



# Litter Free Coast & Sea Somerset

The Power of People – Working Together with  
Communities for Cleaner Seas and Beaches

By Harriet Yates-Smith – Coastal Community Officer



#SEForum2016

@SevernEstuary  
@LFCSSomerset





A community led campaign to protect bathing water quality and reduce marine and beach litter along the Somerset coast.

# Background

- The Litter Free Coast & Sea campaign started in Dorset in 2011 by the Dorset Coast Forum.
- Rolled out to Somerset following its success in Dorset.
- Coordinated by Severn Estuary Partnership.
- Started in Somerset in January 2016.
- Currently Litter Free Coast & Sea Somerset is working in Burnham on Sea
- Funded by:



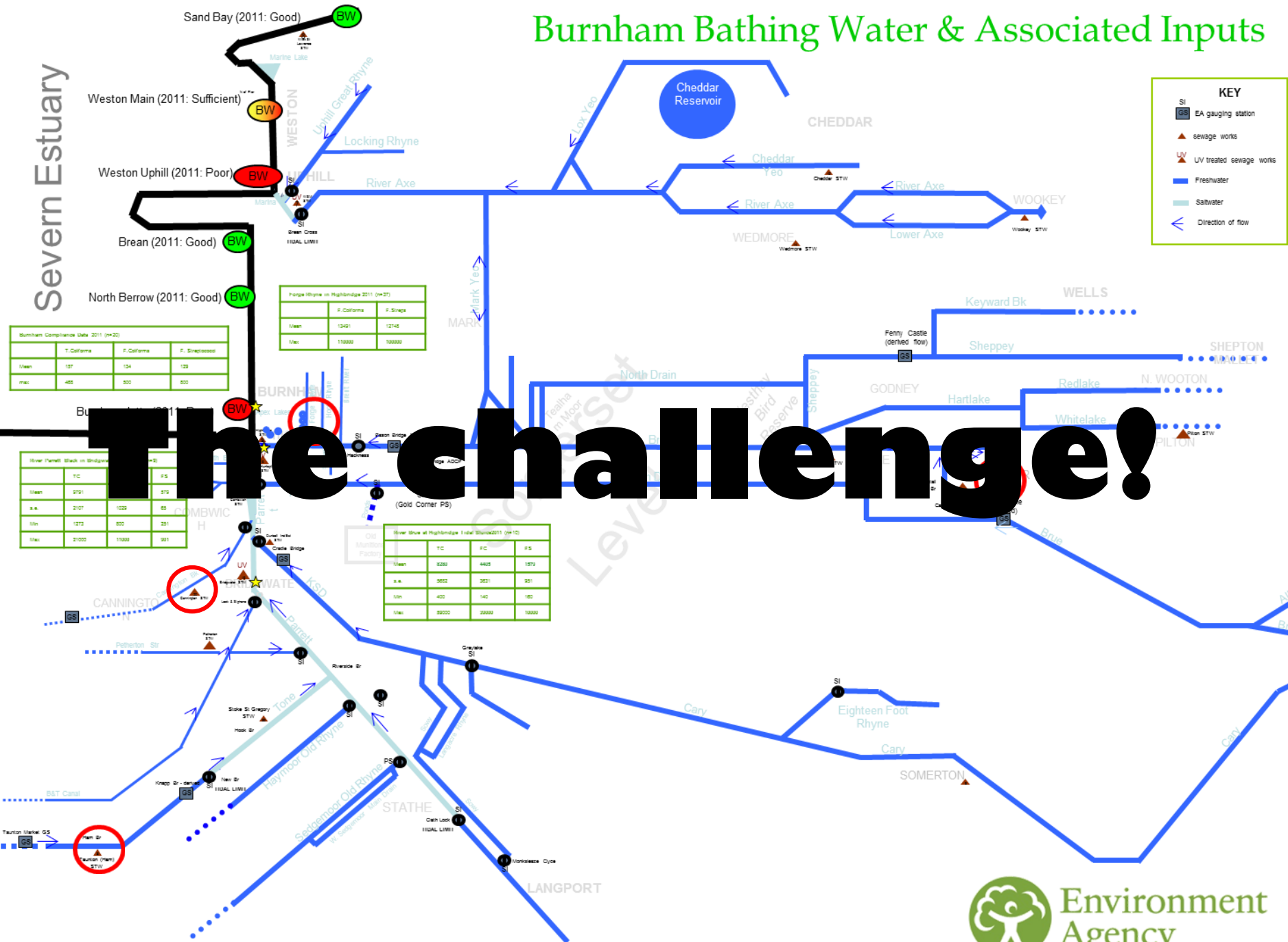


# Why Burnham-on-Sea?



Advice  
against bathing

# Burnham Bathing Water & Associated Inputs





# A Partnership approach...



Environment  
Agency



[illegible]



