



Registered charity no. 1071737

Love Where You Live Heckmondwike

Presentation to Kirklees Council Scrutiny Committee and Councillors

November 2025



Keep Britain Tidy's vision is of a clean and healthy environment, rich in wildlife, valued by people who love where they live



Project Overview

About the project

Keep Britain Tidy are experts in behaviour change and volunteer engagement and have delivered many interventions and campaigns to reduce littering and increase community pride.

Love Where You Live Heckmondwike is a pilot project with the ambition to create significant change in a single area over a 12-month period. We are aiming to;

- Reduce litter on the ground
- Change the public's attitude to littering, as well as their perception of how tidy the area is, and
- Create a blueprint to help local authorities to do the same.

Project partners

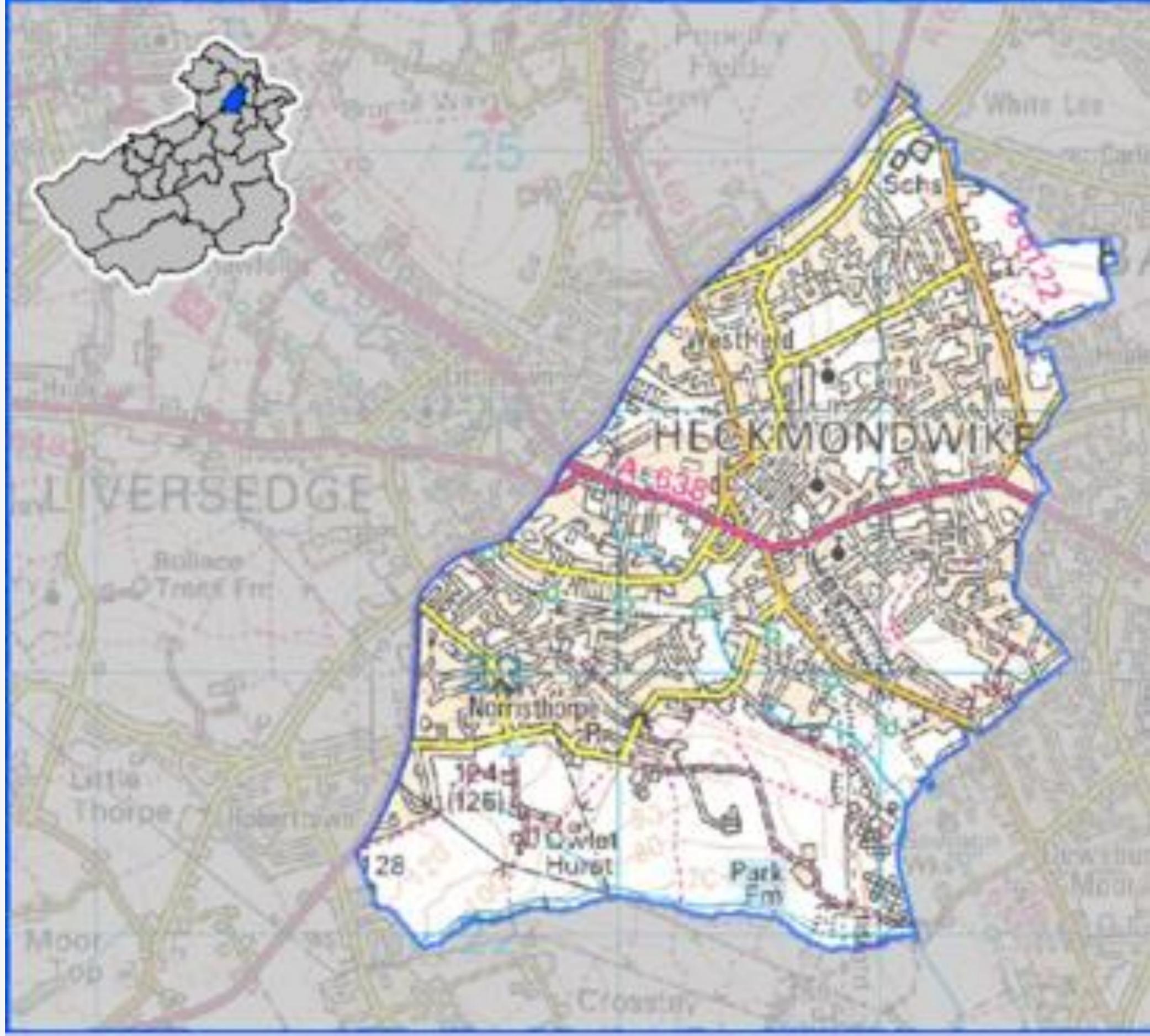
Love Where You Live Heckmondwike is brought to you by environmental charity Keep Britain Tidy, with support from Kirklees Council, and leading food and drinks brands Coca-Cola, KFC, Mars Wrigley, McDonald's and Nestlé.



