



# The Clean Seas Please Story

## THE POWER OF PERSUASION

Project funded by the Environment Agency and jointly managed by Hastings Voluntary Action (HVA) and Rother Voluntary Action (RVA)

December 2014





# The Clean Seas story



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# The beginning

### Pour it down the drain...

**“It had always been a problem, and it would always be a problem, no matter how much we would try to save it. I pour fat down the drain as well as food down the toilet, my mother, and her mother had done it”**

**72 year old lady at St Leonards Festival 2014**

#### The issues:

- Revising the community role in meeting new standard.
- Negative impact on local tourist and fishing industries.
- Possible loss of largest beach based fishing fleet in Europe.
- Forming effective partnerships and coalitions for change.
- Influence those who can make major changes.



### The issue

In 2005 a new EU Directive on the standards for bathing water quality was agreed with the first classification published in November 2015. The gap between agreement and implementation gave constituent countries five years of summer water testing to check, and if necessary, improve the standard of the bathing water at designated bathing sites. At the start of the project there were 55 beaches around the country in danger of missing the standard, of which Bexhill, Littlestone and Hastings were identified to possibly failing in the area covered by Southern Water.

The standard that could be missed relates to the bacterial content of the sea water. If it is missed then from the beginning of the season in 2016 there will be notices along the foreshore warning potential users of the sea that it is unsafe to swim or paddle.

Although the Clean Seas Please campaign originally covered all three affected beaches the project is now focused on Hastings due to the marginal nature of the current water quality test results and the real risk of failing new water quality standards. It is high priority because it continues to be at risk of failure and also because of the potential economic impacts.

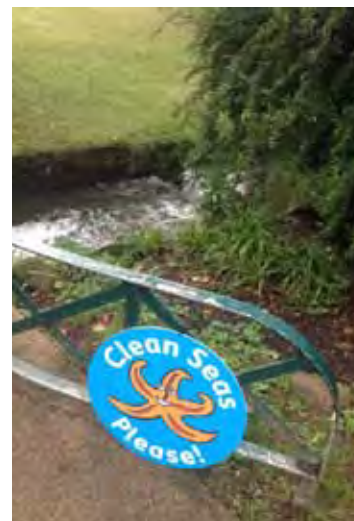
For Hastings tourism supports 15% of all employment and generates upwards of £234 million per annum, with



most visitors coming here go to the beach or use the sea. Although the beach launched fishing fleet is the largest in Europe with the boat design dating back 1000 years it currently struggles to survive and may not continue if the number of visitors drops. Closure of the beach for leisure activities would in all likelihood cause massive economic harm to a town already struggling with issues around poverty and deprivation.

The reason for the increased bacterial content of the sea water is complex. The Environment Agency, Southern Water and Hastings Borough Council are all making a significant investment in ways of improving the situation. This includes investigation of sewer networks and the filtration of the water in Alexandra Park. Alongside this partnership work is the investment by the Environment Agency in a community engagement project to:

- **Engage key stakeholders** around the issue of EU Bathing Water Directive “influencing the influencers” in a way which promotes the issue as a key priority for the town, county and further afield.
- **Raise awareness and knowledge** at all levels in the community
- **Change behaviours of local people** and local agencies work together to improve water quality



The Environment Agency have indicated that there are three important contributory factors where the local community can take action. These are:

- **Fats Oils and Grease (FOGs)** – disposed of through the drain by businesses and households
- **Misconnections** – waste water pipes connected to the wrong sewer pipe particularly on older buildings
- **Ragging** – caused by baby wipes and other material flushed not binned by individuals

It was decided that the required Awareness Campaign had two core objectives:

- Raise awareness and knowledge at all levels in the community
- Change behaviours of local people and local agencies to improve water quality



### Who knows... who needs to know?

**“Since talking to you at the Seafood and Wine festival last year I don’t pour oil down the drain anymore if I forget my daughter kindly reminds not to!**

**Mother of young child**

**“What can we, as individuals, do that will have any effect – it’s the responsibility of the Council or Southern Water?”**

**Gentleman at the Hastings Seafood and Wine Festival 2013**

### The approach

### Research, Research, Research!

Before we started to design the community engagement campaign itself, we needed to know what had been undertaken before, current theories, what was already out there and consider the most effective way of working with different communities ranging across the business sector, statutory sector, education, voluntary and community sector and individual residents.

Research undertaken by the Clean Seas Please project team suggested that to enable communities to change their behaviour, whether as an individual, group, business or agency, the project would benefit from ideas contained in “nudge theory”, i.e. the suggestion of a change rather



than being told what to do. We also decided to add in “pester power”, a message that not only appealed to children but something that they would engage with and take back to their families to encourage them to make a change. There is nothing more thought provoking than a child telling you off when you make a certain action!

In addition we commissioned a community planning expert, Nick Wates, of Nick Wates Associates to undertake some further research and to confirm our planned approach for the campaign (see Appendix 2). This work did indeed confirm that an innovative approach that enrolled the community as agents for change would have a better chance of gaining traction than more traditional information campaigns e.g. leafleting.

