



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:

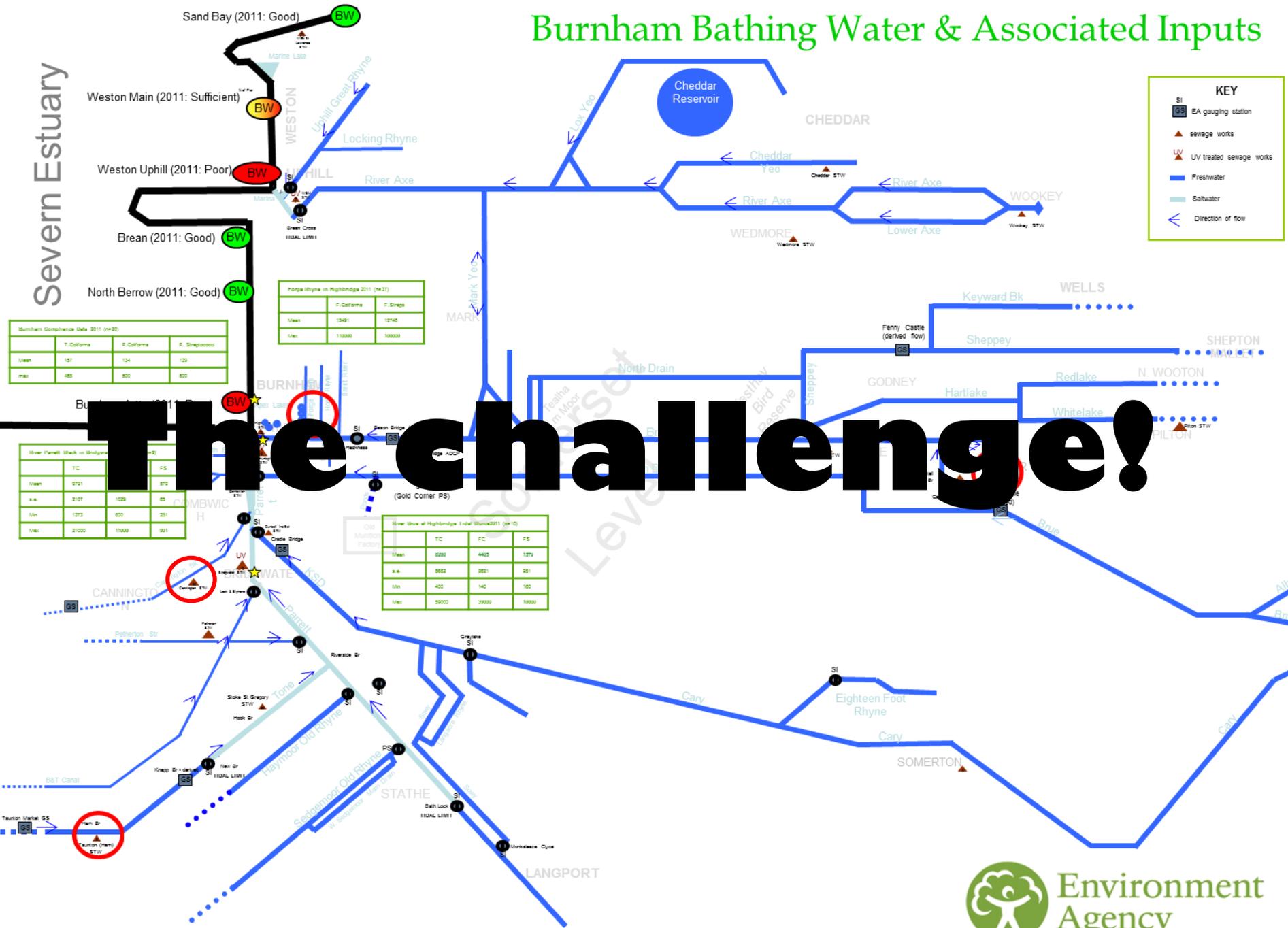


Why Burnham-on-Sea?



Advice
against bathing

Burnham Bathing Water & Associated Inputs



KEY

- SI EA gauging station
- ▲ sewage works
- UV UV treated sewage works
- Freshwater
- Saltwater
- ← Direction of flow

Burnham Compliance Data 2011 (n=25)

	T. Coliform	F. Coliform	F. Streptococci
Mean	157	134	123
Max	485	500	500

Porpo Rhyne in Highbridge 2011 (n=27)

	F. Coliform	F. Streps
Mean	1247	12745
Max	119000	100000

River (Name) Slack in Sandford 2011 (n=2)

	T.C	F.C	F.S
Mean	3791	1023	379
s.e.	2107	1023	351
Min	1273	500	251
Max	21000	11900	501

River Slack at Highbridge 1 total Slack2011 (n=10)

	T.C	F.C	F.S
Mean	5280	4405	1570
s.e.	3522	3521	351
Min	400	140	100
Max	39000	39000	10000

The challenge!



