

How your accent could determine what litter you drop

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What our litter says about our cities...

A new survey by Keep Britain Tidy reveals that you could tell what city you are in just by looking at what brands are being strewn on the floor.

The anti-litter charity visited 20 towns and cities across England to see what locals were dropping on the streets.

This snapshot survey was designed to find out more about branded litter in England's major cities.

On the whole we found the towns and city centres surveyed were in a good condition. But litter was present in all places.

Keep Britain Tidy is urging people to respect their cities and use a bin for their fast food, confectionary, or cigarette litter. People need to take pride in where they live and stop treating the streets like a dumping ground.

Our survey found fast food litter was prevalent in almost every location. But what was most interesting is that we found quite dramatic regional differences in types and brands of litter dropped.

In Manchester the most common litter was chewing gum packaging (nearly a third of the litter was gum wrappers).

In Southampton coffee cups was the most common litter followed by burger wrappers.

In Wigan chocolate wrappers were the most common followed by pie and pasty wrappings. Luton also had a high level of chocolate related litter.

In Liverpool fast food packaging was the most common followed by cans and bottles of soft drinks.

In the City of London fast food was the most common litter followed by different brands of coffee cups.

(Scroll down for a city by city breakdown of litter.)

Not only does litter look unsightly, it is a massive problem that costs the taxpayer £780m-a-year to clean-up. Fast food litter encourages rats and litter also creates a feeling of neglect.

Keep Britain Tidy firmly believes responsibility for litter is with individuals. People need to take ownership of their actions and use a bin.

Traders, manufacturers and big brands have an essential role to play too through encouraging customers to do the right thing and use a bin.

Phil Barton, Keep Britain Tidy chief executive said: "We've started to do a lot more work into the brands and types of litter appearing on our streets.

"The results of this survey, while only a snapshot, point to different littering behaviours in different places.

"Ultimately we want everybody to have more respect and pride for where they live and to use a bin. Is that too much to ask? People need to take responsibility for their actions.

"During 2009 Keep Britain Tidy has been working with Greggs to tackle fast food litter and has been impressed with the company's drive and determination to make a difference.

“The company is committed to educating its customers about litter and we are continuing to work with them to make progress in this area. It would be nice if other manufacturers would take this issue as seriously as Greggs are.

“We know that others, including McDonald’s and Wrigleys are also taking action but much more needs to be done by all companies whose packaging and wrapping contributes to the problem. Keep Britain Tidy is reminding people to use bins and also calling for action by fast food and confectionery industry as a whole.”

National picture (percentage of litter share/items of litter found):

Top ten most littered brands

1. McDonald’s	14%
2. Greggs	8%
3. Wrigley	8%
4. Mars Incorporated	5%
5. Cadbury	5%
6. Coca Cola	3%
7. Nestle	2%
8. Richmond (Imperial)	2%
9. Starbucks	2%
10. Unbranded fish & chips/ kebab/pizza	2%

** Results have been rounded to the closest figure. (NB where one or more brands show the same result, the brands have been ranked due to a marginal difference.)*

Regional breakdown : (percentage of litter share/items of litter found):

Birmingham

1. McDonald’s	19%
2. Wrigley	11%
3. Greggs	9%
4. Cadbury	7%
5. Mars Incorporated	7%

Bolton

1. Cadbury	9%
1. McDonald's	9%
2. Mars Incorporated	8%
2. Unbranded fish and chips/ kebab/pizza	8%
3. Wrigley	7%
4. Coca Cola	4%
4. Greenhalgh's	4%
4. Greggs	4%
4. Walkers	4%

Bradford

1. Greggs	18%
2. McDonald's	9%
3. Benson & Hedges	6%
3. Richmond	6%
3. Lucozade	6%
4. Coca Cola	5%

Bristol

1. Tesco	19%
2. Greggs	16%
3. McDonald's	12%

Carlisle

1. McDonald's	23%
2. Wrigley	11%
3. Mars Incorporated	10%
4. Local fish and chips/ kebab/pizza	8%
5. Cadbury	7%
5. Heinz	7%

City of London

1. McDonald's	19%
2. Starbucks	7%
3. Costa	6%
4. Marlboro	5%
4. Mars Incorporated	5%
4. Tesco	5%
5. Cadbury	4%

Durham

1. Wrigley	20%
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2. Unbranded fish and chips/ kebab/pizza	16%
3. Greggs	10%
4. Mars Incorporated	9%
5. Burger King	8%

