

**MEETING OF THE CABINET**

**TUESDAY, 23 APRIL 2024**

**ADDITIONAL PAPERS**

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# Love Your Neighbourhood

## communications strategy

2024 to 2025

This is a *working* document – communication plans and strategies are designed to evolve as we proceed

# 1. Situation analysis

## Situation analysis

### Objectives

### Audience insight

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#### **Campaign description:**

Love Your Neighbourhood (LYN) is a campaign to improve the environmental aspects of our district – to make it cleaner and greener. This campaign follows on from our Zero Litter campaign, which has just come to an end, and elements from this campaign will be able to transfer.

Recognising that we can't do everything, this campaign aims to bring people together to make improvements across the district, helping create pride in the district.

LYN is a three-year campaign to continue to reduce litter, change behaviours and educate individuals, and includes a weekend of action across the whole of the district. This plan covers the first 12 months of LYN, with separate communications plans being developed for some elements of the overall campaign.

Weekend of action: 6 /7 July 2024 | Intensive support to three areas of the district (Greenhill, Coalville, 1,168 properties | Riverway, Measham, 181 properties | Melrose, Thringstone 220 properties) - all council estates with private properties within them .

#### **Demographic / customer data:**

Enviro-crimes - There has been a continual decline in fly tipping, but we still have one of the highest rates in Leicestershire and littering from vehicles is a problem, along with litter in parks, open spaces and town centres. Dog fouling is still a big issue.

Recycling – we have low performing streets (rates are lowest in Greenhill, Agar Nook and Measham) and these are the areas where we also see lots of bulky items left outside of people's homes. There is an opportunity here to help people save money by reducing waste created.

Housing – we have some issues around untidy gardens and fly tipping in Greenhill, Melrose and Riverway, as well as lower recycling rates.

Parks – We deal with a reasonable amount of anti-social behaviour on our parks e.g. smashed glass and nitric oxide bottles on the skate park in Greenhill, dog fouling on sports pitches.

# 2. Objectives

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## Campaign objectives

Making North West Leicestershire a clean, green and net zero district

Working in themes – Changing behaviour | Enforcement | Day of action | Community engagement

Recruiting volunteers to community groups / litter picking

## Communication objectives

All key campaign moments covered in three local media titles (Coalville Times, Nub News, Leicester Mercury)

Eight pieces of positive media coverage

1%+ engagement rate on social media activity

On balance positive sentiment on social media activity

# 3. Audience insight

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Target audience	Best ways of talking to them
Coalville Special Expenses, Measham parish council	<ul style="list-style-type: none"> <li>Parish Liaison meetings (June, ongoing)</li> <li>Parish newsletter</li> <li>CSEWP meetings</li> <li>Direct communication via Community Focus</li> </ul>
Councillors	<ul style="list-style-type: none"> <li>Portfolio Holder briefings</li> <li>Member Hub</li> <li>Scrutiny (April), Cabinet (May / June), Strategy Group (reporting)</li> </ul>
Staff	<ul style="list-style-type: none"> <li>iNet (staff intranet)</li> <li>Staff roadshows</li> </ul>
All residents	<ul style="list-style-type: none"> <li>Schools – primary and secondary (workshops in – Enviro Crime, Recycling)</li> <li>Physical locations (village halls, notice boards, leisure centres) – posters and printed publicity</li> <li>District events – Jim's Tractor Run, Emergency Services Open Day etc.</li> <li>News releases / social media / Community Voice magazine (column)</li> <li>Social media activity (Facebook, NextDoor, Instagram)</li> <li>Direct email to subscribers</li> </ul>
Tenants	<ul style="list-style-type: none"> <li>In Touch magazine e.g. free bulky waste collections for people on certain benefits e.g. volunteer litter pickers</li> <li>Landlord service working group</li> <li>Greenhill / Thringstone (already have residents groups) Measham – opportunity to create one</li> <li>Direct email to subscribers</li> </ul>
Community Groups Target areas – TARAs, New community groups created as part of day of action	<ul style="list-style-type: none"> <li>VCSE newsletter (500 organisations)</li> <li>Direct communication via Community Focus</li> <li>Social media (tagging community group accounts where possible)</li> <li>News releases</li> <li>Physical locations – village halls etc. (posters and printed publicity)</li> </ul>