As a result of this the campaign was founded on some key principles:

- The importance of ‘talking with’ rather than ‘telling’.
- Using key influencers as ‘triggers’ – i.e. influencers who resonate with a community.
- The ‘stickiness of the message’ – the message needs to change and evolve during the lifetime of the campaign.



The campaign was named “Clean Seas Please!” as a direct result of this approach, setting both objective and tone. Short, snappy and direct but with a “please” rather than a “you should”.

The images and materials needed to be clear, vibrant, appealing to both adults and children and easy to adapt so that they could be used to link to written, social media and digital forms of communication. The messages should be short and direct with reference to further information.

To start direct communications with a range of communities we needed a range of materials that would work consistently to reinforce the message and allow different approaches and communication platforms.

As the campaign has rolled out we have developed the following:

Postcards	Facebook
Twitter	Website
Blogs	Presentations
Events	Game
Activities	Badges
Stickers	Testimonials
Shore Academy	Cookies

### Our partnerships



**“I have always been delighted to give my wholehearted support to the Clean Seas Please Campaign, ever since I called for a multi-agency meeting on Hastings Bathing Water Quality on 8 August 2013, which was convened in my office in October 2013, and followed by similar meetings every other month ever since.”**

**Amber Rudd, MP Hastings and Rye**



**“The Clean Seas campaign worked with Hastings Community Network to provide briefings about the EU Bathing Water issue and held a special seminar. As a result the network became actively involved**

**and are represented on the strategic group bringing together all the key organisations.**

**On the Local Strategic Partnership regular presentations have been provided to ensure that the Town’s Leaders are aware of the Clean Seas Please message and the vital importance of this issue.”**

**Marie Casey, Chair Hastings Community Network**

The fundamental approach was to portray the needed behaviour change in waste disposal through the sewerage system by individuals and communities as something they would want to do – not have to do, that “everyone else” is doing it – not just them, and they were as individuals making a difference to themselves and their families and not just “for the public good”.

By emphasising an upbeat, inclusive, personal, educative, positive and opt-in message we sought to avoid the top-down, authoritarian or scare tactics traditionally employed by public information campaigns and focussed on the positive, fun and creative message. As a small core team we realised that to get the message out and establish behavioural change amongst a large and diverse collection of communities we could not and should not try and do this on our own. We have therefore worked hard to establish a range of partners and partnerships to help us develop and deliver the campaign. These included professional advice on graphic design, web and social media, education and communications which was added to our core skills portfolio of working in communities.



**“The Clean Seas campaign worked with Hastings**

**Community Network to provide briefings about the EU Bathing Water issue and held a special seminar. As a result, the network became actively involved and are represented on the strategic group bringing together all the key organisations. On the Local Strategic Partnership regular presentations have been provided to ensure that the Town’s Leaders are aware of the Clean Seas Please message and the vital importance of this issue.”**

**Clive Galbraith,  
Chair Hastings Chamber  
of Commerce**

## Partnerships and influencing the influencers

We also built partnerships to broaden the message beyond communities to “key influencers” i.e. individuals and organisations that could have a major impact on the success of the campaign.

- **Environment Agency** – throughout the campaign we have worked closely with the Environment Agency, not only as the funder of the project but also as a source of technical information and guidance and sharing our work with other projects around the country.
- **Hastings Borough Council** – working with the Overview and Scrutiny Committee, individual Councillors and Council officers, the campaign now also Chairs the Communications Group to drive the overall public message. This year HBC Food Hygiene officers have been asking about the disposal of fats, oils and grease and the Building Inspectors have our postcards relating to misconnections.
- **Southern Water** – for technical and press and event support. Their local Wastewater Inspectors have been taking our ‘missed connection’ and FOGs postcards out.
- **Hastings Community Network** – adopted as a key strategic aim, cascade of information to over 250 community organisations.



“We have worked closely with Clean Seas Please on its campaign in Hastings and been impressed with the group’s passion for the cause and innovative ways of promoting it. It is always great to work with enthusiastic people who are keen to make a difference in their communities, especially when their aims tie in so closely with ours. We took them on a tour of Brighton’s Victorian sewers and around their local wastewater treatment works. Teaming up with Clean Seas Please has been a fun and very worthwhile exercise.”

**Samuel Underwood,**  
Press Officer Southern Water

- **Amber Rudd** – MP for Hastings and Rye – supported the campaign through blogs and after our initial contact Amber initiated an Executive group meeting of the key partners, including CSP, to move the agenda forward on a strategic level.
- **Local and East Sussex Strategic Partnerships** – now a standing agenda item.
- **Chamber of Commerce and Let’s Do Business** – attendance at business events and influenced a breakfast business dedicated to a report on the issue from Southern Water.
- **Hastings Fisheries Local Action Group** and support received from Hastings Fisherman’s Protection Society.
- **Hastings Pier Company** – agreed to consider specialist bird netting on new construction and advertise campaign in their resource hub.
- **Local community groups** from sea swimmers, residents associations, angling clubs and child care providers.
- **Local catering, plumbing suppliers, colleges and schools.**



### The baseline

- Hastings has a population of just over 90,000.
- Our initial survey suggested that less than 8% (around 7000 people) had some knowledge of the bathing water quality issue prior to Clean Seas.
- And less than 3% (3,000 people) were aware of the possibility of notices advising against bathing.



