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# LOVE PARKS 2020

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## CAMPAIGN TOOLKIT



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# CAMPAIGN TOOLKIT CONTENTS

This toolkit is designed to help you run the Love Parks 2020 campaign in your local area.

If you have any questions or would like further information about any aspects of the campaign, please feel free to get in touch.

## **1. Background**

## **2. The Campaign**

## **3. Campaign Assets**

## **4. Installation Guidance**

## **5. Communications Tools**

## **6. Monitoring and Evaluation**

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# 1. BACKGROUND

Parks and green spaces have been utilised and valued by a huge number of people since the country locked down at the end of March. Sadly, alongside this has come a substantial increase in anti-social behaviour from some members of the public and the volumes of litter and waste being left behind have exceeded anything parks have ever had to deal with, even at peak times. Other anti-social behaviour has also been reported which is causing harm including public urination, abuse of staff and unwanted fires and BBQs.

A recent survey conducted by Keep Britain Tidy with parks managers found that:

- More than half of the country's parks have had to invest more resources to tackle these issues since lockdown was eased.
- Of these, 81% spent more on cleaning up litter, 79% on bin emptying and 72% on maintaining public order.
- On average, they spent an extra £33,000 on managing parks in the past three months.

These issues are expected to get worse over the school summer holidays, at a time when staffing levels are also likely to be under pressure and parks are in urgent need of support ahead of this peak time.

Local authorities and other organisations have been working hard to put out messages to residents to keep them safe and the environment protected during this time. There has been demand however, for a consistent national message which aims to address the range of anti-social behaviour which has been occurring and which will encourage people to behave respectfully and responsibly when visiting parks and green spaces.

Keep Britain Tidy has, for a number of years, delivered a Love Parks Week in July. It was agreed in late June, that in place of this, a new, longer campaign, drawing on behavioural insights would be delivered throughout summer 2020 with the aim of addressing these issues.



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## 2. THE CAMPAIGN

Keep Britain Tidy has developed this new Love Parks campaign using research and behavioural insights, along with feedback from parks managers.

The campaign is not intended to tackle serious anti-social behaviour stemming from drug-use and late night drinking in public spaces. It is instead aimed at those who may not fully appreciate the collective and serious impacts of their behaviour on staff and local communities.

It is an in-situ campaign delivered using a range of materials which aim to encourage people to behave respectfully in parks. It builds on concepts previously co-designed with local authority officers with responsibility for parks. It is designed to give park users a timely, salient reminder about their responsibilities and a clear call to action to behave respectfully.

The campaign visuals and messaging draw on behavioural insights and previous research by Keep Britain Tidy into waste behaviour including the Behavioural Insights Team EAST Framework and drawing on the following specific approaches:

- **Values-Based Messaging:** Values-based messaging increases concern about an issue by appealing to specific existing values that are held as important. The campaign uses messaging that focuses on the values of community, care and citizenship and directly highlights the impacts of behaviours on things people care about.
  - **Personalising:** We are more responsive to messages that come from an individual rather than an institution, or in this case, a local council. This campaign uses images of real people and council park rangers to support the messages.
- The campaign consists of eight different executions; three with messages from park rangers and five with messages from the local community. It uses branding from the Government's national 'Keep it, Bin it' campaign, in which Keep Britain Tidy is a key partner.
- You can pick and choose the executions that best suit your target park. Examples of the full range of assets can be found in the Campaign Assets section.
- **Messenger Effect:** The messenger effect shows that behaviour is influenced depending on who the message is communicated by. The campaign has two variations; one with messages from parks rangers and one with messages from the local community including children



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## Campaign Activity

Keep Britain Tidy is:

1. Launching a new national Love Parks campaign with a focus on reducing anti-social behaviour in parks, alongside a code of conduct for parks visitors and pledge for local businesses. This will run from 24 July to the end of August 2020.
2. Implementing the campaign in-situ in eight parks across the country to test its effectiveness, including conducting perceptions surveys with visitors to the parks.
3. Enabling all local land managers to spread the message in their area by using the free campaign toolkit and social media assets.
4. Offering local authorities and other land managers the opportunity to order the in-situ campaign to install in target areas with guidance on how to monitor the effectiveness of this.
5. Publishing the results of the work in the early autumn.

# 3. CAMPAIGN ASSETS

The campaign consists of eight different executions; three with messages from park rangers and five with messages from the local community.

