

PRESS RELEASE

Friday 26th February

****Under embargo until 0001hrs: 1st March 2010****

BBC Radio Suffolk's multi award winning 'Don't be a Tosser' anti-litter campaign is back for 2010.

Now in its third year, this year's BBC Radio Suffolk campaign is set to tackle more than just rubbish.

With the backing of Suffolk Constabulary and all of Suffolk's councils, the radio station will also be hoping to combat other anti-social behaviour activities like fly tipping and graffiti.

BBC Radio Suffolk Breakfast presenter Mark Murphy first launched the 'Don't be a Tosser' initiative in January 2008. Mark was so appalled by the amount of rubbish on Suffolk's roadsides he decided something needed to be done about it. So, he joined forces with the 'Creating the Greenest County' team to inspire people of all ages to organise clear ups countywide. Thanks to everyone who has played their part, Suffolk is now a much cleaner greener county to live in.

This year the campaign will tackle more than just litter. It is hoped with the backing of the police and all councils across Suffolk, fly tipping and graffiti will become a thing of the past too.

Mark Murphy says: "I am bowled over by the amount of people who care as passionately as me about keeping Suffolk clean. It is all about spreading the message not to throw rubbish down in the first place and the more places that can display our stickers and posters the better. We want to see it in shop windows, the back of cars and everywhere people will sit up and take notice."

Chief Constable Simon Ash commented: "We are delighted to be supporting BBC Radio Suffolk's campaign. Through our Safer Neighbourhood Teams, we work closely with our local communities who have told us that tackling anti-social behaviour, such as littering, fly-tipping and graffiti, should be a top priority for the police. So, for 2010, we are pledging to take tough action against all forms of anti-social behaviour and the 'Don't be a Tosser' campaign is a fantastic call to action for us and our colleagues in the local councils, to help make Suffolk a cleaner and safer place for everyone to enjoy."

David Barker, Chair of the Greenest County Board, commented: "With the help of Radio Suffolk the Spring Clean Campaign was transformed into a much more effective 'Don't Be a Tosser' campaign, involving many more communities and consequently receiving national media coverage. As a result, Suffolk is now a

cleaner county than before. This partnership demonstrates how it takes a whole county to be the greenest county."

In fact this year more and more people are helping BBC Radio Suffolk to spread the message.

Suffolk brewer Adnams is providing 20,000 beer mats with the new "Don't be a Tosser 2010" logo. They will be distributing 10,000 of them to their own outlets. BBC Radio Suffolk will also have 10,000 to distribute and are urging anyone who runs a pub or club to get in touch to place an order to help spread the word.

The Suffolk County Council household waste recycling team is providing 20,000 new 'Don't be a Tosser 2010' car stickers. They will also act as a distribution network for the campaign. Anyone who would like a sticker or poster for their car or shop window can pick one up from one of the 18 household waste recycling centres countywide.

Suffolk Police's 30 Safer Neighbourhood Teams, who work with partners countywide to tackle concerns raised by local communities, will also have a supply of posters and window stickers and will be encouraging fast food outlets and businesses countywide to display them prominently in the area.

The re-launched campaign will also see a selection of brand new anti-litter posters specifically for schools. These are being sent to all schools in Suffolk. It is hoped that not only will they be displayed in classrooms but that schools will also organise litter clear ups themselves.

Each parish council in Suffolk is being encouraged to display the new 'Don't be a Tosser 2010' posters on their notice boards and it is hoped communities will rally around as before to clear up their local area.

The posters vary in size from A4 to A1. These will also be available from the county's 44 local libraries and from the mobile libraries too.

You can also download the posters from the BBC Radio Suffolk website at www.bbc.co.uk/suffolk

In order to show appreciated for everyone's hard work, anyone who gets involved with this year's campaign will receive a litter angel certificate from BBC Radio Suffolk.

If you want to organise a clear up near you it is important you contact your local council who can help with high visibility jackets, bags, pick sticks and the all important disposal of your collected waste.

Babergh – e-mail openspace@babergh.gov.uk or call 01473 826654.

Forest Heath – contact Lee Williams via e-mail on lee.williams@forest-heath.gov.uk or call 01638 719405.

Ipswich – contact Glynis Wood via e-mail on glynis.wood@ipswich.gov.uk or call 01473 432994.

Mid Suffolk – contact Sarah Carter via e-mail on sarah.carter@midsuffolk.gov.uk or call 01449 724946.

St.Edmundsbury – contact Andrew Harvey via e-mail on Andrew.Harvey@stedsbc.gov.uk or call 01284 757687.

Suffolk Coastal – contact Daniel Wareing via e-mail on Daniel.wareing@suffolkcoastal.gov.uk or call 01394 444033.

Waveney – contact Mike Daniels via e-mail on mike.daniels@ncsgrp.co.uk or call 01502 527158.

For regular updates on this year's "Don't be a Tosser" campaign check out the Mark Murphy Breakfast show weekday mornings on BBC Radio Suffolk from 6.30-9.30, available on 95.5, 95.9, 103.9 and 104.6 FM and online at www.bbc.co.uk/suffolk

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Our Policing Pledge is a commitment from Suffolk Constabulary to the public to provide the best possible service and make Suffolk a safer place to live. It has 10 key themes and sets out the standards of service Suffolk Constabulary aspires to deliver. See our Policing Pledge in full by clicking on

<http://www.suffolk.police.uk/NR/rdonlyres/402FBA38-3C72-491B-B06E-C9D7B6C42A79/0/PolicingPledgeposter.pdf>

To find out further information relating to your local Safer Neighbourhood Team click on:
<http://www.safersuffolk.org.uk>
