

Nottingham – let's keep it clean!

April – June 2017



Background – why did we run this campaign?

As a council, we are proud of Nottingham's reputation as Britain's cleanest city and we want to maintain this.

The council works hard to keep Nottingham clean. Despite this, the 2016 Respect survey showed that littering, closely followed by dog fouling, are perceived by residents as the biggest anti-social behaviour issues in neighbourhoods.

To address this situation, this campaign aimed to encourage citizens to play their part in helping to keep the city clean.

Campaign objectives

To change behaviour in the following ways:

- reduce littering
- reduce dog fouling
- reduce fly-tipping
- increase reporting of enviro-crimes
- Increase online requests for the bulky waste service
- Increase number of people willing to pick up litter when they are out and about
- Encourage people to sign up to be Clean Champions (i.e. volunteer to litter pick in their neighbourhood).

Strategy

The campaign launched with hard-hitting messages focusing on fines as the penalty for undesirable behaviour like littering, dog fouling and fly-tipping.

We then encouraged people to pick up litter and join our Clean Champion scheme.

The campaign ended with 'thank you' messaging and celebration of the activities of civic-minded citizens who volunteer and help to improve the environment in our city.

*survey was sent out by email and promoted on social media so some respondents were not city residents – we don't know the percentage.

Implementation

The campaign launched on Tuesday 11 April 2017, using the following channels to reach all citizens:

- Posters on bus shelters, city information panels, belly bins and Loxley House windows
- PR - media opportunities and announcements
- Social media and email campaign
- Printed content – 4 pages in June Arrow (included 'what we do, what you can do' information), June Neighbourhood Newsletters, April NCH news
- Radio advertising on Smooth FM.

Activity in neighbourhoods:

- At least one 'clean' activity per ward with NDOs, based on the specific issues in that ward
- Back of bus advertising and lamppost banners
- Toolkit for NDOs, CPOs, park rangers and other partners – printed and online resources
- Clean Champions scheme – resources and advice for active citizens to do their own litter picks.

Results – what did the campaign achieve?

- 150 people signed up to become Clean Champions.
- The number of dog fouling incidents in Nottingham reduced by 11% compared to the same period in 2016.
- The number of fly-tipping incidents reduced by 4% compared to the same period in 2016.
- This decrease is small, but should be seen in the wider context of a national rise in fly-tipping. Also, we believe there was some double counting of fly-tips reported in 2017 so the actual percentage decrease in fly-tipping was probably greater than 4%, but it is impossible to quantify the exact extent of this.
- Unfortunately there is currently no way of measuring or reporting on the amount of litter dropped or collected in bins.
- Unfortunately, the figures for requests for the bulky waste service are not comparable year on year. However, we know that hits to the bulky waste web page increased by 45% compared to the previous year which suggests more people were requesting the service online – a positive outcome.
- **[Do we know the number of volunteer litter picks that took place?]**
- We conducted a pre and post campaign survey (sample size) which shows:
 - 66% of respondents* had seen the 'Keep it Clean' campaign
 - The number of people who strongly agreed that "Nottingham City Council does a good job of keeping the city clean" increased from 11% to 17%.
 - The number of people who strongly agreed that "Nottingham City Council takes firm action to catch and fine people who drop litter, dump rubbish and don't clean up after their dog" increased from 2% to 15%.
 - Awareness of the on-the-spot fine for not carrying appropriate means to clear up after your dog increased from 53% to 64%
 - Awareness that you can report littering, dog fouling and fly-tipping to the Council increased from 62% to 68%.
 - Awareness of the Clean Champions scheme increased from 11% to 24%.
 - 36% said they picked up litter after seeing the 'Be a hero' poster.

What are the key learning and recommendations for future activity?

