



**Category:** Public Sector Campaign

**Company:** The City of Edinburgh Council

**Entry title:** Our Edinburgh

---

**Brief and objectives:**

Our Edinburgh was created to tackle anti-social behaviours; littering, flytipping, dog fouling and traders misusing residents' bins. It uses innovative interventions and nudge tactics.

The campaign encourages residents to take responsibility for their neighbourhoods, city and environment.

The objectives:

- create a behaviour change campaign combining frontline/service interventions with communication activity
- generate pride in the city, playing on people's love for Edinburgh
- raise awareness of anti-social and change behaviours.

**Rationale behind campaign, including research and planning:**

We want our streets and open spaces to be clean and free of litter.

Challenges we face:

- significant staff and budget reductions
- 13,400 litter and flytipping enquiries a year
- over 4,000 tonnes of litter and flytipping removed from streets annually, costing over £10m
- 26m bin collections annually
- rising population
- reputational issues associated with unclean streets.

We engaged with colleagues and residents, to determine our priorities, key messages and tone of voice.

We analysed successful campaigns - from cities in the UK and internationally. Focus groups told us:

- it's critical that services deliver the campaign promises
- enforcement messages are not well received but it's important that we enforce fines
- positive messaging encourages behaviour change
- residents are open to the use of humour – something the Council had not used before!

We used existing data insight alongside Mosaic data to identify audiences and communication channels.

Key stakeholders:

- takeaway customers
- smokers
- tourists
- children
- dog owners
- business owners
- residents in densely populated areas
- media.

### **Strategy and tactics, including creativity and innovation, and stakeholder engagement:**

We avoided “telling people off” by making it fun so stakeholders felt empowered and involved.

The strategy focused on intervention-led techniques supported by other awareness raising channels including:

- outdoor advertising
- litter bin vinyls
- cigarette and litter voting bins
- lamppost wraps
- video
- social media
- media
- packaging and window stickers for takeaways
- pocket ashtrays
- leaflets
- posters
- street stencils
- face to face engagement

Identifying target audiences was challenging as littering, dog fouling and flytipping are not things people admit to. Instead we identified the behaviour we wanted to change and geo targeted the materials towards the problem eg:

- night time litter (ie takeaway packaging) in areas with bars and takeaways
- traders’ abuse of bins in areas with both high concentrations of shops/businesses and high ‘overflowing bin’ complaints
- festival-related litter in the city centre
- flytipping and dog fouling in the most complained about streets.

To maximise targeting we:

- used data
- spoke to locality teams and community groups
- worked with frontline services to ensure optimum service
  - moving bins to better locations
  - improving signage
  - responding swiftly to complaints

- visiting businesses to offer advice.

### **Implementation of tactics:**

#### Testing

We worked with Keep Scotland Beautiful and environmental charity HubBub to test new campaign channels and interventions. This allowed us to assess what worked, test the impact on waste operations and implement monitoring methods.

#### Phase 1 – August 2016

This tackled litter and launched during the Edinburgh Festival, which attracts 3.5 million visitors and generates a dramatic increase in dropped litter. For this phase we used a comedy theme, 'We'll bin our jokes, if you bin your litter'.

We:

- gave local businesses stickers for takeaway packaging
- installed 15 voting ashtrays in key litter spots
- let local groups and organisations 'adopt' voting ashtrays
- displayed videos on BBC and Fringe box office screens
- wrapped litter bins with brightly coloured vinyls and used sensors to measure how quickly they filled up
- distributed free pocket ashtrays.
- 

We also utilised outdoor advertising, social media and media opportunities.

#### Phases 2 and 3 (November 2016 and February 2017)

These focused on raising awareness of trade waste abuse, flytipping and dog fouling in Leith and Gorgie.

Areas were chosen as they:

- are hotspots for overflowing bin complaints and dog fouling
- are densely populated (Leith houses 13% of the city's population)
- have issues with residents dumping unwanted furniture in the streets and businesses using residents' communal bins instead of trade waste bins, resulting in overflowing bins, flytipping and litter.

The campaign aimed to increase awareness of re-use and recycling options for residents and businesses and encourage responsible waste disposal.

The success of the first phase allowed us to invest in additional channels:

- video
- doorstep visits to businesses and residents
- improved bin signage and instructions
- work with community group 'Leithers Don't Litter' and Changeworks
- litter pick event
- workshops in local schools
- radio advertising
- leaflets
- promotion of special uplift service and national reuse phonenumber
- targeted signage and stencils in dog fouling areas.

November's Leith phase focused on trade waste and flytipping; engaging with businesses and residents ahead of the festive season when levels of waste produced by households and businesses increases.

February's Gorgie phase allowed us to maintain campaign momentum and gave us time to review and readjust the campaign and introduce dog fouling interventions.

#### Phase 4

We developed a toolkit to empower locality offices to partner with communities and waste services to develop and run their own campaigns to make a difference to neighbourhoods.

### **Measurement and evaluation:**

#### Phase 1

- 50% more litter in campaign bins compared to non-campaign bins in same streets
- 43 x Facebook posts/tweets – reach 411,000
- Social media engagement with celebrities
- 1.5 million views on Reddit
- 8 media articles and 3 broadcast pieces.

#### Phases 2 and 3

- 474 businesses visited by enforcement officers
  - 58% found non-compliant with trade waste regulations
  - 22 fixed penalty notices issued
- 3 communal bins emptied and searched, up to 75% full of trade waste
  - 9 fixed penalty notices issued
- 75 x Facebook posts/tweets - reach of 522,500
- Voting ashtrays featured in Daily Mail 'Top 10 solutions for every day problems'
- Significant increases in web traffic
  - trade waste homepage: +1,437% increase in visits
  - special uplifts: +157% increase in visits
  - recycling homepage: +32%
- National Reuse Phoneline enquiries
  - Leith phase +16%
  - Gorgie phase +29%
- +39% special uplift bookings in Gorgie phase
- -18% in litter complaints
- -5% in dog fouling complaints
- 14 media articles.

### **Budget and cost effectiveness:**

We designed, produced and implemented the campaign in-house. Operational budgets cover staffing costs. We use existing assets (eg bins, pavements and lampposts) for interventions to minimise costs. Some tools are reusable for future phases.

Print - £32,798

Video - £11,612

Advertising - £900

Promo items - £237

TOTAL - £45,547