



**Category:** Community Relations Campaign

**Company:** Chichester District Council

**Entry title:** Against Litter

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**Brief and objectives:**

Litter is a growing problem in the UK, which is why the Government has launched a litter strategy to try and tackle this issue.

According to the Government:

- 11,900 litter incidents have been reported through apps.
- 30% of people perceive litter as a problem.
- there are 744 items of litter per 100 metres of beach.
- it costs every household £29 to keep the UK's streets clean.

As the largest rural district council in the country, we spend over £1m a year keeping our 303 square miles clean and tidy. Last year, our councillors reported an increase in the number of residents reporting concerns about littering and dog fouling. Swift action was needed to respond to this problem.

Within a limited budget, we identified an innovative way of taking preventative action; raising awareness of the issue; and, getting our local communities involved. Our approach was to devise a campaign that communicated that littering was a crime and encouraged residents and businesses to take action.

We devised an integrated communications campaign that raised awareness of the issue and successfully reduced littering across the district in order to:

1. create awareness that people could now be fined if caught littering or not cleaning up after their dog.
2. increase awareness of the impact that litter has on our local communities and the associated cost.
3. encourage community involvement and ownership to ensure on going support.
4. recognise those making a difference in our communities.

5. reduce the amount of litter on our streets.

### **Rationale behind campaign, including research and planning:**

The audience of our campaign was the 118,175 residents living in our district and its 6m workers and visitors.

The campaign was split into three stages:

1. Campaign development

We wanted a message that was simple and direct and that echoed the strong feelings of our residents and councillors. We developed a strong 'Against Litter' brand that stood out across all media and designed a stamp that could be personalised so that each location and business could declare ownership of the problem. Our idea was to emblazon this message across the district through a variety of channels, the most successful being the use of a flag for supporters to hold in the area they wanted to protect against litter.

2. Enforcement awareness

We needed to inform people that littering and dog fouling is a 'crime' and that those caught would be fined. We stressed this isn't something we wanted to do, but that we needed to respond to community concerns and take action. We also stressed that the cost of keeping our streets clean was £1m and if we could reduce this the money could be directed into more important community services. We also explained that the money from the fines would pay for the enforcement service.

3. Community involvement

We wanted to encourage people to take pride in their local area and 'adopt an area'. Personalised flags using the 'Against Litter' branding were created, representing different areas of the district, and used to show support for the campaign by marking the area that had been adopted. Community groups already helping to keep their areas clean were pictured with the flag and their images were central to the campaign. Our local newspapers and radio station partnered with us on the campaign, providing significant media coverage and they signed up to adopt an area and were pictured with the flag.

### **Strategy and tactics, including creativity and innovation:**

To keep costs down, each stage of the campaign was launched to tie in with the distribution of the council's magazine, which goes to every household and business in the district.

The first stage needed to be hard hitting and so we used litter and dog poo in an image that spelt out the word 'crime', so that people understood the reason we were introducing fines. The second stage focused on community involvement. We developed an 'adopt an area' scheme, which encouraged residents to help keep our district beautiful and pledge their support by signing up online.

### **Implementation of tactics:**

The first stage involved:

- creating images of litter and dog poo spelling out the word 'crime'. The image also included our 'Against Litter' branding with direct messages telling people that dropping litter and not clearing up after their dog are crimes. Publicity material explained in more detail why and how we were doing this, and the health risks associated with dog fouling.
- placing signs on lamp posts and at the side of the roads warning people of the fines; placed posters and advertisements in various locations; and, organised public awareness events.
- sending information packs and window stickers to all parish councils, libraries, vets, resident associations, councillors, village shops and halls, cafés and the Chichester BID and other key locations.
- arranging briefings with the local media and issuing releases to the wider media.

The second stage involved:

- creating personalised 'Against Litter' branded flags and logos; commissioned photography; and used our magazine to communicate the message.
- signing up key influencers, including our Chichester MP, councillors, parish councils, community groups and major local businesses, such as Waitrose.
- working closely with the local media, creating content packages and generating in-depth coverage.
- enlisting community champions to be the face of our campaign, appearing with the flag on the side of our refuse trucks.
- enlisting the support of our local media organisations who also signed up to the scheme.

### **Measurement and evaluation:**

- Since the launch of the campaign in October 2017, the number of penalty notices issued has dropped from 302 in November 2017 to just 18 in April 2018.
- Cleaning operatives have noticed a reduction in the amount of litter collected.
- Within the first month of the launch 124 areas were adopted.
- 1.9m total reach across our social media sites.
- Generated over 46,000 campaign web advert impressions.
- We've received very positive feedback and the campaign has been recognised by our Chichester MP.

### **Budget and cost effectiveness:**

With only £4,000 to spend on this campaign, we had to think creatively to deliver maximum

impact for the least cost. This involved working collaboratively with our partners and local media to secure support and publicity for the campaign.