Clean up Wilts toolkit for businesses

Working together to make our county a cleaner place to live, work and enjoy.

#cleanupwilts
Clean up Wilts is a campaign launched by Wiltshire Council to achieve a litter free county. This guide sets out how businesses can play a vital role in helping to achieve the following objectives:

- To reduce litter dropped in Wiltshire by residents and visitors
- To reduce fly-tipping in the county
- To increase the levels of recycling
- To change attitudes through education and encourage behavioural change.

This campaign is being led by the council in partnership with businesses and organisations throughout the county. The support of businesses is vital to achieving the long-term aim of a litter-free Wiltshire. We are inviting businesses to review their current litter procedures and sign a pledge to support the campaign.

**Litter in Wiltshire**

Wiltshire Council currently spends £2.5 million a year on litter collection. The total amount spent is further increased by top up activities provided by town and parish councils. However, public perception is that across the county the litter issue is worsening.

There is already strong public buy in and support for community activities such as local litter picks. It is also clear that there is support from town and parish councils and a willingness in Wiltshire communities to tackle this issue.

**The causes of litter**

The major cause of litter in Wiltshire is “food-on-the-go” packaging such as cardboard cups, drink bottles, sandwich and crisp packets, fast food packaging, cigarette butts and chewing gum. Much of this is thrown from cars or dropped in towns and villages.

Another key issue is fly-tipping, particularly in rural areas of the county, such as farmland, military areas, country parks, concealed lanes and verges.

**Why get involved?**

Seeing your brand in the gutter is not a good advert for your business. As Corporate Social Responsibility (CSR) becomes higher on the agenda, CSR can often be the driver for customers to choose one business or product over another. Businesses can gain a competitive advantage through increasing sales and developing customer loyalty by adopting a positive social image.
Clean up Wilts campaign

The aim of the campaign is change people’s attitudes towards litter. Some people drop litter and don’t feel guilty, others drop litter and feel bad for doing so, while there are people who don’t drop litter at all and have a sense of pride in where they live.

Our aim is to communicate effectively the impact and cost that dropping litter has on our county in a hope that we can change behaviours and create a cleaner environment for us all to live in and enjoy.

The clear messages are thought provoking, concise and to the point and will be simple for the public to absorb quickly.
What can your business do?

Review what you currently do

Review your waste procedures, do you have the right processes and facilities to help people to dispose of or recycle their rubbish properly? Think about the type of bins you need and where these need to be located. This could include cigarette bins, recycle-on-the-go containers and additional internal or external litter bins.

Measure your current recycling rates and set new targets. You can do this by finding out your current recycling vs. residual waste ratio from your waste contract provider.

Assess the litter in and around your business premises. Schedule a regular litter pick for any car parks, side alleys that belong to your business or border your premises. When clearing the front of your premises you should include across the pavement and to the gutter.

Benchmark – look at other branches of your business or rival stores and see how you compare. Start some healthy competition and beat your rivals.

If your business sells consumables (food and drink), review your wastage to see whether this can be reduced or disposed of in a green way.

Introduce simple measures to reduce the incidence of packaging becoming litter. These include: identifying opportunities to reduce excess packaging, encouraging customer loyalty schemes that reward people for using reusable containers and ask if customers require a bag.

Do you have a Corporate Social Responsibility Policy (CSR)? Is CSR part of your business plan?
Get your staff and partners involved

Sell the benefits to your staff – why is it important? Make your employees aware of the reasons why getting involved in the campaign is important. Increase your recycling and your commercial waste bill will reduce, operate your business with an ethical and green ethos and your custom may increase, and you are doing your bit for your community and environment. Be clear about why litter matters to your organisation and to our county.

Challenge other businesses or key partners to get involved. Create some healthy competition and see who creates the biggest sustainable impact.

Education and raising awareness particularly aimed at cigarette smokers to make sure their cigarettes are out before they put them in the bin and they are not thrown on the floor outside your building or in your smoking area. Have you got cigarette bins in your smoking area?

Chewing gum – highlight the issue to your staff and encourage them to bin it!

Employee engagement

Identify staff ‘champions’ to develop and drive forward your ideas and strategy. This is a great way to enhance your staff’s personal development and outcomes can be linked to appraisals and performance related pay.

