



Dorset Coastal Connections – People & Places

Litter Free Coast and Sea

Exciting opportunity for an artist to create a project that encourages people to change their behaviour to stop littering the beautiful Dorset coastline and sea. The project recognises the value of artists who have creative and innovative ideas which will engage residents and visitors to become more aware of what damage littering causes and why we need to change our behaviours. These projects are part of the wider 'Dorset Coastal Connections' portfolio of 18 projects funded by the Coastal Community Fund and coordinated by the Dorset Coast Forum who are working collaboratively with The Arts Development Company and the individual project teams. This a high-profile development for Dorset and is likely to attract local media attention as well as much public interest.

The Project and Key Partners

The overall coordination of the Coastal Connections Project is being undertaken by Dorset Coast Forum, and this project is being led by Litter Free Coast and Sea with the Area of Outstanding Beauty 'Food and Drink' programme.

Background information

Litter Free Coast and Sea <https://www.litterfreecoastandsea.co.uk/> is a Dorset coast project within the Dorset Coast Forum (DCF). It aims to reduce marine and beach litter, and improve and maintain bathing water quality along the Dorset coast (from Christchurch to Lyme Regis). These areas have some of the cleanest beaches and best bathing water quality in the country. Litter Free Coast and Sea would like to help keep it that way and make the beaches even better.

Marine and beach litter and poor bathing water quality can have a number of effects. The effect most commonly highlighted is the impact on global marine and coastal wildlife. The Litter Free Coast and Sea campaign tries to highlight the local societal and economic impacts as well. Such as:

- Local businesses like hotels, cafes and shops - who rely on clean beaches and bathing waters to attract tourists
- Fishermen - who need high quality sea water in order to fish high quality shellfish and do not enjoy having to untangle discarded plastic bags from their fishing nets
- Birds, fish and other marine and coastal animals - who can get caught in litter or confuse it for food and end up eating it and dying
- All beach users - who do not want to have to worry about encountering fish hooks, dog poo, sanitary items
- Surfers and swimmers - who do not want to get sick from polluted sea water

The Litter Free Coast and Sea campaign focuses on prevention rather than cure so are trying to tackle issue by changing behaviour at source rather than organising beach clean ups (although they sometimes do these as well).

Litter Free Coast and Sea is a partnership campaign. The small team work with local beach managers, charities, community groups, researchers, universities, Local Government Organisations and volunteers to try and change behaviour.

Dorset Food and Drink (Area of Outstanding Beauty)

<http://www.dorsetaonb.org.uk/food-and-drink>

Dorset Food and Drink is Dorset's premier organisation that helping the county's food and drink producers, suppliers and sellers increase their business and their reputation. Dorset Food & Drink was an initiative of the Dorset AONB, which recently has become a Community Interest Company.

The role of Dorset Food & Drink is to share its knowledge and work with the local food outlets to increase awareness and help the local food and drink business become more sustainable in their approach to food packaging along the coast.

Location of project

This project will work with the seafront communities of the following towns:

NB Grid references are for the main seafront locations, but the reach of the project will be wider, involving businesses throughout the towns named.

West Bay SY463905	Weymouth	SY680791
Bournemouth SZ 088 907	Lyme Regis	SY337922

The Artist Brief

The appointed artist will be required to work with our target audience, whom are locals and visitors enjoying the beaches and seafronts for recreation. The project needs to help:

- Help change public's behaviour– so that food and drink related litter such as takeaway food and drinks packaging, disposable BBQ trays, plastic, broken glass, are not left on Dorset Beaches and seafronts. This is the main criteria of this project and we want the appointed artist to bring a creative approach to successfully delivering this.
- Work very closely with Litter Free Coast and Sea , working up the creative approach and project to be delivered in these four areas. It could be that the 'piece' travels to each area or different pieces are created for each area. Either way it must achieve its objectives of changing the behaviour of litterers.
- Liaise with the other partners which include representatives from Dorset Coast Forum and Dorset Food and Drink and possibly work with the established community led beach cleaning groups. These community groups will be key to promoting the art installations which will be the main public-facing output of the project.
- The wider community and visiting public will need to engage with and be inspired /provoked by the series of art installations resulting in a change of their behaviour and improve the way they use & dispose of single-use food related items.
- Dovetail in with the programme of work to change the retailer's behaviour at the 4 locations – so that 'take a way' food outlets are actively encouraged to swap procuring polystyrene, plastic and other toxic materials with recyclable / sustainable models.

- This is not a passive project. We do not want to create sculptures made from litter. It needs to be a proactive, positive, fun, clever and creative campaign that somehow gives an understanding of why and what and to have a longevity in behaviour change. It needs to engage the local media and the target audience.
- It is important that the piece focuses on changing behaviour rather than just raising awareness of the issue. These are two very different things. Raising awareness does not automatically translate into changes in behaviour. We would recommend that artists read the document “MindSpace” <http://38r8om2xjhhl25mw24492dir.wpengine.netdna-cdn.com/wp-content/uploads/2015/07/MINDSPACE.pdf> if they are not familiar with behavioural change theory and techniques. Expression of Interest submissions which utilise behavioural change techniques will be looked upon more favourably.