# Starting with the community

The three main focus areas for the campaign are:

1. Litter
2. Dog & bird fouling
3. Sewer misuse ( wet wipes, FOGs, leaking & poorly maintained septic tanks etc.)





Examples in practice so  
far .....

# Dog Fouling Burnham Pooper Troopers

Acting as community dog wardens



Working closely with the Council's dog wardens.



Targeted campaigns





# Marine & Beach Litter



Friends of Burnham Beach



**LOVE YOUR BEACH?**



Come & join us for a beach clean!

Come and join the first of the monthly community Burnham beach cleans. You can become a 'Friend of Burnham Beach', meet new people and help keep the beach clean for everyone to enjoy.

Beach: Burnham on Sea

Date: 24th September 2016

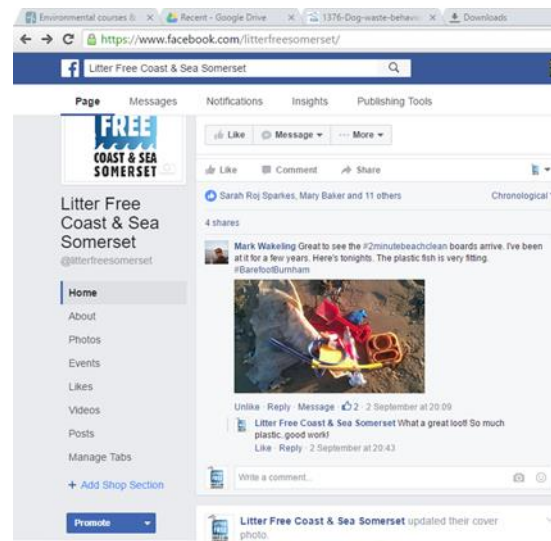
Time: 10am - 11.30am

Meeting place: Burnham on Sea Jetty. Postcode TA8 1BB

Organiser: Mark Hollidge & Harriet Yates -Smith

Contact details: yates-smith@cardiff.ac.uk, 07973 176961

Equipment will be provided. Children under the age of five are not able to attend and anyone under the age of 18 have to be accompanied by an adult. Please wear appropriate footwear & clothing for the day.



## #2minutebeachclean

The boards encourage beach users to spend two, or more, minutes picking up litter from the beach and sharing their finds on social media.



## Business involvement



*"People have been stopping to read the signs and they have started to bring their trays in after they've finished to avoid gulls stealing food off the plates"*

Sonia, Bay View Café

# Don't Feed the Locals



## DON'T FEED THE GULLS BECAUSE:

- Large numbers of gulls can affect bathing water quality as their droppings contain high levels of bacteria.
- Feeding gulls encourages them to dive and snatch food which can cause injuries.
- Gulls need to encourage gulls to hunt for their food in their natural habitat and not off your plate!

## HINTS & TIPS TO AVOID A GULL ATTACK:

- Eat with your back against a wall to avoid them sneaking up behind you.
- Bin any unwanted food in bins provided.
- Throwing the gulls' food is classed as littering - Please don't encourage them.
- Keep food close to you and stay alert!



*"We've had less plates broken from gulls trying to fly off with them!"*

Sonia, Bay View Café

## Partners

Top mention earned 21 engagements



Wessex Water

@wessexwater · Aug 15

We're supporting @lfcssomerset in their #dontfeedthelocals campaign. Please feed the bin, not the birds this summer.  
[pic.twitter.com/tMMP43kqpb](https://pic.twitter.com/tMMP43kqpb)







# EVENTS





# A joined up approach

Litter Free Coast & Sea Somerset is a member of the National Bathing Water Campaign Group.



**SURFERS  
AGAINST  
SEWAGE**



**Environment  
Agency**



As a group we schedule periods when we all put out the same message so it has a bigger impact across all of our networks!