## Social Media Assets

There are available free of charge for use only on your organisation's official social media channels and can be downloaded directly from <https://keep-britain-tidy.myshopify.com/>

We have assets for use on Twitter, Facebook and Instagram. You can drop your logo into the assets if desired on the bottom left hand corner. All council logos should be white with a clear background. No other changes to the assets are permitted.



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## In-Situ Campaign Assets

This campaign will be most effective when installed in-situ in target parks where unwanted behaviours are occurring. This is because it reaches people in a timely manner, at the point at which they might be doing the very behaviours we are seeking to address through the campaign.

All eight messenger options are available in A2 and A3 correx posters, vinyl banners and bin sticker formats. In addition, we have produced a supporting paper poster to be displayed by local shops and businesses around target parks.

When ordering in-situ assets, you have the option to localise the campaign by adding your park name to the assets (see example below) as well as your logo if you choose. However, we suggest that the campaign may be more effective without a council logo, which detracts from the idea that the messages come from individuals rather than an institution.

For ease, we have put together three different sized packages of in-situ campaign assets which you can purchase here: <https://keep-britain-tidy.myshopify.com/>.



Generic Vinyl Banner



Generic A4 Bin Sticker



A2 / A3 Correx Poster - localised with park name

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# 4. INSTALLATION GUIDANCE

This guidance is for organisations ordering in-situ campaign materials to install in a target park.

**Print this section & hand it to the people installing your campaign**

## Physical assets

Your campaign pack includes a variety of collateral to raise awareness of the anti-social behaviour happening in parks and to encourage park users to change their behaviour.

The campaign materials include:

- A2 or A3 correx signs
- Vinyl banners
- Bin stickers
- A4 posters to enable local businesses to support the campaign message.

## Installing A2 or A3 signs

Signs can be attached to railings, fences, lampposts, walls, etc. They will need to be positioned at eye level, sited where park users will easily be able to read them. The signs are provided ready for use.

For installation onto posts and lampposts, punch or drill holes in pairs central to the sign. Fix to the post using cable ties.

We generally recommend using 370mm x 7.6mm cable ties to secure your signs.

For walls and fences, punch or drill holes at the corners using non-rusting tacks or screws and washers to fix.

## Installing posters

Posters are available to enable local businesses, in the immediate vicinity of the park, to support your campaign. Potentially, these are businesses which are selling items that could later be left littered in the park.

## Social media assets

Included in your pack are various social media assets which you can use alongside the sample tweets, to demonstrate the scale and types of anti-social behaviour impacting your parks. These will help to further amplify your messages to the wider public.



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# 5. COMMUNICATIONS

## Template Press Release

### **[Name of council] launches new campaign in face of littering epidemic in [name of town/city] parks**

#### Immediate release

[Name of council] is running a new campaign over the summer months as a result of the increases in littering and anti-social behaviour that have been seen since lockdown eased.

The campaign, developed by Keep Britain Tidy, comes after a new survey, carried out by the environmental charity, shows that more than half of the country's parks have had to pull in extra resources to deal with the issues, including litter and anti-social behaviour, since lockdown was eased.

Of those, 81% had had to spend more on clearing up litter, 79% on bin emptying and 72% on maintaining public order or enforcing lockdown rules. Councils also reported clearing up, on average, 57 tonnes of additional waste from their park.

[Local information on the impact of littering/anti-social behaviour on council in here]

[The quote below can also be replaced by a quote from a member of parks team from within the council if desired]

The challenge facing parks staff can be summed up with a comment sent in by one council:

"The levels of litter and waste being left by members of the public has reached unprecedented levels. I have officers with nearly 30 years of experience working in parks and they claim they have never known a period as bad as this."

The new campaign, under the umbrella of 'Love Parks', uses behavioural insights that show people respond better to messages from individuals and features images of real parks staff and park users with quotes that talk about how anti-social behaviour makes them feel, with each one urging people to 'be kind' to their park.

[Quote from elected member]

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Richard McIlwain, Deputy Chief Executive of Keep Britain Tidy, said: “The UK was the birthplace of the public park and their value was recognised by many people during lockdown as a haven of greenspace for exercise and relaxation.

“But, as lockdown measures have eased, we’ve seen a significant minority of people abuse these treasured spaces, with shocking scenes of anti-social behaviour, including littering, people using parks as toilets and abuse of parks staff.