# 3. Audience insight

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Target audience	Best ways of talking to them
Businesses	<ul style="list-style-type: none"><li>• Direct communication e.g. Environmental charter (2024/25) - Mercia Park / SEGRO in year one</li><li>• Contacts through Community Focus (e.g. Mercia park, Amazon, Stepnell) and Economic regeneration</li><li>• Trade waste – email distribution list</li></ul>
Young people	<ul style="list-style-type: none"><li>• School workshops</li><li>• Greenhill youth group, Measham youth club, Donisthorpe youth club</li><li>• Schools distribution list (via Community Focus )</li><li>• Alternative provision</li></ul>
Partner organisations	<ul style="list-style-type: none"><li>• People Zones partners</li><li>• Rural crime event (farming community)</li></ul>
People whose first language isn't English	<ul style="list-style-type: none"><li>• Refugee settlement programme</li><li>• Translating service</li><li>• Schools</li><li>• Faith groups</li></ul>
Older people	<ul style="list-style-type: none"><li>• Traditional media</li><li>• On-location printed publicity</li><li>• Tenant support officers</li><li>• Marlene Reid Centre (communities list)</li><li>• Community magazines</li><li>• Community Voice magazine (column)</li></ul>
People with disabilities	<ul style="list-style-type: none"><li>• Supporting Leicestershire Families</li></ul>

# 4. Key messages

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## Key messages (aim for around five):

- Working together to make our environment better – it's everyone's environment, it's everyone's responsibility
- Join our weekend of action and help keep the district clean and green and zero carbon
- Slim your black bin – reduce your waste and your costs
- Take pride in your neighbourhood (here's how we can help / what you can do)
- A clean and safe environment for our children
- Zero tolerance stance on anti-social behaviour / enviro-crime – enforcement
- Support for volunteers (groups and individuals)



# 5. Audience journey (optional)

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## **Where your audience starts off**

- High levels of littering, fly tipping, dog fouling
- Low awareness of council support available
- Static number of volunteer litter pickers
- Lack of understanding of work that the council does to support a clean and green environment

## **Elements of your campaign they come into contact with**

- Events (including weekend of action)
- Media coverage
- Social media activity
- School messaging (children and adults in family)

## **How they interact with your campaign**

- Understanding messaging in media
- Conversation and commentary on social media
- Discussion with NWLDC staff at events (including weekend of action)
- Children understanding messaging at school events and taking messages home

## **Where your audience ends up**

- More understanding about council work and support available to tackle envirocrime and support clean and green
- More reporting of littering, fly tipping and dog fouling
- Less littering, fly tipping and dog fouling

# 6. Key dates

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Date	Key meeting / decision / event
23.4.24	Cabinet - decision
6 / 7 July	Weekend of Action

# 7. Action plan: Communication toolbox

- Situation analysis
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- Audience insight
- Key messages
- ⇒ Audience journey
- Key dates
- Action plan
- Risks
- Budget
- Evaluation

Media	Digital	Internal	Marketing	Direct contact
News releases	Social media activity (focussed on Facebook and NextDoor, plus Instagram where appropriate)	INet (staff intranet) - articles, blogs and video content	Printed publicity materials	Events
Media liaison		Staff Roadshows	On site promotion and signage	Email contact with community groups
Photo opportunities		Team meetings		Parish liaison meetings
Community magazines	E-newsletters (using GovDelivery)	Member Hub		
	Imagery	Portfolio Holder briefings		
	Video content			

