

Hello,

APSE members

we're



Imagine a world...

**...where everyone is
willing and *able* to make
choices that are good for
the environment.**

At Hubbub, we're making it happen.





Charity Times Awards

Charity of the year



Drum Awards for Social

Best Use of Instagram



CIPR Excellence Awards

Environmental Campaign



Purpose Awards

Best Environmental Cause Campaign (Charity/NGO)

Our partners, to name a few...

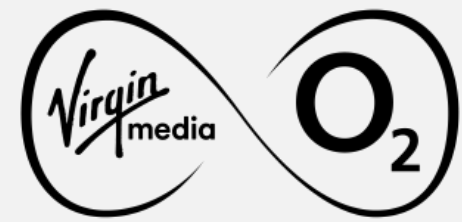


WAITROSE
& PARTNERS

T.K. maxx®



CAF
Charities Aid Foundation



M&S
EST. 1884

ef Esmée
Fairbairn
FOUNDATION



MAYOR OF LONDON



SAMSUNG

ASDA




BOSCH


TESCO




How do we create campaigns? The Hubbub way.



Scope




Discover



Create



Experiment



Scale





Oppenheimer

Barbie

41

40



Be!ot Bin™

#PickYourSide

Got rubbish?
#PickYourSide

is football
coming home

no chance it's our year



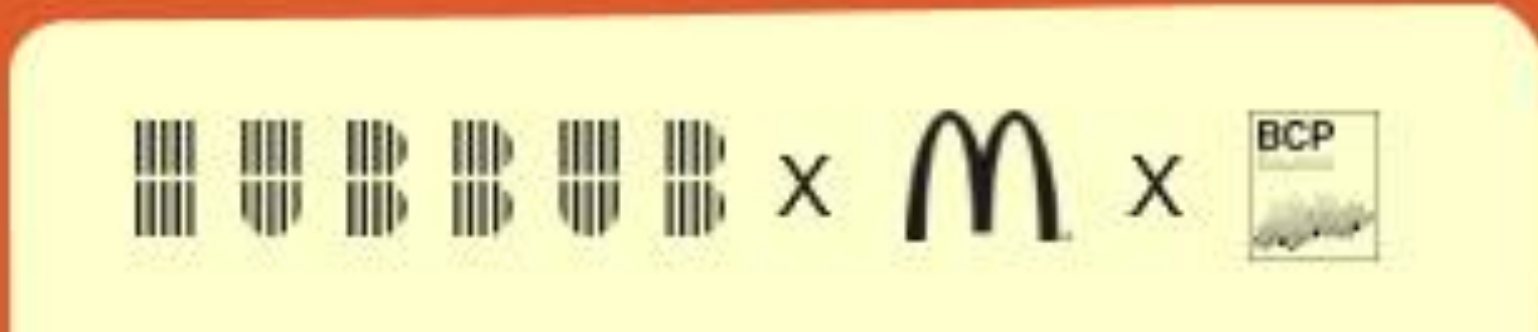
Ballot Bin





NEAT STREETS

