



Protecting and Enhancing Our Neighbourhoods 'Keep it Clean Campaign'

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Education and Enforcement teams.





Campaign launch

- Launched: June 2023
- Strategic Aim: Reduce littering and fly-tipping through prevention, education and community engagement
- Cross-team involvement along with other stakeholders



The challenge

- Fly tipping and littering costs the Borough £4million annually
- Risk of further decrease of civic pride
- Keep it Clean campaign to raise awareness for residents and businesses to encourage behaviour change and accountability
- Prevent and reduce fly tipping
- Educate and divert
- Media and comms plan



Implementation

- Waste amnesty days
- Boots on the ground in the most important places
- Working with residents in local areas to address local issues.
- Free Bulky Waste Service
- Online Course for Recycling
- Days/Weeks of Action to compliment day to day work
- Media campaign to support





Community and staff engagement

- Volunteer support: promoting expanding litter-picking
- School involvement – students created radio ads
- Great British spring clean 600 sign ups, 3 council led initiatives
- Public feedback: 2000 survey responses
- EEE traditional enforcement v education
- Empowering staff to have a different conversation
- Person centred approach
- Prevention reducing demand
- Boots on the ground



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Boots on the ground



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Connecting to Neighbourhoods



The success we've had has come from our culture, behaviours and approach to working alongside our communities, including our volunteers and our young people.



Communications campaign

- Social media – 343,000 + impressions
- Artwork – e.g dog fouling, litter bins, bin your gum,
- Radio – 58,000+ reach, 400,000+ plays
- Local press, banners, bin stickers, digital ads
Google ads seen 1820,000 times/Spotify 21000 people
- Creative tools: ballot bins, naming sweepers competition



MEASURABLE IMPACT

- **Reduction in Fly-Tipping: 19% decrease**
- Waste Collection and Reuse
- Waste amnesties, 200 tonnes of waste collected and 0% to landfill
- Increase in Bulky Waste Collection
- Community-Focused Education and Outreach



Progress with Unity – A new era

Progress with Unity

A new era for Wigan Borough



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Mission 1

**Create fair opportunities
for all children, families,
residents & businesses.**

*"Together, we will break
down the barriers that create
financial, health, education
and environmental
inequalities in our borough."*

Mission 2

**Make all our towns and
neighbourhoods flourish
for those who live and
work in them.**

*"Together, in genuine partnership
with our residents and
businesses, who know our
communities best, we will help
each town and village in the
borough to celebrate and
maintain their identity whilst
understanding and helping to
achieve what is needed to thrive."*

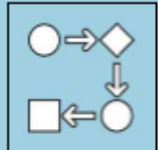
**As residents, businesses, public services and
community organisations of this borough we will
come together to deliver these two key missions.**

Under construction (June 2024)

A new era...



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Building on the progress of **partnership working** over the past decade in Wigan Borough.



Evolving the DNA of our approach – **behaviours, permission & culture** - while recognising new challenges, existing inequalities as well as opportunities.



A clear focus about **what we want to achieve** & bringing our ideas and energy together as a partnership to do this.





What's next -Review and refocus

- **Neighbourhood working model**
- Cleaner Greener safer /Green it team
- **Equity/Equality approach**
- Resource shift – providing investment and resource in areas of highest demand and need
- **Data analysis (Qualitative and quantitative data)**
- Dashboards
- Community-Focused Education and Outreach
- Local knowledge – local issues in local areas
- Volunteer groups, third sector organisations

Through 'Progress with Unity' we will strengthen the way we work through the following six tried and tested ways of working to achieve long-lasting change.

1. See the person
2. Listen deeply
3. Know this place
4. Do the right thing
5. Connect to neighbourhoods
6. Show our love and pride



Thank you for listening.

