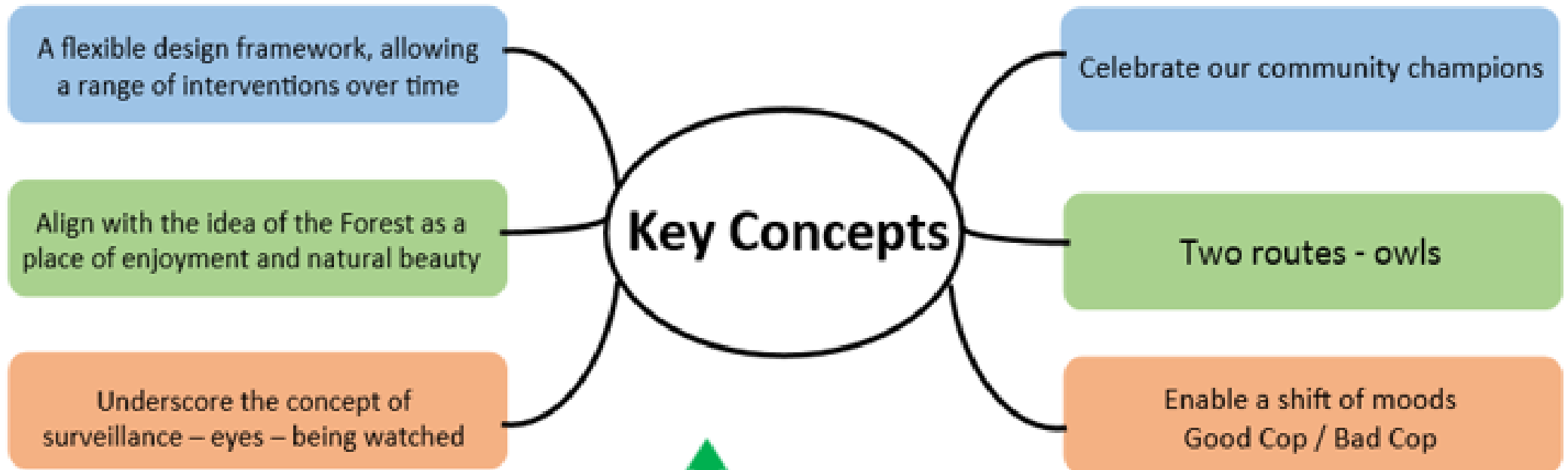
Social
norms

Invisibility

Our solution:

- Make doing the right thing easy
- Surveillance

Creating a framework



Taking action at the coast





Making the doing the right thing easy

The Findings

6,750 litter bags (August 2020)

73 bags per site per day

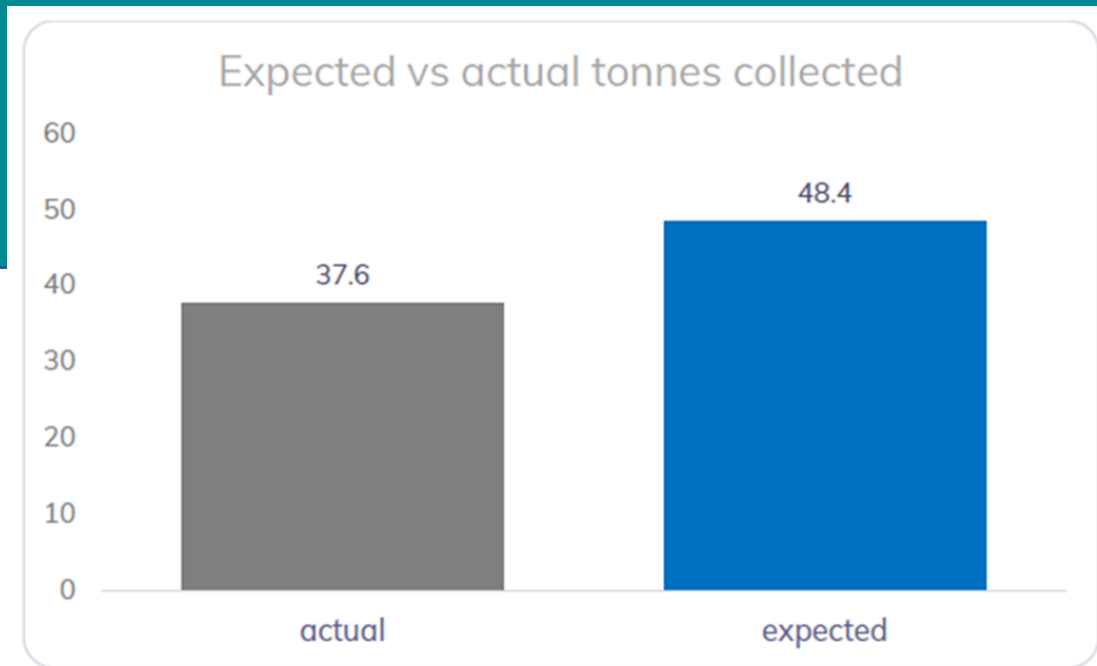
replaced **1** roll every 2 days

The Findings

Visitor numbers
increased

40%

From July 2020 to August
2020



Litter tonnages

Expected litter

↓ 10.8 tonnes

Financial benefit

£10k

Saved in 1 month

Perceptions

“Most people don’t have their own litter bag or even think to bring a bin bag. So it’s easy for them to collect the bags and put their litter in.”

