



OUR STORY ABOUT HUBBUB

Launched in 2014, Hubbub is a charity that inspires ways of living that are good for the environment. We design campaigns that make environmental action desirable. We disrupt the status quo to raise awareness, nudge behaviours and shape systems. We do this with knowledge and playfulness, and we won't make you feel bad.

IT'S BECOME A THING WE'VE GOT A TRACK RECORD

We've built collaborations with over 700 organisations, from international businesses to local authorities and community groups.

We've had an impact. We've inspired 15 million people to think differently about a topic, engaged 140,508 people to take action and have transformed the lifestyles of 2,122 people.

We create legacies. We've worked with international brands to co-design and embed environmental initiatives into their business, because it's good for business.



11 AWARDS WON, 17 SHORTLISTED



COLLABORATORS



mothercare



ABOUT HUBBUB
OUR VISION

**A world where everyone is
an environmentalist whether
they realise it or not.**



HOW DO WE DO IT? 'THE HUBBUB WAY'



Discover



Collaborate



Design



Experiment



Scale





#LOVEYOURFOREST

Each year 250 tonnes of rubbish is removed from the Forest of Dean, costing local taxpayers £430,000 per year to clean up.

Over the past four years Love Your Forest has been exploring ways to tackle littering in the area, and has built a campaign that:

- Engages with a cross-section of the community
- Builds on the pride people have in the forest
- Emphasises collaboration locally

Love Your Forest is created by Hubbub and delivered in partnership with the Lucozade Ribena Suntory, Forest of Dean District Council, Forestry England, Foresters' Forest and Wye Valley & Forest of Dean Tourist Association.

GUARANTEED
FRESH FOR
300 YEARS

BLOOMIN'
LITTER

LITTER SHOP OF HORRORS

- The world's first litter shop
- Litter sticks around for years
- Scale of the issue
- Playful and interactive





THE TRASHCONVERTER

- Rewards – hot drinks, popcorn, postcards, pens, seedballs, tote bags, water bottles, reusable cups
- Positive reinforcement
- Sparks a conversation
- Visual and attractive



CREATURES OF THE FOREST

2017: Communitrees

- Watching eyes theory



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2018: Litter Critters

- Fun workshops with links to impact on wildlife



CREATURES OF THE FOREST

2017: Communitrees

- Watching eyes theory

2018: Litter Critters

- Fun workshops with links to impact on wildlife

2019: Litter Creatures

- Larger scale, impact on wildlife



The background of the slide is a photograph of numerous white ceramic mugs scattered on a bright green, textured surface. Each mug features a different hand-drawn or printed environmental message. Some designs include phrases like 'Love your Forest', 'Keep the Forest Clean', 'The Forest is your friend', and 'Love Your Forest'. There are also illustrations of forests, trees, and animals. A semi-transparent teal rectangle is positioned in the upper right corner, containing the title and a list of activities.

SCHOOLS

- Visit from Trashconverter
- Wildlife workshop
- Love Your Forest videos
- Poster competition
- Litter Critter workshop



SCOUTS & GUIDES

- Reach children out of school
- Talk from Love Your Forest
- Carry out a litter pick
- Talk to others in the community about what they have learned




A close-up photograph of a car's rear window. A green sticker is affixed to the glass, featuring white text and a simple line drawing of trees on the left. A black wiper arm is visible in the lower right corner of the frame. The background is a solid teal color.

CAR STICKER COMPETITION

- Badge of pride
- Articles in the local paper
- Entered in a prize draw if their car is spotted with a sticker

ROADSIDE GALLERY

- Pride
- Social norming

A woman with short white hair is smiling and holding a white sign with a wooden frame. The sign has the text "Thank you for taking your litter home" in black. A small fly is on the sign. The background is a lush green forest.

