

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) on 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!

Takeaway food litter not only looks and smells unpleasant, but can also attract rats and other pests to 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 worst 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.

As well as Dirty Pig images featuring in and around the area, Torbay Council is working with local takeaway food premises in an effort to tackle the problem. The council is encouraging businesses to explore ways in which they could reduce or prevent litter caused by people throwing away their left-over food and its packaging irresponsibly.

It is hoped that the Dirty Pig campaign will help to reduce litter in Torbay and improve the appearance of the local environment.



The legal bit

Dropping litter, including food and drink items, is an offence and those who 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.

Tips

You can help stamp out street litter caused by takeaway food and drink by following our top tips:

- If you can't find a public litter bin, try to take your litter home and dispose of it there.
- If a litter bin is full, try and locate another bin nearby rather than placing your rubbish on the floor.
- When you're buying takeaway food, think about the amount of packaging you need. If you are given a plastic bag and you don't need it, let the staff know.
- Encourage your friends to dispose of their food and drink using a bin. If you know people that litter, ask them how they would feel if someone treated their home that way, or how they would feel if they had to clean it up.
- Set a good example to others.
- Help make dropping litter socially unacceptable. The environment belongs to the community as a whole, and the minority of people who choose to drop litter ruin the appearance of it for everyone.
- If you know of an area which is prone to takeaway food litter, contact the council's Community Protection Team.

Want to know more?

If you would like further information about the Dirty Pig campaign, or require clarification as to what it's all 'asnout', contact the Community Protection Team on 01803 208091 or email community.protection@torbay.gov.uk

Find out more about the Dirty Pig campaign by visiting

www.torbay.gov.uk
www.dirtypig.org

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

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LITTER LOUTS HAVE SNOUTS!



Help keep Torbay tidy

