

## Litter louts have snouts

Torbay Council has been selected as one of ten local authorities to receive special support from ENCAMS (the Keep Britain Tidy people) for a campaign aimed at reducing street litter caused by takeaway food and drink.

The Dirty Pig campaign encourages people to dispose of their takeaway food litter responsibly, and promotes the message that litter louts have snouts!

Litter from takeaway food and drink is getting worse according to ENCAMS, and research indicates that a quarter of our streets are strewn with cast-off food cartons, drink cans, pizza boxes and chip wrappers.

Takeaway food litter is bad for business.

Food litter looks and smells unpleasant, can attract rats and other pests, and can discourage people from visiting an area.

Takeaway food litter is mainly caused by:

- Irresponsible behaviour – for example someone throwing a half-eaten burger and its wrapper on the floor.
- Overfilled bins – bins can become full over a short space of time which can result in litter spilling out onto the street.

As Torbay is a popular tourist destination which offers a lively and fun late night experience in the form of restaurants, pubs and clubs, it has a large number of takeaway food premises in a relatively small area offering tasty treats to residents and visitors. In Torbay, litter from takeaway food is at its worse during the summer months, when a large number of visitors come to the area and enjoy a meal outdoors, and after dark, when the pubs and clubs have closed and the midnight munchies set in!

## The campaign

The aim of the national 'Dirty Pig' campaign is to cut the amount of fast food litter on our streets by encouraging people to think about what dropping litter makes them look like. The advertising for the campaign features an attractive man and woman who develop pig-like features after dropping takeaway food litter, posters illustrating this are enclosed. For those premises that would like to support the Dirty Pig campaign but want to display alternative artwork to that offered, other posters can be provided on request (please contact Torbay Council's Community Protection Team).

## Information for businesses

Businesses that sell takeaway food can take steps to reduce the amount of litter generated by their premises. A voluntary code of practice has been developed by Defra (the Department for Environment, Food and Rural Affairs) and ENCAMS which sets out a number of recommendations and tips for businesses.

A mini- version of the code can be viewed at: [www.encams.org/uploads/publications/minicop.pdf](http://www.encams.org/uploads/publications/minicop.pdf)

The council's Community Protection Team can also offer information and advice to businesses about taking steps to reduce or prevent litter.

Businesses that sell food and drink for immediate consumption can take positive action to tackle the litter caused by people throwing away their left over food and its packaging. This might include:

- Displaying anti-litter posters at the premises.
- Asking customers if they would like a bag rather than giving them additional packaging that they may not need.
- Keeping the frontage of the premises clear and litter free.
- Ensuring that the waste from the business is secured properly so that it doesn't cause street litter.

## Want to get involved?

If you would like to get involved in the Dirty Pig campaign, contact the Community Protection Team on 01803 208091 or email [community.protection@torbay.gov.uk](mailto:community.protection@torbay.gov.uk) and explain what steps your business is taking to reduce the amount of takeaway food litter. This information can then be communicated in the form of positive publicity! The Community Protection Team can also provide takeaway food premises with stickers which can be placed on food packaging (such as burger boxes) which illustrate an anti-litter message. These stickers can be made available on request but are subject to availability throughout the duration of the campaign.

It is hoped that the Dirty Pig campaign will help to reduce litter in Torbay and improve the appearance of the local environment for businesses, residents and visitors!

## The legal bit

Dropping litter, including food and drink items, is an offence and those that are caught can be issued with a £75 Fixed Penalty Notice. These are issued as an alternative to prosecution, which means that if someone receives a Notice and chooses to not pay it, they could face a higher fine or be prosecuted.



This document can be made available in other formats. Telephone 01803 208091 for more information.

6115/1208

# LITTER LOUTS HAVE SNOUTS!



Help keep Torbay tidy