**Thank you
for taking your
litter home**

#LOVEYOURFOREST

WWW.HUBBUB.ORG.UK/LOVEYOURFOREST

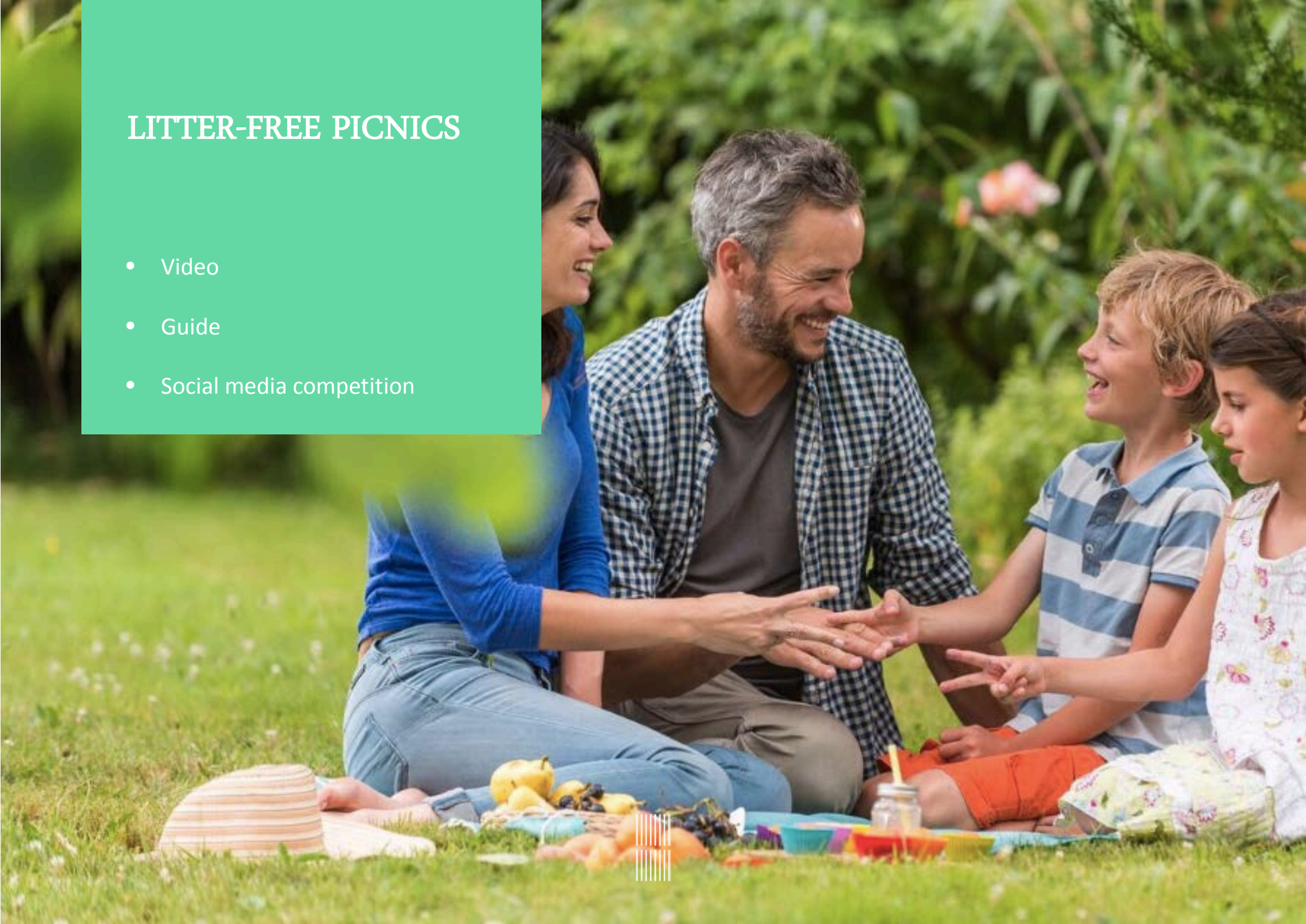
MOUNTAIN BIKERS

- Sculpture
- Posters
- Pride
- Visualisation



LITTER-FREE PICNICS

- Video
- Guide
- Social media competition



LITTER PICKING

- Opportunities to take action
- Rewards for regular volunteers
- Accompanied by Trashconverter



IN 2019...

Body text

33
community events

9 school
visits

29
Scout & Guide
groups

2371
people took part

552
bags of litter
collected



WELCOME

Litter is an on-going and stubborn problem. Polling by Hubbub UK revealed that 86% of the public believe that dropping litter is an anti-social behaviour - but litter levels haven't dropped in the last 12 years. Last year, clearing up litter cost local authorities £662 million.

Love Your Forest is a collaborative project created in 2016 by Hubbub, Lucioade Ribeiro Suntoy, Forest of Dean District Council, Forestry Commission, Foresters' Forest and local artist and carpenter Glenn Redwood.