# 7. Action plan

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Key dates	Topic	Audience	Communication tools	Key messages	Evaluation
06/05/2024	Launch of grant scheme for Weekend of Action	Constituted community groups, parish councils, schools and other not-for-profit organisations.  Local litter-picking groups	News release  Social media activity (some targeted to neighbourhoods / community groups)  Direct communication to community groups through Community Focus.  E-newsletter to subscribers	The environment is everyone's responsibility  Clean, safe environment for children  Support for volunteers	Amount of grant applications that have been made.  Local news coverage  GovDelivery email statistics  Social media engagement statistics
w/c 24/06/2024	LYN Weekend of action taking place on the 6 / 7 of July.  All audiences encouraged to get involved	All key external and internal audiences  Members / ward councillors  Internal staff	E-newsletter to subscribers  News release  Social media activity (some targeted to neighbourhoods / community groups)  Member hub  iNet articles / blogs	The environment is everyone's responsibility  Clean, safe environment for children  Support for volunteers	GovDelivery email statistics  Local news coverage  Social media engagement statistics  Number of people / streets taking part in LYN – volunteer numbers, support offered

# 7. Action plan

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Key dates	Topic	Audience	Communication tools	Key messages	Evaluation
6 / 7 July	Live updates of activity throughout the weekend of action.	All key external and internal audiences  Local residents in specific neighbourhoods	Photos with ward Councillors.  Staff who are participating – sending in their own photos of them volunteering.  Use of NextDoor – targeting specific neighbourhoods with work going on around the areas.  Facebook posts targeting specific local groups.	The environment is everyone's responsibility  Clean, safe environment for children  Support for volunteers	Social media engagement statistics
Post 6 / 7 July	Evaluation – update on weekend of action	All external audiences  Members  Staff	News release – stats on no. of volunteers, bin bags, streets that took part etc.  Direct communication to community groups through Community Focus.  Social media activity (some targeted to neighbourhoods / community groups)  E-newsletter to subscribers  iNet article  Member Hub	The environment is everyone's responsibility  Clean, safe environment for children  Support for volunteers	Social media engagement statistics  Local news coverage  GovDelivery email statistics

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Key dates	Topic	Audience	Communication tools	Key messages	Evaluation
Q1	Enviro crime and recycling messaging	School children and families	Design of printed promotional materials for schools	The environment is everyone's responsibility  Clean, safe environment for children  Ways to improve recycling	Number of schools visited
Throughout the campaign at specific events	Enviro crime and recycling messaging	General public attending events – children and adults	Design of printed materials / support materials for children / adults  News release and social media activity to promote events	The environment is everyone's responsibility  Clean, safe environment for children  Ways to improve recycling	
Q2, Q3	Volunteer litter picking opportunities  Process for reporting littering / fly tipping	Staff	Staff Roadshows  iNet articles	The environment is everyone's responsibility  Clean, safe environment for children  Support for volunteers	Number of volunteer litter pickers amongst NWLDC staff  Number of reports of littering from staff
Q2, Q3	Business environmental charter  Businesses signing up to the charter and what this means  Celebrating successes	All external audiences	News releases  Social media activity	The environment is everyone's responsibility  Support for volunteers	Businesses signed up to the charter  Media coverage  Positive sentiment / key messages carried in media coverage  Social media engagement statistics

# 7. Action plan

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Key dates	Topic	Audience	Communication tools	Key messages	Evaluation
Q1, Q2, Q3	'It's all littering' messaging – targeted areas	Targeted areas All external audiences	Design of 'It's all littering' signage and promotional materials Social media activity E-newsletter to subscribers	The environment is everyone's responsibility A clean, safe environment for our children Zero tolerance	Reduction in littering in target areas Social media engagement statistics
Q1, Q2, Q3	Licensed waste carriers and household duty of care	All external audiences	Design of insert for council tax bills – delivered to all households in the district Social media messaging E-newsletter to subscribers	The environment is everyone's responsibility Zero tolerance	Reduction in fly tipping GovDelivery email statistics Social media engagement statistics
Q2, Q3, Q4	Littering and dog fouling hot spots – patrols	All external audiences Residents / parish councils / community groups in hot spot areas	News releases E-newsletter to subscribers Social media – including NextDoor for hyper-local targeted messaging	The environment is everyone's responsibility A clean, safe environment for our children Zero tolerance	Reduction in dog fouling / littering Media coverage (key messages included, positive sentiment) GovDelivery email statistics Social media engagement statistics
Q2, Q3, Q4	Rural enviro-crime and positive behaviour when visiting the countryside	All external audiences	Design of printed publicity materials / signage News releases E-newsletter to subscribers Social media	The environment is everyone's responsibility A clean, safe environment for our children Zero tolerance	Reduction in dog fouling / littering in rural areas Media coverage (key messages included, positive sentiment) GovDelivery email statistics Social media engagement statistics