“Made it easier to do my job”

“The beach appeared visibly cleaner.”

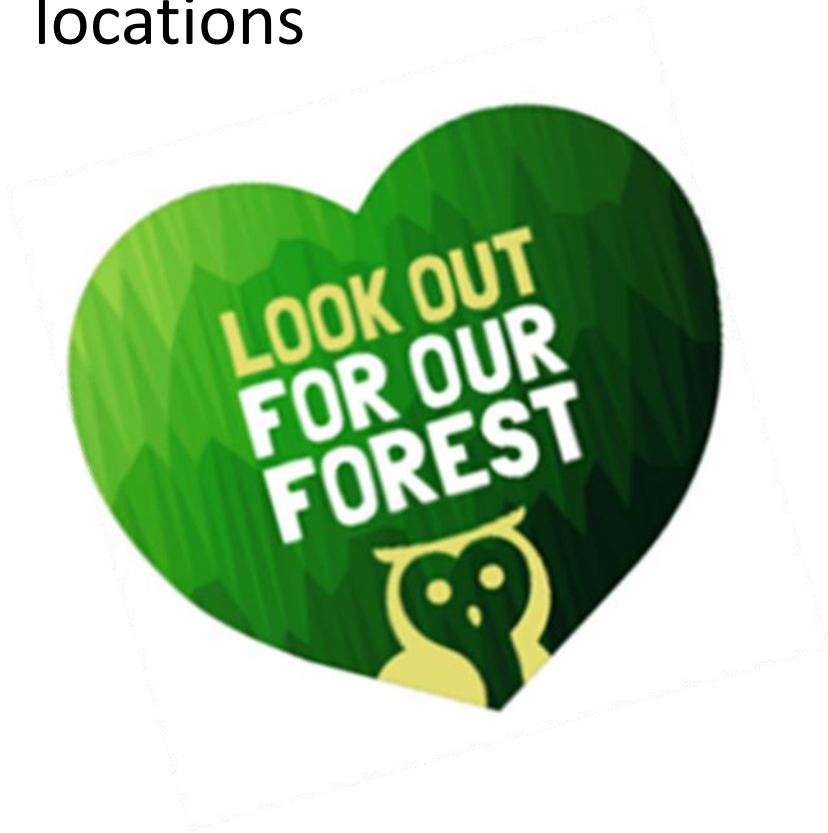
“Keep up the positive work @newforestdistrictcouncil in my opinion, you're providing solutions that responsible people can work with. 👍”



