

**Forest Heath District Council
St Edmundsbury Borough Council**

**WEST SUFFOLK WASTE
AND STREET SCENE
SERVICES JOINT
COMMITTEE**

12 June 2009

**REPORT NO
A32**

**Report of the Strategic Director (Services) (FHDC)
and the Corporate Director (Environment) (SEBC)**

UPDATE ON JOINT EDUCATIONAL CAMPAIGNS

Synopsis:

The purpose of this report is to update Committee members on the progress and outcomes of joint educational and communication campaigns across the partnership.

Commentary:

Background

- 1 In the delivery of our duties relating to waste management and street scene, the partnership is able to rely upon a range of promotional activities to influence the behaviour of service users and residents.
- 2 In order to ensure that clear and consistent messages are targeted at relevant stakeholders, officers from each authority have worked together to devise a joint approach to promote awareness of local waste related issues. The key outputs from this collaboration have been the 'No Excuses' campaign and the Joint Communications Plan. Progress with both activities is outlined below.

"No Excuses" Campaign

- 3 Members will recall previous reports on the development and progress with the "No Excuses" campaign (report JWC09/020, March 2009), which is intended to promote awareness of local environmental quality issues.
- 4 The previous report outlined the activities that had been undertaken as part of the launch of the 'No Excuses' campaign, which focussed on food and drink related litter. In general it was agreed that the launch of the campaign and subsequent events had been successful and well received and a similar flexible approach should be used to deliver the remaining themes.

- 5 Prior to the launch of the second stage of the campaign, a 'Lessons Learned' activity was undertaken to review stage one and to ensure maximum impact and efficiency of the subsequent activities. The following key points were identified:
- Our proactive approach to tackling litter has been welcomed by residents;
 - There is a need to be more proactive in future through ensuring that new themes are introduced at joint launch events;
 - The variation in themes gives community groups and residents the opportunity to chose which elements of litter they wish to focus on;
 - The promotional events at the local markets were successful as a vehicle to promote our messages and should be further utilised in future;
 - The project has presented us with the marketing tools to sustain the promotion of litter issues;
 - There is a need to be adaptable in identifying and responding to events as they present themselves and the roll out plan will continue to be flexible;
 - Promotional materials have been popular and helped to attract people to the key campaign messages;
 - Initial discussions with other authorities indicate that they may be interested in buying into the 'No Excuses' branding for their own litter campaigns.
- 6 With regard to this latter point, it was agreed at the Joint Operations meeting to investigate the potential to market the No Excuses branding to other authorities, possibly through utilising organisations such as WRAP or ENCAMS. Officers intend to investigate this opportunity further.
- 7 At the time of the last report, 'Smoking Related Litter' was scheduled to be the second theme of the campaign. However, an opportunity arose to attend a 'Paws in the Park' event at Brandon Country Park run by St Nicholas Hospice, which focused on dog walking. Officers representing the Joint Operations Board agreed that the dog fouling theme should be jointly launched at the Paws in the Park event and promoted during May. This also presented an ideal opportunity to ensure our messages reached a proportion of the target audience.

Joint Communications Plan

- 8 Members will recall previous reports to update on progress with the development of a Joint Communications Plan (report JWC09/021).
- 9 The Communications Plan outlined events and activities taking place throughout the year that, subject to resource availability, would be used to promote our messages on environmental crime, waste minimisation, re-use, recycling and home composting.
- 10 Details of activity undertaken to date is outlined below.

Composting

- 11 The national Compost Awareness Week highlights the environmental and financial benefits of making and using home compost and took place from 3 May to 10 May 2009. Councils across Suffolk teamed up with our compost partners to offer residents the opportunity to collect some free compost, purchase a discounted compost bin and find out how to make compost at home.

- 12 Forest Heath District Council and St Edmundsbury Borough Council participated with compost awareness events at household waste sites over both Compost Awareness Weekends and gave away 87 tonnes of compost. In addition to these events, 'Compost Clinics' were held at Brandon Country Park Visitors Centre and the South Suffolk Show, where 'Master Composters' (local composting experts) were 'on call' to show residents how to compost at home and to offer advice.

