

LINDSEY PARISH COUNCIL

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Agenda Item: 7i - Defra campaign “Respecting the Outdoors,” which sits alongside Keep Britain Tidy’s “Love Parks – Council to consider utilising the campaign materials provided by Babergh Mid Suffolk in support of this campaign to assist in combatting the increase of litter since COVID-19 restrictions.

Background: Email from the Public Realm Department at BMSDC

“Dear All

We are sure you all agree that it is great that open spaces and playgrounds have seen an increase in use since lockdown measures eased however sadly an increase in litter has occurred along with footfall. This increase has been seen all over the country and has lead Defra to start a “Respecting the Outdoors” campaign to sit alongside Keep Britain Tidy’s “Love Parks”.

The Babergh and Mid Suffolk communications team are utilising the campaign materials on social media and as these are receiving a such a positive response we thought we would share so that the message can be spread further.

This link takes you to a Dropbox (<https://showcase.dropbox.com/s/Respect-the-Outdoors-035iiLXLNoEbN0Unm7kOU>) showcase, which includes Defra’s ‘Respecting the outdoors’ campaign materials, including:

- Social assets for Facebook & Twitter
- Non-Government branded social asset templates (for authorities to insert their own logo instead if desired)
- Poster images
- A basic campaign toolkit, providing a campaign overview, key messages, and guidance for using the assets on social media
- Links to Keep Britain Tidy’s Love Parks campaign”

Proposal: Council to consider whether it wishes to support the campaign and spread the message further by appropriate means.