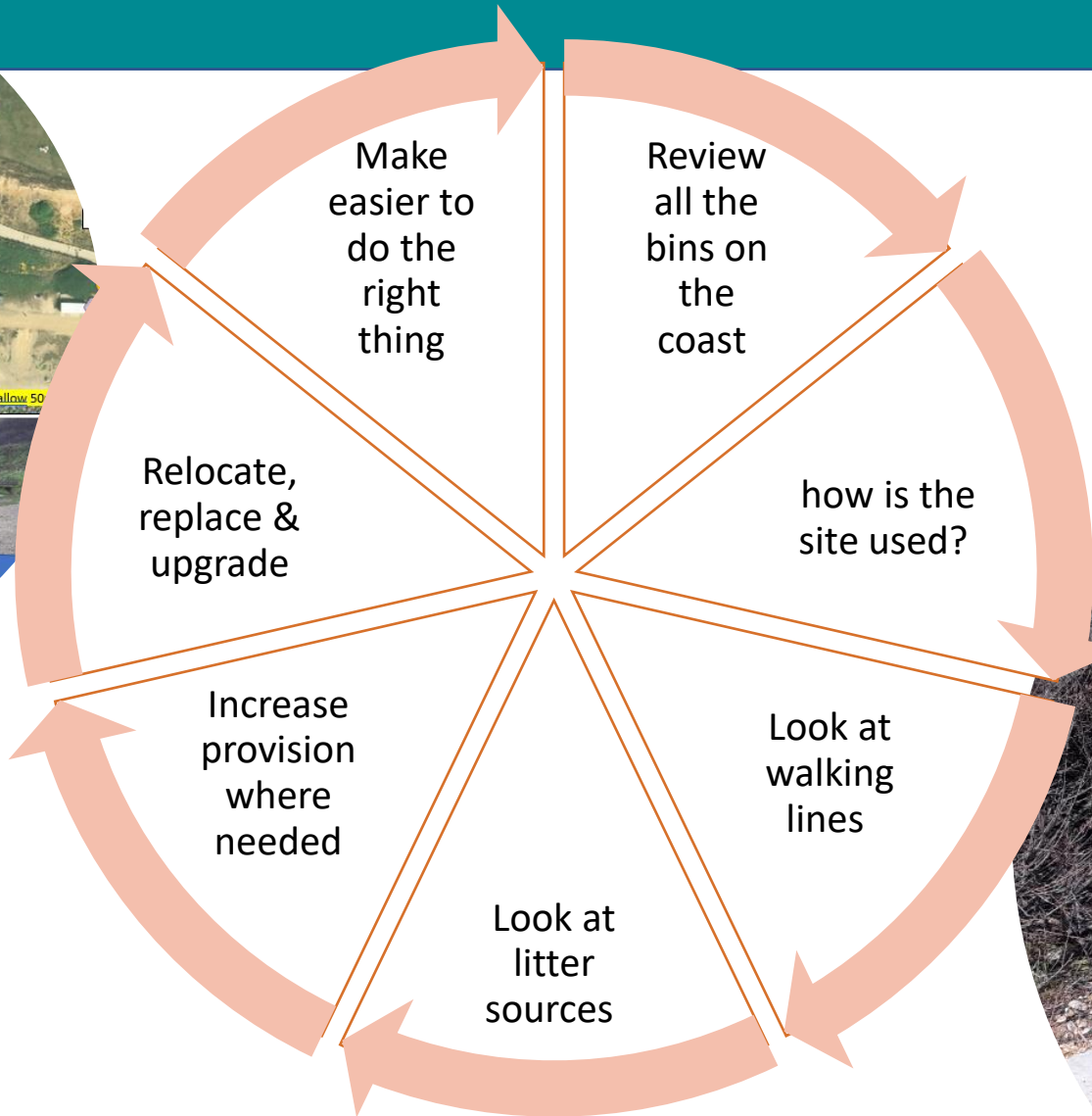
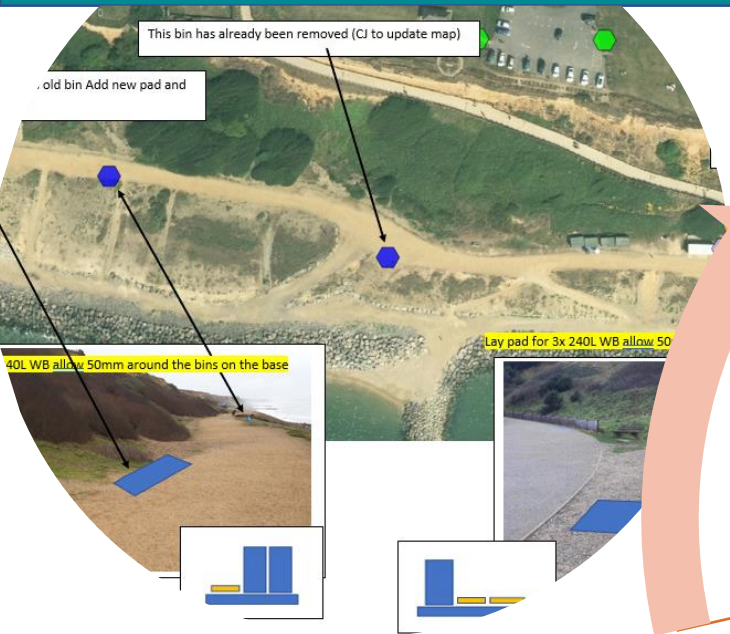
**Benefits we can't
measure**

What happened next?

- #Crabby 2021
- Trial of LOFOF in other locations





Coastal infrastructure review



#Crabby outcomes 2021

Baseline data -2019 (pre covid)
• Litter (Apr – Sept) - 116.35 tonnes

	2021 (Apr –Sept)	
Visitor number compared with 2019	UP 33%	
Expected litter based on 2019 per capita figures	166 tonnes	
Actual litter tonnages	125 tonnes	
% Change in litter per visitor from 2019 %	19%	
Estimated financial saving on 2021 prices	£40K	
Estimated no sacks used	23k	

Overall approach

4 Step Approach

- Research
- Education
- Implementation
- Quality Service

Meeting the demand on services with behaviour change and effective service delivery

Combined approach to deliver **climate** responsible service delivery

Research, Education & Intervention



- ***Behavioural Insight work***

- Expand the use of LOFOF (*Look out for our forest*)

- Start the campaign to reduce littering on highways

- ***Education & imagination project***

- Outreach to all age groups & profiles

- Research business & high street

- ***Waste and litter reduction implementation***

- Support local businesses to reduce waste

- Promote reusable and recyclable options (takeaways)

- ***Quality service***

- Modern and effective

- Urban, rural & coastal

Thank you
Questions?