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# **BIN IT OR TAKE IT HOME MEMBER ORDER FORM**

April 2019



Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government - local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will all benefit.

How can we expect people to understand and care about global environmental issues if they don't understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years.

We want to share that experience and expertise with others, supporting businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.

# ABOUT KEEP BRITAIN TIDY.

Printed on 100% recycled material.

This document was first published in 2017 by Keep Britain Tidy

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Keep Britain Tidy is a registered charity. No. 1071737.

# INTRODUCTION

## BIN IT OR TAKE

Thank you for choosing to partner with us on the 'Bin it or Take It Home' littering intervention.

'Bin It or Take It Home', addresses beach littering behaviour directly by highlighting that litter left around bins and elsewhere on beaches can be spread by winds, tides and birds, and end up in the sea potentially harming marine life..

This intervention includes large floor stickers which can be displayed around bins, smaller stickers which can be placed on bins and correx signs for use on railings, lamp posts and other street furniture on or near the beach.

These eye-catching materials use positive imagery of a British seaside rock-pool theme and asks visitors to 'bin it or take it home'.



## Intervention objectives

- Raise awareness that leaving litter by the side of bins or on top is still littering
- Reduce litter in the target areas

## Target audience

This is a behaviour change intervention which targets those who 'litter at the beach'.

When signing up, you will receive the following:

Full access to the intervention with ability to add your logo making this a localised intervention for your authority

- Intervention Toolkit including:
- Site selection and installation guidance
- Stakeholder brief
- Monitoring guidance
- Communications pack

## Site and pack size

To ensure effectiveness, the intervention should be prominent in the area/s it is installed. Stickers (on floors, other surfaces) should be placed at locations where littering occurs, and signs can be used elsewhere in the area to support the message. As every site is different, we have created two packages;

- Pack A suitable for up to one site
- Pack B suitable for up to two sites
- Pack C suitable for up to four sites

## Pack A - £660 + VAT

This pack includes all the assets (digital and hard copy collateral) you will need to run the intervention in your chosen one site.

- Digital web banner for social media in a choice of one of the designs
- Digital email banner/footer in a choice of one of the designs
- 3 x A3 or A2 correx signs
- 5 x floor stickers
- 15 x bin stickers

## Pack B - £950 + VAT

This pack includes all the assets (digital and hard copy collateral) you will need to run the intervention in your chosen two sites.

- Digital web banner for social media in a choice of one of the designs
- Digital email banner/footer in a choice of one of the designs
- 5 x A3 or A2 correx signs
- 10 x floor stickers
- 30 x bin stickers

## Pack C - £1,600 + VAT

This pack includes all the assets (digital and hard copy collateral) you will need to run the intervention in your chosen four sites.

- Digital web banner for social media in a choice of one of the designs
- Digital email banner/footer in a choice of one of the designs
- 20 x floor stickers
- 2 x vinyl banners
- 60 x bin stickers
- 10 x A2 or A3 correx signs

## Customise

Whichever pack size you choose you have the option to customise the materials and add your local authority logo to the collateral. If you would like to utilise this option please send a copy of your white logo in **eps format** with your order form.

## Additional items

There is also the option to top up your order with additional items, here are a few items which maybe of interest.

- Vinyl banners x 4 with eyelets
- Digital artwork for 96 sheet
- Digital artwork for 48 sheet
- Digital artwork for 6 sheet
- Digital artwork for vehicle livery
- Feather flags - small, medium or large
- Beer mats

Please contact us for a quote if you wish to add any other assets to your order.

## Package

Please indicate which pack you want to order:

|                           | Please tick |
|---------------------------|-------------|
| Pack A (one site)         |             |
| Pack B (up to two sites)  |             |
| Pack C (up to four sites) |             |

|                                                                                                                                                                                                                                                                 |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>Would you like your Authority's branding adding to the items?<br/>(Please type Y or N in the box to the right?)<br/>If Yes, please attach an eps white version of your logo with your application when emailing, no other logo formats will be suitable.</p> |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

# INVOICE & DELIVERY DETAILS

|                                                                                                   |  |
|---------------------------------------------------------------------------------------------------|--|
| Organisation/ Local Authority name                                                                |  |
| Contact name                                                                                      |  |
| Job title                                                                                         |  |
| Contact telephone number                                                                          |  |
| Email address                                                                                     |  |
| Invoice address                                                                                   |  |
| Additional items ordered, please provide a quote<br>(Please type Y or N in the box to the right?) |  |
| Delivery address (if different from above)                                                        |  |

|           |            |
|-----------|------------|
| PO number | Total cost |
| Signature | Date       |

\*Please note the items are non returnable/refundable unless there is a fault on the product.

# THANK YOU FOR YOUR ORDER

Please send your completed order form to: [network.enquiries@keepbritaintidy.org](mailto:network.enquiries@keepbritaintidy.org)

If you have any questions, please do not hesitate to contact the team on: 01942 612655 or 612606

## Terms & Conditions

Policy on web/social media use:

1. the image should not be downloadable
2. the met data should not be stripped
3. the image should be no more than 800pixel along the longest side
4. We ask that high resolution images are not downloadable from your website to avoid images being downloaded and distributed without permission. For our social media channels, we kindly ask that only low resolution images are used (an effective definition of 'low resolution' is 600x600 pixels).
5. Keep Britain Tidy will not be held responsible where organisations do not follow the full installation guidance correctly, please see section three of the Toolkit for more information.



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