

PUBLIC REALM COMMUNICATION AND ENGAGEMENT PLAN
2023/24

Title	<p>Cleaner, Greener Barking and Dagenham Phase 4</p> <p>Working together to keep our borough clean</p>
Summary	<p>This phase of Cleaner, Greener Barking and Dagenham aims to build on the success of the earlier phases of the campaign to ultimately make the borough a cleaner, greener place to live, work and visit.</p> <p>The Cleaner, Greener campaign was launched in autumn 2019 to improve residents' satisfaction of the work the Council does to clean up the borough, from street cleansing and waste services to tackling fly-tipping.</p> <p>Now in phase 4, one of the campaign's primary aims is to change residents' perceptions of some of the frontline services the council provides, following years of poor service delivery which have since rapidly improved.</p> <p>The campaign also aims to highlight the reciprocal relationship the council wants to have with its residents, moving away from a paternalistic relationship. Cleaner, Greener empowers residents to take a more active role in doing their bit to keep the borough clean, working alongside the council. It calls on residents to do quick, easy things to help, from putting the right things in the right bin, to recycling more, joining community litter picks and reporting anti-social behaviour like fly-tipping.</p> <p>Phase 1</p> <ul style="list-style-type: none"> • Showcased the work of our frontline public realm services to keep our streets clean and built a positive relationship between staff and residents. • Showed residents how to dispose of their rubbish in the right way. • Encouraged residents to take more of an active role in keeping their local neighbourhoods cleaner. <p>Phase 2</p> <ul style="list-style-type: none"> • Focused on enforcement, showing residents how they can help clean up the borough by reporting fly-tips and eyesore gardens online. <p>Phase 3</p> <ul style="list-style-type: none"> • Celebrated some of the groups of residents and schools who have been taking action to make the borough a cleaner, greener place to live in a new Wall of Fame. • Increased awareness of good recycling behaviours and improved waste disposal (putting the right things in the right bins). <p>Phase 4 will:</p> <ul style="list-style-type: none"> • Consist of three bursts of campaign activity between Spring 2023 and Spring 2024 alongside ongoing communications. • Support residents to minimise the amount of waste they produce and show them how to dispose of their rubbish in the right way, recycling and reusing where possible.

- Contribute to increasing the number of residents and groups of people (including schools, businesses and community groups) that take an active role in helping to clean up their local neighbourhoods and use them as advocates to help share key messaging.
- Contribute to an improvement in street cleanliness by reducing fly-tipping, littering and eyesore gardens.

Research

Resident Insight Survey

The most recent Resident Insight Survey (RIS) from 2021 shows that residents remain dissatisfied with cleanliness issues:

- Litter and dirty streets are the second most important issue for residents with 29% of respondents saying it was their key concern. Although this has improved by 1% since 2019, it is 5% higher than the 2018 survey figure).
- 65% of residents reported rubbish or litter lying around as a very / fairly big problem (this was a 1% improvement from the 2019 survey).
- 55% of residents reported fly-tipping as a very/fairly big problem (a decrease of 2% in 2019)
- 40% of residents felt that dog fouling was a very/fairly big problem (a slight 1% decrease from 2019)

The percentage of people who have seen or heard information about the work the Council is doing to create a cleaner, greener Barking and Dagenham, including the Wall of Shame CCTV appeal to tackle fly-tipping, littering and anti-social behaviour dropped to 38% in the 2021 survey – compared to 44% in the 2020 survey.

Keeping the Streets Clean Insights

Following direct observation of bins and fly-tipping hotspots in 2021, our Insight Team reported:

- most fly-tips appear to be household waste
- once fly-tips are cleared, they come back quickly at hotspots
- people find it easier to dump waste on the streets than taking it to the tip
- enforcement around fly tips is difficult.

The team found this was consistent with a 2018 [Keep Britain Tidy Survey](#) with London residents who had fly-tipped, which showed that 43% of fly-tips are black bags dumped next to household bins on collection day and [Defra research](#) showing that 62% of UK fly-tipping incidents are household waste.

Fly-tipping reports

The London Borough of Barking and Dagenham reported 2,714 instances of fly tipping in 2021/22, ranking 30 out of the 33 London Boroughs for total number of fly tips. This was a 22% reduction from 2020/21.