Each year 250 tonnes of litter are removed from the Forest of Dean. The cost to local tax-payers for keeping the area clean is over £430,000. Love Your Forest was designed to reduce littering in the Forest of Dean by actively engaging with the local community.

Following four years of testing innovative ways of tackling litter, we've made this guide for any local authority, school, community group, forest association, or anyone who wants to make a positive impact in their local forest or woodland. In here, you'll find photos for inspiration and step-by-step instructions on how to deliver some of our interventions, whether you want to start a Love Your Forest campaign or just need a few ideas, this guide will help you get started.



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START YOUR OWN CAMPAIGN

- Inspiration guide
- Posters
- Stickers
- Activity sheets and templates
- Social media cards
- Get in touch with Hubbub!



THANK YOU

www.hubbub.org.uk/love-your-forest

RHIANNON@HUBBUB.ORG.UK

REGISTERED CHARITY NUMBER 1158700



APSE Waste Management, Refuse Collection and Street Cleansing Advisory Group

Tuesday 29 October 2019

Paldeep Bhatti
Kent Resource Partnership Manager



Why do we have a partnership?



Waste and Emissions Trading Act 2003

32 Joint municipal waste management strategies: England

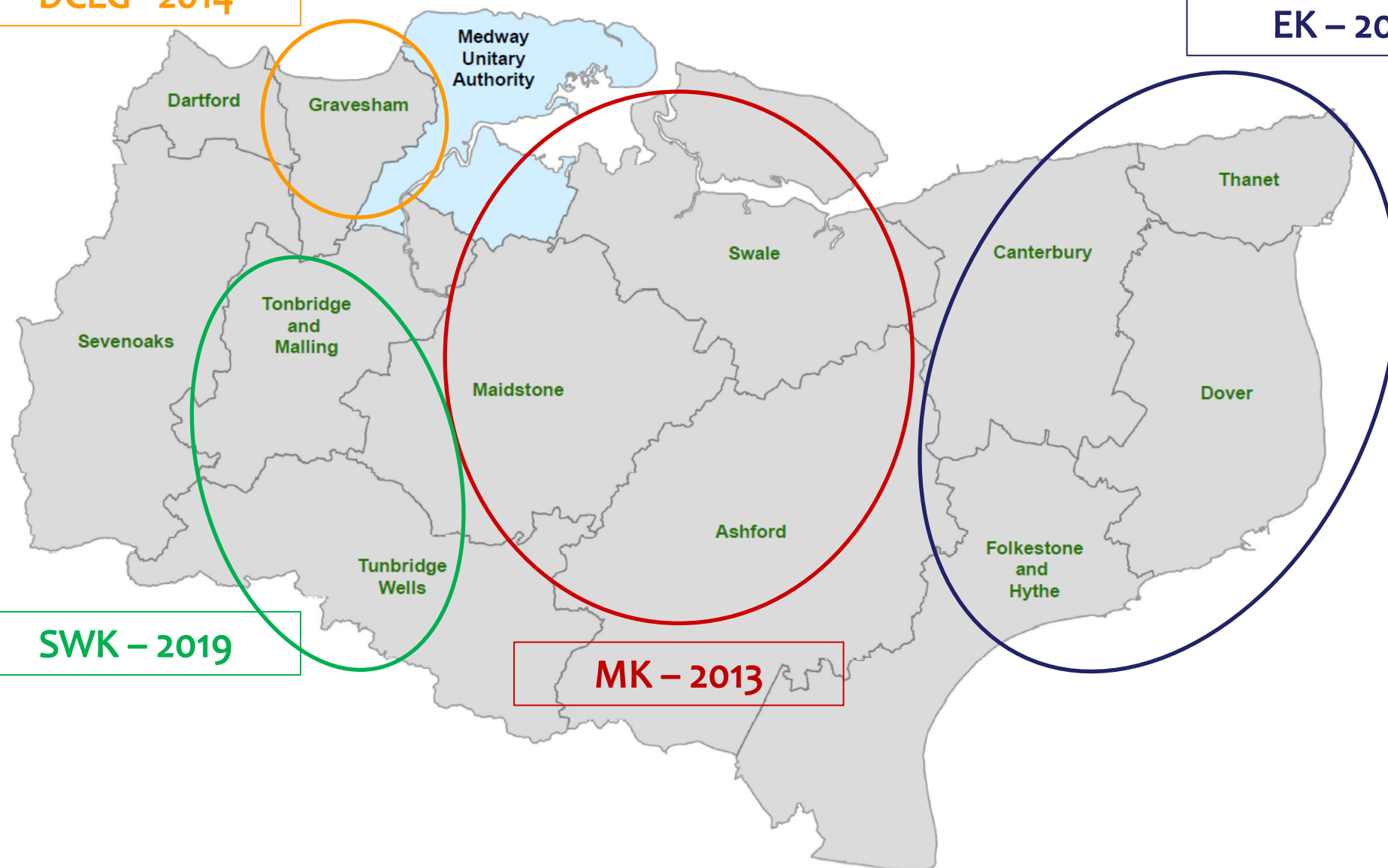
- (1) The waste authorities for a two-tier area must, at all times after the end of the period of 18 months beginning with the day on which this Act is passed, have for the area a joint strategy for the management of –
 - (a) waste from households, and
 - (b) other waste that, because of its nature or composition, is similar to waste from households.
- (2) The waste authorities for a two-tier area must keep under review the policies formulated by them for the purposes of subsection (1).