### None of us is innocent N°1

During one of our first community events a middle aged man came over to have a chat with us in regards to the fat-funnels produced by Southern Water. He approached the students and was very eager to know why there was such a big fuss about the water standards, sewers, FOGs and what you put down the toilet.

As we engaged in conversation with the man, it was clear to see that the man had no clue about what was going on in the sewers and he himself had always poured fat, oils and grease down the drains, as well as flushed his food down the toilet,

but as the conversation moved on to the connection between what you put down the drains and the rock hard fat in the sewers he became very interested and asked if you could come down the sewers and see?

We gave him some videos to watch online and he took all the information we had to take home. Lastly he asked why no one seemed to care, and we said that we were asking the same, and he said he would talk to the people at work.



At the start of the campaign we felt (after initial informal consultation with local communities and stakeholders) that there was very little knowledge of the EU directive, the issues, its consequences and actions that could influence achieving the new standard. Indeed amongst the team, their families and networks it appeared that very few people were aware and it was felt generally not to be a topic of conversation “down the pub”.

Based on our initial research to create a baseline amongst community members, we found that around 8% of those asked had some knowledge of the issue with less than 3% knew of the possibility that the beach would be closed to bathing.

Our assessment of partners within local authorities and schools levels of knowledge mirrored that of the general community and this included councillors, officers and senior officials. Where knowledge did exist it did not appear to be effectively disseminated within those organisations or reviewed within those departments most affected by it. Throughout the campaign we engaged people in conversation and asked about their knowledge of the issue, recording this at the same time as asking for “sign up” to the campaign aims.

Over the first four events in 2013, 7% of those asked had some prior knowledge of the issue.

### Organisations actively working on raising water quality standards in Hastings:

#### **Environment Agency**

– investing in extensive monitoring, physical improvements and giving advice and guidance to partners. Keen to tap into the strong community action culture in Hastings to improve water quality.

**Southern Water** – was initially slow to endorse the campaign but has more recently become increasingly active in supporting Clean Seas Please.

#### **Hastings Borough Council**

– have invested significantly in the project but there are opportunities for more proactive engagement work.

#### **Community and Voluntary sector**

– close to zero awareness of the issues and actions that will make a difference.

**Businesses** – close to zero awareness of the issues.

With regard to the business community our survey of catering outlets in the Old Town showed that 9% knew about the implementation of the new standard. However, 70% did know they had to safely dispose of fats, oils and greases when it came to large quantities of oil – especially those using deep fat fryers. We think this is linked to the conditions associated with food hygiene regulations more than knowledge of what happens in the sewerage system. When asked about this, 12% were aware of why fats and oils had to be disposed of carefully. However one team member still witnessed (on another occasion) one café owner carefully tipping oil from a drum down a road drain outside their business.

In the education sector the baseline of awareness amongst school children was 0%, as it was with the teachers that we asked, 0%. For students in further education there was more knowledge, 11%, amongst those undertaking sea based activities or whose families were connected in some way to adults directly involved in the issue.

Our work with plumbing suppliers and building merchants showed 0% awareness. However, some plumbers, 33%, were aware but none said they pro-actively advised householders around rectification of misconnections.

## CHAPTER 2:

# How Key Milestones



**2013**  
**March**  
Project start.  
Approach designed.  
Meet Cuckmere and Pevensy Catchment group

**April**  
Partners engaged.  
Baseline created.

**May**  
First campaign graphics and images agreed

**June**  
Twitter and Facebook page launched

**July**  
First events: St Leonards Festival.  
Hastings Local Strategic Partnership.  
First campaign stickers issued

**August**  
Community Events: Pirate day; Combe Valley open day; Pecha Kuchar presentation

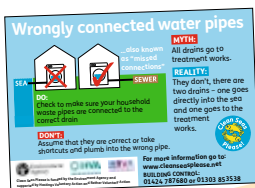
**September**  
Bexhill Festival of the Sea;  
Hastings Seafood and Wine; Freshers Week. New Stickers

**October**  
Hastings Community Network;  
Shore Academy Schools Pilot;  
Start of Exec Group

**November**  
Meeting with Fisheries (FLAG) project;  
Website launch;  
Work with plumbers

**December**  
Santa Dash;  
Beach clean;  
Late and live event; New Stickers





**2014**

**January**  
Articles published in local media

**February**  
New info campaign postcards published; Old Town Ward- Local Councillors report

**March**  
Catering outlet project – Old Town Hastings; Half Marathon motivation stations

**April**  
Schools Yellow Fish Day and film; New toilet info card FOGS jam jar label

**May**  
Tour of Brighton Sewer; Produce kids activity sheet in partnership with local food business

**June**  
Shore Academy 2nd pilot Dudley Infants; Midsummer Fish Fair New stickers

**July**  
St Leonards Festival; Pirate Day; Radiator Arts “sea monster” competition

**August**  
Shore Academy family course; Family activity day on the seafront; Fish Fair; Play day theatre



**September**  
Hastings Seafood and Wine Festival; Bexhill Festival of the Sea

**October**  
Herring Festival



**November**  
Partnership activity day at the Bridge in Ore (hotspot); Tour of local Wastewater treatment Chair – Comms group