The cost of fly tipping for LBBD was estimated to be over £350,000 for 2021/22, which

includes the direct resource cost for the fly tipping collection round and the associated disposal cost. This is an extensive cost and does not include the costs of collection/disposal of any fly tipping collected that has not come through the formal reporting process.

Wall of Shame CCTV series

Social media analytics tell us our Wall of Shame series, which is now up to 104 episodes, has amassed a total viewing figure of over 375,000 as of mid-March 2023, but the real success goes beyond likes and retweets.

As a direct result of the videos, we've fined over 75 of the culprits featured on the show, thanks to residents recognising them and providing information about who they are.

The series enables us to take a more flexible approach to our enforcement. We have seen improvements to fly-tipping levels in areas that feature on the show, which means CCTV cameras can then be deployed to new and emerging hot-spot areas as needed.

We've also had resident buy-in to support the campaign's drive to clean up the borough – so much so that we even had a husband report his wife, who was then issued with two fixed penalty notices, and a resident was issued with three fixed penalty notices after their neighbour recognised them and anonymously reported them.

Focus groups with residents

In July 2019, we commissioned focus groups to test the narrative of the campaign and the relationship that the Council wants to build with residents.

Across the four representative groups of residents, cleanliness of streets was a key concern. Most residents said the borough's streets are dirty and feel the area is worse than other parts of London.

A lot of residents linked dirty streets with safety concerns, for example some residents were reluctant to use their local park because of drug paraphernalia and other litter.

Some residents felt the council is unresponsive and it would be futile to contribute more to their area as the council would let them down.

A number of residents did feel there should be a shared responsibility for keeping streets clean. Residents agreed we need to show how we're tackling issues, for example through the Wall of Shame, but also said we need to celebrate projects (eg community litter picking) and community champions that are helping to make our borough cleaner and a better place to live.

More recent insights indicate that residents still have the same concerns. We have the quantitative data on fly-tipping hotspots but we feel there's a gap in our insights in terms of understanding people's behaviour. So, we'd like to commission further focus groups to gather qualitative data and unpick why people might not be recycling correctly, or fly-tipping more in some areas than others.

It's important that we gather this insight to inform our communications and tailor our messaging and change behaviour tactics.

	<p>Waste Production (provisional 2022/23 data from Waste Minimisation Team)</p> <p>On average, Barking and Dagenham households produce 668 kilograms of residual waste per household. This has dropped in recent years (residents produced 891 kilograms of waste per household in 2019/20) but remains high in comparison to other boroughs regionally and nationally.</p> <p>Recycling rate (provisional 2022/23 data from Waste Minimisation Team)</p> <p>33% of household waste was sent for reuse, recycling or composting, compared to 25.2% in 2019/20.</p>
Audience	<ul style="list-style-type: none"> • All residents (we'll potentially look to target specific cohorts according to insight) • Visitors to the borough (including staff) • Landlords and tenants • Businesses • Community champions • Community groups, faith groups, schools, school children and young people • All Councillors
Partners Stakeholders (if applicable)	<ul style="list-style-type: none"> • East London Waste Authority (ELWA) • Keep Britain Tidy • Barking and Dagenham Post • Community groups like Roding Rubbish and Little Litter League • Schools • Library of Things
Objective	<p>Overarching campaign objectives</p> <p>Through an integrated campaign, we will contribute to a change in residents' behaviour by helping to increase the number of residents who dispose of their rubbish in the right way, ultimately reducing waste.</p> <p>We'll work closely with community groups and champion them as advocates to support our messaging and inspire other residents to take pride in the borough.</p> <p>We'll also help to reduce negative behaviours including fly-tipping and eyesore gardens, leading to a decrease in the number of residents who are concerned by dirty streets and litter.</p> <p>And we'll continue to contribute to a change in residents' perceptions around the council's waste and street cleansing services, by introducing them to staff and showing them the work we're doing to keep the borough looking clean and tidy.</p> <p>The objectives will benchmark from the October 2021 Resident Insight survey results and the latest DEFRA Waste disposal stats (see research section).</p>

KPI's

Between Spring 2023 and Spring 2024 the communications and engagement support will contribute to:

- A 5% reduction in the percentage of residents who reported rubbish or litter lying around as a very / fairly big problem.
- A 5% reduction in the percentage of residents who reported fly-tipping as a very / fairly big problem.
- A 5% reduction in the percentage of residents who felt that dog-fouling was a very / fairly big problem.
- A 5% increase in the percentage of residents who have seen or heard information about the work the Council is doing to create a cleaner, greener Barking and Dagenham, including the Wall of Shame CCTV appeal to tackle fly-tipping, littering and anti-social behaviour.
- Increasing the recycling rate to 35%

The next Resident Insight Survey will take place in late summer / early autumn 2023 and will move to an online format.

