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| Subject: | Update Report on the Anti-Litter Campaign |
| Date: | 13 June 2017 |
| Reporting Officer: | Nigel Grimshaw, Director of City & Neighbourhood Services Department |
| Contact Officer: | Jim Ferguson, Cleansing Services Operations Manager Judith Greene/Caroline Briggs, Community Awareness Managers |

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| Restricted Reports | |
| Is this report restricted? | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> |
| If Yes, when will the report become unrestricted? | |
| After Committee Decision | <input type="checkbox"/> |
| After Council Decision | <input type="checkbox"/> |
| Some time in the future | <input type="checkbox"/> |
| Never | <input type="checkbox"/> |

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| Call-in | |
| Is the decision eligible for Call-in? | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |

| 1.0 | Purpose of Report or Summary of main Issues |
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| 1.1 | An anti-litter awareness campaign was developed as part of the Brighter Belfast initiative. The campaign started in 2004 and successfully raised awareness of litter as an issue with the public and the media. Knowing the concentrated and sustained effort required in behaviour change campaigns the advertising campaign has been ongoing since 2004 and has shown ongoing significant improvements in people's stated littering behaviour. The most recent advertising campaign has run from 2015 to present and targets 16-34 year olds and focuses on the "Stop throwing your money away" concept, emphasising the £80 fixed penalty fine for littering. |
| 1.2 | Cleansing Services commissioned independent market research before the start of the campaign to act as a baseline. This is compared to other independent research undertaken |

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| 1.3 | <p>regularly to ascertain the effectiveness of the campaign and to find out what effect it was having in changing public littering behaviour. The most recent market research was undertaken by Kantar Millward Brown in February 2017.</p> <p>This report updates Members on the latest evaluation of the campaign.</p> |
| 2.0 | Recommendations |
| 2.1 | <p>The Committee is asked to;</p> <ul style="list-style-type: none"> • Note the contents of this report and the ongoing success of the anti-litter campaign to date. |
| 3.0 | Main report |
| 3.1 | <p><u>Key Issues</u></p> <p>The most recent research in February 2017 has found that there have been considerable positive changes to people's littering behaviour – finding that 27% of people admitted to littering in the past 6 months. This showed a 15% point improvement in people's stated littering behaviour since the last survey 2 years ago when 42% of people admitted to littering. This indicates how far we've come since the beginning of the campaign as 52% of people admitted to littering in our baseline survey in January 2004. This is also evidenced by a Cleanliness Index of 75 on our streets city-wide in 2016/17.</p> |
| 3.2 | <p>Overall reported littering in Belfast City is at its lowest level since the inception of the campaign and with behavioural change being notoriously difficult to achieve this is very encouraging.</p> |
| 3.3 | <p>Other key findings of the research include:</p> <ol style="list-style-type: none"> 1. There has been a marked decrease in reported littering in the 16-35year old age group. This age group has been consistently shown to be the worst littering offenders so this age range is our target market. 2. Only 19% (significantly lower than previous years) suggested lack of bins as a reason for littering. The previous research in October 2014 showed 33% cited lack of bins as reason. This shows that there is an improved awareness that there is a good supply of public bins available. 3. 86% of people are aware that there is a fine for littering, which was the main message of the advertising. |

4. 72% are aware that there is a Belfast City Council anti-litter campaign.
5. The strongest area of recall and perceived effectiveness of the campaign was with our target market the male, 16-30year olds. It's the 'hardened' litterers in this demographic which are difficult to reach therefore that will continue to be focus of our work.

3.4 It is encouraging to see the success of all our service's combined effort:

- advertising,
- education,
- outreach,
- enforcement and operational work.

3.5 This has been reflected in the excellent market research figures on behavioural change. We have made substantial progress in raising the profile of litter as an issue and continue to make significant improvements in changing littering behaviour. Education and awareness are now an integral and indispensable part of tackling littering, environmental crime and maintaining the cleanliness of our City. It has been 13 years since we began our education programme in schools and outreach work in our communities and encouragingly this market research appears to demonstrate that the anti-litter message delivered in the schools is being maintained into adulthood and residents are taking more ownership and pride in their communities. Our school and community programmes are far reaching and in 2016/17 included:

- 319 schools visits reaching 14,262 pupils with a curriculum-linked anti-litter message.
- 117 community clean-ups with community groups, schools and businesses, helping groups take own pride in their communities.
- We attended 127 meetings and events this year promoting access to our services and spreading the anti-litter/environmental crime message.

3.6 It is important that we build on the success and momentum we have established with the campaign and our education, outreach programme, to embed and sustain this change in behaviour.

3.7 It should be noted however, that over a quarter of respondents (27%) still admit to littering, we will use this current research to inform and shape the campaign to ensure it focuses on this group.

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| 3.8 | <u>Financial & Resource Implications</u> None |
| 3.9 | <u>Equality or Good Relations Implications</u> None |
| 4.0 | Appendices – Documents Attached |
| | None |