



THE PROBLEMS
ASSOCIATED WITH
MANAGING WASTE
GENERATED BY
TRANSIENT
POPULATIONS

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OBJECTIVES

- The importance of an operational plan with key objectives
- New cultural & language challenges and the need to tailor educational campaigns
 - Campaigns, partnerships and successes

THE IMPORTANCE OF AN OPERATIONAL PLAN WITH KEY OBJECTIVES

- Our key aim is a sustainable environment in Ipswich making it an enjoyable place to live, work & study. Set out in our Operational Plan through the following objectives:
- Improving the cleanliness of our Town
- Supporting local litter pick groups & schools with litter educational support & loan equipment
- Achieve acceptable street cleaning results based on local & national indicators
- Align services with the Climate Change Strategy Plan through movement towards EV vehicles & carbon reduction
- Support community with educational visits

We are an innovative authority, embracing new initiatives & willing to try new approaches and equipment to assist these key aims

NEW CULTURAL & LANGUAGE CHALLENGES & THE NEED TO TAILOR EDUCATIONAL CAMPAIGNS

- Ipswich is a culturally diverse & growing waterfront Town. Population growth has brought welcomed diversity but inherent cultural & language challenges.
- Traditional approaches towards education have needed to be re-thought & tried & tested methods re-worked.
- Issues with fly-tipping, seed husks, litter & excessive waste



NEW CULTURAL & LANGUAGE CHALLENGES & THE NEED TO TAILOR EDUCATIONAL CAMPAIGNS

- We have explored how effective our “Love your Street” campaigns translate into different languages & our Fly-tipping campaigns were found to be ineffective with where English is a foreign language
- Our approach has been to engage with children, through a comprehensive schools program to educate households via children who have a more fluent understanding of English & can communicate effectively within the home.
- We adopted different descriptions/wording that better translate such as “Illegal dumping”.
- DiGBY branding to engage with residents in a creative and fun way on recycling and litter issues



CAMPAIGNS, PARTNERSHIPS & SUCCESSES

- Love your Street is Ipswich's Litter campaign which is linked with our DiGBY branding to help educate residents on recycling & litter. We go into schools to educate children through fun interactive games & talks to create a fun way to learn & engage.
- It is key working with local partners to broaden the reach and we team up with Ipswich Town Football Club & Suffolk County Council to deliver school visits & community events
- DiGBY is now recognized in Ipswich regarding litter & recycling and is incorporated in comms & educational materials such a vehicle wraps, bin stickers and interactive educational games
- Developed DiGBY Recycling Roadshows to engage directly with public through fun interactions but allowing discussions on difficult issues around litter and illegal dumping



CAMPAIGNS, PARTNERSHIPS & SUCCESSES

- Previous campaigns introduced "Impact Days" focused on correct method of disposal in ward areas and acted as a council supported "reset" of the area. There was high take up but found this only had a short term effective.
- The Illegal dumping campaign was then created to address issues with "fly-tipping" and the change of terminology which translates to multiple languages.
- The campaign is to raise awareness via social media, incorporating crime scene tape & targeting hot-spot areas which allows sufficient time to highlight investigations
- We found using simplified pictorial posters with the yellow colouring effective in having an impact in previously hot-spot areas for fly-tipping



SUMMARY

- The initiatives and campaigns in Ipswich have aided us in improving the overall cleanliness of our Town and enhanced our face-to-face community engagement to ensure these improvements and actions become embedded and trusted changes
- We continue to be an innovative and creative council that will try new approaches and campaigns to engage with residents to improve the cleanliness of the Town
- We will monitor our on-going campaigns and adapt our approaches further to engage with cultural and language barriers
- Partnership work is key in broadening a wider audience & communication channels. We work closely with high profile partners such as Ipswich Town Football Club and also in the Suffolk Waste Partnership with local districts on campaigns. We work closer with in-house IBC teams to link up on ways to effectively improve communities with on-going issues.