**December**  
Xmas activity event



## Events

### Fun works!



**“I wonder if I might pop down to your office for a chat to see how RVA could work with us this year at the Festival? I know that everyone obtained a great message from your stall last year. And the roving fish! ... well what can we say?”**

**The quality and enjoyment of your stall last year has prompted us to offer a trophy to the best stall this year. I am sure RVA will be in the running.”**

Carole Green, Organiser of Bexhill Festival of the Sea

### **It sometimes takes time...**

**“Shall I sign up to the campaign today as I think I met you at the Seafood and Wine Festival last year and this year.”**

**Lady talking to the team at the Priory Meadow Shopping Centre November 2014**

The consequences of Hastings not meeting the new bathing water standards and the implications for the town are very negative ones and it has been a challenge to turn this into a positive campaign. Using behavioural change and nudge theory we wanted to produce easily identifiable images, linked with creatures found in the local marine environment or linked directly with a campaign message.

They are designed in a modern accessible cartoon style with clear fonts, bright colours and simple messages that are easily adapted to different formats. These range from dustbin size roundels printed on foam board and flags and bunting to decorate stalls at events, as well as on stickers, badges, cookie toppers and other marketing materials and echoed through social media sites and website. Our images have also been used by other campaigns, particularly Thames Estuary and Cornwall.





In order to reach as wide an audience as possible we consciously chose to provide an information stall at community events organised by others – the idea was to go “where the people are” and not have them come to us. This resulted in the CSP team attending 35 differing types of events in less than 24 months. The team also organised an additional 3 events in partnership with Hastings Borough Council, Southern Water and the Environment Agency.

The events the team have attended have ranged from general community events such as St Leonards Festival, to specific sea and beach themed events such as the Fish, Midsummer and Herring Fairs, Seafood and Wine, Pirate Day, Mermaid tea party and Bexhill Festival of the Sea. For the Hastings Half Marathon we entered our own team and also manned the motivation stations around the course and a water station at the finish line where we dressed in CSP T-shirts and gave out CSP bottled water.

**35 Community events attended**

**3 Community activity events organised**

**4 Community AGMs**

**2 Chamber of Commerce**

**Appearance on BBC Sunday Politics**

**2 Business breakfast meetings**

**1 Public meeting**

**3 Executive Meetings**

**920 signatures**

**8 Local council meetings**

In addition to the 35 events we were also present at Fresher’s week at Hastings University campus, Sussex Coast College and Bexhill College and also the beach cleans with Bexhill Environment Group. The team are also working with Blue Reef in Hastings to organise regular beach cleans at Rock-a-Nore.

Events have not just been about static information tables and we sought to make them as engaging as the budget allowed us. We enlisted the help of a local street theatre group – Radiator Arts to help us create “Fish People”.

We worked with the Inside Out Theatre Company to help us create “Pirate Ship” activities and worked with a local actor who creates the cartoon character Popeye for street events, all to encourage positive and fun public interaction.

We have not only engaged people in conversation about the EU Directive, the issues and the consequences but also recorded the level of knowledge there is amongst the general population and asked people to directly sign up to the campaign. To date we have gathered, both directly and on the website, 920 signatures, of whom less than a third knew about the directive before speaking to us.

## Social media

### When you know – you care

“The beach and sea is something I hold very dearly to my heart and having a chance to do something positive was a significant draw. I got involved because I care enough to get involved and want to encourage others to get involved. If some of my knowledge of PR and marketing can be put to good use – community engagement activities – then for me that is a positive.

“It also presented a great opportunity for some of my students – Bright Young Things (BYT) who are studying PR and marketing with me to get some live PR experience. What better way to learn than to actually do it and the CSP campaign presented us with an applied and challenging campaign to work on. It not only gave BYT a great client to work with (and be mentored by), but a real opportunity to test their developing skills and knowledge base as a PR agency.”

**Dan Bennet, University of Brighton**

### Social media numbers to date are:

#### Facebook page:

582 likes  
200 + page shares  
200 average weekly reach  
1000 people receiving some posts

#### Twitter: @cleanseasplease

1,117 followers  
432 tweets  
100 + retweets

#### Blogs

20 published  
5+ shared

#### Website

[www.cleanseasplease.net](http://www.cleanseasplease.net)  
161 sign ups

#### Instagram

Just being developed



“We know we have made mistakes and found some of the targets we set tough to meet, but BYT are learning from this experience all the time and still take pride in that we are able to do something positive. No other module in the university has students cleaning beaches on a Sunday morning, handing out cookies at festivals and events during the summer, stencilling yellow fish all over the seafront or running half marathons. This and the blogging, social media, community liaison, press work, meeting Keane etc. There is also the sense that this is education for a greater purpose and if BYT can learn whilst promoting positive change amongst our local community then everybody, hopefully, is a winner.”