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Key dates	Topic	Audience	Communication tools	Key messages	Evaluation
Q2, Q3, Q4	Correct waste disposal methods for households	Housing tenants All external audiences	Graphic design for digital and printed publicity materials News releases Social media E-newsletters to subscribers	The environment is everyone's responsibility A clean, safe environment for our children Zero tolerance	Media coverage (key messages included, positive sentiment) GovDelivery email statistics Social media engagement statistics
Q2, Q3, Q4	Use of litter bins	All external audiences	Social media activity Graphic design of printed materials for use at events	The environment is everyone's responsibility A clean, safe environment for our children Zero tolerance	Social media engagement statistics People engaged at public events
Q1, Q2	Keep Britain Tidy Big Spring Clean Get involved with litter picking during the event	All external audiences	Social media activity Graphic design of signage for use when area has been litter picked by volunteers	Support for volunteers The environment is everyone's responsibility A clean, safe environment for our children	Number of volunteer litter pickers taking part in the event Social media engagement statistics
Target relevant times of the year where there are spikes in enviro-crime e.g. dog fouling during winter months / darker nights	Combatting fly-tipping (winter – nights being longer) Potential Tiny Forest vandalism Disposing of harmful waste.	All key external audiences	Social media activity E-newsletter to subscribers News releases (where appropriate)	Zero tolerance stance on anti-social behaviour / enviro-crime – enforcement	Social media engagement statistics Local news coverage GovDelivery email statistics



# 7. Action plan

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Key dates	Topic	Audience	Communication tools	Key messages	Evaluation
Throughout the year	Promotion of A42 litter picking / annual extended cleanse	All external audiences	Social media activity E-newsletter to subscribers News releases (where appropriate)	Working together to improve our environment	Social media engagement statistics Local news coverage GovDelivery email statistics
Throughout the year	Promotion of weekly street cleansing  Meet the cleansing crews – day in the life, human interest, statistics	All external audiences	Social media activity E-newsletter to subscribers News releases (where appropriate)	Working together to improve our environment	Social media engagement statistics GovDelivery email statistics Local news coverage

# 8. Risks

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Risk	Mitigation
Lack of awareness about campaign – widespread or within particular groups, leads to criticism and failure of campaign	Communications strategy with targeted messages and communication tools depending on audience. Tasks shared across the project group
Behaviour remains the same following the project	Multi-service approach focussing on key areas and targeting specific groups of people
Staff capacity	Communication tasks spread across the project group
Political – members misunderstand the project / do not support the project and	Regular portfolio holder briefings, community scrutiny involved in process
Target areas are seen in a negative light, impacting on the reputation of those areas and on council reputation	Considered wording around the reasons behind target areas, sensitive communication
Cancellation / postponement of weekend of action due to unforeseen circumstances (e.g. weather)	Regular communication with participants, open and honest communication throughout the project

# 9. Budget (indicative)

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Item	Price
Printed publicity – posters, leaflets, postcards,	£700 allocated
Printed publicity – banners, pull up banners, correx displays	£1,500 allocated
Boosted social media posts	£300 allocated
<b>TOTAL ALLOCATED</b>	£2,500

# 10. Media – evaluation (to be completed throughout campaign)

**Media objectives:** to contribute to overall communications strategy by:

- *Achieving eight pieces of media coverage, most with positive sentiment and covering key messages*

