

## Communications & behaviour change

<b>Report Title</b>		Report RL 04/12/19 - 07
Communications & behaviour change update		
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<b>Job Title</b>	Head of communications & behaviour change	
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### Summary

This paper presents an update on communications and behaviour change activities in line with the Resource London programme delivery plan.

### Recommendation

- To note activity across London Recycles, Love Not Landfill and Small Change Big Difference campaigns.

### Risk Management

Risk	Action to mitigate risk
N/A – no decisions being made	

### Implications

#### Legal

N/A – no decisions being made.

#### Financial

N/A – no decisions being made

#### Equalities

N/A – no decisions being made

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## Supporting Report

### Purpose of the paper

To provide the Partnership Board with a progress report against programme output indicators and to highlight requirements and next steps for the campaigns.

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### Report

Output indicator	1	2	3	4
Deliver year three of the London Recycles 'One bin is rubbish' behaviour change campaign, using a broad range of channels	G	G	G	

#### One bin is rubbish:

The 'One bin is rubbish' campaign relaunched for its third and final year in October, starting with bus-sides and then moving into digital (social media) advertising in November. Both bus-sides and digital advertising will continue in bursts between now and the end of February, including a plastics push in mid-January, focusing on what plastic items can and cannot be recycled easily from home.

#### Retail partnership:

We are in the 'connect' phase of our work to secure a retail partnership on the campaign, with the aim of collaborating to signpost consumers through our digital advertising campaign to cheap, convenient bin solutions for recycling at home. Initial interest is encouraging with two corporates asking for meetings to discuss.

#### Borough toolkit:

A full toolkit will be developed in quarter 4 incorporating all of our campaign assets created over the past three years, to share with boroughs so that they can use them over the coming years. The campaign team will also continue to use these assets on a London-wide basis over the next two years, as budgets will be limited until EPR revenues become available for regional behaviour change activity.

#### Website and brand guidelines refresh:

The campaign website is in urgent need of a refresh, which we will complete during quarter 4. A new set of brand guidelines will also be created over the coming months as the campaign has evolved significantly in the past two years.

#### Recycle Week:

Recycle Week took place in September and the London Recycles activity focused primarily on funding boroughs and joint waste disposal authorities (in total 18 boroughs) to conduct localised campaign events and advertising. The tone this year was more 'activist' (as shared at the previous Partnership Board) and much of the localised campaign activity reflected this.

Limited media coverage was gained during the week including a live radio interview with BBC London.

#### Business as usual:

The campaign continues to operate a range of social media channels and the London Recycles website. Facebook and Instagram follower numbers continue to rise steadily. The team will continue to post informative and motivational organic content between the bursts of paid campaign activity, in order to keep followers engaged and the channels growing.

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Output indicator	1	2	3	4
Deliver 30 cookery workshops and a final (4 <sup>th</sup> ) wave of campaign activity both London-wide and across 12 boroughs in October 2019 as part of the Transforming City Food Habits for LIFE (TRiFOCAL) project. Close the TRiFOCAL project in January 2020.	G	G	G	

The TRiFOCAL project has now concluded its outward-facing activity and is in reporting and evidence-gathering phase before project closure at the end of January 2020.

### Cookery classes:

The final (30<sup>th</sup>) cookery class was delivered during the final *Small Change, Big Difference* campaign week in October. A total of 266 Londoners attended the classes, which got coverage from a range of PR outlets and on social media via bloggers, influencers and others:

- 85 items of coverage in total with an opportunity-to-see of 12.9 million
- 57 items of media coverage and 28 items of influencer-based coverage
- 17 items of coverage from the 'Ethical Influencer' cookery class
- Media highlights include two pieces in the Londonist; London on the Inside; and trade coverage in Business Green

A summary of project results is at Appendix 1.

### Wave 4:

The final celebratory week of activity for the campaign was co-delivered with WRAP, 12 boroughs and a communications agency in October. This was a significant and complex undertaking but went extremely well despite some logistical and timing issues along the way.

**London-wide activity** during the week revolved around a PR stunt involving a 'house of food waste', an installation constructed on the front of a house in Hackney using fruit and vegetables to represent the amount of edible food that 14 households throw in the bin every year. The installation was filmed and photographed and shared with the media alongside a news release. Media coverage was good, with The Sun publishing a very short piece alongside a range of other local and regional titles. A full media coverage book can be seen at Appendix 2.

In addition the campaign was picked up by PR Week who nominated it as one of their top 5 campaigns of the month in October for readers to vote on (unfortunately it eventually came second to a Beano campaign).

**Borough-level activity** was intensive but successful during the week, despite some last-minute obstacles and plan changes. A total of 22 resident events were run throughout the week, with team members attending almost every single one. They included cookery demonstrations and classes, market stalls and pop-ups, and an urban foraging walk in a community park.

Events were supplemented with social media and outdoor advertising in every borough. A final report will be available by the end of the project for borough activity during wave 4.

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### Project closure:

Reporting and evidence collection are all up-to-date and on target for a January 2020 project closure.

Output indicator	1	2	3	4
Deliver the European Clothing Action Plan (ECAP) #LoveNotLandfill campaign targeting 16-24-year-old Londoners, closing the project in December 2019.	G	A	A	

Since the last Partnership Board the focus of the #LoveNotLandfill team has been on running the second charity pop-up shop in November.

### Charity pop-up #2:

The second charity pop-up ran from 14<sup>th</sup> to 17<sup>th</sup> November in a large shop on Neal Street, Covent Garden. The space was provided for free by Shaftesbury PLC who continue to support the campaign with in-kind support and promotion on their channels.

While final takings figures are not yet available, footfall increased significantly from just over 2,000 last year to c. 4,500. Early indications from the charities is that takings figures are much higher than last year too, with estimates from the four charities being c.£22k and Depop sellers yet to report; and both social media engagement and PR coverage were extremely good. A coverage report can be read [here](#).

The charities and Depop sellers involved remain enthusiastic about, and committed to, being involved in the campaign and see a real benefit in the partnership. The plan for the new year is to see if those partnerships can be formalised in some way that benefits both parties.

### Business as usual:

As a result of the pop-up, #LoveNotLandfill's following on Instagram has leapt up to 6,250 in the past month. The team continue to work creatively to find new, good quality but free content to keep communications fresh and engaging.

### Project closure:

Evidence collection remains a challenge but as the project end swiftly approaches it is the priority for the team over the coming month. A visit from the EU monitor on 25<sup>th</sup> November was productive, with the campaign being recognised as a success. The EU monitoring team have asked for #LoveNotLandfill to share its 'good stories' and lessons learned with a wider audience, as the Commission is always looking for shareable content and successes to promote with a wide range of stakeholders.

Output indicator	1	2	3	4
Establish case for continuing the #LNL campaign beyond December 2019.	R	A	G	

LWARB's business planning for 2020-25 has resulted in a recognition of the vital contribution of behaviour change and campaign work to delivering LWARB's mission. As a consequence, the contracts for the #LoveNotLandfill team have been made permanent and the campaign will continue on a core funding basis beyond March

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2020. This does not however negate the need to pursue partnerships and funding to amplify and grow the work of the campaign.

The phase of partnerships work completed by the time of the last Partnership Board has not taken the team further in terms of prospect targeting and partnership agreements, so a further piece of work with a specialist partnerships consultancy has been commissioned and is currently in progress. This is in recognition that the expertise to contact targets and 'sell' the potential of partnerships is not one that we currently have in-house. A full brochure or pitch deck will be ready by Christmas for the consultancy to use for reaching out to potential partners in quarter 4.