Tackling littering with tech



The issue

The solution



Craig David

Scott Mills

54

11

Got rubbish?
#PickYourSide



Bullet Bin™

#PickYourSide

BIG LABELS
SMALL PRICES

Locations



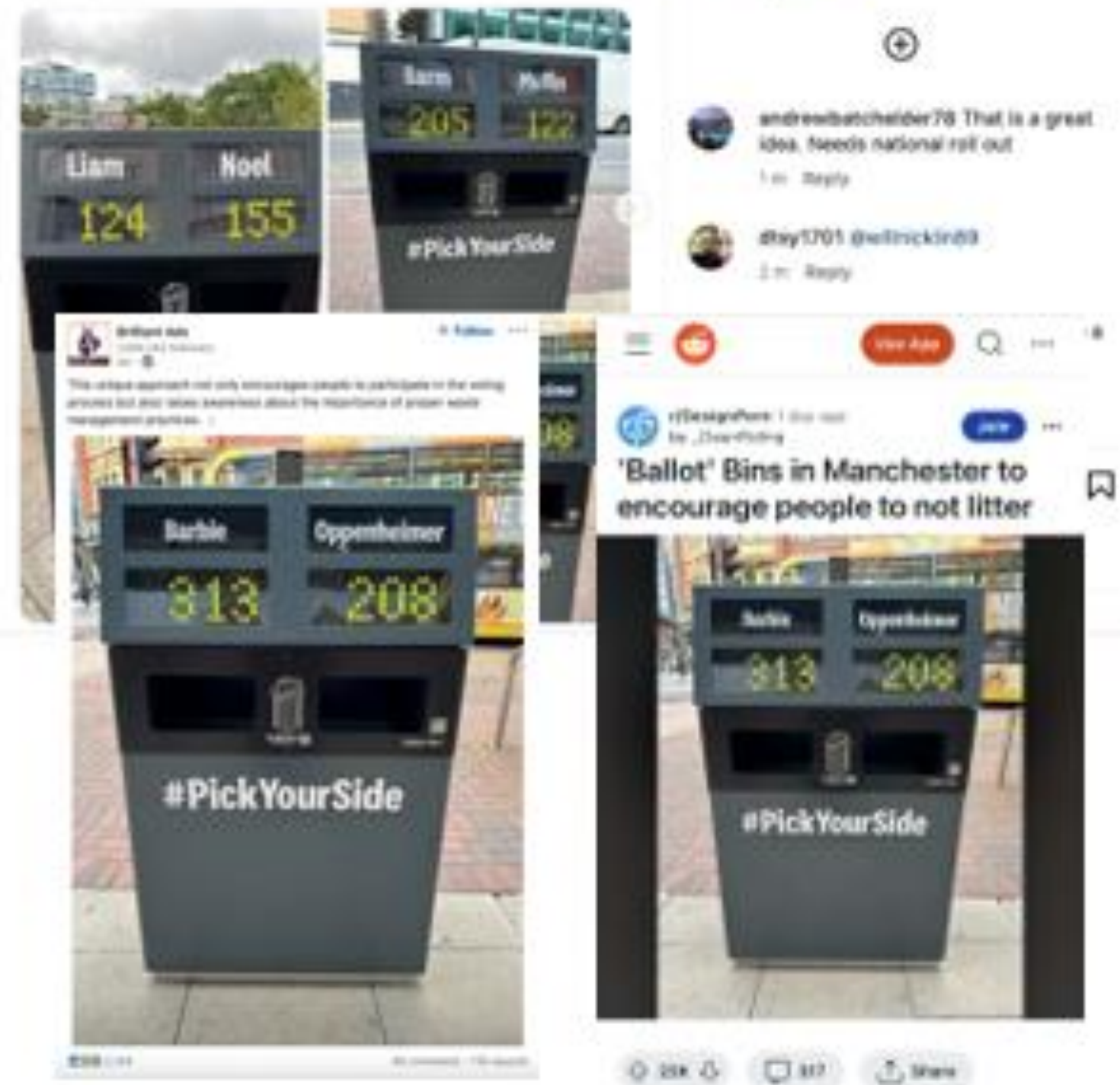
3x Big Ballot Bins were trialled in each location. Positioned in central, visible, high-footfall locations along the main shopping streets in each city. The positioning was supported by baseline data showing litter hotspot areas which either had no bin or poorly performing bins.

The reaction

A social media sensation (pt.1)

Our bins caught the attention of social media pages on a variety of platforms

New bins dotted around Manchester allow people to vote on divisive subjects. The new ballot bins have been installed with the hope of reducing the litter problem in the city centre



Questions were raised on the vote count



Some suspected Noel was the bins #1 user



A social media sensation (pt.2)

Where there's a Will...