Project Overview

Why Heckmondwike

- Ward area in small town sought (Local population of 18,000)
- Represents most small 'northern' towns
- Not a city, but has an area with some footfall/shops
- Half LSOAs in top two deciles of IMD (most deprived)
- Geographically ideal natural boundaries with M62 to the left and the greenway, some green space.



Strands of Activity

Strand One

Monitoring and data collection; baseline and endline public perception surveys, as well as LEQ ground litter surveys.

Strand Two

Behaviour change interventions.

Strand Three

Marketing, comms and PR activity.

Strand Four

Community engagement activity.

Strand Five

Political and local authority engagement.



Strand One

Monitoring and data collection

Baseline monitoring

This was achieved by carrying out;

- Two qualitative focus groups (to co-design activities and campaigns)
- A qualitative public perceptions survey
- A Local Environmental Quality Ground Litter Survey.

This activity took place in Autumn 2024, to;

- Gauge how residents feeling about local environmental quality
- Understand the issue of litter on the ground, including counts of litter and an overall Code of Practice on Litter and Refuse score
- Develop hotspot maps for specific litter types.

How we have used the data

- To identify hot spot areas to target specific interventions (fly-tipping and dog poo)
- To inform campaign development, visual look and feel as well as where to reach our audience.

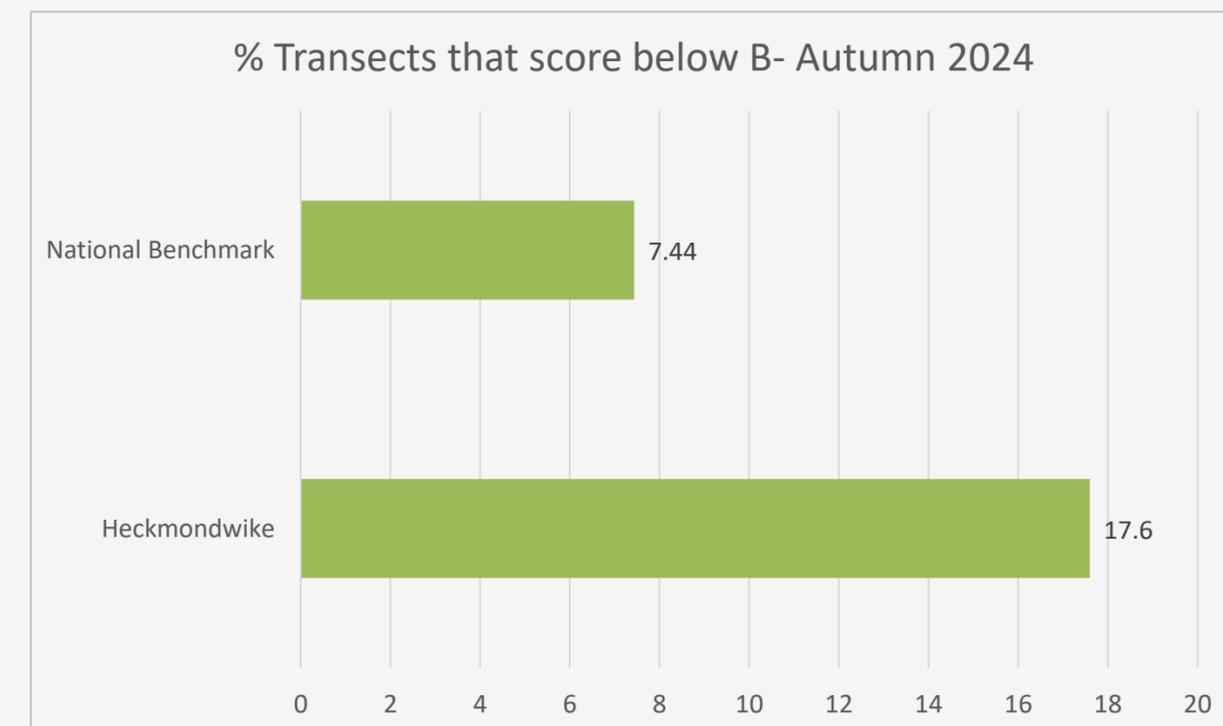
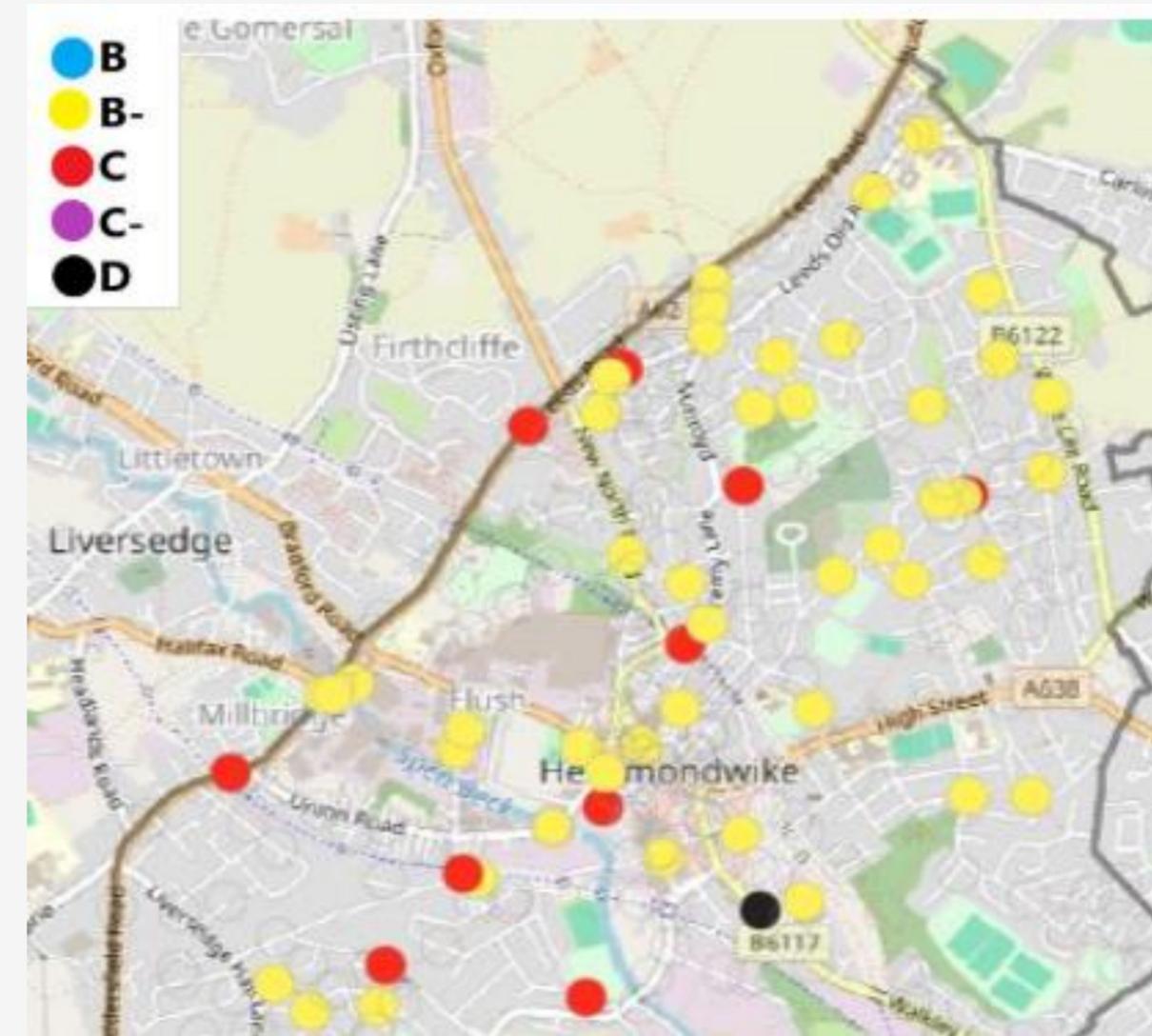


Strand One

Monitoring and data collection

LEQ Ground Litter

- COPLR is Keep Britain Tidy's method of measuring ground litter, grading small areas (transects) based on how much litter is found.
- Scores below B- area of focus
- The hotspot map (right) shows all points scoring below B-.
- The graph, right, shows that nationally, 7% of transects are below B-, but in Heckmondwike during the autumn 2024 baselining, this was 17% of transects .