However, the Kent Resource Partnership has established for itself: -

- Joint work on **reducing costs** is mutually essential.
- We **protect our interests** e.g. legal, money, performance, taxpayers.
- We **maximise our 'clout'** with private sector and government.
- External funding is scarce – **increase our chances together.**
- Are there really any better alternatives to managing costs/performance?

DCLG - 2014

EK – 2010



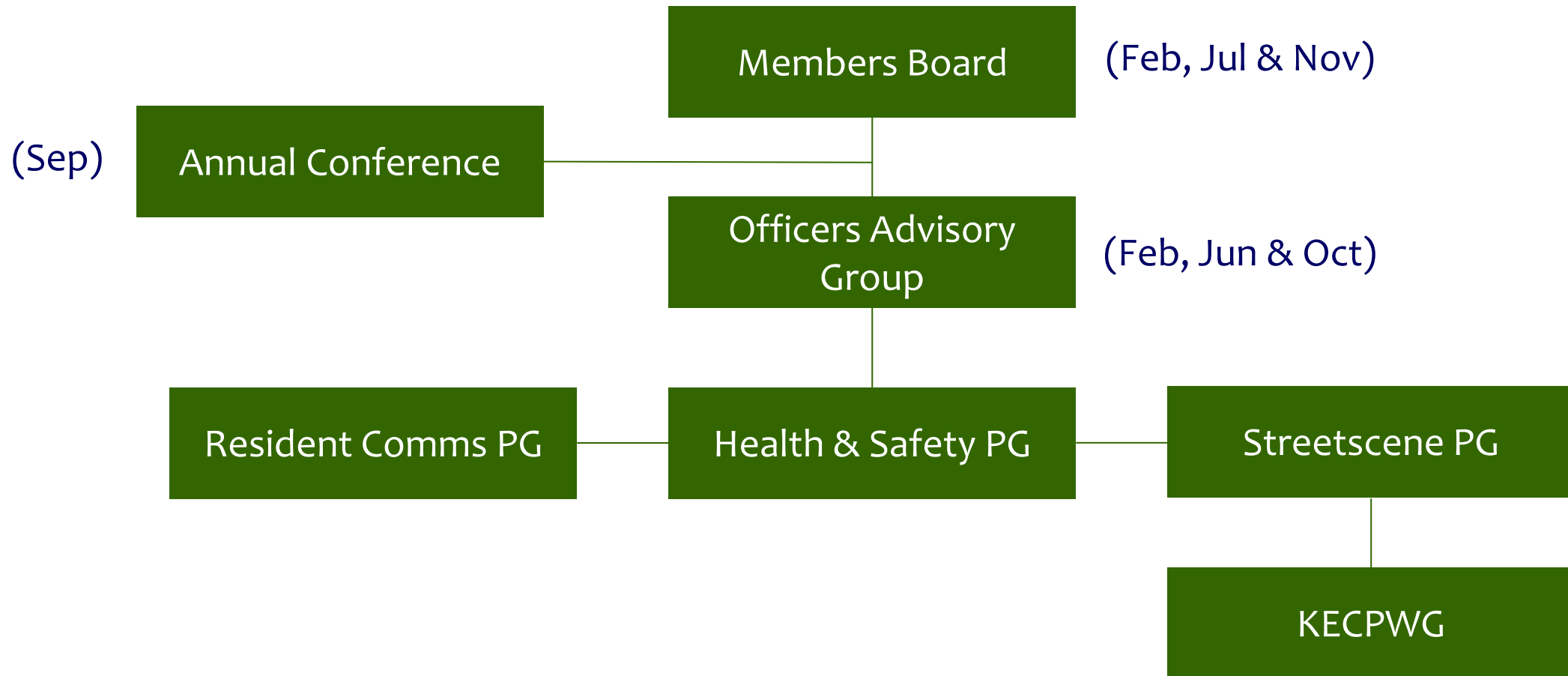
SWK – 2019

MK – 2013

Who pays for the Partnership?