Von Mooms
@DannyMcMoomins

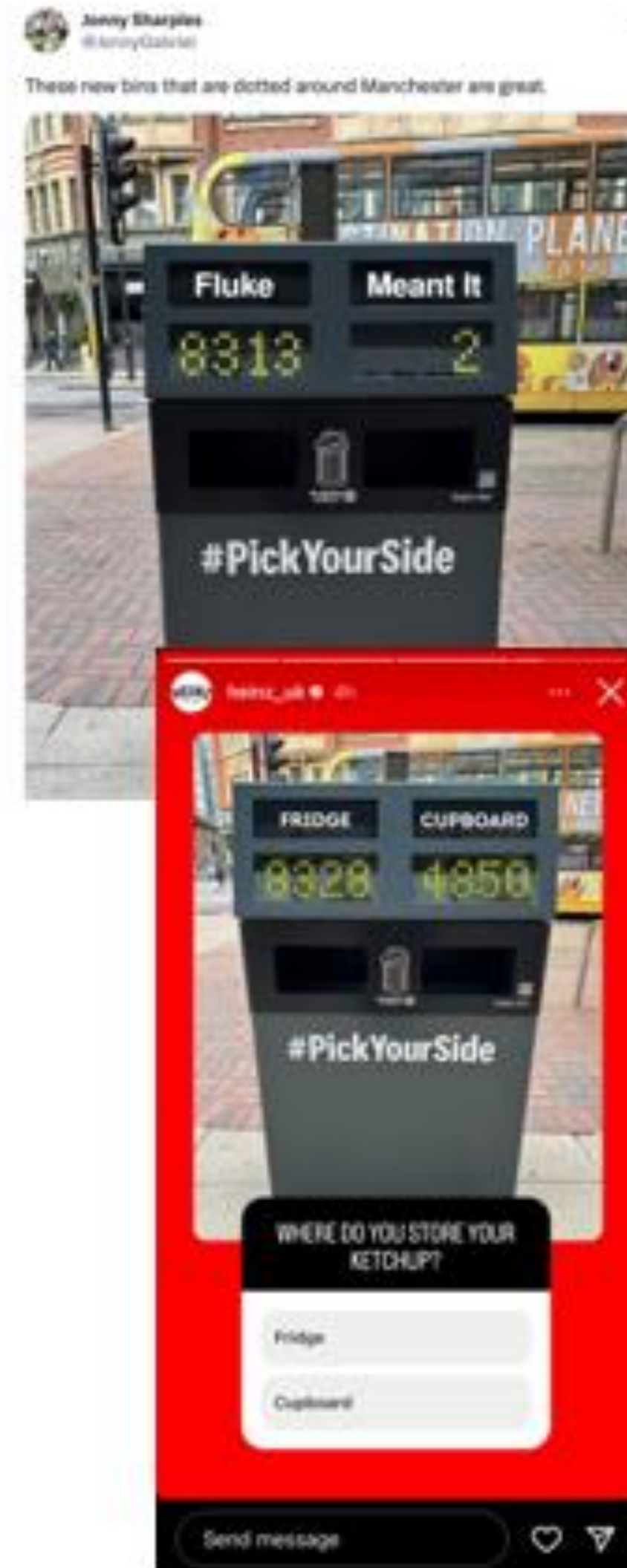
Honest to god. I'd just chuck my rubbish on the floor rather than engage in this.



Will @swirlyanimal · Jul 19
That's littering.



Scott Mills was a great sport throughout



The bins even became a meme template!



In the news



The ballot bins trying to stop people littering in Manchester



Big Ballot Bins allow the public to vote on Barbie v Oppenheimer

Environment and Energy, Collection and Transport, Sustainability
21st July 2023



MANCHESTER RESIDENTS ARE 'TRASHING' OASIS'
NOEL + LIAM GALLAGHER FOR A GOOD CAUSE

Paul O'Brien | Published: July 21, 2023

PA Images, Getty Images



'Big Ballot Bins' allow Mancunians to vote with their rubbish in city centre

GRANADA | LITTER | MANCHESTER | Wednesday 19 July 2023 at 14:00



THE LATEST

WHAT'S ON

EATS

AUDIO

SP

The people's voice of Greater Manchester

Manchester

Clever new 'ballot bins' where you vote with your litter have appeared in Manchester

It's asking Mancs the big questions.



