

Bournemouth & Poole Seafront Waste Management

- What we already do.....
- 2600 tons of waste taken away from the combined seafront each year.
- All of this waste is processed to remove the recyclable and compostable material, anything remaining is burnt for energy production. Landfill is avoided.
- Cost to the two Councils for beach litter picking, waste collections and associated processes in the region of £1 million per year.

What's new for 2018

- Increased recycling – operational changes and increased bins for our visitors to use, blue for recycling, black for general waste.
- Introduction of compostable coffee cups and sundries, the refill scheme and other improvements to our 16 catering outlets.
- Raising greater awareness of all our waste management activities through social media, websites and our media partner (Bournemouth Echo).
- Pulling all these activities under an umbrella brand for the seafronts and beyond – Leave Only Footprints.

- Working with Keep Britain Tidy group to raise the profile of our work.
- A launch event in early July to raise the profile of the campaign with locals and visitors.
- A social media video being launched in July for beach visitors.
- The recruitment of an Engagement Officer to take the Leave Only Footprints message to schools in the conurbation.
- The creation of logos, messaging and brand guidelines to allow any organisation in the conurbation to use the brand, to spread the messaging and increase the strength of the brand.
- Enforcement of litter byelaws on the seafront in partnership with 3GS.

How can you get involved ?

- Through social media spread the word, using the partner media kit and our hashtag #leaveonlyfootprints
- Become a partner supporting the brand, supporting volunteer litter picks and the other community events we will be supporting.
- Use the clear messaging that blue bins are for recycling, but even our black bins are processed and no waste goes to landfill.
- Sign up to the Dorset Refill scheme....there's an app!
- Even consider how your own businesses can change how you manage waste – recycling will always cost you less to process.

LEAVE ONLY
FOOTPRINTS



Working together