“This campaign, which has been made available to every local authority in the country and which is based on behavioural science, will act as an effective nudge to actively encourage people to treat our beautiful parks – and the amazing staff who work in them – with respect this summer.”

Environment Minister Rebecca Pow said: “As the coronavirus lockdown has eased, the amount of litter being left in parks, green spaces and beaches across the country is unacceptable. I wholeheartedly support Keep Britain Tidy’s new campaign to tackle this issue.

There is simply no excuse to leave rubbish behind, and councils can issue fines of up to £150 to those caught doing it. If you are unable to dispose of litter, then please take it home so you don’t destroy what you have come to enjoy.”

**- Ends -**



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## Notes to Editors

- The Love Parks campaign launched in eight parks across England today. The parks that are involved initially are:  
Sutton Lawn, Ashfield  
Burgess Park, Southwark  
Wardown Park, Luton  
North Lodge Park, Darlington  
Philips Park, Manchester  
Brenchley Gardens, Maidstone  
Ham Hill Country Park, South Somerset  
Roundhay Park, Leeds
- The survey was carried out with local authorities in early July and 105 local authorities across the country responded.
- Further information about the campaign, including how local authorities can download it, is available on the Keep Britain Tidy website from today at [www.keepbritaintidy.org](http://www.keepbritaintidy.org)

Keep Britain Tidy is a leading environmental charity that cares for the environment on your doorstep. We work to eliminate littering, reduce waste and improve public space. We run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and campaigns visit [www.keepbritaintidy.org](http://www.keepbritaintidy.org).

### Press enquiries

[Insert your relevant contact details.]

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## Sample Tweets

### Campaign launch – Friday 24-31 July

We're launching a new campaign today with @keepbritaintidy, to call on everyone to please be kind to INSERT COUNCIL parks this summer. #LoveParks #KeepItBinIt #KeepBritainTidy

We're calling on all residents to please be kind to INSERT COUNCIL parks this summer. #LoveParks #KeepItBinIt #KeepBritainTidy

Our parks have been used and loved more than ever over the lockdown, but they've also seen some very anti-social behaviour. For our staff and other park users, please be kind to our parks. #LoveParks #KeepItBinIt #KeepBritainTidy

Our parks staff have been devastated to see some people trashing parks this summer. Let's all be kind to our local parks. #LoveParks #KeepItBinIt #KeepBritainTidy

Our parks, like others across the country, have been under enormous pressure over the last few months. We're asking everyone to think of others and our staff when using our parks this summer, and most of all, to please be kind. #LoveParks #KeepItBinIt #KeepBritainTidy

The way some people have behaved in parks recently has made it really hard for others to enjoy the space too. Think of others and please be kind to our local parks. #LoveParks #KeepItBinIt #KeepBritainTidy

### Ongoing messaging – 31 July – 30 Aug

Our parks staff work hard to ensure you have a safe space to enjoy. Please be kind to them and our local parks when you spend time out this summer. #LoveParks #KeepItBinIt #KeepBritainTidy

For some people, our parks are somewhere they can escape from work. Let's keep them as lovely, relaxing spaces for everyone. #LoveParks #KeepItBinIt #KeepBritainTidy

INSERT COUNCIL parks are great places. Why would anyone do things that spoil them? Please be kind to our parks #LoveParks #KeepItBinIt #KeepBritainTidy

Our parks are the workplace of our lovely parks rangers, please think about that when you visit and be kind to our local parks. #LoveParks #KeepItBinIt #KeepBritainTidy

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### **Take it home – no litter messages**

Our parks are there for everyone to enjoy. Please be kind to our parks this summer by not littering and taking your rubbish home with you. #LoveParks #KeepItBinIt #KeepBritainTidy

Litter and rubbish left in parks can be harmful to wildlife. If the bins are full, please take your rubbish home. #LoveParks #KeepItBinIt #KeepBritainTidy

We know you love our parks as much as we do. Let's keep them looking great – if the bins are full, take your rubbish home #LoveParks #KeepItBinIt #KeepBritainTidy

### **No BBQ messages**

If you're heading out to one of our amazing parks this weekend, please think of the staff who work so hard to keep them great for you – take your rubbish home and don't have BBQs as they endanger our parks and wildlife. #LoveParks #KeepItBinIt #KeepBritainTidy

