

Working in the community

A group of 15-16 year 7's are currently working with Wiltshire Wildlife trust on a litter campaign. Students will be designing posters that will be judged by Wiltshire County Council and Tidworth Parish Council. The winning design will become the official poster. We are immensely proud of the good work these students are doing in the community.



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'Drop the Rubbish Attitude' Litter Campaign Competition

Litter has a harmful effect on the local wildlife and environment as well as looking ugly and deterring visitors. Do you want to be a part of the solution? Well now you can be; **you** have the chance to make a difference and reduce the local litter by being a part of our 'Drop the Rubbish Attitude' Litter Campaign.

Background

The Wiltshire Wildlife Trust Waste and Recycling team have been working in Tidworth since April 2016; delivering waste and recycling workshops and events to preschools, schools, youth groups and the wider community.

By talking to community members and taking part in community litter picks, it was clear there is a litter problem in Tidworth and Ludgershall; this is due to people *not* taking their litter home and *not* using street bins!

Design Brief

Litter *IS* an issue in Tidworth, but it doesn't need to be. We want to encourage people to use bins or even better take their rubbish home and recycle it! Let's tell Tidworth - not binning your rubbish is not ok!

We'd like you to design an **innovative, creative and fun** litter campaign which grabs the attention of the public but with a serious underlying intention that inspires behaviour change; this could be in the form of posters, stickers for street bins, an education pack, a short video, a social media campaign or something completely different – *Use your imagination!*

When you are designing, **remember:**

- Use crayons or marker pens not pencil. Bright colours work well.
- Use Photoshop and computer if possible.
- Use nice clear lines
- Draw it nice and big (minimum size 20cmx20cm) - the design will be scanned at high resolution and prepared for printing

Research and Understanding

- Who is dropping the litter?
 - Where are they dropping it?
 - What litter are they dropping?
 - Why are they dropping it?
 - What is the best way to communicate with our audience? Could it be educating/humour etc.?
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Litter Campaign Time Table

21st February 2017

28th February

7th March

24th March

13th March

14th March

workshop.

8th April

Mid April

Campaign intro...

Offsite litter survey/pick (Somme Road).

Continue working on projects with help of WWT staff. Work on assembly presentation and delivery plus organize school litter pick.

Deliver assembly.

Campaign deadline!

Waste reduction

Winning design chosen by public and announced at the **Recycle for Wiltshire Joint Venture** community event on 8th April.

Campaign to be 'rolled out'.



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How have other campaigns been successful in communicating this message?

Keep Tidworth Tidy Facebook group was set up to enable the community of Tidworth to encourage and organise regular litter picks.

The Army Garrison also take part in regular litter picks locally.



Deadline

Materials to be completed by the **13th March**. Finalist will be shortlisted and then members of the community will have an opportunity to vote for their favourite design and the winner will be announced at the **Recycle for Wiltshire Joint Venture** community event on 8th April. The winning entry will GO LIVE as a litter campaign locally across Tidworth.

Logos to be used on materials

Wiltshire Wildlife Trust, Wiltshire Council, Wellington Academy and any other local organisations who get involved with the campaign.

Original logos will be provided by WWT.



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