

Wave 3: HOUNSLOW BOROUGH COUNCIL

Background

This case study focusses on the third delivery wave (wave three) of the Small Change Big Difference delivery in London, and specifically looks at the localised campaign in Hounslow which took place during the period January to March 2019.

TRiFOCAL launched its citizen campaign 'Small Change, Big Difference' in September 2017. It provided unique, engaging activities across London, covering advertising, events, social media and online information, and legacy content.

The project worked with eight London boroughs – Bexley, Hackney, Hounslow, Islington, Lambeth, Merton, Sutton and Tower Hamlets – to deliver localised campaigns over three months to test which messages reach residents and are understood.

The eight boroughs were selected to ensure a representative sample of London boroughs that also share characteristics with European partner cities. The principal selection criteria for the borough to have (or be introducing in early 2017) a separate food waste collection service. This was important to support the evaluation of the impact of the project. This reduced the shortlist from 33 to 18 boroughs (plus 2 introducing a new service). In selecting the boroughs, other factors were considered including socio-demographic criteria and ensuring a mixture of both unitary authorities (i.e. responsible for both the collection and disposal of their residents' waste and recycling) and two-tier authorities (i.e. the London borough is responsible for the collection only with a statutory joint waste disposal authority responsible for the disposal contracts). The borough of Hounslow was chosen to participate in the third wave of activity to provide representation of the West London Waste Authority.

The campaign delivery in waves 1 to 3 was focussed in eight London boroughs to optimise the use of the available budget and enable messages to be tested and adapted during the three test and learn delivery waves of the project. Each borough in waves 1 to 3 was entitled to utilise grant funding of up to € 50,000 to run their own localised Small Change Big Difference campaign, based upon recommendations from the TRiFOCAL London partners.

Objectives

The objectives of wave three were to:

- Encourage behaviour change for residents around food waste prevention, recycling and healthy sustainable eating
- Deliver an integrated marketing approach, following tried and tested approaches in previous delivery waves
- Implement learnings from the previous two waves of activity and deliver the right messaging in the most appropriate formats to the household audiences of the selected boroughs.

Campaign

Campaign highlights:

- A borough-wide campaign to promote SCBD using eye catching roadside posters.
- Posters were also displayed on recycling vehicles to increase resident reach.
- Roadshow events at local supermarkets promoted key messages and provided an opportunity to engage with audiences.
- The 'Food For Thought' event allowed residents to interact with campaign experts on the subjects of nutrition and food waste recycling.
- Social Sidekick delivered a campaign on Facebook and Instagram providing on-brand content and imagery, as well as legacy content.

Supported by the Small Change Big Difference campaign team, Hounslow Council were able to develop their own targeted campaign based upon the campaign outputs and learnings to date.

The integrated campaign consisted of roadshow and festival events, advertising and a digital campaign, with each element designed to interlink and support other activity as well as the overarching London-wide activity.



Out of Home Advertising

Hounslow Council identified several well-located advertising sites around the borough to promote the SCBD campaign using eye catching roadside posters. With a need to cover a large area of 21.61 square miles and reach a higher proportion the borough's 271,000 residents, the poster campaign was borough-wide.



Vehicle Livery

To further reinforce the borough-wide poster campaign, the posters were also displayed on recycling vehicles. Vehicle livery helped to increase awareness across the borough with a potential reach of its 271,000 residents.

Roadshows

With a view to engaging with local audiences on the ground, several roadshow events were set up in conjunction with local supermarkets with proven high footfall. Dates and times were chosen to maximise the opportunity to interact with local audiences. A pop-up stand was placed in the store entrance promoting the campaign's key messages. To engage with audiences the event team handed out tote bags, informative leaflets and provided tips and guidance on how to deal with food leftovers, what to do with any necessary food waste and eating healthier options.

Food For Thought Festival

Working with local and London-wide food organisations, nutritionists and council representatives, "Food for Thought" was an interactive and informative festival style event held at Turnham Green. The event provided Hounslow residents and visitors the opportunity to engage with experts on the campaign messaging featuring speakers about nutrition and food waste recycling. The event was promoted with social media and poster advertising.





Content and Social Media

Hounslow council procured a specialist social media agency, Social Sidekick to support with developing and delivering a content and social plan for both Facebook and Instagram. The campaign - through on-brand content and imagery - and the Food for Thought event video provided legacy content, hosted on their website and promoted on social media.

Challenges

- Hounslow Council had already developed their own plans to promote the objectives of Small Change Big Difference, therefore maintaining consistency of campaign messaging and approach across the wave 3 boroughs was challenging.
- Getting the borough communications team on board with messaging and project delivery since the campaign demanded cross-departmental working but was not the borough's business priority.
- Being a large borough, Hounslow utilised strategic locations with high footfall for outdoor advertising resulting in wider coverage but less concentrated messaging.
- Ensuring borough resource allocation was aligned to project delivery in a timely manner.

Outcomes

Qualitative research from focus groups of those engaged with the campaign were used to estimate the outcomes of TRiFOCAL. Some of the feedback from participants has been incorporated into the final version of the campaign posters developed for wave 4. Participants wanted to see an explicit connection on how banana peels can charge mobile phones on the posters rather having to research it themselves. A few participants had seen the campaign on social media, and some remembered (unprompted) images and messaging from the campaign.

"I feel maybe I've seen something on Instagram, but it might have been a broader campaign about food waste ...It was something like save the banana skin and power something." (Female, Hounslow)

"I think I did see something on Twitter. I can't remember what. Something about food waste" (Male, Hounslow)

"There was a big banana skin, I'm sure, and that's why I spotted it." (Male, Hounslow)

"I'm sure I saw a banana skin one at a bus stop in Hounslow, but I'm uncertain where I saw it, but I did see this banana skin. If you recycle so many banana skins, you can do something. I can't remember what it was." (Male, Hounslow)

Conclusions and recommendations

Integrated campaigns including events, digital, outdoor and print marketing provide more audience touchpoints and better communicate messages that resonate with the target audience. A higher budget would have enabled more concentrated advertising and therefore wider outcomes on a greater proportion of the borough's population for a longer period of time.

Overall messaging was easily recalled although the audience failed to understand the specific actions they were required to make in order to see a difference. The messaging was adapted for wave 4 of the project to strengthen the call to action. See our case studies on wave 4 and the test and learn approach for more details.