

## Environmental Services

# Using a Behaviour Change Campaign to Decrease Littering and Flytipping

## The City of Edinburgh Council

### Contact for Enquiries

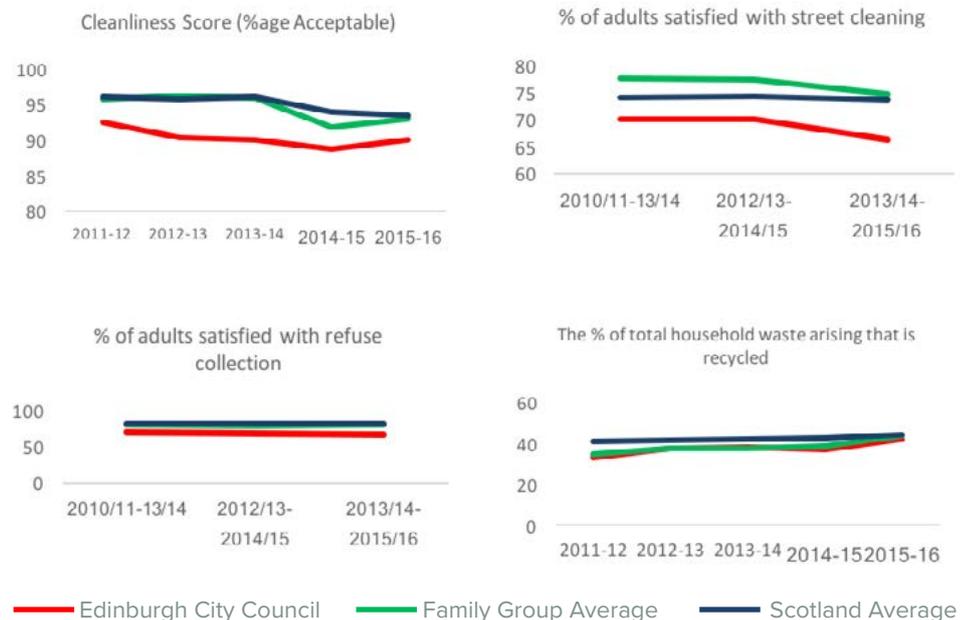
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The City of Edinburgh Council created an environmental behavior change campaign to raise awareness of the problem with litter, flytipping and dog fouling and to help change residents behaviours. The innovative campaign included a range of communication tools and interventions, including humorous messages and bin vinyls. It received high levels of social media engagement, media attention and resulted in a significant change in behavior among both tourists and residents. As a result, there was a 50% increase in the use of campaign bins compared to other bins on the same streets and the interaction between environmental services and the public improved.

### Background

The council historically had high costs and low levels of satisfaction for environmental services. In 2016 the council spent £10m on litter and flytipping with 4,000 tonnes of litter and flytipping removed and 26m bin collections. Since the city has a large and growing population and is a main tourist destination in Scotland it was a key strategic priority for the council to improve its reputation by keeping streets and open places free from litter and graffiti.



## Key Activities

The Council created an environmental behaviour change campaign to target key hot spot areas in the city. The campaign combined frontline service interventions with communications activities. The aim was to change behaviour by playing on peoples love for Edinburgh and generating pride in the city.

They begun by conducting research into behaviour change and testing out campaign interventions, before rolling the campaign out to targeted areas.

### Phase 1 – Festival Litter

- Phase 1 was rolled out in the city centre during the Edinburgh Fringe Festival.
- Created comedy themed signs and bin vinyls to fit in with the comedy festival theme.
- Interventions were strategically placed at key locations to engage with people at the point they were about to drop litter.



### Phase 2a – Trade Waste/Flytipping

- Phase 2a focused on the area of Leith.
- Targeted trade waste misuse of bins which are a key cause of overflowing bins, flytipping and litter.
- The Council also provided residents with clearer information on how to dispose of waste and worked with enforcement teams
  - 406 businesses were visited by enforcement officers over 2 weeks. Of these 53% was found to be non-compliant.
  - 3 communal bins emptied and searched and up to 75% full of trade waste.
  - 9 businesses issued fixed penalty notices.
- In addition, they used a range of communication tools including door to door visits by compliance teams, radio ads, improved bin signage, trade waste leaflets, truck signage, lamppost wraps, litter bin vinyl stickers, takeaway packaging stickers, social media campaigns and cigarette butt voting bins.

### Phase 2b - Flytipping/Dog fouling

- Phase 2b focused on Georgie, Dalry and Fountainbridge area.
- Predominantly targeted flytipping and dog fouling as well as

trade waste and litter.

- Provided residents with clearer information on how to dispose waste with 4,000 flytipping leaflets distributed to residents.
- The council visited 80 businesses and of these 75% were non-compliant and were issued reg 4 notices. On the second visit only 11 were compliant and the remaining 49 were issued with section 47 notices. Nine were then issued fixed penalty notices
- Four fixed penalty notices were issued for litter and dog fouling.

### Phase 3: Toolkit

- A campaign toolkit was produced to empower the locality and waste staff to work with communities to target local issues. This has begun being rolled out across the city and is already seeing successful results.

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## Benefits and Impact

### Phase 1 – Festival Litter

- Litter in campaign bins increased by over 50% compared to the non-vinylated bins in the same streets.
- The campaign resulted in positive engagement from the public with a social media reach of over 400,00 including engagement with celebrities.
- An image from the campaign had over 1.5 million views on Reddit.

### Phase 2a – Trade Waste/Flytipping in Leith

- The campaign attracted over 1173,000 impressions on social media and was covered on BBC, STV, Evening News and the Edinburgh Reporter.
- The recycling web pages saw a large increase in traffic with a 157% increase in visits on the special uplifts/bulky items page and a 32% increase in visits on recycling home page. The trade waste homepage had a 1437% increase in visits and the trade waste @CRC page: 31% increase in visits.

### Results phase 2b – Flytipping/Dog Fouling in Georgie, Dalry and Fountainbridge

- The campaign had a social media reach of 349,000 and campaign coverage on STV, the evening news, Edinburgh reporter and North Edinburgh News.
- There was a 29% increase in special uplift bookings in the area and a 45% increase city wide and a 18% reduction in litter complaints.
- The trade waste homepage had a 249% increase in visits and the special uplifts and bulky items page saw an increase of 39%. The reporting dog fouling page had a 10% reduction in visit and the national reuse phoneline collection enquires citywide had a 208% increase in calls.

## Learning

- Effective services are key to success. It is important to have effective delivery of day to day services including bins emptied, street sweeping and that service delivery staff are visible on the ground.
- It is crucial to work with localities that can provide local intelligence/data and build on community and business involvement to deliver local initiatives.
- For communication activity to be effective it should be based on business insight and demographic profiling to target key audiences. Intelligent messaging and effective tools can then be adapted across a range of services/locations at a low cost.