

Report to:	Joint Staff Advisory Committee
Date:	12 December 2022
Title:	Update on Safer Driving campaign
Report of:	Becky Cooke, Director of HR and Transformation
Ward(s):	All
Purpose of report:	To update the Committee on progress of the campaign to-date.
Officer recommendation(s):	That the Committee notes the outcomes of the campaign to-date and considers the next steps, including incorporating safer driving into the Councils' business as usual comms output.
Reasons for recommendations:	To provide progress update and seek agreement for next steps.
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1 Introduction

- 1.1 Following a recommendation from the Joint Staff Advisory Committee (JSAC) in early 2022, the Councils' communications team developed a campaign to raise awareness amongst residents around dangerous driving near Environment First waste operatives, and to warn against this form of anti-social driving.
- 1.2 The campaign materials were developed in close collaboration with Environment First colleagues and implemented between April and November 2022.

2 Outcomes of the campaign

- 2.1 The campaign proved very popular with residents, receiving high levels of engagement across the Councils' social media channels throughout the campaign period. It became one of the most successful council campaigns of the year in terms of positive audience interaction.
- 2.2 A report showing the outcomes of the campaign, including examples of the campaign materials and performance of individual posts issues is available in Appendix 1.
- 2.3 To-date the campaign has been viewed by over 26,000 residents through the Councils' digital channels, though the true audience exposed to the campaign

will be significantly higher when taking into account external media, the analytics for which the Councils do not have ready access.

2.4 The campaign has also proven popular with colleagues in the waste service, with many choosing to interact positively with these posts on social media, something which has further helped the reception of the campaign amongst residents.

2.5 Environment First managers have delivered training through team meetings and toolbox talks to encourage near misses, referencing the safer driving campaign to clearly demonstrate this is a priority for the organisation.

3 Next steps for the campaign

3.1 To maintain an awareness of the issue of dangerous driving near waste operatives. It is proposed that rather than ending the campaign, the Councils imbed it as part of their ongoing business as usual waste communications. This would mean it sits alongside key waste communications activity such as collection dates, recycling advice and promotion of additional waste services.

3.2 The campaign graphics will be refreshed periodically to ensure they remain noticeable and feature current staff. Utilising different digital assets also leads to better performance in the social media platform algorithms.

3.3 Near miss reporting will continue to be a training and internal communications priority for the service.

3.4 Any further prosecutions, including those that occur in other authority areas, will be publicised through the Councils' communications channels.

4 Financial appraisal

4.1 No financial implications. The campaign was developed and delivered within the existing staff resource and Council-owned communications channels.

5 Legal implications

5.1 No legal implications. The Councils' legal team were engaged in the development of the prosecution press release.

6 Risk management implications

6.1 This project is not listed in the Councils' corporate projects registers.

7 Equality analysis

7.1 No implications to equality or protected groups.

8 Environmental sustainability implications

8.1 The campaign has been implemented using primarily digital channels, or external hard copy publications. This has ensured a close to zero carbon footprint of the campaign.

9 Appendices

9.1 Appendix 1 - Safer Driving campaign outcomes report

10 Background papers

10.1 None.