Leeds

1. Greggs	26%
2. McDonald's	14%
3. Wrigley	6%
4. Lambert & Butler	4%
5. Walkers	3%

Leicester

1. McDonald's	9%
2. Wrigley	8%
3. Greggs	6%
4. Mars Incorporated	6%
5. Pepsi	6%

Liverpool

1. McDonald's	19%
2. Coca Cola	8%
3. Greggs	6%
4. Walkers	5%
5. Sayers	4%
5. Lambert & Butler	4%

Luton

1. Cadbury	9%
2. KP Snacks	5%
2. Wrigley	5%
2. Greggs	5%

Manchester

1. Wrigley	29%
2. McDonald's	16%
3. Greggs	12%
4. Cadbury	7%
5. Starbucks	4%
5. Coca Cola	4%

Newcastle

1. McDonald's	27%
2. Greggs	12%
3. Lambert & Butler	7%
4. Coca Cola	5%
5. Unbranded fish and chips/kebab/pizza	4%
5. Cadbury	4%

Nottingham

1. Greggs	19%
2. McDonald's	10%
3. Cadbury	7%
4. Mars Incorporated	4%
4. KP Snacks	4%

Sheffield

1. McDonald's	20%
2. Nestle	14%
3. Greggs	13%
4. Wrigley	7%
5. Coca Cola	4%

Southampton

1. Costa	19%
2. Burger King	15%
3. Cadbury	10%
4. Starbucks	8%
5. Carlsberg	6%
5. McDonald's	6%

Stoke on Trent

1. Wrigley	16%
2. Pepsi	9%
3. Mars Incorporated	7%
3. McDonald's	7%
4. Cadbury	6%
4. Fox's Confectionery	6%
4. Stella Artois	6%
5. Costa	5%
5. Subway	5%

Westminster

1. McDonald's	22%
2. Wrigley	14%
3. Starbucks	10%
4. Marlboro	8%

5. Coca Cola	5%
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Wigan

1. Cadbury	11%
2. Wrigley	8%
3. Galloways	7%
3. Richmond	7%
3. Lambert & Butler	7%
4. Greenhalgh's	6%
5. Unbranded fish and chips/ kebab/pizza	5%
5. McDonald's	5%

Woolwich

1. McDonald's	14%
2. Greggs	9%
2. Wrigley	9%
3. Coca Cola	6%
4. Costa	5%
4. Mayfair	5%
4. Unbranded fish and chips/ kebab/pizza	5%
5. Mars Incorporated	4%

-ENDS-

Notes to editors

Keep Britain Tidy is the anti-litter charity for England. We are passionate about cleaner greener places and run Eco-Schools, Green Flag Award for parks, and Blue Flag/Quality Coast Awards. TV star Kirstie Allsopp is our ambassador. To find out more about us and to become a supporter visit www.keepbritaintidy.org.

* In January 2009 Keep Britain Tidy first looked in ten cities into which fast food brands make up littered England. This time we expanded our survey to look at 20 places and took into account all food/drink/confectionary/cigarette related litter. The two surveys were quite different and therefore not comparable.

* To see how each city fared and analysis of the findings, the full report can be downloaded at www.keepbritaintidy.org.

* The study was designed to measure the relative amounts of litter dropped by brand and is not valid for drawing conclusions as to the overall or relative cleanliness of the areas surveyed. Keep Britain Tidy will not be releasing a ranking of each of the 20 locations surveyed by the amount of litter found, as the survey was not designed for this purpose, and so the data will not be reliable or robust for drawing such conclusions.

***Methodology.** The aim of this study was to provide a snapshot of the most littered brands across England in 20 locations during one day. During the period of a day on Monday 16th November 2009, 20 surveys were carried out in key towns and cities across England. Each location was surveyed for a period of an hour and a half in the morning. A second survey was then carried out for a period of an hour and a half in the afternoon. During each survey the brand, amount and type of all littered items seen was recorded. Please note that in some areas (particularly close to the main shopping centres) regular street cleansing activity was taking place so the results do not necessarily reflect the true extent of branded litter being dropped in that particular location, but rather provide an indication as to the extent which brands are most littered.

*Keep Britain Tidy has been working with Greggs to tackle Fast food litter and has been impressed with the company's drive and determination to help tackle the problem. Greggs is cutting down on plastic bags at its shops, displaying prominent anti-litter messages, has appointed regional litter champions, is conducting annual litter surveys, is supporting Keep Britain Tidy's Big Tidy Up campaign and introducing anti-litter messages on savoury bags this spring. Keep Britain Tidy is really pleased with this partnership working and hopes to develop the relationship throughout 2010.

*Wrigleys is part of the Chewing Gum Action Group and funds an annual campaign to educate gum chewers about litter.

*McDonald's is another company that is demonstrating a positive attitude to tackling litter. McDonald's has been a big supporter of the annual Capital Clean-Up campaign in London and its employees have staged hundreds of litter picks as part of the campaign. McDonald's is investing £2m a year in its anti-litter initiatives and employs staff to clean up litter around its restaurants.

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