Timescale

There are 2 stages to this process:

Stage 1 - Expression of Interest

The expression of interest will outline:

- a) Initial concepts of what they would like to develop, what they think would work and why; thoughts on inspirations, project design and how it will change behaviour
- b) The artist’s approach to the project with the public and beach cleaning teams
- c) How they will dovetail in with the campaign working with coastal take away businesses (essentially getting the take away kiosks owners to sell their food in environmentally friendlier packaging)
- d) How they envisage working with the community groups and approaches they’d really like to explore

Stage 2 – Concept development and detailed design and implementation

The candidate appointed will be paid a fee of £7,000 to develop and produce their outlined broad concepts for the 4 locations. Please note that this can be one piece that travels to the 4 locations and does not need to be a new piece for each location. There is also up to £2,000 materials budget

How to apply

To apply please submit:

- Stage 1 - An expression of interest which includes:
an outline of your approach and experience (if any) of working on similar projects that achieve changing people's behaviour
- A selection of images with examples of your work – please include Jpegs or documents of your images (no more than 10MB)
- A CV including details of relevant or similar projects and website (if you have one)
- Contact details for at least two referees who know your work and working methods.

The appointed artist must:

- Have a proven ability to creatively engage individuals and groups such as the beach groups in local consultation and to be able to convey their aspirations and ideas to stakeholders, and incorporate the findings into an imaginative solution
- Have proven experience of being able to produce creative projects and deliver them to set deadlines
- Be available from **February 2018**

Important dates

- Deadline for expression of interest applications: **9am 19th January 2018**
- Interviews will be held on the **29th January 2018**. The final decision will be made on the strength of those presentations.

Please submit your application to:

Sophie Franks,

Dorset Coast forum Policy Assistant,

dorset.coast@dorsetcc.gov.uk

01305 224833

If you have any queries or clarification please contact:

Matilda Manley

Litter Free Coast and Sea and Litter Free Dorset Project Co-ordinator

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Email: m.manley@dorsetcc.gov.uk

Web: www.litterfreecoastandsea.co.uk

Twitter: @LitterFreeCoast

Facebook: www.facebook.com/LitterFreeCoastandSea

Or

Nikki Parker-Goadsby

Dorset Coastal Connections Project Officer

Phone: +44 (01305) 224346

Mobile: 07393 235525

Email: n.parker-goadsby@dorsetcc.gov.uk

Other background information

Consultations and Data

Litter Free Coast and Sea has been engaging with food and drink businesses across Dorset since February 2016 delivering a Business Award Scheme encouraging businesses to operate in ways which help improve water quality (through waste management). Many of the businesses engaged with were receptive to the concept of a wider project offering support to tackle the litter arising from disposables and packaging, and open to changing operating practices to support this aim.

- Beach clean data from the 2016 Great Dorset Beach Clean (Litter Free Coast and Sea, April 2016) shows that food-related and drink-related litter is an increasing problem on the urban seafronts of Bournemouth, Swanage and West Bay
- Single use plastic bottles were the top item found nationally in beach cleans in 2014 and 2015, with 2015 figures showing an average of 100 bottles being found per kilometre of beach (: Marine Conservation Society Beachwatch campaign 2017 data released today. Can be found at <https://www.mcsuk.org/clean-seas/great-british-beach-clean-2017-report>). ‘Public’ items of litter, including food and drink-related items like plastic/glass bottles, food containers and drinks cans, formed 31.7% of the litter recorded in 2015 (source: Marine Conservation Society Beachwatch campaign). Packets (crisp, sweet, lolly, sandwich) were number 2 on the 2017 data – 42.3/100m. Cutlery / trays / straws number 10 with 15.1/100m being found This is an accurate reflection as an average across the Dorset beaches involved in the Great Dorset Beach Clean in April 2016, but this survey also indicated that food and drink litter is a greater problem in urban settings, where it comprises a greater proportion of litter found. (source: Litter Free Coast and Sea beach clean data)

When	Activity	Proposed date (start and completion dates)
	Appoint artist(s) via tender process and set up engagement with businesses for autumn. (All partners- staff time)	January 2018
	Begin implementing strand (a) campaigns (businesses) aimed at reducing supply of disposables to customers (LFCS & DF&D staff time)	January 2018
	Begin implementing strands (b) & (c) campaigns to businesses and customers, aimed at reducing	March 2018

	requests for disposables and appropriate disposal of remaining food & drink waste. (LFCS & DF&D staff time)	
2018 – 19	Continue campaign strands (a), (b) & (c)	Throughout 2018/19
April 2018 – March 2019	Begin art installation events/tour. Timetable to be determined by workshop outcomes in November 2017, depending on style & location of installations in order to gain maximum impact.	
	Annual survey to evaluate behaviour change achieved through campaigns & inform following year's work	Customer survey- June/July 2018 Business survey- October 2018
2019	Continue & complete campaign strands (a), (b) & (c)	Complete all campaigns October 2019
April 2019 to December 2019 only	Follow-up survey to evaluate behaviour change achieved through campaigns	Customer survey: June/July 2018 Business survey: October 2018
	Plan & deliver celebration of campaign results	Plan: April 2019 onwards Deliver: June 2019- December 2019
	Complete art installation(s)/tour	December 2019

Other interesting work about 'behaviour change' work that has taken place:

<https://www.hubbub.org.uk/Handlers/Download.ashx?IDMF=59c33897-474a-478d-bee3-9b53521c30ae>