

# MILLION MILE CLEAN - HOW TO USE THE DATA COLLECTION TALLY SHEET

## Recording items and brands

It's vital to our plastic pollution work that we get an accurate record of the items and brands found during cleans. It's only with this data that we can expose the retailers responsible, and push the government for change. Please follow the below guidance to ensure that data is collected consistently across all cleans.

### Recording items

- **Mark everything as 1** - Tally each single item individually e.g. if there are 2 pieces of rope next to each other, even if they look like they're from the same overall piece of rope - mark them as 2 "Fishing net and rope".
- **Other items** - If you aren't able to identify the exact item type that something is, but you can recognise the category it would go under, please put 1 tally against the other option e.g. Plastic other.
- **Adding new items** - If you have found an item not on our list, and you think it's worth telling us what it is, please write out any extra items under the "Other (please specify)" section.
- **Fishing gear weight** - We are aware that fishing gear can often account for a large portion of what's collected from beach cleans. So that we can evidence how much this is, please mark separately how many Kg's of fishing gear are collected.
- **Upload the data** - Once you have completed your data collection, it's vital that this gets uploaded to us through our [online form](#).

### Recording brands

- **Identifying the brand** - it's not always very obvious what the brand on a piece of packaging is. We are ideally looking for a recording of the brand name under which individual products are sold e.g. Cadbury. This is usually placed above the products name, or on the reverse of the packaging.
- **Still record** - If you only have the product name e.g. Twirl, please still record this and we can track down which brand it falls under, and the overall corporation that owns it.
- **Upload the data** - Once you have completed your data collection, it's vital that this gets uploaded to us through our [online form](#).

## Collecting the data on the day

There are a couple of ways that we recommend collecting the data. This is entirely up to you, and could depend on the number of volunteers you have, the weather, or just your own preference.

## Collecting data at the end of your clean

- Best for getting everyone together at the end to compare findings and all take part in the data collection (also a good chance for a group photo!).
- Set out a flat area, maybe using a tarp or spare MMC bags, and ask volunteers to all dump out their findings and help sort through, with one or a few people recording all the findings (Not best in strong winds!)
- OR ask volunteers to come over to the data recorder one by one to sort through their findings (allows people to mingle at the end).
- This can be great to get everyone involved, and see the true impact of their cleaning, and how much has been removed from the environment.
- This can also be a great time to sort the items into recyclable and non-recyclable items.

## Collecting data on the go

- This can work best at cleans where people will be coming and going, without a defined end time.
- Print out multiple tally sheets for the clean, and hand them out in groups of 1-3, where one person can record the data whilst the other/s put items into the bag.
- As the clean leader you can either gather the completed tally sheets up at the end and upload the results yourself, or ask each group of volunteers to upload the results themselves through the QR code on the sheet.



Upload your results here



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plastic-pollution/million-mile-clean/  
submit-your-results/](https://www.sas.org.uk/plastic-pollution/million-mile-clean/submit-your-results/)