We love a BBQ, but not in our parks, they can easily set fire to the grass, posing a danger to kids and our wildlife. Why not enjoy a lovely picnic instead? #LoveParks #KeepItBinIt #KeepBritainTidy

### **No defecating in parks message**

Our park rangers love looking after INSERT COUNCIL parks. You know what they don't love? People using the park as a toilet. Please be kind to our parks. #LoveParks #KeepItBinIt #KeepBritainTidy

### **Activation Ideas**

Here are some ideas to help you engage your local park users in this campaign:

- Capture photos and quotes from your own parks staff about their experiences and thoughts and post these throughout the campaign period
- Ask members of the public to post pictures and thoughts about why they #loveparks during the campaign period. Make sure to tag @KeepBritainTidy and we'll do our best to repost.

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## 6. MONITORING & EVALUATION

Although entirely optional, we strongly recommend you monitor the effectiveness of the intervention in your area. This will enable you to identify the impact on littering and antisocial behaviour in park(s) in your authority, which can be very important for when you are reporting to the public.

Our monitoring and evaluation framework is designed to be easy and practical to implement, enabling you to collect reliable data within your usual cleansing routines. There are two forms of monitoring that can be carried out for this intervention; weight monitoring and photographic site assessments, both of which are outlined below. It may help to get a more accurate picture of the intervention impact through collecting weight data, however, if carrying out visual site assessments using photographs is more practical for you to carry out, then this can be used instead.

If you collect litter and waste weight data, we will send you an Excel spreadsheet to record and analyse your data. Guidance on how to carry out the monitoring and complete this spreadsheet is outlined below.

If you have any questions regarding monitoring, please do not hesitate to get in touch with the Keep Britain Tidy team.

If you do choose to monitor your intervention, please share your results with us. Feedback from our partners can help us to fine-tune the campaign and showcase the benefits on a national scale.

Below, we have stipulated data collection details across a baseline phase and an intervention phase. You can assess the length of each phase that you are able to commit to, but we recommend selecting a week before the intervention is installed, and a week after the intervention is installed, with monitoring at every visit across each of these time periods, to collect data for each phase.

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### **Litter and Waste Monitoring by Weight**

Select a target area around the intervention site which will remain constant throughout the monitoring period. It is recommended that a map or written record of the boundaries of the target area is made and retained.

The litter and fly-tip monitoring can be done as part of your usual cleansing routine (i.e. each time you visit the park to litter pick and/or empty the bins). We recommend doing this the following way:

- **Pre-baseline cleanse:** Before you start your first day of monitoring for both the baseline and intervention stages, it would be useful to fully cleanse the park to make sure your monitoring doesn't include old litter or instances of fly-tipping, if this is an issue in your park.
- **Monitoring rubbish placed in litter bins:** Weigh all rubbish placed in the bins each time these are emptied and record the weight in either tonnes or kilograms (kg) in the form provided.
- **Monitoring litter dropped on the ground:** Weigh all litter collected (including from places such as park benches and hedges) using scales (for example, luggage scales), and record the weight in either tonnes or kilograms (kg) in the form provided.

If possible, please try to conduct monitoring at the same time of day each time so that the data is as comparable as possible across days.

### **Litter Monitoring using Photographs**

If it will not be practical for you to collect weight data, then please monitor litter using photographs of the site. The aim of these photographs is to provide a comparable visual assessment of the litter levels at the site in both the baseline and intervention phases.

In order to provide this visual assessment, please try to do the following:

- Choose a number of view points in the park and take photographs of these same viewpoints at regular intervals across the baseline and intervention monitoring periods
- Please try to take these photographs on the same day of the week, and at roughly a similar time (e.g. late afternoon) so that they are comparable.
- As with the weight monitoring data, you can conduct this type of monitoring each time you visit to cleanse the park.

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### Supplementary Photographs

In addition to monitoring using either weight or photographs, supplementary photographs of specific issues and the intervention in-situ will also be useful to help provide a clearer picture of the exact types of issues that authorities across the country are facing in parks, as well as images depicting how the intervention has been installed. These images could include:

- Nice photographs of the campaign materials once installed
- People looking at campaign materials in the park
- Photographs of types of litter present (before and during the intervention)
- Photographs of any other issues, such as overfilled bins (before and during the intervention)



For any questions or queries relating to this campaign, please contact the  
Keep Britain Tidy Team via email: [enquiries@keepbritaintidy.org](mailto:enquiries@keepbritaintidy.org)