**Dan Bennett – Lecturer in PR and Marketing,  
Leader of Bright Young Things, Brighton University**



The Project was all about Communication. Face to face, by the written word, online and through art. We knew that we would be unlikely to achieve very great penetration of the campaign using just one method and we also knew that increasingly people are finding information online. The trick was to tie social media to our community events and vice versa. We sought to maintain broad campaign message integrity through consistent imagery and language (e.g. upbeat, fun, friendly, positive) across all communication methods and platforms.

Being a small team on a limited budget we knew that we needed to adopt the 'viral' – or more appropriately 'ripple' approach to getting the key messages of the campaign out. We also set out to establish a campaign that would be fun, capture the imagination and engagement of all ages and be as accessible and interactive as possible.

In order to achieve all the objectives, we needed to build a strong digital presence using as many different forms of social media supported by a unique website. We engaged Bright Young Things, a PR agency run by Brighton University to manage our social media, partly for their innovative ideas and experience in this area and also to reach the student population, one of the key groups of people to engage and introduce behavioural change for long term sustainability.



Our brief to them was to set up and grow a Twitter feed, Facebook page, write regular blogs linked to the website and to write press pieces and articles for community newsletters.

They have also taken part in, or organised and run, events and have introduced new ways of gaining public interest in the campaign, such as images on cookies, water bottles, running as a team in the Hastings Half Marathon, helping out at beach cleans and designing a fridge magnet.

There have been ideas that haven't quite made it, yet, such as the cookie cutter and projecting an image onto a building. They are now moving on to build an Instagram account and look at ways of fundraising for the campaign.

The website was built by a local young web designer, who also created an interactive game connecting a toilet to the sea, a subliminal message about wrong connections for waste water. Added to the website has been a range of information pages and a direct sign up page to the campaign.

Having social media accounts has also enabled partnership working in a way we had not envisaged at the beginning of the campaign. Joining together with Southern Water, the Environment Agency and Hastings Borough Council, in particular, has meant that we can all regularly share and tweet items from each other's social media feeds.

## Shore Academy

### Pester Power!

Having identified that young people were an important target, not just to create long term behavioural change but to also enlist their help in educating older people within their families, known as pester power, one of our key objectives for the campaign was to develop a curriculum linked educational tool for all school ages. To do this we commissioned Education Futures Trust (EFT), an independent organisation that works with schools, families and communities, to develop this for us. This became known as the Shore Academy

**“The Shore Academy aims to promote the Clean Seas Please messages by embedding a respect for, and love of, the local marine environment through the education of pupils, who will in turn influence their families.”**

Shar Brown – Mentor and Learning Coach



The Shore Academy is a series of 10 educational sessions (8 in the first pilot), half of which are delivered on the beach and surrounding areas, for children aged 5–16. Field sessions on the beach are supplemented by follow-up lessons delivered in school by the class teacher. Each lesson is planned with clear links to the curriculum, uses minimal resources and is thoroughly risk assessed. Sessions can be accessed by all pupils, with a focus on kinaesthetic learning.

The sessions build on confidence, understanding and expertise, and culminate in a whole school assembly event designed and delivered by the pupils, delivering core Clean Seas Please messages. Each week two pupils are chosen to be Shore Academy ‘ambassadors’. They record the session digitally, using a camera and a voice recorder, and every pupil has the opportunity of responding to the session in the class diary. The ambassadors produce a ‘magazine’-style report, which can be shared more widely and which will evidence the immediate impact of the project.

These ambassadors will also be the links to the project partners and to the Clean Seas Please campaign in the longer term, and will attend a potential conference, as well as other associated events. This will build an element of sustainability into the project and ensure that young peoples’ voices are heard.

We would like to thank East Hastings Angling Association for providing an indoor space free of charge and Hastings Borough Council for support with use of the Stade Hall.



### The programme so far:

- St Mary Star of the Sea Primary School
- Dudley Infants School
- Churchwood School
- The family session These are some of EFT's most vulnerable families.

The results of the pilots have been so impressive

**“My mum used to sometimes flush cleaning wipes down the loo, but she doesn’t ever do that now.”**

**“I asked my mum why there wasn’t a bin the bathroom, and she went out and got one.”**

**‘My mum put some fat down the plug hole. I told her that she should put it in the bin.’**

### An adult from the family programme:

**‘I now pour my fat into a big bottle and make a funnel out of another bottle. Then I wait until it goes cold and I put it in the bin.’**

### And another adult said:

**“I have learnt that we mustn’t put baby wipes in the toilet”**

that the Shore Academy won the Spark “Environment Award” for the younger age group. Southern Water are now working with the Shore Academy delivering one session on waste water as part of their schools programme. It has also attracted funding from Southern Water which has been matched by the Environment Agency outside of the Clean Seas Please Campaign. Under this extra funding:

- Work has also been undertaken with eight Year 7 and 8 pupils from St Leonards and Hastings Academies, all of whom are at risk of permanent exclusion and a further project is underway.
- A nurture group from year 7 (Hastings Academy).

