

Leave Only Your Footprints Q&A

Q. What's this new campaign about?

A. BCP Council and Hubbub are partnering to use new drone-based technology to help tackle the scourge of litter in what will be the most scientifically robust litter survey ever taken in the UK.

This exceptional collaboration will allow BCP Council to have not only a better understanding of littering but to confidently address a need for real behavioural change. It is important to note that this is specifically litter monitoring and not people surveillance.

The pilot aims to build a legacy for us all to benefit from – including waste collection, how we use the data for green projects, supporting Leave Only Footprints and of course the Council's wider Climate Declaration. It's a really exciting partnership, research is based on litter monitoring and mapping and not people surveillance

Q. How does the initiative work?

A. Ellipsis is using cutting-edge technology to identify and categorise individual pieces of litter, to give insight into what types of litter are being dropped where and when. The campaign which is funded by McDonalds will use drones, fixed cameras and mobile and vehicle technology to create detailed litter maps, identifying hot spots and an understanding of how the litter is travelling. We'll then use intelligence from the drone data to inform the strategic placement of bins, street cleaning schedules and engaging and playful interventions to encourage the public to dispose of their litter responsibly.

Q. What are the timings of the campaign?

A. The initial survey, conducted by Ellipsis, takes place mid-March to produce a baseline when lock-down restrictions are still in place and we expect litter to be at its lowest levels. They will then repeat the survey in May when, should the weather be warm and restrictions are lifting, we expect visitor numbers and litter to rise over the bank holiday weekend. Later on in the summer Ellipsis will repeat the survey to see how the interventions have worked and whether they've been successful in reducing littering. This will be conducted early in the morning from 4am and finished by 7.30am before the beach welcomes visitors.

Q. How confident are you that it will work?/ Has it been done before, if so, was it a success?

A. Although this is a pilot and the first time this kind of technology has been used in the UK to tackle litter, we were inspired by the huge success of a similar project which took place in the Italian town of Sorrento last summer, where enabled authorities to reduce litter by 45% and cigarette butt waste by 69%. This was done through communication campaigns with visitors and business owners and strategically placing new litterbins and ash trays across the town, based on the data collected.

Basing behaviour change activity on real data will really help us maximise impact and we're excited by what could be achieved. This is the first resort in the UK to use this innovative research and technology. This summer the council will be able to use intelligence from the drone data to inform the strategic placement of bins, street cleaning schedules and engaging interventions designed by Hubbub to encourage the public to dispose of their litter responsibly.

Q. Who's involved with this campaign?

A. BCP Council is collaborating with Ellipsis Earth, Hubbub and McDonalds and some of their suppliers including Britvic.

Q. What can local businesses/organisations do to get involved?

A. Collaboration is at the heart of this campaign, Hubbub are keen to get as many local businesses and community groups on board to play their part. Examples include: organising your own litter pick, help us identify bin locations/hot spots, amplify our messages – perhaps in store/ windows/table toppers and on social media. Contact hello@hubbub.org.uk for more information

Q. How much is this initiative costing/where has the funding come from?

A. This campaign is at no cost to BCP Council. Funding has been provided by McDonald's, with additional support from their supply chain including Britvic and two packaging suppliers.