Message & Style

We'll continue to be honest and acknowledge any problems that might arise with service delivery and be clear that we are working hard to address the problems. At the same time, we will push a positive narrative, focusing on all the work we're doing to create a cleaner borough.

We won't over claim our successes or be self-congratulatory and we'll continue to put residents at the heart of everything we do. We want to keep building trust and goodwill with our residents and the success of the campaign will depend on it being backed up by good service delivery.

We will also make it clear that residents need to play their part and do their bit to help keep the borough clean. We'll celebrate the work they're doing to help and use them as advocates to get our key messages across and inspire others. And we'll use our frontline public realm to help tell their story, to humanise our services.

Overarching Narrative

We know that having a clean and tidy borough is really important to you. You want your bins to be collected on time and you want cleaner streets.

We're working harder than ever to make Barking and Dagenham a clean and tidy place for you and your family. We know there's lots of work for us to do and we're absolutely committed to getting it right.

We're determined to clean up the borough and we'll be putting in all our energy and focus

to make our streets and the local area cleaner.

We'll also go the extra mile to keep our streets and parks clean, with regular street sweeping and further work to get them at their best.

We're continuing to crack down on the minority of people who dump rubbish, ruining the borough for everyone else. Anyone that fly-tips on our streets will be hit with a £400 fine. You can help us by [reporting fly-tips online](#).

We're absolutely determined to clean up Barking and Dagenham, but we can't do this alone.

Do your bit by clearing your rubbish in the right way. Reduce your waste, recycle more and put the correct rubbish into the right waste bins.

You can take white goods and other large household items to our tips / reuse and recycling centres for free or arrange a bulky waste collection for a small fee.

Keep your front garden tidy, don't drop litter or rubbish and if you have a dog, make sure you dispose of your pooch's waste properly.

We all have to take care of our neighbourhoods, and if we work together, we can help make Barking and Dagenham look its best.

We know that lots of residents take real pride in their local area and are already doing things in their own time, to make the place cleaner. You can play your part by disposing of your waste properly, keeping your front garden tidy and reporting fly tipping and littering.

You can even organise local litter picking events where we'll provide you with the equipment you need, including litter pickers, gloves and waste bags.

Campaign strapline

Cleaner, Greener Barking and Dagenham

Key Messages

- We know that clean streets are really important to you and we're working really hard to clean up this borough.
- Do your bit by clearing your rubbish in the right way.
- We all have to care for our neighbourhoods, together we can make Barking and Dagenham look its best.

Hashtags

#CleanerGreenerBD

#DoYourBit

#OneStepGreener

Call to action

Work with us to keep Barking and Dagenham clean – we all have a part to play - www.lbbd.gov.uk/CleanGreenBD

Find out about the work we're doing to keep your borough clean - www.lbbd.gov.uk/CleanGreenBD

Specific calls to action

- Report fly-tipping at lbbd.gov.uk-report-fly-tipping
- Order a bulky waste collection: lbbd.gov.uk/bulky-waste
- Organise a community clean up - lbbd.gov.uk/community-cleanup
- Join a community clean up event (this can be done on the [Citizens' Alliance Network](#))
- See a list of streets that we haven't been able to collect bins from today: lbbd.gov.uk/missed-streets-bin-collections
- Find out what goes in which bin: lbbd.gov.uk/what-goes-in-which-bin

Creative treatment

The campaign will follow the established Cleaner, Greener look and feel which is aligned to the council's narrative 'we all have our part to play'.

Initial feedback from focus groups during the development of phase 1 of the campaign showed that residents felt the council was faceless, resulting in a negative perception of the council. So, we developed artwork which featured photos of the front-line staff, and videos that showed them working to keep the borough clean. These were received well by residents on social media.

The campaign artwork will continue to provide a human face to our services. We will feature photos of our cleansing staff, looking positive, proud and working hard on residential streets.

