

Pride Project Board

4th February 2009

Report of Mike Onassis, Pride Coordinator Breckland Council

Pride in Breckland Campaign

1. Purpose of Report

- 1.1 To update the LSP Board Members of the previous and current activity of the Pride campaign.

2. Recommendations

- It is recommended that the LSP Board:
- 2.1 Note [for information & planning] the contents of this report.

3. Information and Options

3.1 Background

This campaign is designed to publicise Breckland Council's & the LSP's work to enhance and protect the environment and promote Pride in Breckland. The campaign is intended to work across the Council linking the work of environmental services, community, crime reduction and other services to create a real sense of civic pride; and to highlight the Council's & LSP's work as a place shaper in line with the recent local government white paper. By focusing on services and access to services we also aim to increase satisfaction. Research shows that there is a strong relationship between how well people feel we keep them informed about the services we provide and how satisfied they are with us.

3.2 Communication Objectives

- To create pride in Breckland
- To reduce litter – especially cigarette litter
- To get people to take pride in their area and take responsibility for keeping it clean and green
- To highlight the work of the Environmental Services team
- To publicise the councils' work in enhancing and protecting the environment
- To reward staff for their efforts
- To promote green practices to the local community and encourage wider adoption of an environmentally friendly lifestyle.
- To create cleaner and Safer neighbourhoods
- To raise awareness on service improvements
- To highlight the value for money residents receive
- To encourage take-up of online services
- To improve Breckland Council's and the LSP's reputation
- To increase satisfaction with Breckland Council and LSP.

3.3 Key Messages

- Let's work together to keep Breckland beautiful. (Cleaner, Safer, Greener)
- We've all started well and thanks to you Breckland is a place to be proud of. On top of that, you still pay the lowest council tax in the UK and we provide a service that is second to none. Help us to keep Breckland beautiful.
- Do your bit by reporting fly-tippers, abandoned vehicles and graffiti on 01362 656878 and, of course, by disposing of your litter carefully.
- Many Breckland Council Services are now available online.

3.4 Activity in 2007

The "Pride in Breckland" project started in 2008 under the direction of the Local Strategic Partnership. In 2007 Breckland Council had similar activities and events under its own "Pride" agenda which are listed below for background information

- Sep-Oct 2007 issue of Breckland Voice centrespread: focus on services
- A-Z of services with focus on online access to services
- Pride in Breckland logo
- Update corporate email signatures in October 2007
- Involvement in national Pride of Place campaign in October 2007 – local PR
- Pride in Breckland postcards to support Pride of Place campaign and drive online activity from October 2007 – October 2008
- Pride in Breckland edition of Voice Nov-Dec 2007
- Breckland Voice 'Why I'm proud of Breckland' reader competition for family to appear on front cover runs in Nov-Dec issue
- Pride in Breckland centrespread in Jan-Feb 2008 and March 2008 editions of Breckland Voice (Wonders of Breckland series)
- New Serco van signage in November 2007
- Green Christmas Voice insert with recycling tips and Christmas refuse collections
- Poster campaign in November and December in supermarkets in each of the market towns focusing on clean and green
- Bus backs on clean and green
- Radio advertising highlighting pride campaign
- Poster campaign in February and March 2008 in supermarkets in each of the market towns focusing on services and value for money (Breckland Values)
- April 2008 staff achievement awards
- A quarterly campaign update report is submitted to the Executive Board

3.5 Activity in 2008

- Breckland art competition with young people (two age groups) to design Serco van signage with 'Pride' theme
- April 2008 – cigarette litter bins and poster campaign with Encams
- Experience the Spirit of Brazil - A successful music event was held at the Carnegie Rooms in Thetford on 11th July with entertainment from a Brazilian (Rio based) music group.
- Pride in Breckland launch events- The Pride in Breckland campaign was successfully launched in four towns across the district via the Pride in Breckland Marquee events, with the final event taking place on Saturday 16th August in Swaffham.
- Thetford - Weed-clearing and litter-picking in area following launch events.
- Griston Pride day - Griston Community Committee organised a general village clean up including litter picking and verge clearing on Sunday 24th August 2008.
- Watton Pride day - Saturday August 23rd was designated Wayland Pride Day in support of the Pride in Breckland campaign. On that day the Wayland Youth Council organised a clean-up campaign for the town.
- A-Z of services
- BBC Breathing Places - Pride in Breckland is working with the BBC to promote the Breathing Places campaign and encourage the local community to make Breckland a better place for nature and for people.
- Poppy's Wood, North Tuddenham – Privately owned wood with public access. After user complaints negotiated with owner to re-surface access road to car park.
- Community Ranger/Fire Service project – start of pilot (in November) to train a Ranger to visit, upon request of residents, homes to give Fire Safety Advice and fit free smoke alarms. Project launch will be in Jan/Feb 2009.

3.5 Activity in 2009

- Mattishall – stile on public footpath – after a complaint from the public worked with N.C.C (footpaths) to effect repairs.
- East Harling recreation ground – supported Attleborough SNT in restorative justice activity where alleged offenders were supervised in the over painting of their previous handiwork.
- Queen Mother's gardens – Dereham. Initial meetings and discussions with town council and Serco for replanting of this once fine formal garden in town centre location. Work is scheduled for completion end February 2009.
- Bliss Project - An initiative from Economic Development to run as a bolt-on to the Pride in Breckland Awards to encourage public support for small retail business in the district. Public stalls attended by council officers will locate in central locations in the 5 market towns in February to engage and enlist public voting of their chosen outlet. Project will be supported by media promotion.
Awards will go to:
 1. Best outlet for each Town.
 2. Best rural outlet.
 3. Best migrant community outlet.

3.6 **Options**

3.6. 1. To note (for information & planning) the contents of this report