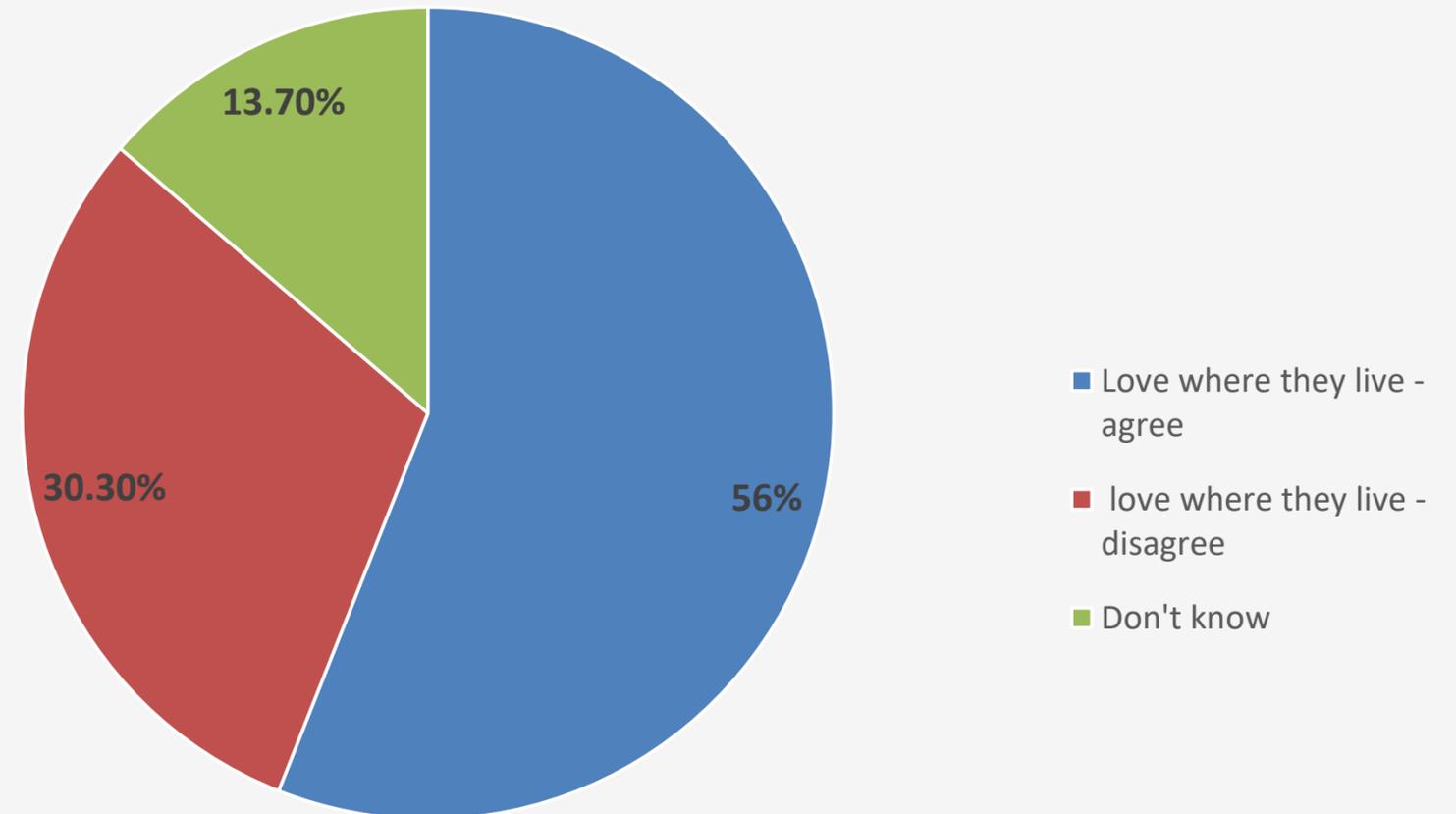
Strand One

Monitoring and data collection

Public perceptions

- Just over half (56%) of residents agree they love where they live, 10% less than the national average
- 22% of residents were satisfied with the way shops/businesses in the area look after the area around them
- 44% agree that people in the area are willing to work together to make a difference to the way the area looks.

Percent of residents agreeing they 'Love Where They Live'.



Strand Two

Behaviour change interventions

Still Littering (below)

This intervention tackles leave behind litter, consumed on the go, then folded, tucked or placed on a bench, wall or planter.



Bin Your Gum (below)

Kirklees Council is one of 52 authorities to receive a grant to help clean up gum and reduce gum littering.