The campaign artwork will also continue featuring community champions and volunteers, to spark and inspire civic pride in the borough. We want residents to relate to the people they see in the artwork and be inspired to get involved. Consent will be needed from both staff and community champions in order for them to be featured.

The bin basics element of the campaign will utilise tried and tested Keep Britain Tidy style pictorial graphics - clearly showing how residents should dispose of rubbish. This pictorial design will ensure all residents can understand the information, including people who have English as an additional language and people who have special educational needs. The different campaign elements will cross reference each other, for example we will produce video content featuring our staff champions helping to explain what items should go in each bin.

Aligned to the corporate brand, campaign materials will be contemporary, clear, and

	<p>clean. They will continue under the distinct Cleaner, Greener brand and build on a strong feeling of a Council that is working hard, and community pride.</p> <p>We will trial stencils and lamppost signage telling residents about the increased fly-tipping and littering fines in hotspot areas.</p>
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Advocates	<ul style="list-style-type: none"> • Cleansing staff & Recycling & Waste Champions – to be used on the campaign artwork (refuse staff, street sweepers, park keepers etc) • Cleansing staff – to be showcased across campaign videos • Community champions / Residents Associations - as they show us the things they do, going above and beyond, to help keep the borough clean and why it's so important that we all do our bit • Schools
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Strategy	<p>This will be a universal integrated campaign, targeting all of our residents and visitors to the borough, using a mix of channels. This will run alongside a programme of community engagement to mobilise residents to take a more active role in keeping the borough clean.</p> <p>Please see Appendix A for the detailed overview of the engagement plan.</p> <p>Waste minimisation</p> <p>We want to help residents to minimise the amount of waste they produce in the first place, to help avoid overflowing bins and remove the temptation to fly-tip.</p> <p>And we'll help them to know how they can dispose of their waste in the right way using our waste collection services and other local reuse and recycle facilities.</p> <p>We'll do this by:</p> <ul style="list-style-type: none"> • Back to basics information, letting residents know what rubbish goes in which bin, ensuring clear, pictorial communications. This will include digital content, leaflets and tags that frontline staff can hook on to bins if they're not collected due to contaminated waste. We'll drip-feed this messaging throughout the year and take opportunities to link it to national campaigns like Recycle Week. • Working closely with our in-house Insight Team and Community Champions to dig deeper into issues around recycling and fly-tipping with focus groups of residents. This will enable us to explore behaviour change tactics and tailor our messaging and deliver more targeted activity to specific cohorts in the borough. • Promoting our bulky waste service and reminding residents that they could be liable for a fine if they use an unlicensed company that gets rid of their waste illegally. • Promoting local reuse and recycle centres, reminding residents that it's free, telling
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them about the things they can take there and when.

- Continuing to promote our Green Garden Waste service and letting residents know how to compost at home (including promoting ELWA's free courses). National campaigns to link in with include Community Garden Week, National Gardening Week and International Compost Awareness Week. We'll involve our Community Champions in this promotion and encourage them to share news and events on their own channels where possible.
- Working with the Library of Things team to promote the service and let residents know that they can borrow things instead of buying them, to save money and reduce waste. We'll link to national campaigns like Buy Nothing New Month and Second Hand September. We'll work with our Community Champions to help us do this.
- Promoting local repair cafes to let residents know that they can get help to fix things they already have instead of getting rid of them. We can also link messaging in with wider initiatives like London Repair Week

Managing changes to waste services

The Council has a statutory obligation to implement separate weekly food waste collections to all households, flats and flats above shops by March 2025 (as per Environment Act 2021 and Resource Waste Strategy 2019). So, we'll ensure we inform residents ahead of time and help them to understand what they need to do and why we're doing it.

There may be a textile collection service introduced in the near future, which we will help to promote to residents.

We'll also be working with ELWA to communicate the changes to disposing waste containing Persistent Organic Pollutants (POPs) like sofas and office chairs. This will mainly impact services for residents at local reuse and recycle centres.

Community engagement

We'll contribute to an increase in the amount of residents and groups of people (including schools, businesses and community groups) that take an active role in helping to clean up their local neighbourhoods and use them as advocates to help share key messaging.

Our Participation and Engagement Team will support community groups to continue and develop their work and help other residents to get started.