Council	Core	Projects	Total
Ashford BC	£5,750	£9,250	£15,000
Canterbury CC	£5,750	£9,250	£15,000
Dartford BC	£5,750	£9,250	£15,000
Dover DC	£5,750	£9,250	£15,000
Folkestone & Hythe DC	£5,750	£9,250	£15,000
Gravesham BC	£5,750	£9,250	£15,000
Maidstone BC	£5,750	£9,250	£15,000
Sevenoaks DC	£5,750	£9,250	£15,000
Swale BC	£5,750	£9,250	£15,000
Thanet DC	£5,750	£9,250	£15,000
Tonbridge & Malling BC	£5,750	£9,250	£15,000
Tunbridge Wells BC	£5,750	£9,250	£15,000
Kent CC	£69,000	£9,250	£78,250
Total	£138,000	£120,250	£258,250

What is the Partnership Structure?



Resident Comms Project Group

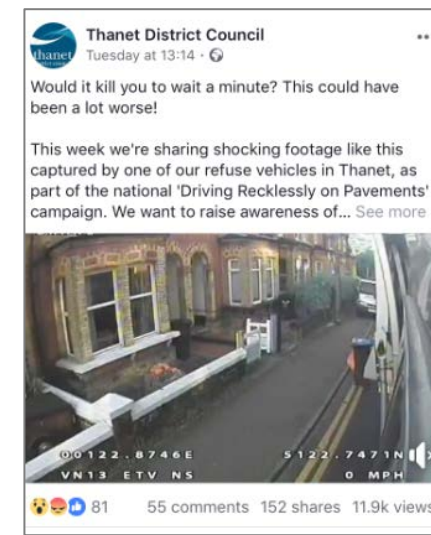
- Joint communications to 1.5 million citizens in Kent;
- Support drive towards 50% recycling/composting by 2020;
- External Partners/Funding (incl. from WRAP, Marks & Spencer Plc, Alupro etc);



Health & Safety Project Group



- Deliver health & safety training workshops to colleagues across the 13 Kent councils;
- Working closely with industry experts from APSE, CIWM and IOSH; and
- Joint approach to deliver the #stopDROPs campaign (February 2019).



Streetscene Project Group (& KECPWG)



- Coordinating 'Keep Kent Clean' initiatives;
- Delivering the 'Drive Down Litter' campaign – working with Hubbub, Highways England, RoadChef, Shell and Costa Express; and
- Delivering a joint 'days of action' to tackle prolific fly-tippers – working with Kent Police, Environment Agency and National Farmers Union (NFU).



Who does the Partnership work with?



What is the reputation of the 13 Kent councils?

letsrecycle.com

NEWS EVENTS PACKAGING RETAIL COUNCIL

Batteries Councils ELVs-Tyres Energy General Glass Legislation Metals Organics Packaging

METALS

15 JULY 2013

Alupro hails success of Kent MetalMatters campaign

A major communications drive to spread awareness of recycling aluminium and steel in Kent has seen a 100% return in investment in five months, organisers say.

The 128,000 (21p per household) MetalMatters campaign which ran from October to December 2012 (see [letsrecycle.com story](#)) has seen a 9% increase in the tonnage of metal packaging captured by kerbside collections and covered the initial costs over a five month period.

