

Appendix 1: Safer Driving campaign outcomes report

12 December 2022

Summary

Our campaign to encourage safer driving when near waste operatives has achieved a high level of engagement, proving one of the most popular council campaign this year.

Environment First were closely involved in the development of the campaign and have led the internal work to encourage reporting of near misses within the service.

The campaign has been delivered within existing resource (at zero additional cost) and using the council's communications channels as well as external media outlets.

Following a strong start in the Spring, we took a break from the campaign in the summer before restarting the campaign in September 2022 in issuing a press release in November 2022 following a successful prosecution of a resident for dangerous driving. This pause and relaunch has helped keep the campaign fresh and more noticeable amongst the target audiences.

Most encouragingly, the campaign has 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.

On the back of the campaign, Environment First colleagues have engaged Sussex Police to better understand how near miss reports are handled and ensure outcomes of investigations are fed back to Environment First staff.

Activity since JSAC in March 2022

Following the Joint Staff Advisory Committee on 2 March 2022, the Communications Lead further developed the initial campaign materials and shared these at the councils' Waste and Recycling Communications group for feedback on the 28 March 2022.

Engaging the service in the development of the campaign meant that we:

- Achieved awareness and buy-in from the service
- Ensured operatives are confident the campaign will be effective

- Utilised the insight and experience of staff with first-hand experience of the issue when developing the campaign.
- Assist the internal elements of the campaign, namely encouraging increased awareness of the importance of reporting near-misses.

Campaign elements

- A suite of static and animated social media assets showing pictures of real Environment First staff accompanied by key messages. These are designed to 'speak to the heart' and encourage empathy with operatives while ensuring the service is presented in a positive light.

Examples:

www.facebook.com/photo?fbid=380800017417438&set=a.300871755410265

www.facebook.com/EastbourneC/videos/742095990543669/

www.facebook.com/EastbourneC/videos/363394425855740/

- Use of the national Driving Recklessly on Pavements campaign videos, which the council was granted the rights to use (following an approach from the Lewes service manager). These include extremely dramatic footage of near misses which could have been fatal (though not actual EF staff in danger) intended to provoke a response of shock and encourage engagement.

Example: www.facebook.com/watch/?v=363394425855740

- Use of Environment First training, team meetings and toolbox talks to encourage near misses, referencing the safer driving campaign to clearly demonstrate this is a priority for the organisation.
- A press release was issued following the successful prosecution of a Lewes resident for driving dangerously near Environment First operatives, which references the communications campaign: www.lewes-eastbourne.gov.uk/lewes-district-council-news/motorists-told-to-drive-safely-near-waste-vehicles

Outcomes of the campaign

- The campaign launched in April 2022 and has received particularly high rates of engagement amongst residents in Lewes district and Eastbourne.
- We have utilised the council's various social media channels to share the campaign materials, achieve engagement over the issue and encourage sharing of these posts to amplify the messages.

- We have used the latest social media tools such as ‘reels’ and ‘stories’ to drive engagement.
- All accidents and near misses have been discussed at operational team meetings with staff and at the Safety Improvement team meetings.
- EF has recently finished refresher induction training with all operational staff where it was also discussed.
- The press release was picked-up by various external media outlets as well as being published on the council website, share on social media and issued to the council’s email mailing list (over 18k active subscribers).

Summary of social media engagement analytics

Total number of people who have viewed the campaign to date (29.11.22)	26,238
Total likes / interactions	520
Total shares or retweets	75

Next steps

- Maintain the regular social media post schedule, tweaking graphics and copy where needed to keep the campaign fresh and engaging.
- Review recent near-miss on-vehicle footage to see whether this can be utilised in further campaign videos.
- Continue to promote near-miss reporting internally with staff.

Analytics of example social media posts

LDC, Twitter

Tweet activity ×

Lewes District Council @LewesDC
Driving recklessly on pavements (DROPS) puts waste collectors and pedestrians in danger.

This footage is from @Biffa collection vehicles, but the same happens to our Environment First collectors too.