The team will also recruit engaged residents to become Waste and Recycling Champions, who will support the Council's key messaging around waste minimisation and keeping the borough clean.

We'll continue to promote and celebrate the work of these community groups on our communications channels, and link in with wider campaigns like Great British Spring Clean and Love Parks Week to inspire people to help clean up their local area.

Working with schools

We'll encourage schools to engage in Recycle for your Community initiatives and provide a toolkit to help them get involved in sharing our messaging and incentivising waste minimisation. (Delivered by Keep Britain Tidy in partnership with the four boroughs of the East London Waste Authority and Renewi)

We'll work with our colleagues in Education and Waste Minimisation to help us develop the school engagement work and test the toolkit on headteachers and eco-school leads.

ELWA initiatives for schools include:

- loans of litter picking kits for up to two weeks and support to take part in Keep Britain Tidy's Great Big School Clean.
- free support for the schools to participate in the Eco-Schools awards.
- workshops and post workshop support helping schools to implement new actions around reducing, reusing, recycling (such as composting).
- trips to MuRFy's World Education Centre – Education Centre at Jenkins Lane providing an insight to what happens to rubbish. Pupils can get involved in sorting rubbish on the conveyor belt, create their own re-use craft item and explore re-used and recycled items.
- [The School Uniform Bank Project](#) – reducing textile waste through school uniform reuse.
- School programmes, which can be bespoke, including interactive curriculum linked sessions and assemblies.

Improving perceptions

Insight suggests that people are more likely to fly-tip and drop litter if they perceive an area to look untidy. We want to improve people's perceptions of the cleanliness of the borough and encourage them to take pride in their local area and how it looks.

We'll do this by sharing images of areas that have been cleaned by residents and staff on social media and celebrate the beauty in local spaces. For example, showcasing local wildlife in our green spaces and reminding people how litter and fly-tipping can have a harmful impact on them.

We're exploring the Borough in Bloom competition with the Parks and Environment Team, as it would encourage residents, community groups and schools to take pride in their gardens and green space. We also want residents to take an active role in reporting eyesore gardens.

And we know that the reputation of our waste services has improved. We've seen a significant decrease in the complaints we receive on social media during the past two years, following investment and recruitment which have led to improved performance. But we know there's still work to, and we want to continue to build trust with residents.

Fly-tipping enforcement

As well as encouraging people not to fly-tip in the first place, it's important that we are clear on the consequences.

We'll continue to use our Wall of Shame CCTV Appeal videos to ask residents to identify and confidentially report people who dump rubbish and remind them of how much they could be fined if they fly-tip.

We'll continue to work closely with the enforcement team to highlight stories of catching and fining fly-tippers and feature them in press releases and digital content.

Tactics / approach

Launch event

We'll plan a media launch focusing on the Members' behaviour change working group.

Outdoor advertising

There will be two purposes to our outdoor advertising. We'll use it to continue to boost the reputation of our waste and cleaning services, and also to spark a change in behaviour.

We'll use signage to discourage fly-tipping, littering and dog fouling in our known hotspots, letting people know about the fines they could face, on billboards, JC Decaux sites, bus interiors and Clear Channel screens. And we'll also use ambient outdoor media, including street cleaning stencils, bin stickers and lamppost signs.

We'll utilise advertising on the side of bin trucks to feature our campaign artwork, with simple, clear calls to action on how people can do their bit by getting the basics right – like not putting batteries in their waste. We'll showcase the work we're doing to keep the borough clean and ask residents to play their part. 'We're doing this, and we want you to help by...'

Mailouts

We would explore producing a borough-wide mailout to let residents know about significant forthcoming changes to waste collection services like the separate food waste collection. (Borough-wide mailouts are high-cost, and exceed the budget allocated for each burst of the campaign. They will need to be funded by the service and will be dependent on other council priorities like Cost of Living campaign messaging.)

We would also consider geo-targeted mailouts to tackle wards where fly-tipping is high and recycling rates are low.

Video

We will produce a series of videos with positive, hardworking frontline cleansing staff, showing the work they're doing to keep the borough clean:

- a day in the life of a cleansing staff member
- out on the roads with a refuse truck
- why it's important to dispose of rubbish properly
- the journey of a fly-tip from when it's reported to being collected
- before, during, and after a big clean up

We'd also like to feature shorter 'selfie-style' videos that frontline staff can take on their smartphones. This could be a short 'before and after' video or a time lapse of a street clean-up, or a quick message from someone making a park look its best. We know that quick, less formal videos can help to engage an audience, evidenced by the rapid growth of platforms like Tik Tok and Instagram.