Southampton: Quirky bins let people vote with their rubbish

Manchester World | ManchesterWorld

Noel or Liam Gallagher? The new Manchester city centre bins asking the city's big questions



Sourdough or sliced white? Gin or vodka? Pick a side - and yes, you will be judged

Jay Rayner



News | Greater Manchester News | Manchester City Centre

Quirky new bins allow Mancunians to vote with their rubbish in city centre

Some of life's biggest questions are being asked



Reach

An estimated 10 million
Brits have seen the
campaign

#PickYourSide

3.6 million of those from
a social media post using
the campaign hashtag

Summary

MENTIONS	SM REACH	INTERACTIONS	POSITIVE	NEGATIVE
618	3.6 M	134 K	177	20
+567 (+1112%)	+3.6 M (+15132%)	+125 K (+1441%)	+170 (+2429%)	+15 (+300%)

Mentions



Social Media Reach



General public

Following the online reaction, we took to the streets of Southampton and Manchester to see how the bins were received locally.

"It's quite a smart idea really!"

"Anything that adds a bit of fun to something really mundane helps"

"Makes a change to wagging fingers and saying don't do this, don't do that"



"I think every Taylor Swift fan in the area is going to be throwing away everything they own"

"I honestly love them, I take pictures of them all the time"

"I think it's a damn good idea!"

It is fair to say that Sotonians and Mancs are fans of the Big Ballot Bin!



Council



"The Ballot Bins have been a huge success. This is one of the many innovative ways that the Council are trying to reduce littering in the city and encourage people to put their rubbish in a litter bin. They provided a fun twist on the traditional litter bin and attracted the curiosity of the public. I loved the concept and seeing how people voted on current topics. Residents were encouraged to help keep our streets clean and it would be great to continue to have Ballot Bins in the city, possibly with sponsors, competitions and incentives."

Councillor Lee-Ann Igbon, Manchester City Council's Executive Member for Vibrant Neighbourhoods

"It's rare for litter to generate such positive conversations, both online and on the street. People who used a Ballot Bin told us they would be much more inclined to use a litter bin with this kind of simple but engaging addition. Litter bins aren't often a tourist attraction but, after seeing them on social media and in news broadcasts, people were actively seeking out the Ballot Bins to take part and pick their side. It has been great to work with Hubbub to identify new ways to tackle the negative impact of littering."

Sam Davies, Project Manager in the Waste, Recycling & Street Cleansing Team at Manchester City Council



Council



"We're so pleased to have hosted the Big Ballot Bin trial in Southampton. It's encouraging to see how well they were received by residents, who were able to have a bit of fun while reducing littering in the city centre. Southampton is always seeking to become a cleaner, greener city and supporting Hubbub on the Big Ballot Bins trial was a pleasure - it's great to see the difference they made. Whether people were voting for Barbie or Oppenheimer, Craig David or Scott Mills, it was fantastic to get people talking while taking pride in keeping Southampton rubbish-free."

