

## Evidence on the success of the 2 Minute Beach Clean Boards – Planet Aware 15 July 2019



The aim of the boards is to encourage people to do their bit and reduce littering using a visual reminder that also provides the tools for them to act. There are around 500 of the boards in place and a quarter of them are purchased by seaside councils. They are hugely covered in social media – since the launch in 2013 there have been over 60,000 references to #2minutebeachclean on Instagram alone.

### From J Robertson who acts as a Guardian for the Freshwater 2 Minute Beach Clean Board

Freshwater installed the board in 2017.

“The board at Freshwater has been very well used and hardly any litter remains on the main beach. The Bay around past The Albion Hotel still gets lots of debris washed up because of the tides and stuff. I have put two litter pickers with the board and haven't ever had a problem with them being pinched. I think there was a fault in manufacturing with the first lot I had, so they broke. But nothing to do with vandalism. They have even got a board on Lundy now.”

To minimise loss of litter pickers we will label them clearly with contact details and organisations and that they are part

of the Ryde #2minute beach clean board scheme.

A Quote from Sky News Story (Friday 24<sup>th</sup> August 2019)

<https://news.sky.com/story/2minutebeachclean-campaign-reducing-waste-on-the-countrys-beaches-11479248>

“Thanet District Council is one of several local authorities struggling to deal with litter, especially during the summer.

Every year, the council hires 15 extra staff members and adds 100 bins to their high street to deal with additional tourists.

Councillor Jason Savage, deputy leader of the council, said: “The #2minutebeachclean boards are helping to create a collective sense of responsibility for clean beaches amongst everyone who uses and enjoys the beaches.

“We now see residents and visitors encouraging people to take responsibility for litter, which is a definite shift in behaviour.”



Some examples of how the beach clean boards are covered on social media which are a chance to show off the location where they are to be found and to promote litter picking in general and pride in the local beach.



From the website: **Why your #2minutebeachclean makes a difference**

Aside from having a dirty beach with items on it that are a risk to our health and potentially damaging to the local economy, there are lots of very good reasons to remove plastic from the marine environment.

So while a 2 minute beach clean might seem insignificant in the grand scheme of things it is important. Every piece of plastic that you remove from the marine environment is no longer a danger to the animals that still live there. They won't break down into micro plastics, strangle seabirds or mammals or end up being ingested.

Also, consider your own wellbeing in this too. Beach cleaning gets you outside. It enables you to take care of nature and that brings a feeling of wellbeing. It helps you to understand your local patch – and enables you to understand how it's doing - and it helps to keep you healthy and fit and feeling good. That's important!