We will also produce a few videos with community champions as they improve their local environment. We'll explore the option of featuring our community champion videos as part of a new series called 'Streets of Fame' which will be the flipside to the Wall of Shame series. And we would work with them on sharing our messaging through videos on their own channels.

Images/banners: We'll create digital campaign banners and GIFs for use on our website, digital screens and social media channels. We'll update our existing artwork to feature different staff and will work with the service to arrange a photoshoot with a professional photographer.

Website: We'll use the central campaign web page: lbbd.gov.uk/cleaner-greener

This will contain information about all the work we're doing to improve things, the things residents should do and how residents can go one step further to work with us to improve our borough.

The campaign web pages will feature case studies and campaign videos including the Streets of Fame series, and links to key things residents can do (report litter / order bulky waste items).

We will work with the web team to develop the web pages – similar to this format <https://www.redbridge.gov.uk/our-streets/>

We will also work with the web team and service area to ensure the customer journey for residents as they access cleansing services is intuitive, clear and easy.

Social media: A full content plan will be developed that links into regional and national initiatives and campaigns, while remaining focused and relevant to the borough. Hashtags we'll use include #CleanGreenBD #DoYourBit #OneStepGreener.

Regular content will highlight all the work we're doing to keep the borough clean - utilising campaign materials, news and announcements.

We will drip feed posts about the everyday work and successes of the team (e.g. 'Despite the heavy snow, staff have been working hard to ensure your bins are collected')

We'll regularly issue posts about the bin basics – how and why residents should properly

dispose of their rubbish.

We'll also push videos that inspire civic pride and nudge more residents to step forward and play their part.

We will build up a database of clean influencers: key partners / community organisations and champions and work closely with them - asking them to help tell our story and amplify our messages to our community.

Our social media posts will direct people to our campaign webpage and encourage residents to carry out specific actions (e.g, report litter / order a bulky waste / take part in a clean-up event)

E-newsletter: We will issue a special branded campaign e-newsletter (to our 28,068 subscribers) with key stories and information about the work we're doing to clean up the borough

Media: We can explore developing a partnership with the Barking and Dagenham Post to work with us to profile and celebrate our borough's community champions. We'll target specialist media e.g. Keep Britain Tidy and offer interviews with our case studies.

We will also work with community forums / groups and ask them to circulate our messages to their residents.

Targeted behaviour change activities and tools: we'll work closely with our Insight and Innovation Team, the Waste Minimisation Team, and Refuse Collection Service to improve recycling behaviours through targeted activity to residents.

This will include recycling pilots that give targeted feedback to households that don't recycle, and households that don't recycle enough, split into two rounds as follows:

Round 1 (giving targeted feedback to those who don't recycle)

The team will select a round with low recycling numbers and identify households that don't recycle at all, or less than half the time. They'll work with this cohort for 10 collections rounds (19 weeks), using a phased approach to try to change their behaviour.

1. Informative approach. They will post an informative leaflet, so the household has all the information they need to start recycling to their full capacity, plus an option to opt-in for a text or email reminder to remind them the day before their collection is due, and the opportunity to order a free indoor bin to store their recycling in until collection day.
2. Persuasive approach. A letter will be posted to let the resident know what help we offer and remind them that they can opt-in for a reminder, or indoor bin. They can also receive stickers for children with positive messages about recycling on.
3. Intensive approach. The waste minimisation team will call at the household to try to understand why the household still isn't recycling and offer the necessary support.

Round 2 (giving targeted feedback to those who don't recycle enough)

The team will select a round where 80% or more present recycling, but recycling volumes are low. The intervention will be given over the course of 3 collections.

They will use bin tags to test two kinds of messaging.

