

BIN YOUR BUTT

HOW TO... CARRY OUT THE HIGHER / LOWER GAME*

* The Higher / Lower game states how many cigarette butts have been dropped in your village / town / high street over a designated period of time (day / week) and updates the public whether that figure has gone up or down.

STEP 1 WHEN & WHERE?

Decide when and where you would like to have the Higher / Lower road signs, and how long you want them up for.

We suggest a maximum of a month.



STEP 2 PERMISSION

Check for landowners permission of the desired venue. This may be private or council owned.

If the boards are to be kept out over night or on a public highway, a risk assessment will need to be produced.



STEP 3 GET IN TOUCH

Check with Litter Free Dorset that the Higher / Lower road signs are available for use.

There are 4 signs in total. 2 of these signs have static text on; whilst 2 have magnetic numbers and arrows that accompany the signs so they can be updated.



STEP 4 AUDIT TIME

In order to know how many cigarette butts there are as a baseline, they need to be counted.

Working with community groups and volunteers is a good way to get this data.

You may be able to work with your local street sweeper, if you have one in the area.

Once you have a baseline, it's then a case of counting the cigarette butts each day for the length of your campaign. Be sure to update the sign each week to let people know how things are going!



STEP 5 PROMOTE

Tell people about what you're doing! Local newspapers and social media are great for this campaign to keep people up to date with how many cigarette butts have been found, and whether the figure is going up or down.

Liaise with your local Tourist Information or library to have a stock of CPRE stubby packs (portable ashtrays - available via Litter Free Dorset) so that smokers have a solution to just dropping their cigarette butts on the floor.

Litter Free Dorset can also help promote your event, and have PDFs for a #BinYourButt poster.



Having difficulties with setting up your project?
Or just have a question?
You can get in contact with Litter Free Dorset via:

 litterfreedorset@dorsetcc.gov.uk
 01305 224731
 @LitterFreeDrst
 Litter Free Dorset
 litterfreedorset