A Partnership approach...



Environment Agency





First step

Community perception of bathing water quality at
Burnham-on-Sea





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?

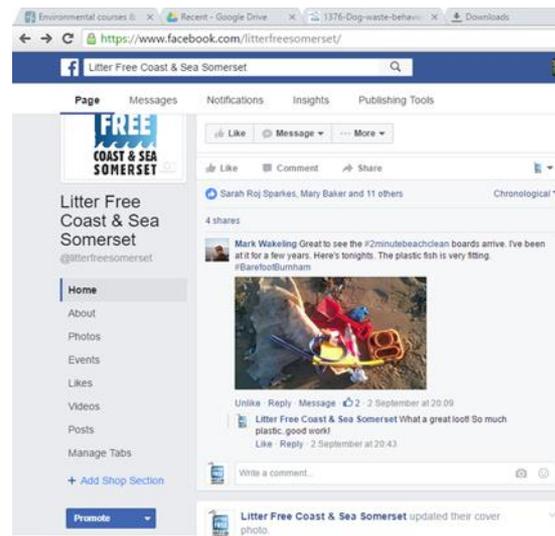
Come & join us for a beach clean!



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



#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



"The stickers are really engaging & funny so they have helped me to spark up a conversation with customers to explain the problem."

"Mustapha, Traditional Fish & Chips"



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.
- We 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





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**



Going to the beach this summer?
Help us improve water quality at your local beach by following these tips



At the beach

- Take picnic food and litter away with you
- Bag and bin dog poo - keep it out of the sea

At home

- Check your drain is connected properly...
- Only flush the 3 Ps - pee, poo, paper
- Don't pour fats, oils or grease down the sink

Check the water quality at your favourite swimming spot www.gov.uk/quality-of-local-bathing-water

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

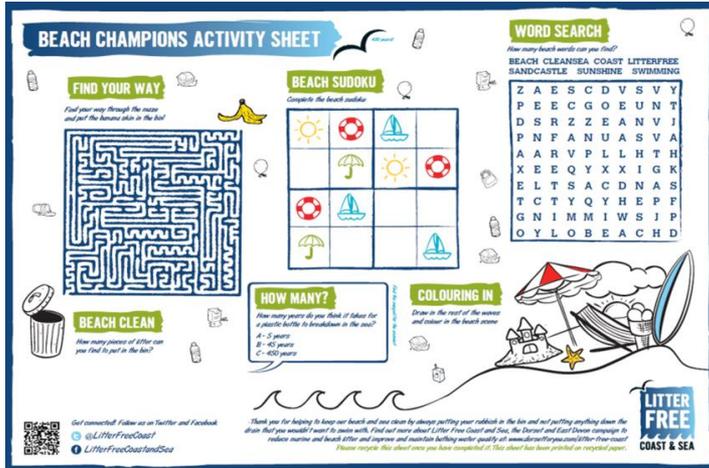
Launching website 23rd September 2016

The image shows a composite of three screenshots related to the 'Litter Free Coast & Sea Somerset' project. At the top is the website's header, featuring the project logo on the left and a navigation menu with links: HOME, DISCOVER MORE, WHAT'S ON, WHAT CAN I DO?, ABOUT US, and GET IN TOUCH. Below the header is a large banner image of a beach with the text 'LITTER FREE COAST & SEA SOMERSET' in large white letters. A smaller 'DISCOVER MORE' button is visible on the banner. Below the banner is the text: 'COMMUNITY CAMPAIGN TO REDUCE MARINE AND BEACH LITTER AND IMPROVE BATHING WATER QUALITY IN SOMERSET'. The bottom section shows two social media pages. On the left is the Twitter profile for @LitterFreeCoast, displaying statistics (271 tweets, 311 following, 207 followers, 85 likes) and a tweet from 2 hours ago: 'Preparing presentation 4 the #SEForum2016 gr8 2 see how much #litterfreesomerset has achieved over the past 9months!'. On the right is the Facebook page for Litter Free Coast & Sea Somerset, showing a post about a '#2MINUTE BEACH CLEAN HAS ARRIVED ON BURNHAM ON SEA & BERROW BEACH!' with a photo of two people and a litter bin.

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