A full report of the Shore Academy pilot can be found at Appendix 5.



**Above:** Shore Academy receiving Spark Environment Award

## Hot spots and projects

### Businesses do care

**“Because our business is so closely connected with the sea we are also proud to be supporting the “Clean Seas Please” campaign which aims to ensure that the Beaches in Hastings meet the new EU Bathing Water standard when it comes into force in 2015. The image and reputation of Hastings is vital to its continuing regeneration and the maintenance of a thriving tourism and visitor economy. We would urge all businesses with an interest in the Town’s future to support this initiative.”**

Webbe’s Fish Cafe



### The Consumer...

**“Why do they make products such as baby wipes with flushable on them when they cause so many problems?”**

### None of us is innocent N°2

**One of the Clean Seas Please team was shocked to discover that the waste water pipes from their own kitchen had been connected to the wrong sewer pipe – it has been corrected! It transpired that there were 7 other properties in the same road who were also incorrectly plumbed and have been since they were built in the 1950s.**

As a community engagement campaign it was not only important to reach the general public, it was also imperative to reach groups of people who could have a significant impact themselves as individual households, communities or businesses on improving bathing water quality locally. To that end we identified the following groups of people with whom we could undertake mini pilot projects:

- **Catering trade** (Fats Oils Grease – FOGs)
- **Hospitality** (FOG’s, baby wipes)
- **Plumbers and building suppliers** (misconnections)
- **Adults with young children** (baby wipes)

An assessment tool was developed to be used with each distinct group and support materials created in the form of an information postcard for each issue – misconnections, FOGs and ragging, window stickers and toilet cards.

### Catering trade

We focused our work in the Old Town area of Hastings where we visited every catering outlet open. The outlets generally informed us that they use oil collection companies for their oil where deep fat fryers are used. However during our work there we received anecdotal evidence of staff being told to pour fat down the toilet. Out of 23 outlets who were prepared to engage with us, most did not know of the directive. The biofuel companies



that we spoke to felt catering outlets only take notice of the need for safe disposal when Food Inspectors ask to see the waste oil certificates. Hastings Borough Council agreed that their Food Inspectors would ask additional questions on this during 2014. Webbe's and Eat@ have been particularly supportive of the campaign.

## Plumbers and building suppliers

Speaking on a one to one basis with eleven local plumbers, four said they were aware of the problems of misconnections and the inappropriate disposal of FOGs. One plumber said that most catering outlets don't bother about FOGs unless they block the drain, even if they have a fat trap connected. In some instances it is difficult, if not impossible, to correctly connect waste water pipes, particularly on old Victorian properties that have been converted into houses of multiple occupation. Wickes and B&Q were very accommodating in allowing the team to spend time in the plumbing isles. Specialist plumbing suppliers were less interested and did not really want members of the CSP team in store at peak times i.e. when plumbers were there! Trying to team up with the plumbing course leaders at the local college also proved difficult. Whilst expressing initial interest could not find the time to move beyond that.

## Hospitality Sector

Finding the most appropriate way to approach the hospitality trade has been challenging but we are still working on this and have now been invited to attend and speak to the Hospitality and Tourism Forum.

## Adults with young children

We have held three activity events designed around children and families in order to talk to parents about the disposal of baby wipes. We are also targeting the Children's Centres and In2Play in the new year of 2015.

## Hot Spot / Mini Clean Seas Project

Overall there have been 80 blockages across the town that Southern Water have dealt with in 2014. It has proved difficult to pin-point areas on the map where there are problems. Sometimes this is due to maps not showing all local sewer connections.

As a result the CSP team decided to hold a mini clean seas please project in the Ore area where households could connect directly into the stream. An event was held at The Bridge, Priory Road, in partnership with Southern Water, the Environment Agency and Hastings Borough Council to highlight the issues. Further work includes The Shore Academy running another schools programme and work with In2Play and the Ore Children's Centre which will take place in early 2015, when any catering establishments and plumbing business will also be contacted.

## CHAPTER 3:

# Making a difference

“Since we saw you at the stall at The Hastings Seafood and wine Festival last year me and my dad have been to LOADS of beach cleans. It’s our thing now, just me and dad. I like it because I get to spend time with my dad but also because I do something nice to the environment.”

Jonathan, 8 years old,  
Hastings Seafood and Wine Festival 2014

In conversation  
we are now hearing  
people say:  
“I saw you at...” or  
“I saw that in the  
newspaper”



“I had no idea about baby wipes. It says on the packaging that it is bio degradable and fine to flush? I was very confused at first but when the girl told me how some have attempted to build an aeroplane out of baby wipes I couldn’t help but wonder: If they are that strong, no wonder they never degrade! I like to recycle, I do recycle everything going out of my household, so I couldn’t help but feeling a bit stupid and ashamed, but the girls at the stall were great! They told me that it was no surprise and that it was just as important to make the change. I don’t ever put baby wipes down the toilet again! Thank you for all your hard work CSP, it is greatly appreciated.”