- Overall, we received positive feedback on the campaign: it was widely seen and engaged with by many residents who voiced their support of the messaging.
- There was quite a lot of feedback from people who felt that the fines for littering, dog fouling and fly-tipping aren't high enough. Lots of people also asked why the fine for dog fouling is lower than the fine for littering, when they feel that dog fouling is a more offensive crime.
- A perhaps surprising number of people do pick up other people's litter and are happy to volunteer to do litter picks. We need to continue to support these people and normalise their behaviour as much as possible.

*survey was sent out by email and promoted on social media so some respondents were not city residents – we don't know the percentage.

Other comments and feedback on the campaign:

- Some people are cynical about the enforcement of fines, either perceiving it as a ‘money-making exercise’ for the council or not believing that the council catches and fines people who commit environmental crimes.
- A large number of people commented that they don’t want to touch belly bin handles to dispose of litter – the perception of germs on the handles is a barrier to people disposing of litter responsibly.
- Some people also complained that there aren’t enough litter bins in Nottingham, particularly in certain neighbourhoods.
- Many people don’t want to pick up other people’s litter – again because of concerns about germs and hygiene, and also some people don’t see why they should pick up other people’s litter. More work is needed to try to normalise and encourage this behaviour.
- The Council’s reporting process (whereby members of the public can report litter, dog fouling, fly-tipping, etc) needs a feedback mechanism so that people are informed whether their report was actioned, if not why not, etc. We received a number of complaints from people who felt their report wasn’t acted on.
- There were a number of complaints that one tip for the whole of Nottingham city is not enough, that it is hard to get to and is not well-managed.
- In terms of feedback on the campaign, a number of people felt that a poster campaign will never change the behaviour of the minority of people who drop litter, etc, and as such is a waste of money.
- There were also a lot of comments who felt that the campaign should have focused more on young people, and should have been more visible in neighbourhoods rather than the city centre.



Nottingham Let's keep it clean!

Our latest campaign is all about what Nottingham City Council does to keep the city clean, and what YOU can do too!

We will:

- collect your rubbish bins and recycling bins on an alternate weekly basis
- provide a free, weekly (by appointment) bulky waste service
- provide enough street litter bins for rubbish and dog waste bags
- operate a 7 day a week, 24 hours service to keep streets free from litter and graffiti
- do at least 10 'deep cleans' in your neighbourhood each year
- remove fly-tips within 48 hours of them being reported, and investigate and prosecute offenders wherever possible
- remove dog mess, fly-posting and graffiti within 48 hours of it being reported
- investigate and tackle issues such as graffiti, littering, dog fouling, abandoned cars and untidy gardens – warning and fixing offenders where appropriate

We ask you to:

- dispose of your rubbish responsibly. Put litter, cigarette ends and chewing gum in the bins provided or take it home with you.
- if you own a dog, always pick up and dispose of dog waste in bins
- use the Council's free bulky waste service to remove any unwanted household items. Do not dump rubbish and unwanted household items on the street
- put your bin out by 7am on the day of collection and take your emptied bin off the street on the same day
- put the right waste in the right bins – recycle it right
- look after your home and garden – keep your garden tidy

Warning to litterers, dog foulers and fly-tippers: Respect our city or face a fine

3,005 people fined £75 for dropping litter

Dog fouling is illegal!

In 2016, a Catter resident was fined £70 for failing to clean up after his dog. Some dog owners think they can get away with not picking up their dog's mess... we don't!

Under a Nottingham wide PSPD (Public Space Protection Order), dog owners in Nottingham can now also be fined £70 if they don't have poo bags with them while walking their dog. Our Community Protection teams run clean clothes caught operations to catch irresponsible dog owners at all times of the day and night.

Copwatts bins and can may be small, but the quantity that they're used in makes them a massive problem. Each contains harmful chemicals that leak into our soil and waterways, and cause harm to wildlife.

Any questions?

Please contact Jennifer Lewis, Corporate Marketing Manager, 0115 876 3381

Full evaluation data is available on request from Jen Lewis or Kerry Edwards-Kelsall.

*survey was sent out by email and promoted on social media so some respondents were not city residents – we don’t know the percentage.