Bin It For Good (above)

The more litter in the bin and the less on the ground, the greater the donation to local causes.



We're also working on....

ENVIRONMENTAL CRIME SCENE - UNDER INVESTIGATION

There's no such thing as the dog poo fairy.
Bag that poo, any rubbish bin will do.
keepbritaintidy.org/heckmondwike
LOVE WHERE YOU LIVE HECKMONDWIKE
Supported by Kirklees COUNCIL

HECKMONDWIKE TAKE A FREE BUTT BOX

LOVE WHERE YOU LIVE HECKMONDWIKE

HECKMONDWIKE CIGARETTE BUTTS ARE RUBBISH

Cigarette butts are rubbish. In fact they are the single most littered item in the world. Please take a free Butt Box to help keep your butts off the ground. Your feedback could help shape our work:

KEEP BRITAIN TIDY.

*Stocks are limited. Please take one per person.

KEEP BRITAIN TIDY.

Strand Three

Marketing, comms and PR

Interventions underpinned by marketing and comms activity including :

- PR activity for interventions resulting in clips across Huddersfield Daily Examiner, Dewsbury Reporter, BBC Look North and more. Positive sentiment across all clips, many articles quoting council leaders, including Councillor Amanda Pinnock
- Out of home ads (billboards and bus stops) in the area
- Regular emails to stakeholders
- Paid and organic social media to raise awareness of what is happening around litter in the area.

News

The shameful statistic one in four are guilty of

By ABIGAIL MARLOW
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@examiner

MORE than one in four people from Heckmondwike have admitted to 'careful littering', says charity Keep Britain Tidy, as the campaign to clean up the town ramps up.

The Love Where You Live campaign kicked off in June by environmental charity, Keep Britain Tidy. It invites local people to reconnect with their community and play a part in making their environment cleaner, greener and more cared for.

The first part of the initiative, 'Bin it for Good,' sees local charities rewarded for responsible litter disposal by the community. Now, the second part, entitled 'It's Still Littering' is getting underway.

The aim is to challenge residents to rethink what littering looks like.

The charity is reminding people that actions as simple as leaving a newspaper on a public bench or an empty coffee cup at a bus stop are still littering.

According to its new research, more than one in four people (26 per cent) in Heckmondwike have admitted to this behaviour, which is referred to as 'careful littering'.

Already, a 41 per cent reduction in littering in areas running the 'Still Littering' behaviour change intervention has been recorded in Heckmondwike since the campaign began.

Allison Ogden-Newton OBE, Chief Executive at Keep Britain Tidy, said: "You might think you're doing the right thing or think it's harmless to leave a bit of packaging neatly on a ledge or bench - after all you didn't throw it on the ground. But it's littering all the same and the damage is real."

"Litter not only wrecks the environment, but it also undermines our sense of pride, affects our mental wellbeing, makes us all feel unsafe and lowers property values. With Love Where You Live Heckmondwike and the effective ini-



atives across the town, we're seeing that by working together, small changes in behaviour can make a big difference to everyone."

A recent local survey found that 37 per cent of Heckmondwike residents do not feel proud to live in the area, and national research by Keep Britain Tidy has shown that living in a heavily littered area can have a negative impact on mental health.

But things are looking up as nearly half of people in the town say they are willing to work together to make a difference to the way the area looks. Throughout the campaign, Heckmondwike will see: school-led clean-up