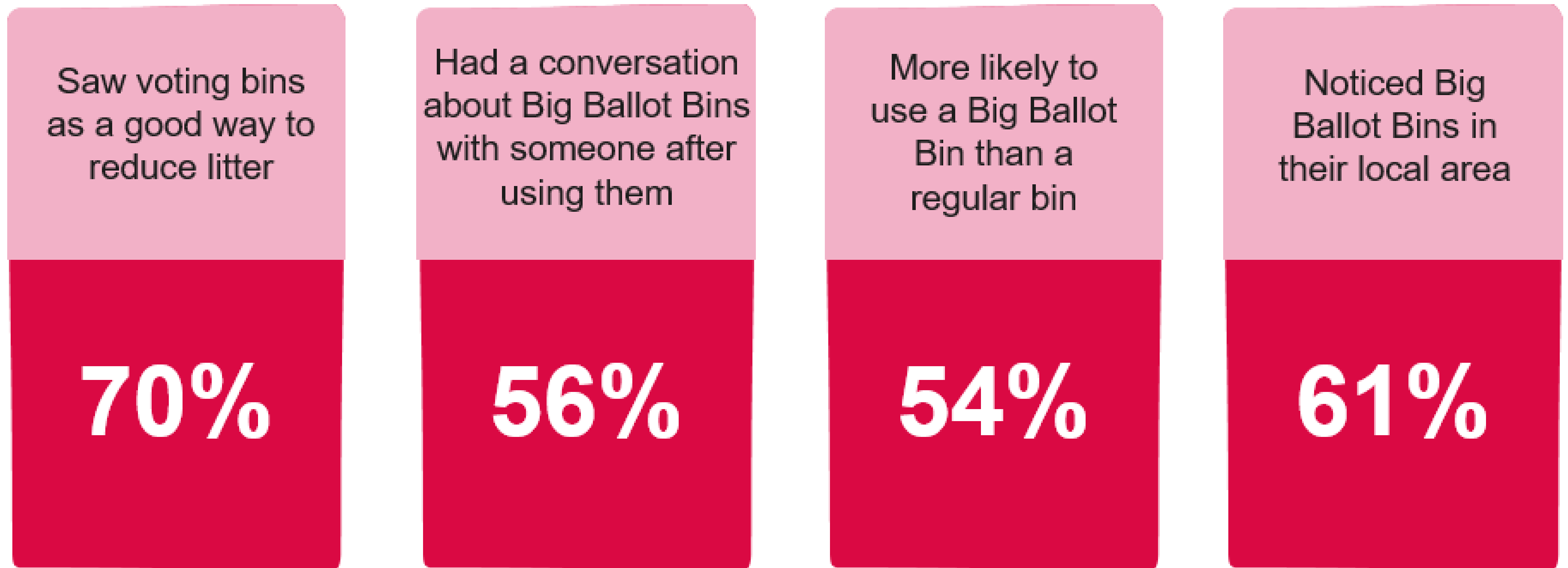
Cllr Keogh, Southampton City Council's Cabinet Member for Environment & Transport



The impact

General public

Additionally, we performed on-street surveying in both locations to quantify the public's perception of the Big Ballot Bins. Here is what we found out...



Our survey had 114 responses from members of the public in Manchester and Southampton.



What's next?



Thank you

REBECCA@HUBBUB.ORG.UK

Registered Charity No. 1158700



Colchester City Council Presentation

Neighbourhood Services

We provide a **PROFESSIONAL** and **TRANSFORMATIONAL** service that enables communities to thrive in a **SAFE** and **SUSTAINABLE** environment



We will...

Provide **SAFE, CLEAN** and **GREEN** Neighbourhoods for all to enjoy.

EMPOWER our people and communities to achieve this and take **PRIDE** in the Borough.

Our services will be fully integrated and **ACCESSIBLE** providing excellent value for money.

We are...

TRUSTING, HONEST
and RESPECTFUL

BUILDING a
good place to
work

Proud of
what we do
TOGETHER.



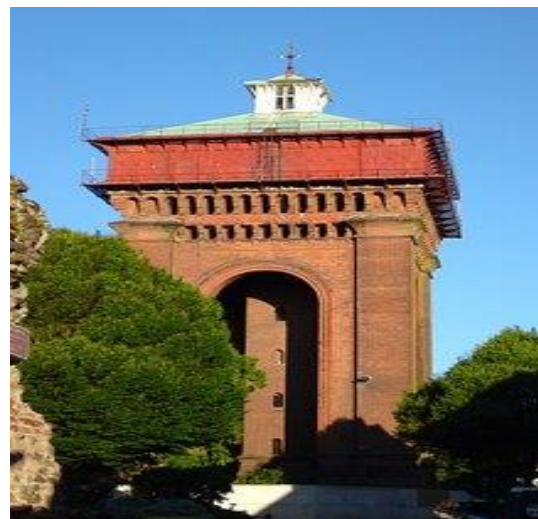
Don't worry...

There's only 7 more
Slides!



INTRODUCTION TO COLCHESTER

- Roman Town - City wall built 65 - 80 AD - City rebuilt after Boudica Rebellion 1069 - 1076
- Population - 195 000 - 2023 and we have just been awarded City Status
- Essex University -
- Garrison Town + Military Corrective Training Centre
- Football Club
- High Street and retail Outlets and a variety of independent shops





EVENTS

- Town Hall - Weddings and other High-Profile Events
- Other Events include The Siege of Colchester, Invasion and Soap box
- Castle Park - Concerts, reenactments and festivals
- High Profile Cycle Events
- Outdoor Market
- Hosting Knife Angel in October



CHALLENGES

- ▶ 6th form college
- ▶ Institute
- ▶ pubs and clubs
- ▶ Fast food Outlets
- ▶ Pavement type - Stainage from fast food
- ▶ litter, chewing gum and cigarette butts
- ▶ Ops being lone workers who are working very early in the morning.
- ▶ Work closely with The Bid to address the above issues and support businesses.