	<ol style="list-style-type: none"> 1. Social norms – ‘We noticed your grey, general waste bin was full today. Join the thousands of people in B&D who recycle their waste!’ 2. Ease and convenience – ‘We noticed your grey, general waste bin was full today. Creating more space in your bin is easy – you just need to sort your waste and put recyclable material into your brown bin.’ <p>Both tags will include a QR code signposting the resident to the website for further information and support. And they will be informed that they can sign up for a text or email to remind them that their collection is coming up.</p> <p>Outcome measures will include recycling waste and residual waste volumes, the number of households presenting recycling after each intervention, the capacity of bins and quality of recycling, and number of sign-ups and requests for opt-in services.</p> <p>We’ll also work with the Insight and Innovation Team to explore running focus groups to get some qualitative data around recycling behaviours, to try to unpick barriers to recycling.</p> <p>Internal comms: We will also push the campaign internally to our staff (a significant number live in the borough). We’ll encourage staff to also play their part e.g., reporting a fly-tip if they see it on their way to work.</p> <p>We’ll push articles in our internal e-newsletter, Members Briefing, across our digital screens and on the Intranet.</p>
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Key Milestones	<p>Key milestones/deliverables</p> <ol style="list-style-type: none"> 1. Working with our Insight Team to facilitate the delivery of focus groups and recycling pilot 2. Using insight to inform messaging 3. Developing creative / artwork 4. Launch event involving Members 5. Timescales for bursts 1,2,3
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Evaluation	<p>Monitoring</p> <p>We will monitor our tactics in real time using social media and Google Analytics to see what works and what doesn’t and if necessary, change our approach accordingly. We’ll also work closely with our Insight Team and Participation and Engagement Team, who will be working directly with the community, to gage the right approach.</p> <p>Outputs</p> <ul style="list-style-type: none"> • Social media engagement – number of posts / impressions / video reach • Outdoor advertising – reach / frequency • Media reach - number of positive media articles (including regional, national, specialist) • Digital advertising – unique visitors and views <p>Outcomes</p> <ul style="list-style-type: none"> • Social media analytics: likes, retweets, shares, clicks
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	<ul style="list-style-type: none"> • Outdoor advertising reach • Number of page views on the campaign web page • Awareness of the campaign by residents and % of residents who have seen the campaign <p>Outcomes and organisational impact</p> <ul style="list-style-type: none"> • A reduction in the percentage of residents who are concerned by dirty, littered streets • A reduction in the number of fly-tips • An increase in recycling rates • A reduction in the amount of waste produced per household <p>See KPIs.</p>
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Comms team	<p>Laura Sharp, Communications and Campaigns Officer Faye Laker, Campaigns Manager Emily Blackshaw, Chief Communications, Campaigns and Events Officer</p>
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Approved by	<p>Approved by Rebecca Johnson, Director of Public Realm</p>
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Financial resource	<p>£20,000 per burst of campaign activity</p> <table border="1"> <thead> <tr> <th>Activity</th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Campaign launch (litter picking equipment, photography)</td> <td>£1,000</td> </tr> <tr> <td>Outdoor advertising campaign</td> <td>£7,500</td> </tr> <tr> <td>Photography</td> <td>£1,500</td> </tr> <tr> <td>Digital advertising</td> <td>£500</td> </tr> <tr> <td>Street stencils / lamppost posters</td> <td>£5,000</td> </tr> <tr> <td>Behaviour change tools (signage, toolkits, research)</td> <td>£3,500</td> </tr> <tr> <td>Contingency</td> <td>£1,000</td> </tr> <tr> <td>Total (per burst)</td> <td>£20,000</td> </tr> </tbody> </table> <p>Note: A borough-wide mailout to inform residents of changes to the waste collection services would cost £16,500 for an 8-page leaflet, and £21,000 for a 12-page leaflet.</p>	Activity	Cost	Campaign launch (litter picking equipment, photography)	£1,000	Outdoor advertising campaign	£7,500	Photography	£1,500	Digital advertising	£500	Street stencils / lamppost posters	£5,000	Behaviour change tools (signage, toolkits, research)	£3,500	Contingency	£1,000	Total (per burst)	£20,000
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Appendix A

