



media release



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Don't trash the place!

AN exciting new campaign aimed at reducing litter in three Devon towns was launched this week. The '*Love Life – Hate Rubbish*' campaign is a result of partnership working between East Devon District Council, Exeter City Council, Teignbridge District Council and Devon County Council.

During September, a number of high profile channels will be used to remind people in Exeter, Exmouth and Newton Abbot that litter is anti-social, can be dangerous and can lead to a fine.

The campaign in each town, which is aimed at all sectors of the community, will include:

- Posters on the side of buses, bus shelters, phone kiosks and in shop windows
- "Poster-bikes" taking the posters through town centre streets
- A competition to win cinema tickets and a grand prize of £75
- Special packs of gum wrappers to be given away

Councillor David Cox, East Devon District Council's Portfolio Holder for StreetScene, said: "The campaign should help to highlight how easy it is to keep Exmouth litter-free and make it a better place for the people who live there, as well as the thousands of tourists who visit the resort all year round".

Exmouth's Mayor, Councillor Joy Whipps, said: "I really hope people will take this campaign to their hearts. There's nothing more depressing than walking down a street scattered with litter. However hard the street cleaners work, it is still up to the public to put as much litter as possible in the bins provided.

"Litter on the beach is not only unsightly, but dangerous. Broken bottles or rusty cans can cut the feet of adults, children or animals. Let's see what we can do to make the beach a safer place for everyone".



Councillor Connel Boyle, Exeter City Council's Lead Councillor for Environment and Leisure, said: "The campaign aims to remind people not to 'trash the place' by dropping litter. If people love life they should also hate rubbish and take the responsibility of disposing of litter in the right place. In Exeter there are hundreds of litter bins around for sweet wrappers, cans, bottles and other throwaway items and over the course of the campaign, special Trashman "Use Me" stickers will be added to litter bins in the three participating areas to help people locate them".

Councillor Gordon Hook, Teignbridge District Council's Executive Spokesperson for the Environment and Environmental Services, said: "Teignbridge is keen to participate in this new anti-litter campaign. We hold education to be a most important way forward and that is the objective of this campaign, which is aimed predominantly, but not exclusively, at the young.

"Litter blights all our lives and Teignbridge, with its zero tolerance policy, is totally committed to reducing the quantities of litter locally".

Ends

Notes to Editors:

For more information contact Steve Upsher, Exeter City Council's Media Relations Officer, on 01392 265103, Nick Stephen, East Devon District Council's Communications Officer, on 01395 517559, or Michelle Kenney, Teignbridge District Council's Media & Communications Manager, on 01626 215135.

The four local authorities have been working together over the last few years on the Local Public Services Agreement (LPSA) to improve the urban environment. The '*Love Life – Hate Litter*' campaign is paid for directly by government pump-prime funding connected to the LPSA project. As well as litter, the LPSA project looks at improving street cleaning and pavement repairs as well as tackling litter and dog fouling. Further government funding can be made available if local authorities can demonstrate that they are making a difference.