

Name of Exercise: Turning the Tide: Environmental Awareness Campaign

Location: Nottingham City

Participation Exercise under which Article? *Capacity Building*

Purpose of Participation Exercise:

Turning the Tide aims to raise local people's awareness of specific environmental issues and, by supporting practical action, help them to make simple changes to achieve a more sustainable lifestyle.

Partners

The key to the programme's success is the partnership between local government, the local media and the support of the water company, the Environment Agency and other partners. The main partners are:

- City Councils: in Nottingham, Leicester and Derby
- Daily newspapers in these cities: Nottingham Evening Post, Leicester Mercury and Derby Evening Telegraph
- Local BBC TV station
- Local BBC Radio Stations
- Environmental consultants: 'Environ'
- Severn-Trent Water Company
- The Environment Agency (the UK's independent experts on environmental issues).

Method and Techniques involved

Turning the Tide began in the three East Midlands cities of Nottingham, Leicester and Derby in 1997 following a successful trial in Leicester in 1996. The programme consists of a series of themed environmental campaigns targeted at householders in the three cities. Five campaigns have been operated to date with a further campaign on waste planned for February 2000.

Campaign theme	Date	Length of campaign
Water	May 1998	4 weeks
Travel	September 1998	2 weeks
Energy	October 1998	2 weeks
Green Home improvement	March 1999	1 week
Food	October 1999	1 week
Waste	February 2000	1 week

A range of methods are used to stimulate awareness and participation:

- Media campaign.
Articles explaining the issues with stories showing local good practice in local newspapers, local BBC television and radio.
- Information leaflets
Explaining campaign illustrating good practice and giving contact details for further information. Available in public places e.g. libraries, council offices, local shops and leisure centres.
- Promotional offers
Opportunity to buy household goods at discounted prices tailored to suit each themed campaign e.g. half-price garden water butts and free bus rides. These offers help participants to change their lifestyles.

Participation and Impact

The target audience for each Turning the Tide campaign is the householders in each of the three participating cities.

The impact can be measured by the following means:

Use of promotional offers

- 19,000 water butts sold
- 25,000 Insulating Heating Radiator Panels sold
- 6,000 Free bus rides

Telephone market research

- Telephone monitoring after each campaign showed the message of each campaign had reached up to 40% of the sample contacted. Between 8% and 26% of those surveyed had changed their lifestyle after each campaign.

Further benefits

The quality of the media coverage earned the Turning the Tide project the prestigious *British Environment and Media Award 1998* and the Nottingham Evening Post newspaper won the *British Environmental Newspaper of the Year Award 1998*.

The partnership formed by the project has allowed us to gain EU (Life) funding to carry out a new project with local communities to develop sustainability indicators.

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View Turning the Tide as case study on www.sustainability.org.uk