

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

September 6, 2015

## LONDON VOTES WITH BUTTS

**TWO-PAGE SPECIAL**



We can't say enough about the Hubbub non-profit in UK, the team behind #NeatStreets and other social awareness campaigns for the environment. Above, new ash receptacles in London near tube stations serve as ballot boxes. Smokers register opinions on all kinds of issues by putting their stubbed cigarette butt in the slot of choice, deciding questions like whose a better soccer player: Cristiano Ronaldo or Lionel Messi? In the example above they're asked to choose between the Italian Grand Prix or the US Open of Tennis. As the poll tallies mount "inside the box", butts cast errantly onto streets are noticeably fewer. Londoners truly are voting with their butts. Check out [www.hubbub.org.uk](http://www.hubbub.org.uk) for delightful ideas.

### DID YOU KNOW?

In Brooklyn four politicians hold periodic "Speak Up & Clean Up" events throughout the year with Bensonhurst student volunteers clearing litter and handing out awareness pamphlets. A late August sweep of the 86th Avenue shopping district and vicinity involved 100 youth. A good pride-builder from Assemblymember William Colton, Councilmember Mark Treyger and 47th Assembly District Democratic district leaders Nancy Tong and Charles Ragusa, and a model for other politicians.

### HE'S 'WANTED'



A photo of a male exiting Walmart may be key to solving who dumped trash in Hog Canyon Lake in Spokane County. Washington Fish and Wildlife officer Curt Wood's search of the refuse located a receipt from the store. A review of the store's surveillance camera footage identified a person of interest. The image from June 17 was published recently in hopes someone will recognize and report the suspect. Wood is most eager to speak to him.

### IRELAND'S LITTER INDEXING SHOWS RESULTS

The cleanest and dirtiest places in Ireland cannot escape the eye of Irish Business Against Litter and its annual survey rating city and town litter levels. This year's results came out on August 31. *See story, Page 2*

### HEADLINE LITTER GRABBERS (AUG 27-SEP 6)

Some of what made our News Reel this week

#### Putting a lid on Cairo shop owners (9/1)

A regimen of fines is putting a lid on shop owners in Cairo who don't provide the required garbage bins. A penalty can cost up to EGP 5,000 (\$US 638.5).

#### Migrants to Greek isle face more hardship (8/30)

Migrants arriving in Agathonisi, Greece from the Middle East were to 'pick up litter or face jail', BBC reported. The unprecedented forced migration has spawned not only desperation and hardship, but massive littering and dumping along the way.

#### Braintree ploughing ahead's pretty smart (8/30)

Love Essex, Hate Litter hardly missed a beat after its latest ad campaign was accused of being sexist. The widespread collaborative of business and civic interests re-launched its campaign a few days later to recapture the positive buzz.

#### Click2Clean new out of India (9/3)

Charities Aid Foundation (CAF) India is taking the litter cause under its wing. Thursday it began rolling out Click2Clean in Delhi, Ghaziabad, Faridabad, Gurgaon and Noida. The non-profit will facilitate collective action to clean up 100 littered sites and eventually fan out of the program to other cities across India. [www.facebook.com/clicktoclean](http://www.facebook.com/clicktoclean)

## Ireland announces its best and worst for litter

There it is in black and white: dirtiest of the dirty and cleanest of the clean. From Killarney Clean to Dublin Dirty, the IBAL national litter league rankings of 40 cities and towns came out a week ago. Kerry continues to impress as an area claiming two of the top three most pristine places. (Tralee ranked third.) Even Dublin in the basement recorded less blight than in previous years when they were plagued with "litter black spots." Once her city's bleak results came to light last Monday, Dublin's Lord Mayor Criona Ni Dhalaigh publicly declared war on litter, telling The Herald newspaper that people are "sick of litter louts."



Overall, in the 13 years since measuring began, improvements in evidence include the case of Roscommon, which scored its highest ranking ever to tie as number three in the league this year. Sixteen towns are cleaner than the European norm. An Taisce, the environmental arm of IBAL's efforts, said the survey failed to find any "litter black spots" or "seriously littered" areas this year. Athlone and Farranree in Cork occupied the rock bottom spots. Find the complete list at [www.ibal.ie](http://www.ibal.ie). Most commonly tossed items according to the survey? Sweet papers, cigarette butts, fast food wrappers and chewing gum were the most common forms of litter.

### *Respect the bin, they say, as one-year trial starts*

Wolverhampton isn't fooling around. Hundreds of its citizens have been handed fines in the first week of private litter enforcement being tried there for the next 12 months.

Kingdom Security, a firm that enters municipal partnership deals in the UK, dispensed 401 fines totalling £30,000. Wearing body cameras, its uniformed officers enforce by-laws against dropping litter, dumping, smoking in the workplace and failing to pick up dog waste.

Under Wolverhampton Council's new, tough-love plan, fines rose to £75 from £70 and they apply to teenagers 16 and up for the first time. The offer of an early payment discount was discontinued. The scheme will be reviewed after three months.

Council pays Kingdom £45 for each £75 notice issued and keeps the remainder to reinvest in clean, green city projects. Either party can walk away from the contract with 28 days notice.

Politicians insist the program isn't a cash grab, but a tool for changing the littering habit.



**Beverly Gate in Hull, shown at left, features remnants of the town's 14th Century walls, on display since they were uncovered in the late 1980s. They may be doomed. See below.**

### **Ready to be written off?**

Will the famous ruins of Beverly Gate come to ruin? Can the townsfolk of Hull save the last traces of the historic site that Council says needs a makeover after years of littering, abuse and neglect? These are questions facing a community that has a Facebook campaign to 'Save Beverly Gate Hull', the site where King Charles 1 was denied entrance to the city in 1642, an event that helped stimulate the onset of the Civil War.

### **Birmingham's cash for trash play in play**

*The sound of trash landing in a bin will sound like money in the bank for charity under a rewards program that Keep Britain Tidy is road testing for three months in seven areas across England, including Birmingham. There, the 'Bin it for Good' project is funded by Wrigley UK and the Retail Birmingham Business Improvement District.*

*How it works is simple. Placing litter in one of 48 special bins anchored around town will help the city's chosen charity, LoveBrum, raise money. The charity receives dollars from a £1,300 purse based on the percentage increase of litter deposited in the branded bins. Tried in Rayleigh, Essex for three months last year, the program triggered a reduction of street litter by 42 per cent.*