Don't risk a life to save a few minutes on your commute. [#StopDROPS pic.twitter.com/DEGMLwssYF](https://pic.twitter.com/DEGMLwssYF)

Impressions	1,177
Media views	371
Total engagements	72
Media engagements	37
Detail expands	26
Retweets	4
Link clicks	3
Likes	1
Profile clicks	1

Tweet activity ×


Lewes District Council @LewesDC
Our Environment First Team have experienced eight near misses in the last year, where someone could have been seriously hurt due to dangerous driving.

Getting to work few minutes early isn't worth a life.

Please be considerate and allow them to carry out their job safely. pic.twitter.com/A5Kb4Tdw58

Impressions	297
Media views	77
Total engagements	15
Detail expands	5
Retweets	3
Likes	3
Media engagements	2
Profile clicks	2

Tweet activity ×



Lewes District Council @LewesDC
In the last year, our teams have experienced eight near-misses due to dangerous driving.

When you go out to work in the morning, you expect to return home safely.

Please give our staff the time and space they need, to make sure they get home safely too. pic.twitter.com/FaSNvKeYjm

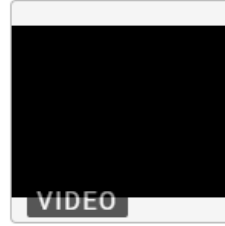
Impressions	325
Total engagements	18
Detail expands	9
Media engagements	6
Replies	1
Retweets	1
Profile clicks	1

LDC, Facebook:

Driving recklessly on pavements (DROPS) puts waste collectors and pedestrians in danger.

This footage is from Biffa collection vehicles, but the same happens to our Environment First collectors too.

Each year, five waste collectors die from work related incidents - don't risk a life to save a few minutes on your commute. [#StopDROPS](#)



🕒 This post was custom scheduled for April 28th at 08:15 (GMT+1).

0 Comments	5 Likes	51 Clicks	521 Reach	7 Shares
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Our Environment First Team have experienced eight near misses in the last year, where someone could have been seriously hurt due to dangerous driving.

Getting to work few minutes early isn't worth a life.

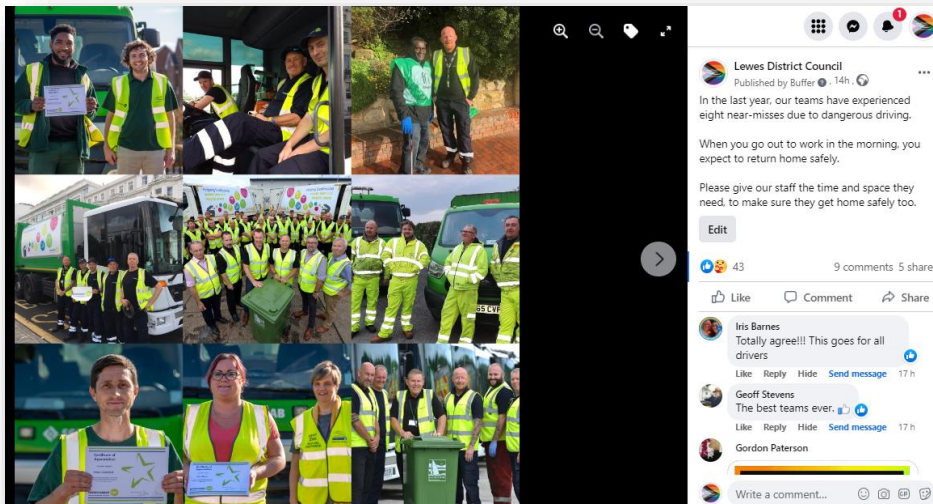
Please be considerate and allow them to carry out their job safely.

If you have any dashcam footage of dangerous driving around collection vehicles putting our collectors or the public in danger, please direct message us on here so that we can investigate further.



🕒 This post was custom scheduled for May 24th at 08:00 (GMT+1).

0 Comments	6 Likes	30 Clicks	506 Reach	0 Shares
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Drive dangerously around our waste collectors, and they may not make it home.

Lewes District Council
Published by Buffer ·
8 November at 08:15 · 🌐

⋮

Our Environment First Team have experienced eight near misses in the last year, where someone could ...
[See more](#)

👍 5
88 views

310
People reached

88
3-second video views

7
Reactions, comments and shares

Retention curve

EBC, twitter:

Eastbourne BC @EastbourneBC
Driving recklessly on pavements (**DROPS**) puts waste collectors and pedestrians in danger.