Delivered jointly by Alupro and Kent Resource



CIWM Journal Online

LATEST NEWS FOR RESOURCES & WASTE PROFESSIONALS

Ability & Resource Awards: 2016 winners revealed here • Get CIWM accredited

UNTHA shredding technology

DATES FOR YOUR DIARY
29/11/16 & 06/12/16

HOME NEWS ARCHIVE MAGAZINE ARCHIVE OPINION VIDEO ADVERTISING

Kent Resource Partnership Delivers On "End Destinations" Commitment

Posted on 10 December 2013 by Darrel Moore



resource

Daily news and features for the waste to resources industry

Thu 21 Jan 2016

NEWS MATERIALS BUSINESS GOVERNMENT RESOURCE

KENT SECURES £110K FUNDING FOR RECYCLING COMMS

By Edward Perchard | 20 January 2016 | [Add a Comment](#)

PRINT E-MAIL SHARE

NEWS EVENTS PACKAGING RETAIL COUNCIL

Batteries Councils ELVs-Tyres Energy General Glass Legislation Metals Organics Packaging

YOTTA FROM DATA TO DECISIONS

Asset Management Software

COUNCILS

13 MARCH 2014

Minister praises Kents rising recycling rate

Resource minister Dan Rogerson has praised the Kent Resource Partnerships work which has seen its recycling rate increase to 44.9%, at a time when England's progress is flatlining.

mrw


THE EDITOR Platinum proposals for sustainable business

HOME LATEST MATERIALS WASTE PRODUCERS KNOWLEDGE CENTRE KIT NRAS 2017 JOBS PRICES SUBSCRIBE

Kent to hit landfill target

20 JUNE, 2016

Resource partnership chair reports single biggest yearly fall in diversion



What's next for the Partnership?