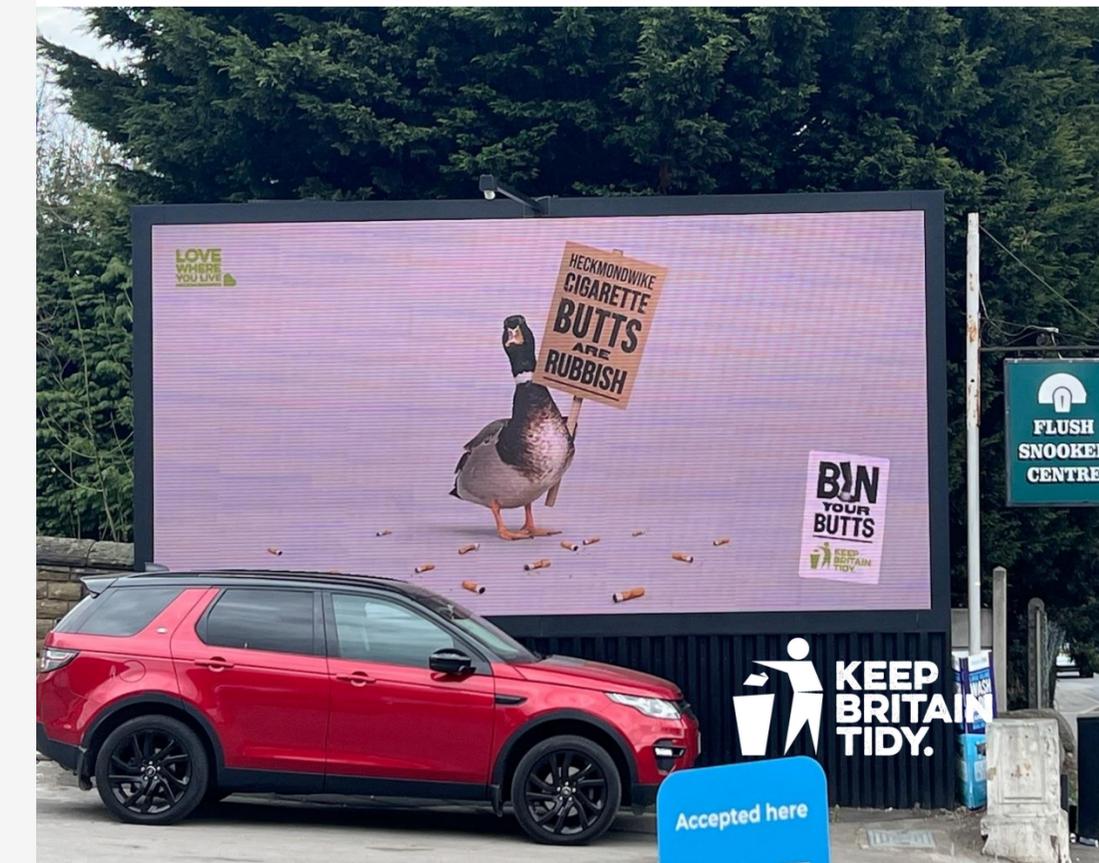
events; litter-picking days; business partnerships to keep public areas clean; tackling of persistent problems such as dog mess, fly-tipping, and cigarette litter.

The campaign is a pilot scheme for best-practice litter reduction, with findings intended to shape recommendations for litter reduction efforts across the UK.

The reductions as a result of the interventions placed in Heckmondwike are being closely monitored by Kirklees Council, who are working closely with Keep Britain Tidy on the project.

ber for Communities and Environment at Kirklees Council said: "Unfortunately littering has become a real issue in our communities and changing people's behaviour about this is a really important part of our wider ambition to have a cleaner and greener Kirklees for everyone."

"Through our partnership with Keep Britain Tidy, this project in Heckmondwike aims to highlight how even the smallest and unintentional actions can still count as littering. By changing people's behaviour about littering, we can have cleaner towns and green spaces to enjoy for longer."



Strand Four

Business engagement

- Info packs distributed to businesses and community groups in the area containing posters and talking points.
- Adopt An Area scheme rolled out to local businesses and community groups. Numbers signed up to this programme are still growing.
- Good Business Guide.
- Schools Engagement activity.



Strand Five

Political and local authority engagement

Local level

Local engagement with councillors (local, portfolio) to support the project.

Local authorities

Develop a blueprint, a best practice guide to support other local authorities in carrying out litter reducing activities in their area.

Launch of the report at Keep Britain Tidy's Annual Network Conference, where experts from Kirklees Council will join a panel to share their experiences of this project.

National engagement

Host an event in Westminster via the Tidy Britain All Party Parliamentary Group, for which we provide the secretariat, to showcase our learnings and the link between local environmental quality and pride in place.

Results

Intervention results

- Bin It For Good - **52% litter reduction**
- Still Littering - **41 % litter reduction**
- Bin Your Gum is shown to reduce gum litter by **80%** in other areas of the country.

"Back in the day, I used to regard Heckmondwike as Dewsbury's scruffy neighbour...I think the tables have turned...the town centre is busy, all the retail units are open and its clean and tidy"

Local resident via Facebook

Next Steps

- Continuing/ rolling out the last few interventions.
- Preparing to develop a blueprint, to show others how it's done and position Keep Britain Tidy and Kirklees Council as a leader in litter reduction.
- Our endline LEQ and public perceptions research is in field now and we will have the overall results in the new year.
- Working together with Kirklees Council on a fly-tipping strategy, following the success of Figh Fly-Tipping Fortnight and the CSI Fly-tipping intervention.
- Carrying out an economic impact assessment on the project.