Cleaner Communities Engagement Plan

Author: Wayne Trevor- Participation & Engagement Team

For: Rebecca Johnson- Director of Public Realm

Workstream Title	Detail	Status	Funding status	Measure
<p>Supporting Litter Picking groups, like Roding Rubbish to continue their work, to expand (if they wish) and supporting other residents to start.</p>	<ul style="list-style-type: none"> - Ensuring low/no barriers for groups- and troubleshooting for them when they hit them - Promoting their events, stories through Council channels - Linking in Staff Volunteering to support specific events in line with Council policy- working with volunteering officer. - Creating a Network to share resources, provide support, encourage new people to start in areas where residents show interest. 	<p>In progress</p>	<p>Funded via 1-year CAN post until Nov 2023</p>	<p>Develop a staff volunteering offer to support litter picking activities of resident groups- June 2023</p> <p>Conduct 'listening exercise' with existing litter picking groups to hear what's working, what's not and to develop a shared vision- July 2023</p> <p>Agree a support offer from Council to support new Litter Picking Groups to form- Sept 2023</p> <p>Overall: -the number of litter picking events Council have supported</p>

				- the amount of waste collected at those events (e.g. number of bags, or weight)
Friends of Parks Groups (FOP) - supporting existing groups and encouraging and supporting the creation of new ones	<ul style="list-style-type: none"> - Mapping of existing groups- done - Conversations with existing groups about how we can support- in progress - Launch of the 'Parks CAN fund'- a small fund where FOP groups can apply for a small grant (up to £250) to support their work- like an event, or buy some equipment- planning stage - Work with Go Parks London to create a plan to develop FOP groups- supported by resources and guidance; and working with local partners to identify residents who are interested in improving their local park- in progress - Old Dagenham Park- specific engagement project around park improvement- £80k- in progress - Working in a low-risk, relational way- this is not about forming committees or opening the Council up to negative, unrealistic demands. We have some useful experience in this area on which we could build. - 	In progress	<p>Funded via 1-year CAN post until Nov 2023</p> <p>Working closely with Parks Commissioner- Andy J.</p>	<p>Fund Launch- June 2023</p> <p>ODP FOP established May 2023</p> <p>Toolkit for FoP published by June 2023</p> <p>4x other FOP groups established Oct 2023</p>
Waste Champions/ Recycling Champions	<ul style="list-style-type: none"> - Recruitment of Resident Champions to support the Council to reduce waste and increase recycling- getting key messages, supporting their neighbours to do the right thing, and helping to navigate forthcoming 	<i>Proposal- requires agreement from relevant</i>	<p>Not funded.</p> <p>Some resource from CAN 1-year</p>	<p>Create an options paper for comment/agreement with clear aims May 2023</p>

	<ul style="list-style-type: none"> changes to household waste - Could link into Litter Picking activities - Could become our go-to group to work with on comms, good news stories, future consultation- helping us to shape future workstreams and demonstrate our commitments - Residents would receive some basic training; join a network of other interested people; receive key messages and guidance; have opportunities to go on visits (like to recycling centres) - and other interesting things - Is modelled on similar schemes from other local authorities. - We have a 2-pager with some ideas of research 	<i>director</i>	post and possible Emeka. Could we use funding from Keeping the Streets Clean? Around £10-20k depending on scope?	<p>Signoff and funding agreed- July 2023</p> <p>Launch- resident call out- September 2023</p> <p>First resident event/training- November 2023</p> <p>Resident activity- from January 2024</p> <p>Resident 'get ready for change' events/activity from summer 2024 (or aligned to programme details)</p>
BAU Promotion of events, activities and interests	<ul style="list-style-type: none"> - Through the One Borough Voice engagement and consultation website: One Borough Voice (lbbd.gov.uk) - Through the Citizens' Alliance Network- via newsletter and the network - To include opportunities for residents to have their say, get involved 	In progress and ongoing	Funded	<p>No separate measure.</p> <p>We can track engagement on CAN through the platform metrics, and will report on these.</p>
Ward Budget and Estate Redevelopment Fund- resident engagement	<ul style="list-style-type: none"> - We're working with Lauren Stretch- Head of Landlord Services on greater resident involvement in the spend of Ward Budget. This could be directed towards key Council priorities- subject to Member agreement - Lauren Stretch is leading, and P&E is supporting 	In progress	Funded	<p>Opportunity this year 23/24 for a theme on cleaner communities in ward budgets to be piloted. Would require Members to specifically opt-in for their Ward</p>

	-			From April 2024- Ward Budget approach will change (subject to Member approval- via Lauren Stretch) via a large resident engagement process, run by CAN with Landlord Services. Opportunity to provide key themes as part of this, like Cleaner Communities
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