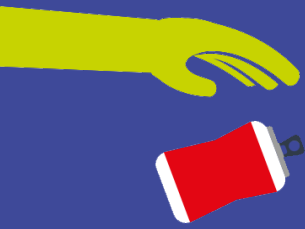


# Nottingham Let's keep it clean



Fly-tipping

- 4% YOY



Dog Fouling

- 11% YOY

150

Clean Champions signed up



36%\*  
picked up litter

+11%\*

rise –in number of people aware of dog fouling PSPO

66%\*

remembered seeing clean artwork



+ 45%

YOY – hits to bulky waste online



2863

Facebook engagements (shares and likes)

371k

Facebook reach



12.8k

Twitter engagements (including 926 retweets)

753k

Twitter reach

\*of survey respondents – sample size 1000