

**Area Committee Well-being Fund – Project Proposal**  
**Inner West Area Committee**

**Appendix 4**

**Project Name:** Litter Campaign

**Lead Organisation:** Area Management

**Project Delivery - How will the project be delivered? (list any partners involved in the project):** Area Management to organise.

**Project Summary (include a brief description of the main activities, why the project is needed and links to key priorities):**

In May 2005 Area Management ran an anti-litter campaign using a number of media highlighting the fine for littering of £50. The tag line was 'Drop this get £50 fine' and features different types of litter. Now is the time to re-enforce this message and to give a supplementary message about the environmental consequence of littering.

It is proposed to run a spring 2007 campaign using bus backs, newspaper ads and adshells in West Leeds to communicate two messages: Firstly using 'Don't be a tosser' to grab attention and to send a strong message that littering is unacceptable with the fact that there is a fine for £50 and secondly to send a message that 'every piece of litter damages our environment' – this will be through newspaper advertisements.

**Outcomes (summarise the main outcome/output/benefit the project will achieve):**

**Outputs**

- 25 bus ads
- 25 internal bus ads
- Newspapers advertisements for 4 weeks (Leeds Weekly News – west edition, Pudsey Times)
- 10 bus adshells- two weekly spots rotating through out the area.

**Outcomes**

- Increase in residents knowledge that:
  - a. Littering is an offence and there is a £50 fine
  - b. Littering is unacceptable
  - c. There are other things you can do to not litter
  - d. Litter damages the environment
- Change in attitude of people who litter but are not aware of the consequences (ie it damages the environment)
- Change in behaviour for those who litter but can be persuaded to change because of the environment or it is seen as unacceptable behaviour

*Please return this form to Rebecca Boon, West Area Management Team, c/o Pudsey Town Hall, 1 Lowtown, Leeds. LS28 7BL or via email to [rebecca.boon@leeds.gov.uk](mailto:rebecca.boon@leeds.gov.uk)*

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**Project Cost: Total cost £7,500**

**Identify which geographic areas will benefit: Predominantly the wards of Armley, Bramley & Stanningley although because of the nature of bus routes some of outer west Leeds will be covered.**

**Project Cost . Please indicate;**

**How much Well Being Funding is sought and breakdown between capital and revenue)**

**Capital £0**

**Revenue ££7,500**

**Who will be in receipt of the financial order. (name of the organisation and contact details)**

**Approved**  
Date

**Not Approved**  
Date

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