



Campaign to Protect
Rural England

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England dirty off the Pitch, if not on it

Keep Britain Tidy today published an opinion poll that names England as the most littered country taking part in the World Cup [1]. **Samantha Harding**, CPRE's Stop the Drop Campaign Manager, comments:

“People may not think we are the dirtiest team in the World Cup but we should be ashamed that so many think our country is a dump. Littering costs tax payers a ludicrous £780 million every year to clean up. We need a proactive public information campaign to help tackle our litter problem once and for all.

“England gave the world the beautiful game and if we want football to come home in 2018 we should think about giving it a beautiful setting to come home to.”

Ends

Notes to Editors

To see Keep Britain Tidy news release please contact: Fiona Ashurst 01942 612 688 or fiona.ashurst@keepbritaintidy.org

The poll was carried out for Keep Britain Tidy by TNS in April 2010. The sample size was 881. The question asked was: 'Of all the countries competing at this summer's World Cup, which one do think is the most littered?'

The top five were as follows:

England – 53%*

Brazil – 11%*

South Africa - 7%*

Mexico - 4%*

USA – 3%*

* Figures based on those who were able to provide an answer to the questions (ie those who did not select 'Don't know'/'Can't remember').

Stop the Drop is a flagship CPRE campaign and was launched in April 2008. The campaign calls for a national, long term education campaign, a bottle deposit scheme and a change to the law on roadside litter. To date the campaign has inspired the formation of 322 litter picking groups across England, who have collectively cleared 40,143 bags of litter to date. Further

information about the campaign can be found at its websites: www.cpre.org.uk and www.litteraction.org.uk

CPRE, the Campaign to Protect Rural England, is a charity which promotes the beauty, tranquillity and diversity of rural England. We advocate positive solutions for the long-term future of the countryside. Founded in 1926, we have 60,000 supporters and a branch in every county. President: Bill Bryson. Patron: Her Majesty The Queen. www.cpre.org.uk