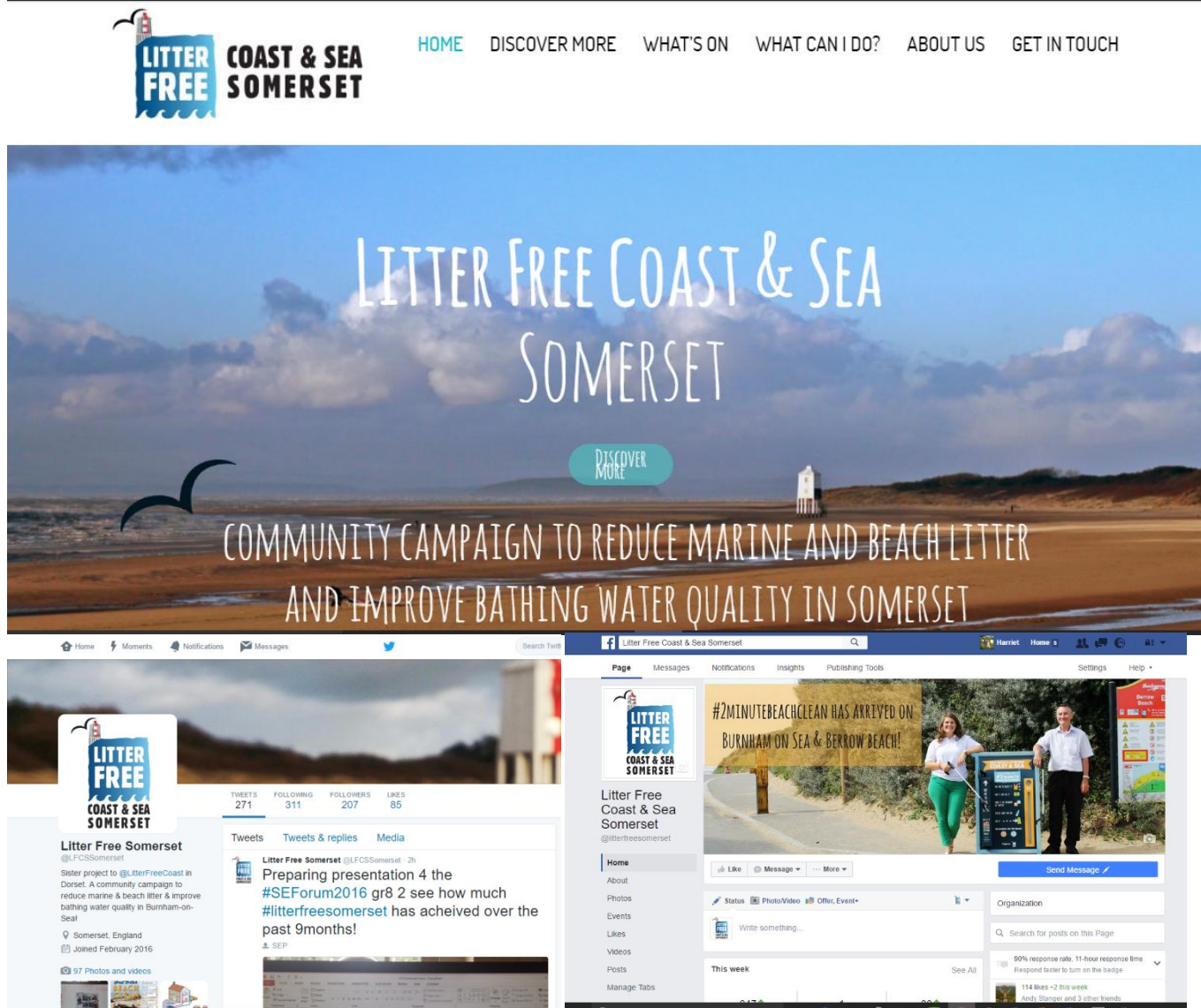
#dayatthebeach

#binit4beaches



# Communication

Launching website 23<sup>rd</sup> September 2016



Other communication platforms

- E-news
- Burnham-on-Sea.com
- Highbridge Weekly
- Local Reach
- Visit Somerset blog

# What's next?



- The award will target specific areas in which businesses can improve which include
  - Misconnections
  - Misuse of sinks and customer toilets
  - Bird faeces
  - Misuse of surface water drains



# Future direction

