

You don't have to be super to be a hero

[A video still is shown, which is a picture with five children dressed as super-heroes and posed in action. Behind them is a red background with the Durham County Council logo at the top right. In the top left is some white text 'You don't have to be super to...' followed by very large yellow coloured text across the centre bottom of the picture 'be a hero!']

Underneath everything is the wording 'Put your litter in the bin' followed by the Durham County council website address 'www.durham.gov.uk/litter' in red text on a white background.]

[Displayed throughout the video at the top left is the Durham County Council logo and the text 'You don't have to be a super to be a hero!']

[Action music starts to play and continues throughout the video giving emphasis to the scenes.]

Over a silhouetted black coloured cityscape against a blue sky, a still photograph cropped to the outline of a child 'superhero' fades in from the left. This is followed by four more cropped child 'super hero' images. Each image fades in individually, all from different areas of the scene. Each child is in a different costume and pose; with one arm in the air, with both hands on their hips or both arms in the air. One girl wears a black Batman outfit which includes a mask with eye holes. A boy wears a super-hero outfit including a head covering with eye holes and he carries a shield. Others are without face masks.

[Text] 'Litter Heroes' fades in to fill the scene and eventually replaces the images of the super-heroes.

The scene changes to a view over Durham city taken from high and which shows the trees along the river together with a view of the cathedral.

[Text in the top left, and in the same style as headings put in a block of colour in comic strips are written, reads] 'Meanwhile somewhere in Durham...'

[The video is created in the style of a comic book script. Throughout the video the images start as a photograph and are then freeze framed and converted into stylised images, like cartoons, which then have graphics overlaid on them. For example, speech bubbles.]

The scene changes to a head shot of a girl with both hands cupped to her mouth as she shouts "help, help".

The graphic of a 'shout' bubble with the text 'help' flashes twice near her mouth.

The scene changes to a super-hero dressed in a red and blue Spiderman outfit and wearing a red face mask with eye holes. He's posed climbing and hanging onto a stone wall with both his hands above his head.

He turns and looks puzzled towards where he's heard the girl shout.

[Freeze frame]

The graphic of a 'thinking' bubble with the text 'Is that a cry for help?' flashes near his head.

The scene changes to a different superhero dressed in a black Batman costume and wearing a face mask. He turns to face a different direction.

[Freeze frame]

The graphic of a 'thinking' bubble with the text 'I sense danger' flashes near his head.

The scene changes to two young girls dressed as super-hero's. The younger girl is wearing a tiara. Both are looking towards each other before turning to face a different direction looking concerned.

[Freeze frame]

The graphic of a 'speech' bubble with the text 'Is she in trouble?' flashes near the younger girl's head.

In the next scene a different girl dressed in a red super-hero costume runs into the frame and looks back.

[Freeze frame]

The graphic of a 'speech' bubble with the text 'We must help' flashes near the girl's head.

In the next scene two young boys dressed as super-heros turn to look in a different direction. The boy in red is leaning with his back against a stone wall.

[Freeze frame]

The graphic of a 'speech' bubble with the text 'Lets go!' flashes near the head of the slightly taller boy dressed in blue.

In the next scene there is a wide tarmac path in the foreground which runs through a wood. An adult dressed as a bear is standing centre scene at the far edge of the path. To their left is a litter bin.

In the background, behind where the bear is standing, four young super-heros run and then jump onto the path from the woodland and then start running towards the viewer and past the bear.

[Freeze frame]

A red and orange jagged edged graphic bubble with the text 'Argh!' inside flashes and then wobbles near the litter bin.

The video then zooms in to an area on the footpath to show a drinks can on the floor.

[Freeze frame]

[The music gets louder and louder for emphasis]

Red and orange text 'Litter' on an 'explosion' cloud with emphasis lines flashes onto the screen near the litter. [The camera zooms in on the can for even more emphasis.]

[The music stops abruptly, and a soft pulsing sound is heard]

The scene changes to a zoomed-out view with the litter bin on the left. The bear is standing centre scene, with six super-hero children to the right and in a line. All are facing the litter which is in the centre foreground. A young boy, not dressed as a super-hero, holding a litter picker walks into view from the right and in front of everyone. He uses the litter picker to pick up the can and then casually walking with purpose the boy puts the can in the bin.

As he puts the can into the bin the scene changes from a colour picture to black and white. Also, the music starts again immediately to give 'a sense of achievement'

A freeze frame graphic of the boy holding a litter picker on a red background is displayed with the text 'You don't need to be super, to be a hero!'

[The word 'hero!' is a lot larger than all the rest of the text displayed]

The scene changes to a video with lots of [40 plus] children excitedly running along the path through the wood near the bin towards the viewer screaming and talking. Some are and some are not dressed as super-heros and some are waving their hands in the air.

[End of video]