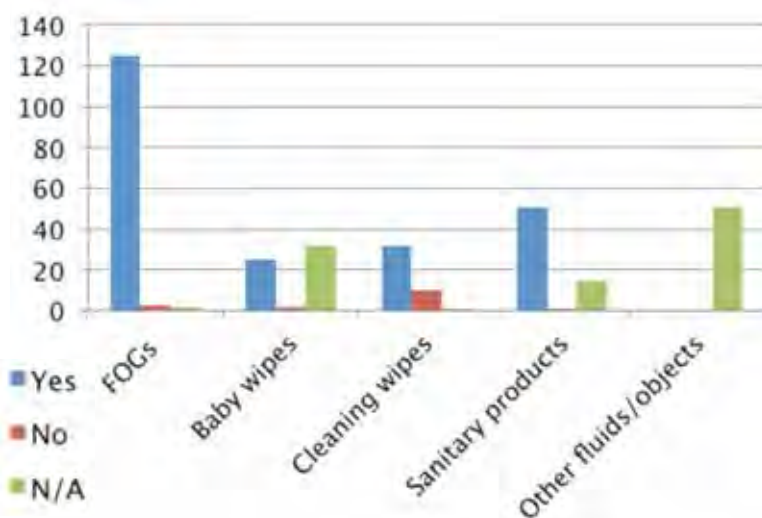
Mother of 5 year old at Seafood and Wine Festival



## Have we made a change?

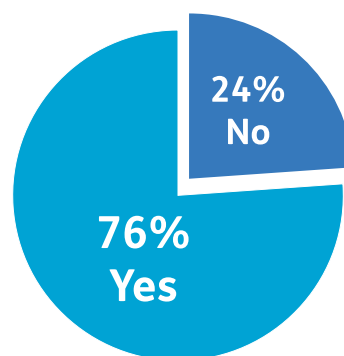
This sort of community engagement campaign where you are encouraging behaviour change is very difficult to evaluate and the following statistics are estimates based on informal assessment. We do know that direct communication (people we speak to), rather than a general campaign, works as can be evidenced in the difference between schools that have had the Shore Academy programme and those that have not. Where we talk, there is 100% awareness (as seen in the research carried out by Brighton University) and nearly 100% sign up to the campaign. We also know that we have had direct influence on opinion formers – i.e. people who proactively take an interest in their environment and are likely to influence others, continuing the viral aspect of the campaign by one to one communication.

### Have you made any changes in the way that you dispose of:

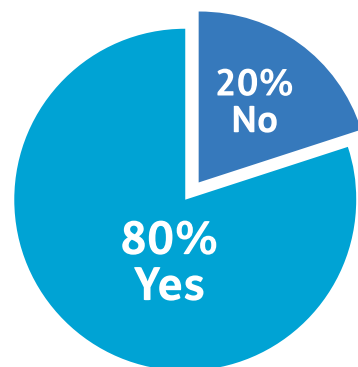


In October this year Brighton University undertook a survey of the people who had signed up to the campaign (full results in Appendix 4)

Did the campaign give you useful tips on how to help?



Has the CSP campaign increased your interest in Environmental Issues?



Opinion formers

March 2013

Stall visitors

Dec 2014

### GENERAL COMMUNICATION

Aware of EU directive	8%	15%	30%
Possibility of beach closure	5%	10%	30%

### SCHOOLS

With Shore Academy

Where no Shore Academy

Children	0%	95%	5%
Teachers	0%	95%	2%

### BUSINESS

Result after direct communication

Sample size

March 2013

Dec 2014

Plumbers	33%	100%	8
Catering businesses	9%	100%	23
General awareness			
Catering businesses Safe FOGs disposal	70%	?	23

Do you think a campaign like CSP is: (ranking 1-10 where 10 is high)

	1-2	3-4	5-6	7-8	9-10
Useful			2	49	
Effective		6	47		
Worthwhile		9	44		
Influencing*				45	
Informative					50

\* Influence was thought be local rather than national and not likely to make a political difference.

### Media

The CSP campaign used both traditional media coverage and community media channels to ensure the widest possible coverage at the lowest possible cost i.e. free. The campaign did not pay for media slots or adverts. The channels used included:

- Newspaper articles – national and local
- Online news – local
- BBC TV
- Statutory partner news/e-bulletins
- Business staff in-house newsletters
- Local political networks
- Chambers of Commerce
- Community and voluntary sector publications
- Film/You tube – Yellow Fish, Hastings waste water treatment plant visit and the Clean Seas Please documentary.

