

Marketing & Communications Update Policy & Resources Committee, March 2019

Recycling Campaign - Evaluation

The #RecyclingHero campaign was launched at the end of September 2018 with the specific aim of reducing the amount of recyclable material being disposed of in blue bins.

The campaign has focused on reinforcing existing positive behaviour among recyclers, while encouraging behaviour change in those who recycle less, not at all, or incorrectly.

The first formal period of evaluation has now taken place (September – December 2018) and key elements are outlined below:

- Press coverage resulting in a Mean Advertising Value Equivalent of £25,073.10.
- 170 social media posts (Facebook and Twitter combined) with reach of 293,809, engagement of 36,877 and video views of 3,747.
- 3,035 page views of the recycling hero page web page which became the most visited page in October and November overtaking the leisure pages for the first time.
- Over 1,500 people have taken the online quiz.
- Almost 400 recycling stories have been submitted.

In the first 3 months of the campaign (October – December 2018), waste composition analysis with the previous quarter (July – September 2018) showed:

- 1% reduction in contamination rate of blue bin material
- a 130 tonne increase in blue bin tonnage with;
- a 540 tonne reduction in domestic household collected black bin waste.

The campaign has also been entered into the National Recycling Awards.

Litter Campaign

Design concepts and messaging using the 'Don't mess up Mid Ulster' strap line have now been developed to support anti-litter work from Environmental Health and Environmental Services.

There is flexibility in the messaging both visually and verbally with the 'Don't mess' strap supplemented by a more targeted message (litter from cars, dog mess) and the potential to personalise the messaging to a town, village, road, street or facility (e.g. Don't mess up Magherafelt, Don't mess up Main Street, Don't mess up Dungannon Park).

The designs can also be adapted for a range of formats – digital, vehicle panels, billboards, adshells, posters, signs – and will feature on vehicle advertising panels being fixed to 4 new refuse collection lorries by the end of March 2019.

A detailed campaign plan is now in development.

Leisure & Outdoor Recreation

Two marketing strategies for Leisure and Outdoor Recreation are now complete and implementation will follow formal agreement.

The non-user survey work completed at the end of December and an outcome review meeting has taken place.

Resources continue to be dedicated to support the Portglenone Blueway meetings and to work with tourism/event organisers to maximise profile for the project and the anticipated European Championships.

Digital Development

Design work and content structure for the new web site has been completed and the project is now at the technical build stage with content population to follow.

Significant emphasis is being placed on the look and navigability of the site in mobile responsive mode, as close to 70% of people accessing our site do so from a mobile device.

The build is on track to complete by end March 2019 as planned. The service may take additional time to assess and curate content from the existing site to the new site, particularly to ensure Search Engine Optimisation. A 'go live' date will be confirmed when content population has begun.

A web review workshop has also been held with Burnavon staff to develop a new content structure which reflects the facility's customer needs and offering. Draft designs have been produced which will facilitate front end development by an external supplier and reduce associated costs.

Project Support

Work is on-going to develop and deliver planned communications for:

- Villages Programme
- Dungannon Leisure Centre refurbishment
- Coalisland Public Realm
- Davagh Dark Skies
- Local Development Plan Launch.

Core Service Activity Levels

News releases issued in November and December 2018 and January 2019.

Note: news releases are not an end in themselves and are often simply the core script. Further creative content and messaging evolves to suit different audiences and translates into activity across channels.

	No issued	Breakdown by service area:
Nov 18	24	Events 10; Econ Dev 6; General 3; Leisure & Outdoor Rec 2; Villages 1; Planning 1; Environmental Services 1.
Dec 18	14	Econ Dev 3; Leisure & Outdoor Rec 2; Environmental Services 2; Events 2; Planning 1; Villages 1; Peace 1; Biodiversity 1; Chair 1.
Jan 19	10	Leisure & Outdoor Rec 2; Tourism 2; Environmental Health 2; General 1; Public Realm 1; Econ Dev 1; Environmental Services 1.

Media Enquiries

	No received	No answered in 4hrs	Fastest response time	Slowest response time	Top Topic(s)	Top Source(s)
Nov 18	32	28	3mins	1day 6hrs 4mins	Range of largely individual topic areas.	Tyrone Courier (12; Irish News (5); Derry Post (4), BBC (4)
Dec 18	12	5	49mins	10 days, 1hr, 23mins	HomePlace (3)	Tyrone Courier (5); Dungannon Herald (5)
Jan 19	24	16	10mins	2days 2hrs 21mins	Air Ambulance (4)	Herald Group (6); Tyrone Courier (5); News Letter (3); Mid Ulster Mail (3)

Ursula Mezza
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