

#MYWEYMOUTH



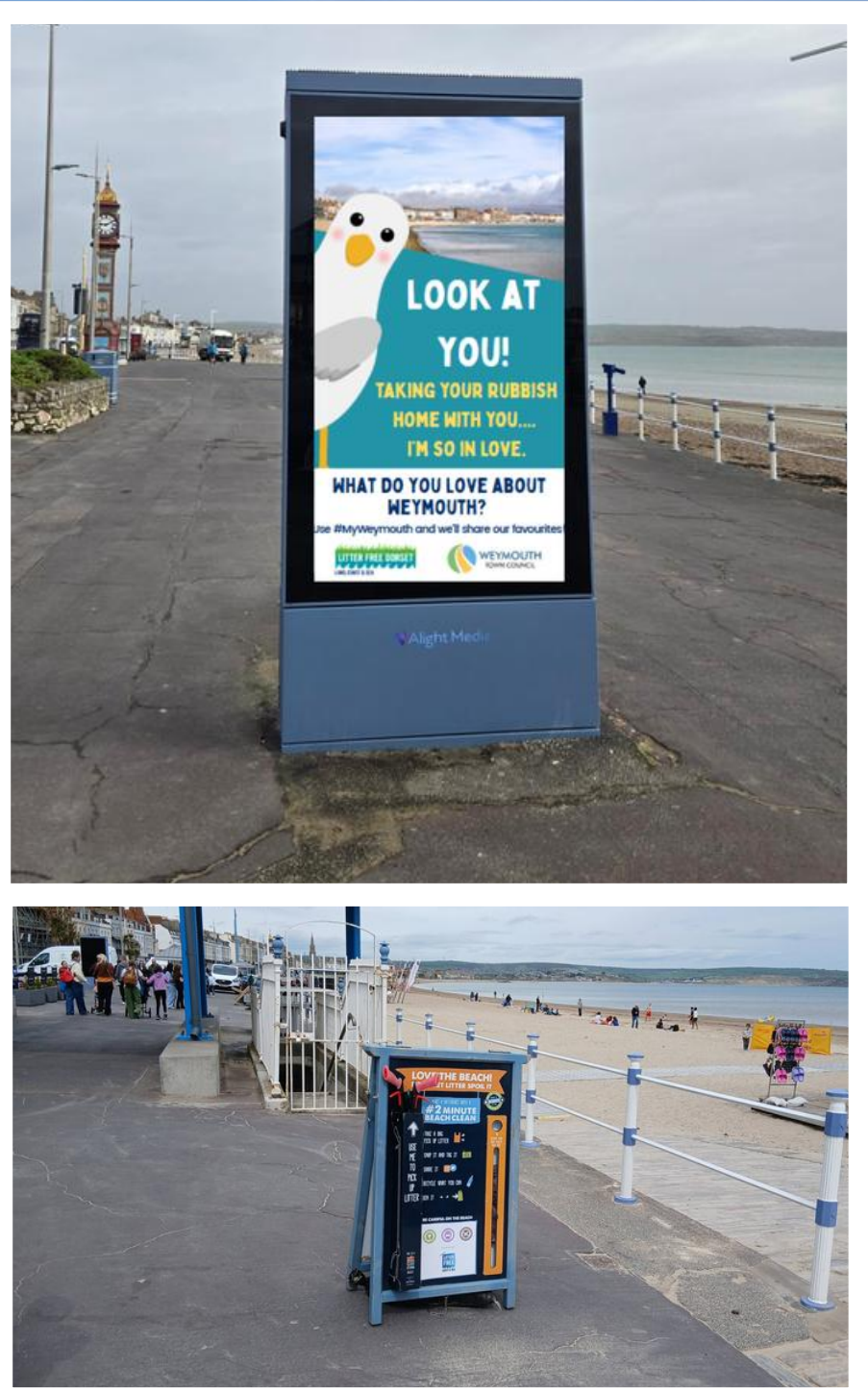
TRIAL RESULTS & RECOMMENDATIONS

WEYMOUTH SEAFRONT



Pre-trial audit
19/03/26
236 items of litter

Actions
Artwork displayed on digital Aight Media screens
Beach cleaning station installed outside WTC office



Post-trial audit
18/05/26
168 items of litter

29% ↓ in general litter

39% ↓ in cigarette butts

WEYMOUTH HARBOUR

Pre-trial audit

12/03/26

2,493 items of litter

1,658 butts on pavements

293 butts in drains

Actions

3 silver butt bins and 1 ballot bin hosted by harbourside pubs

2 branded butt bins attached to the harbour railings

Accompanied by 10 informative signs attached to harbour railings, calling people to 'Bin Your Butt'



Post-trial audit

14/05/26

1,713 items of litter

1,066 butts on pavements

410 butts in drains

387g cigarette butts in butt bins & ballot bin = approx. 1,383 butts properly binned

31% ↓ in general litter

35% ↓ in cigarette butts on pavement

THE MARSH

Pre-trial audit
19/03/26
325 items of litter

Actions

Mailshot postcards to 1,385 households surrounding the Marsh with clear CTA to protect the playing fields.

10 welcome signs installed with 3 clear CTAs

10 stickers on litter bins clarifying no household waste, only 'on-the-go' waste



Post-trial audit
rescheduled for June



MELCOMBE REGIS CEMETERY

Pre-trial audit
19/03/26
161 items of litter

Actions

4 welcoming A3 signs installed with focus on site of nature conservation interest and consequences of abandoned dog fouling

Bin stickers highlighting enforcement investigations



Post-trial audit
18/05/26
114 items of litter

29% ↓ in litter

BUDMOUTH ACADEMY

Quotes from pupils:

Actions

- 'Battle of the Bottles' competition introduced between school houses to:
- a) reduce litter around the school site
 - b) increase recycling rate of the school

Results

3253 water bottles recycled

Equal to 75kg of plastic



The school is much cleaner and students care more about the litter they spot

It was good to see everyone work together

I have enjoyed watching active improvement in the cleanliness of our school. Everyone has made an effort and it's really good to see.

75kg recycled plastic

Noticeable reduction in litter on school site