This footage is from @Biffa collection vehicles, but the same happens to our Environment First collectors too.

Don't risk a life to save a few minutes on your commute.
[#StopDROPS pic.twitter.com/qOgLOIRiby](#)

Impressions	626
Media views	206
Total engagements	29
Media engagements	12
Detail expands	11
Retweets	2
Likes	2
Replies	1
Profile clicks	1

Eastbourne BC @EastbourneBC
Our Environment First Team have experienced eight **near** misses in the last year, where someone could have been seriously hurt due to dangerous driving.

Getting to work few minutes early isn't worth a life.

Please be considerate and allow them to carry out their job safely. [pic.twitter.com/mKJ4ethiy0](#)

Impressions	301
Media views	84
Total engagements	2
Retweets	1
Detail expands	1

Tweet activity ✕

Eastbourne BC @EastbourneBC
Our Environment First Team have experienced eight near misses in the last year, where someone could have been seriously hurt due to dangerous driving.

Getting to work few minutes early isn't worth a life.

Please be considerate and allow them to carry out their job safely. [pic.twitter.com/HoWn6ofmNS](#)

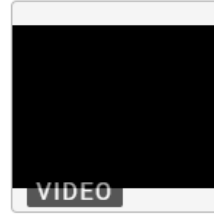
Impressions	47
Media views	12
Total engagements	1
Retweets	1

EBC Facebook:

Driving recklessly on pavements (DROPS) puts waste collectors and pedestrians in danger.

This footage is from Biffa collection vehicles, but the same happens to our Environment First collectors too.

Each year, five waste collectors die from work related incidents - don't risk a life to save a few minutes on your commute. [#StopDROPS](#)



This post was custom scheduled for May 3rd at 08:15 (GMT+1).

2 Comments	11 Likes	85 Clicks	764 Reach	3 Shares
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Our Environment First Team have experienced eight near misses in the last year, where someone could have been seriously hurt due to dangerous driving.

Getting to work few minutes early isn't worth a life.

Please be considerate and allow them to carry out their job safely.

If you have any dashcam footage of dangerous driving around collection vehicles putting our collectors or the public in danger, please direct message us on here so that we can investigate further.



This post was custom scheduled for May 23rd at 08:00 (GMT+1).

0 Comments	11 Likes	90 Clicks	1.1k Reach	9 Shares
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Our Environment First Team have experienced eight near misses in the last year, where someone could have been seriously hurt due to dangerous driving.

Getting to work few minutes early isn't worth a life.

Please be considerate and allow them to carry out their job safely.

If you have any dashcam footage of dangerous driving putting our collectors in danger, please direct message us on here so that we can investigate further.



This post was sent today at 08:00 (GMT+1).

0 Comments	0 Likes	1 Click	0 Reach	0 Shares
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Press release issued November 2022

A Landport Estate resident who drove his car into a council waste vehicle has been fined £660.

The incident happened earlier this year after the man's bin had not been put out for collection.

A court heard the man furiously pursued the crew for 12 minutes, attempting to block the collection vehicle several times and overtaking on grass verges before the collision.

Councillor Julie Carr, Cabinet member for Recycling, Waste and Open Spaces at Lewes District Council, said: "This was completely reckless driving. Somebody could have been knocked over by this car and seriously injured, which is an appalling thought.

"Our waste crew members were also on the receiving end of a great deal of hostility, despite their politeness, something that nobody should be subjected to as they carry out their work. We have zero tolerance for this kind of vile behaviour.

"It is crucial that people drive safely in the vicinity of waste vehicles to prevent accidents and anyone who fails to take heed of this, while putting others at risk, could end up in court."

As well as the £660 fine, the driver in this case was also ordered to pay £110 court costs, a £66 victim surcharge and his driving licence was endorsed with seven points.

The incident was reported to Operation Crackdown run by Sussex Police and Sussex Safer Roads Partnership. To report anti-social driving or an abandoned vehicle visit www.operationcrackdown.org

News story on website: www.lewes-eastbourne.gov.uk/lewes-district-council-news/motorists-told-to-drive-safely-near-waste-vehicles

