

# **Tackling anti-social behaviour on the UK's best beaches**

Bournemouth, Christchurch and Poole Council

# Context – summer 2020



# Objectives

- Stop people:
  - leaving litter
  - parking where they shouldn't
  - camping at beaches and beauty spots
  - leaving disposable BBQs at beaches and beauty spots

AND

Show residents we were tackling these issues

# Audience insight and targeting

- Draw on 2020 data
- Live insight from frontline, multi-agency colleagues





# Strategy

**Sort  
\*\*it out.**

Don't park \*\*it there

Pick \*\*it up

We're cleaning \*\*it up

Take \*\*it home

# Implementation

- End of July – mid-September 2021
- £20,000
- Guerilla launch
- Out of home – digital and bus sides
- Signage
- Social media ([www.twitter.com/ sortitout](https://www.twitter.com/sortitout) ) – organic and paid
- Limited press
- In situ

Sort  
\*\*it out.

**Sort It Out** @\_SortItOut\_ · Aug 26

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If you like squirrels, you'll love [#Bournemouth](#) [#LowerGardens](#). The café is even named after them.

But do the squirrels a favour. They can mistake plastics, cans and [#litter](#) for shelter or food, or be injured from packaging.

So put \*\*it in a bin for squirrels' sake. [#SortItOut](#)



Sort  
\*\*it out.

**Sort It Out** @\_SortItOut\_ · Aug 18

...

If a bin's full, find another one or take \*\*it home. If you carried it there, carry \*\*it back. Heck it'll probably even be lighter.

If someone sees you leaving litter did you know they're more likely to do the same? So \*\*it matters. [#SortItOut](#)

[#LitterFree](#) [#LeaveOnlyFootprints](#)





Sort It Out @\_SortItOut\_ · Aug 3



Living it up in [#Bournemouth](#)? Need some shuteye? You better book yourself into a hotel, or pack \*\*it up and take yourselves home 📦

Overnight camping on the beach is illegal and security teams will wake you up every hour on the hour 🔊🔦

[#SortItOut](#) [#NoCamping](#)



**We asked  
you to  
leave only  
footprints...**

[#SortItOut](#)