**Target audiences:** All audiences

Inputs	Outputs	Outtakes	Outcomes
<i>e.g. xx News releases  20</i>	<i>e.g. Critical information (e.g. website) carried in XX% of coverage – newspapers</i>	<i>e.g. Positive sentiments achieved in XX% of media coverage</i>	<i>Relate to your original objectives / communication aims</i>
<i>XX responsive lines</i>	<i>Targeted print coverage in XXX</i>	<i>XXX visits to website landing page using direct URL</i>	

# 11. Digital – evaluation (to be completed throughout campaign)

**Digital objectives:** to contribute to overall communications strategy by:

- *Successfully communicating all key messages across digital channels – owned social media and [www.nwleics.gov.uk](http://www.nwleics.gov.uk)*

**Target audiences:** All audiences

Inputs	Outputs	Outtakes	Outcomes
<i>e.g. xx Videos produced</i>  21	<i>e.g. XX Facebook posts</i>	<i>e.g. Facebook: X likes, X shares (XX content most shared). Comments XX% positive. X link clicks. Engagement rate of XX%</i>	<i>Relate to your original objectives / communication aims</i>
<i>XX infographics, photos and text developed for website and social media</i>	<i>XX Instagram reels</i>	<i>Twitter: X retweets, X likes. X link clicks. Engagement rate of XX%</i>	
	<i>XX Embedded videos</i>	<i>XX web page visits</i>	
		<i>Average time on site XX minutes</i>	
		<i>XX event registrations</i>	

# 11. Internal – evaluation (to be completed throughout campaign)

**Internal objectives:** to contribute to overall communications strategy by:

- *Encouraging staff to become volunteer litter pickers and to report enviro-crimes*
- *Encouraging members to spread the key messages of the campaign in their wards*

**Target audiences:** Staff, members

Inputs	Outputs	Outtakes	Outcomes
<i>e.g. Messages and content drafted for intranet</i>	<i>e.g. XX articles on intranet</i>	<i>e.g. Awareness amongst staff up to XX% (from XX%)</i>	<i>Relate to your original objectives / communication aims</i>
<i>Presentation created for Staff Roadshow</i>	<i>Content used in X Staff Roadshows (XX staff in attendance)</i>		

# 11. Marketing – evaluation (to be completed throughout campaign)

**Marketing objectives:** to contribute to overall communications strategy by:

- e.g. *Increasing awareness of the campaign*
- e.g. *Driving people to click on the dedicated web page at [www.nwleics.gov.uk/LYN](http://www.nwleics.gov.uk/LYN)*

**Target audiences:** All audiences

Inputs	Outputs	Outtakes	Outcomes
<i>e.g.</i> <i>XX Facebook adverts designed</i>	<i>e.g.</i> <i>XX Facebook posts boosted</i>	<i>e.g.</i> <i>Facebook: X link clicks on adverts</i>	<i>Relate to your original objectives / communication aims</i>
<i>XX reception screen adverts</i>	<i>Adverts on reception screens for XX weeks</i>	<i>XX web page visits from Facebook ads</i>	
<i>XX leaflets delivered to households</i>			

# 10. Direct contact – evaluation (to be completed throughout campaign)

**Direct contact objectives:** to contribute to overall communications strategy by:

- *Persuading people to change their behaviour – reduce littering, fly tipping and dog fouling, encourage reporting of enviro-crimes, encourage more recycling / waste reduction*

**Target audiences:** General public, housing tenants, school children, young people, weekend of action participants

Inputs	Outputs	Outtakes	Outcomes
<i>e.g.</i> <i>XX dedicated drop in sessions</i>	<i>e.g.</i> <i>XX attendees at drop in sessions</i>	<i>e.g.</i> <i>XX web page visits</i>	<i>Relate to your original objectives / communication aims</i>
24	<i>XX conversations with people face to face (XX% positive / XX% neutral / XX% negative)</i>		



# 11. Evaluation - Organisational Impact (

to be completed throughout campaign)

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Original organisational objectives:

- Making North West Leicestershire a clean, green and net zero district
- Working in themes – Changing behaviour | Enforcement | Day of action | Community engagement
- Recruiting volunteers to community groups / litter picking

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