City Centre Team

City Centre Team comprises of 14 Operatives and 4 Wardens

5 Operatives working from 3.00am - 11.00am - 3 are part of the Wet Team

5 Operatives working from 6.00am - 14.00pm

4 Operatives working from 10.30am-18.30pm

Sweeper driver working from 3.00am-11.00am





Initiatives & Projects

- Gum drops
- KBT bucket bins
- KBT chewing gum campaign
- Ballot bins
- WISE enforcement
- Neat streets (joint BID project)





Beresfords

Beresfords

SECOM

Option 2
Financial
Packages

Option 4
Utilities
Packages

Glutton

electric

Glutton

KÄRCHER
Professional

BIN
YOUR
GUM
WHEN YOU'RE DONE

CHEWING GUM
TASKFORCE

BIN
YOUR
GUM
WHEN YOU'RE DONE

CHEWING GUM
TASKFORCE

EK17 HCE

Rewards from Keep Britain tidy

Over 2 rounds of funding we were granted over 35k



Action Days and Partnership Working

Collaborative working with businesses, police, community groups and residents.

APSE TRAINING

Health & Safety – Waste and Environmental Services
Olivia Giles, Training Co-ordination Officer



Who are we?

- APSE has been delivering training for more than twenty years.
- We specialize in supporting frontline local authority services.
- All participants receive an APSE certificate of attendance.
- You still get the same outstanding service and quality training in our virtual classrooms as you would expect from our face-to-face delivery.

Why is training important?

- Increases productivity and makes you feel great.
- Staff are more motivated, loyal and effective.
- Improves performance, increases productivity and reduces sickness absence.
- APSE's training programmes help with professional and personal development.
- They can introduce you to a topic, or provide a steppingstone to a professional qualification, or offer a useful refresher to help you update your skills.

New Course : An Introduction to Waste Collection and Street Cleansing

22/11/23 (AM) + 23/11/23 (AM)

- **Introductory course to Waste Collection and Street cleansing services.**
- **Explores what waste is and how it is regulated.**
- **Helps people gain an understanding of the legal landscape and the importance of compliance.**



Health & Safety in Waste and Environmental Services (Pinsent Masons)

30/01/24 (AM) & 31/01/24 (AM)

- **This masterclass is delivered in conjunction with our legal partners Pinsent Masons.**
- **The course explores an overview of the 'big picture' on health and safety and its impact.**
- **Highlights the roles and responsibilities of the HSE using case studies and case law.**
- **Devise new approaches from best practice from others in our service sector.**

Feedback



“Training was very well presented, can’t think of anyway it could be improved”

“The trainers were very knowledgeable about the subject matter and communicated with the group in a way which was easily understood.”

RECCOMENDATION	96%
SATISFACTION	94%

“It’s good to be reminded of your responsibilities and you should always be proactive and not reactive.”

Professional Development Courses



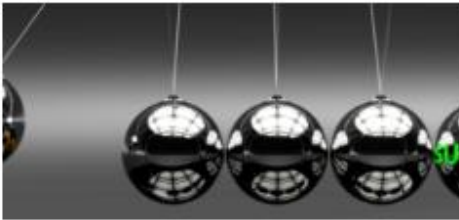
Leadership and Management Skills (CPD)



Turning Complaints into Compliments



Effective Time Management for Local Authorities



Supervisory Skills for Team Leaders in Frontline Services (CPD)



Coaching and Mentoring Skills for Councils



Improving your Written Communication Skills

Contact us

APSE Training Team

Head of Training: Fiona Sutton-Wilson

Senior Training officer: Amy Caldwell

Training Co-ordination Officer: Olivia Giles

The team is ready to help.

Please direct enquiries to: training@apse.org.uk | 0161 772 1810



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Excellence



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