Sort It Out

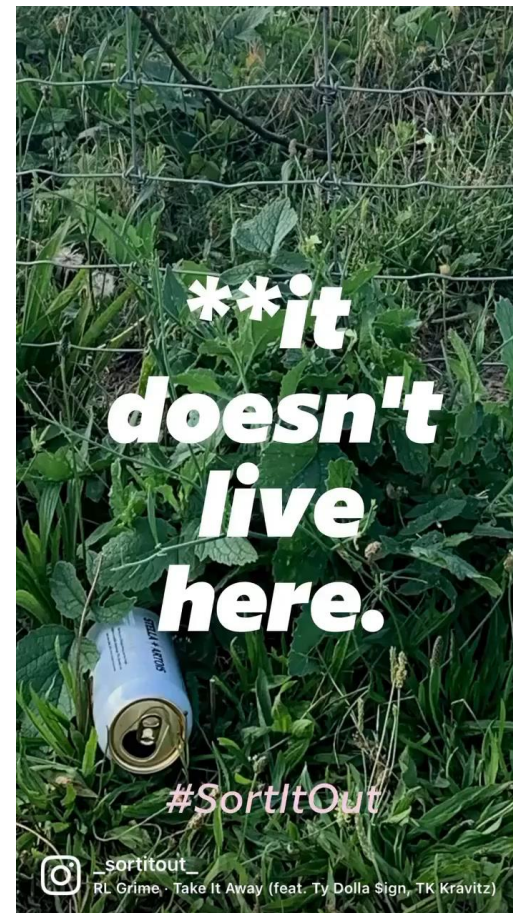
@\_SortItOut\_

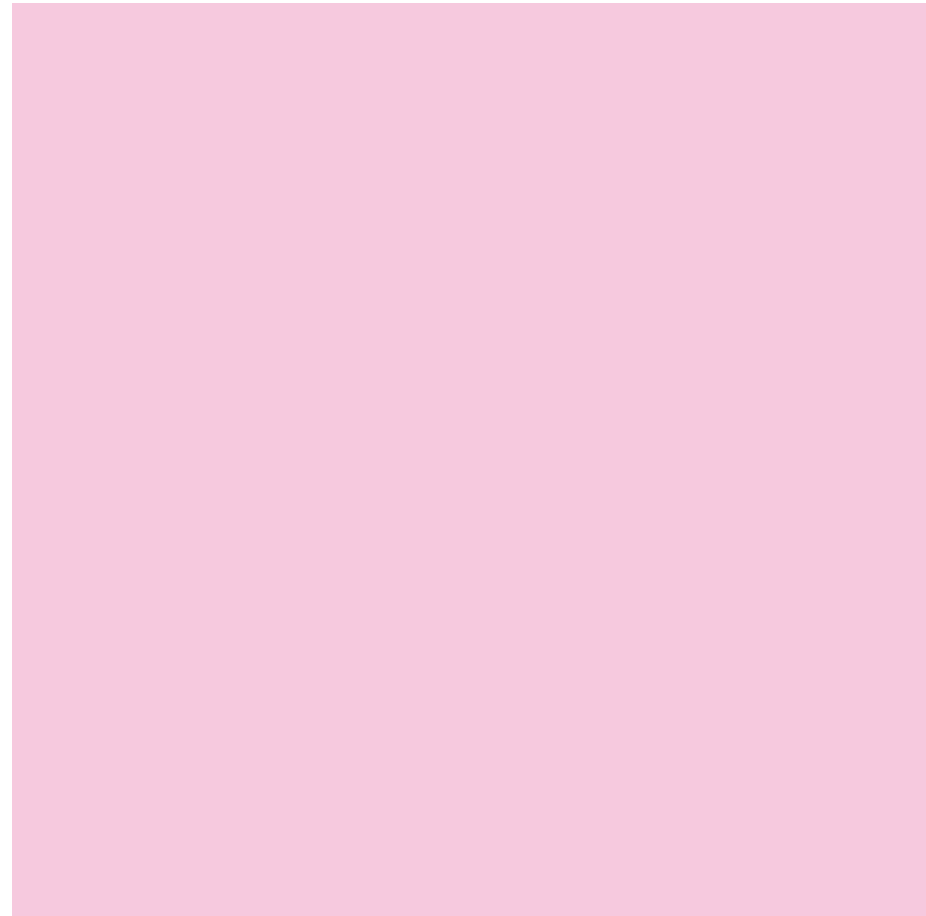
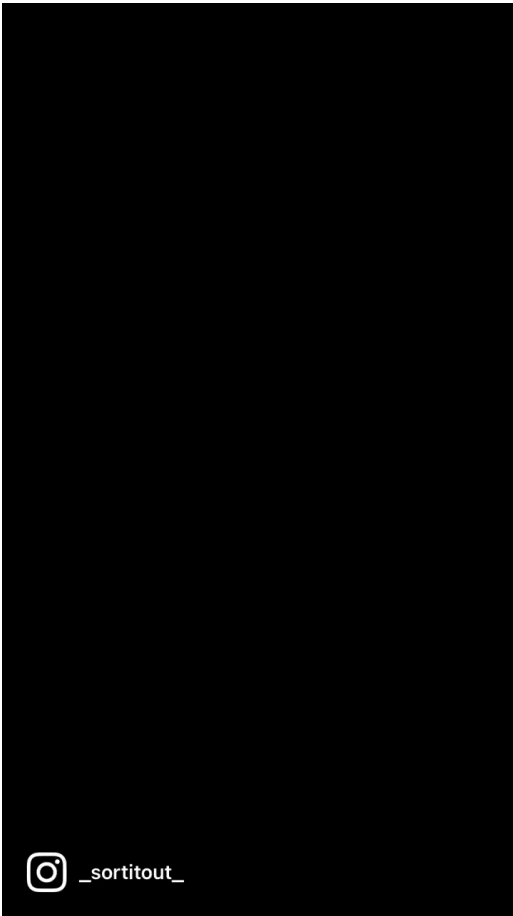
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We care about \*\*it so we went big. You can't miss \*\*it.  
[#SortItOut](#)



4:16 PM · Jul 29, 2021 · Twitter Web App









**Sort It Out** @\_SortItOut\_ · Sep 9

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"It hits home."- Chris Evans, legend Radio DJ.

We were so excited to hear Chris Evans share his thoughts on our [#SortItOut](#) campaign to his [@virginradiouk](#) breakfast show listeners! 😊

Thank you Chris. Together we're making \*\*it happen.

[#litterfree](#) [#pickitup](#) [#lovewhereyoulive](#)



**Sort It Out** @\_SortItOut\_ · Sep 20

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As the summer season draws to a close, we want to give a massive shoutout to everyone who has helped, and continues to help, clean \*\*it up and [#SortItOut](#).

What a team, making \*\*it happen! 🙌

[#LitterFree](#) [#LitterFreeDorset](#) [#LeaveOnlyFootprints](#) [#BournemouthBeach](#)  
[#LitterPickers](#)





# Scoring and evaluation

- 50% reduction in illegal camping on beaches (from 51 incidents in July to 24 incidents in August)
- Tonnage of litter left on the beaches down from 34 tonnes in July, to 9 in August)
- Number of vehicles requiring towing for flyparking (26 in July, 7 in August)
- Number of open fires on beaches (126 in July, 81 in August.)



# Thank you

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