Waste Minimisation, Re-use and Recycling

- 13 Promotional activities have also been undertaken with the following groups to promote our waste minimisation, re-use and recycling messages:-

- Ixworth Middle school
- Paddock Primary school, Newmarket
- Horringer and Ickworth Women's Institute
- Earth Day, RAF Lakenheath
- Energy Saving Fair, St Edmundsbury Cathedral
- West Row Friendship Club
- Ixworth British Legion
- Kings Forest Tenants' Association
- Rougham Club
- Beck Row Parish Council
- Park Road 60+ club

- 14 In addition, work has been undertaken with the Real Nappy Network in Bury St Edmunds, the Bury St Edmunds Chamber of Commerce and Industry and the West Suffolk Green Business Forum.

Finance/Budget/Resource Implications

- 15 Our educational campaigns are currently operating within existing budgets.

Environmental Impact and Sustainability

- 16 The educational campaigns will have a positive environmental impact through increasing public awareness of the importance of waste minimisation and diversion and the impact of environmental crime.
- 17 The campaigns also aim to engage with external stakeholders, in terms of supporting our campaign messages and helping us to sustain behavioural change.

Policy Compliance

- 18 There are no policy compliance issues associated with the implementation of our educational campaigns.

Performance Management Implications

- 19 Both councils have a number of National Indicators (NI's) reported to Defra annually that indicate performance in dealing with street scene and environmental crime issues. Specifically these are:
- NI 195a Improved street and environmental cleanliness – levels of litter
 - NI 195b Improved street and environmental cleanliness – levels of detritus
 - NI 195c Improved street and environmental cleanliness – levels of graffiti
 - NI 195d Improved street and environmental cleanliness – levels of fly-posting
 - NI 196 Improved street and environmental cleanliness – Fly-tipping
- 20 Performance levels against these national indicators will be monitored to determine whether there has been any improvement in the levels of litter, fly-tipping and other environmental crime incidents as an outcome of the 'No Excuses' campaign. It is anticipated that the number of incidents of environmental crime will show a decline throughout the duration of the campaign. In addition, it is anticipated that the increase in publicity will raise awareness and impact positively on the public perception of the quality of the local environment.
- 21 In addition both Councils also have two National Indicators relating to waste minimisation and diversion. These are:
- NI 191 Kilograms of residual waste collected per household.
 - NI 192 Percentage of household waste recycled and composted
- 22 It is expected that the waste minimisation, re-use and recycling campaigns will help us to maintain our recycling and composting performance.

Legal Implications

- 23 There may be legal implications associated with the No Excuses campaign where there may be the use of Fixed Penalty Fines (FPN's) issued for littering. Any FPN's will be issued within the framework of both Councils' Enforcement Policy.
- 24 Officers will investigate any legal implications associated with the marketing of the campaign for other councils and organisations.

Human Rights Act and Diversity Implications

- 25 Our educational campaigns are aimed at all sectors of the community and utilise a number of different media including posters, stickers, leaflets, newspapers and local radio. Where appropriate, material is provided in alternative languages.

Cross Cutting Implications

26 The delivery of our educational campaigns requires the involvement of a number of departments and agencies. These include, but are not limited to:-

- Police and Safer Neighbourhood Teams
- Parish and Town councils
- Local youth groups
- Local schools and colleges
- Local media
- Community Safety
- Environmental Protection teams
- Community Engagement

Risk Assessment

27 It is recognised that there are inherent risks associated with undertaking any large scale educational campaign. For the No Excuses campaign an assessment of risks has been undertaken and mitigating actions identified.

28 The Joint Operations monthly meeting is used to monitor progress of our educational campaigns and ensure that the objectives and milestones are being met.

Council Priorities

29 Our educational campaigns will contribute to the following Council priorities:

Forest Heath:

- Community engagement and communications
- Street scene and environment

St Edmundsbury:

- Secure a sustainable and attractive environment
- Improve the safety and wellbeing of the community

Recommendations:

It is recommended that Members:-

- 1 Note the progress with the 'No Excuses' campaign;**
- 2 Note the progress of the educational work undertaken in line with the Joint Communications Plan; and**
- 3 Agree that Officers investigate the potential to market the 'No Excuses' branding to other Councils and organisations.**

DOCUMENTS ATTACHED

None

BACKGROUND PAPERS

1. Joint Communications Plan (JWC09/021)
2. Update on the No Excuses joint litter campaign (JWC09/020)

Nigel McCurdy
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12 June 2009

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