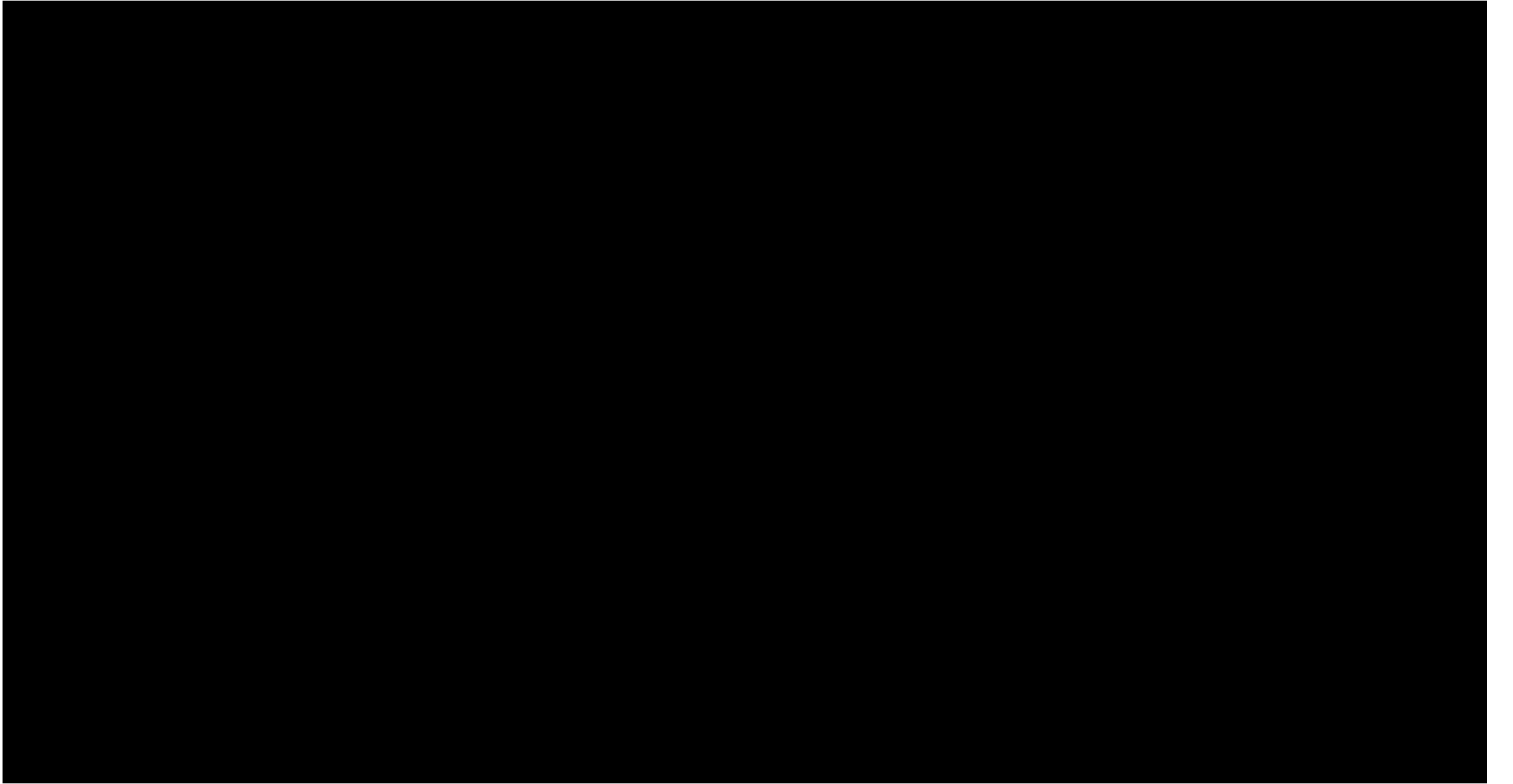
From 2019

From 2021



From 2023





Want to find out more about the Partnership?



www.kent.gov.uk/krp



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The Cambridgeshire & Peterborough Waste Partnership



Who is RECAP

- o Local Authority Partnership
- o Unique combination of Unitary, 2 tier, combined authority
- o Started in 1999
- o Joint Strategic approach to waste related issues
- o Working towards contract and policy alignment

Why SCRAP Fly-tipping

- o Member requested a campaign
- o County Launching a van & permit scheme at HRC's
- o Hert's presented in 2017 to the Partnership
- o Partnership Manager appointed 2018
- o RECAP Board approved funds to appoint coordinator
- o March 2019 Project started

Co-ordinator

- o Appointed a part time project coordinator
- o 2 days a week
- o Collated key stakeholder
- o Reviewed initial activity across the Partnership
- o Other Stakeholders priorities

Stakeholders

- o Police
- o EA
- o LA Waste Collection
- o LA Waste Street scene
- o NFU
- o CLA



Actions

○ Updates RECAP Website with fly-tipping information

Report fly-tipping' and 'Check the waste carrier register' action buttons

- What is fly-tipping?
- How you can prevent fly-tipping
- How you can dispose of your household waste
- Is your business disposing of its waste correctly?
- How to report fly-tipping
- Dealing with fly-tipping on your property or land
- Useful links

○ Amending Herts Artworks

○ Producing art work

○ Sharing files on a cloud based system

Groups

- o Set up group 2
 - Enforcement and data
 - ◆ Street scene officers
 - ◆ Enforcement officers
 - ◆ Police
 - Communications



Quick Wins

- o East Cambs Launch
- o Ely Market presence
- o Accompanied by Police, Fly Tipping collection crew
- o Posters and banners



Quick Wins

- o South Cambridgeshire
- o Social Media
- o Video mock fly-tip
- o https://youtu.be/Y1_eBDo1Ilg

Current Campaign

- o NFU landowners support for Rural fly-tips
- o Different angle for Media
- o Event on Inland Drainage Board Land
- o <https://www.itv.com/news/anglia/2019-10-08/rise-in-household-waste-fly-tipping-damaging-our-countryside/>

Future Ideas

o Urban fringe issues

o Save our Wildlife



Thank you

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Environmental and Waste Management Group



Violence and Aggression in the Waste Industry

Dave West

Liaison Officer – EWMG



The Problem

- Every day waste crews are verbally abused or threatened.
- At its worst physical assaults occur

Yet reports are low

How bad is it?



Back to the street

A week on
Collection Rounds:

Asking the Question why?

Speak to the crews

“Its part of the job!”

“We are just bin men”

“Nobody is bothered”

“You get used to it and just turn off”

“It happens that often I wouldn’t get finished if I reported each one”

Asking the Bigger Question

Hitting Home

“If you found out that
your wife and
children saw this
happening to you
how would you feel”

The Bigger Picture?

Speak to Crews

To care about your own
health and safety you have
to care about yourself.

So what can we do as an industry?

An engaged worker is a safe worker

- Get the numbers – increase reports or carry out surveys.
- Internal and external local campaigns
- Involve the Unions
- Use of Social Media
- Improve the image of crews
- Humanise them

As an industry work together

The even bigger Picture

An engaged worker is a safe worker



How we can help

IOSH Environmental & Waste Management Group

- Gain support using other Groups as well as Branches;
- Engaging with relevant external bodies;
- Webinars and Podcast opportunities;
- IOSH National support;
- Communication with members via Twitter, LinkedIn, Website, Committee Mailer, IOSH Magazine as well as in person at events;

To engage with the EWMG.....

networks@iosh.com

**Environmental and
Waste Management
Group**