Encourage staff to sign up for litter picks and ‘clean up days’ through the Clean up Wilts webpage (www.wiltshire.gov.uk/cleanupwilts). This can be used as a team building exercise or as a ‘Charity Day’.

Sponsor litter picks to make it ‘fun’. You could sponsor some bibs, give away goody bags or provide a discount voucher for volunteers.

Set recycling targets – these could be monthly, quarterly or annual and communicate your progress to staff.

12 years is the average time it can take for the chemicals to breakdown in a cigarette filter.

It’s a sticky problem. It takes at least 5 years for chewing gum to degrade.

Don’t drop it, bin it.

Keep Wiltshire green.
Opportunities to sponsor the campaign

If you run a business in Wiltshire, we invite you to sponsor the Clean up Wilts campaign. We want to encourage litter conscious behaviour, which we believe can really make a difference towards keeping our county clean.

By supporting this campaign, you’ll be helping to reduce a county-wide problem and helping to make a better life for Wiltshire communities. Plus, your brand will be aligned with some of the county’s leading businesses in tackling this issue.

Opportunities include:

- Promotional items with your logo on - distributed at roadshow events, local retailers, Wiltshire Council buildings.
- Your logo on outside bins – a choice of 30 lay-by locations across Wiltshire
- Branding toolkit, including window stickers, social media branding – brand association with the campaign
- Branding on Wiltshire Council vehicles, including bin lorries, mini buses, small and large vans – delivering services across Wiltshire every day
- On site Wiltshire Council promotion in buildings including displays and digital screens
- Radio coverage including on Spire FM
- Social media – Wiltshire Council twitter and Facebook
- Internet – Wiltshire Council and partner websites.

If you can’t sponsor the campaign directly, perhaps you can still help the cause by providing litter picking equipment or vehicles to promote the brand.

For more information or to find out how you can support, please call 01225 713232 or email events@wiltshire.gov.uk

Make your business pledge

Join our campaign against litter and sign the business pledge.

By signing the pledge, you are agreeing to review your current litter policies and make changes to support the fight against litter in Wiltshire.

A copy of the pledge can be found on the following page, please print and complete the pledge form and send a scanned copy to events@wiltshire.gov.uk or visit www.wiltshire.gov.uk/cleanupwilts for an electronic copy of the pledge.
Business Pledge

pledge to support Clean up Wilts

Working together to make our county a cleaner place to live, work and enjoy.

Signed:

Name:

Date:

Please print and complete this pledge form and send a scanned copy to events@wiltshire.gov.uk or download an electronic copy of the pledge form at www.wiltshire.gov.uk/cleanupwilts
You can promote the Clean up Wilts campaign whether you live or work in the county – be an advocate for the campaign.

As part of your pledge we will provide you with a campaign window sticker to place on your premises in a visible position – if you are a retail outlet you can place this on your entrance windows or doors.

On the following pages you will find posters that you can print directly from this PDF and place in both your front of house and back office areas. With this approach, we hope that both your employees and your customers will think twice about dropping litter.

Social media campaign

Blog, tweet and post on Facebook about your activity, let everyone know what you are doing, why you are doing it and what impact you have made to the county.

Use social media – developing a video or sharing photos to capture positive activity and integrate this into your social content. Show people that your business is doing something about this!

Use the #cleanupwilts hashtag which all organisations and businesses will be using that support the campaign.

Follow us on Twitter @wilsccouncil and Facebook @WiltshireCouncil or follow our campaign progress at www.wiltshire.gov.uk/cleanupwilts

Get in touch

If you would like any further information about the Clean up Wilts campaign or to discuss how we can work together, please call 01225 713232 or email us at events@wiltshire.gov.uk
12 years is the average time it can take for the chemicals to breakdown in a cigarette filter. Don’t drop it, bin it.
Last year 210 fly-tipping cases were reported on Salisbury Plain.

Take your rubbish to a household recycling centre and avoid being prosecuted.
It’s a sticky problem. It takes at least 5 years for chewing gum to degrade.

Don’t drop it, bin it.
It’s crunch time!
It takes up to 80 years for a crisp packet to degrade.
Don’t drop it, bin it.

#cleanupwilts
Did you know?

Paper cups take up to 30 years to degrade.

Don’t bin it, switch to reusable.

#cleanupwilts
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