### Political support

- Amber Rudd – twitter feed, newsletter and newspaper column
- Councillor John Hodges local and East Sussex County newsletter
- Councillor Mike Turner local newsletter



### Newspaper

Clean Seas Please was included in an Environment Agency article this summer in the Sunday Times. Locally it was more difficult to gain traction with the local newspaper, but we have been successful in having four articles published. This has improved as our partnership work with Southern Water and Hastings Borough Council firmed up and were able to use their connections with local print media. Other articles appeared in the Herald, The Bexhillian, the Hastings Independent and Very St Leonards.

### Online news

We have had three articles published in Hastings Online Times. Regular blogs are published onto the Clean Seas website as well as Facebook and linked to twitter. Articles are regularly posted to both HVA and RVA (project managers) websites, facebook and twitter feeds.

### BBC TV

In the summer of 2014 the BBC Sunday politics show highlighted the issue of the EU Directive and we were asked to take part in this, with Steve Manwaring being interviewed on Hastings Beach.

## Statutory partner news/e-bulletins

Articles have been published through:

- Hastings LSP
- Hastings Borough Council staff and members bulletins
- East Sussex Strategic partnership
- Environment Agency – Get Connected
- Shingle publication (Thanet Council general public news)
- Amicus Horizon – staff and clients
- Hastings educational establishments through the school bag.

## Business support

- General Dynamics staff bulletin
- Hastings Direct staff bulletin
- Webbe's article for Chamber of Commerce
- Chamber of Commerce e-bulletin

## Community and voluntary sector publications:

- Hastings Old Town Residents Association
- Pilot Field Area Residents Association
- Crest Play Group
- HVA ebulletin and newsletter
- RVA ebulletin
- Hastings Community Network ebulletin

## Film

- Yellow Fish – a short film made with St Mary Magdalen class, in association with the local PCSOs, East Sussex Fire and Rescue and Environment Agency. The young people painted yellow fish on surface water drains and followed the drain to Goats Ledge Outfall, St Leonards. <https://vimeo.com/95390690>
- Bexhill and Hastings Waste water treatment plant visit – a short film of the treatment of wastewater including an interview with Southern Water Inspector, Steve Williams.
- The making of Clean Seas Please – a documentary of our community engagement campaign.





### Make the thing DANCE!

Radiator Arts has been fortunate to have participated in a number of events organised by the Clean Seas Please Campaign, a project which we did not hesitate to become involved in due to the importance of its message and its immediate connection to the local community.

Our participation in the project has included creative arts workshops, during one of which we made jellyfish that included 'baby wipe' tentacles to help raise awareness of the problems created by flushing such materials away. We have also assisted with the publicity campaign on a number of occasions, providing costumed fish characters to help

distribute leaflets around the town centre and engaging with the public about the work of 'Clean Seas Please'.

In the summer we undertook a two week project with our own Radiator Art Club to help highlight the issues raised by the campaign. The children were asked to collect rubbish that had been washed up on the beach and then design and make their very own Sea Monster using the items they had collected. The message was that it is human waste and rubbish which is the real monster within our seas. The project encouraged the children to think about the importance of maintaining our seas and waterways, and consider the impact of human waste and rubbish on such environments.

As arts educators, we felt this was a fantastic opportunity to involve our Art Clubbers in a project that had a broad community connection. The children loved transforming their collected rubbish into works of art and seeing the products of their hard work on the Clean Seas Please website. It was an extremely proud moment for all the children, parents and us!

From a personal perspective, as a direct result of my involvement with the project, I have also gained a far better awareness of the issues that are impacting our seas and feel privileged to have been involved in a campaign that helps to educate the local community in such a positive way. We all need reminding from time-to-time as to how our everyday domestic practices can negatively impact upon the natural world and how small changes in our routines can help improve and sustain the world that we live in. Living in a coastal town, with an immediate connection to the sea, we at Radiator Arts recognise the duty of care that we have to preserve our natural heritage and our responsibility to educate the next generation, to the benefit of all.

Thank you for allowing us to be involved!

**Rowena O'Reilly, Radiator Arts**

## Influencers and partnerships

RVA and HVA are in a perfect position representing the voice of the community to lobby, through the Clean Seas Please campaign, those who have influence to make a change at a strategic level.

One of our first actions was to contact the local MP (Amber Rudd) to invite her to join the campaign and to use her influence to bring together statutory agents and lobby in Government if required, a role Amber enthusiastically took up on our behalf.

Her support to form an Executive Group comprising of high level officers from Southern Water, the Environment Agency and Hastings Borough Council with community representation from Clean Seas Please and Hastings Community Network has led to this group meeting on a quarterly basis. Through the contributions and flexibility of partners, the partnership approach has strengthened as the bathing water project has progressed.



**“I am committed to supporting the Clean Seas Please campaign and would urge all residents to join the campaign.”**

**Amber Rudd,  
MP Hastings & Rye**



Following our involvement with the Executive Group we also facilitate (and currently chair) the “Comms” Group comprising of press officers for Southern Water, Environment Agency and Hastings Borough Council to ensure we maximise the opportunities to inform and enrol the local community in taking positive action. The re-institution of this group has led to a more joined up approach to the messages around the implementation of the EU Directive.

In early 2013, Clean Seas Please and the Environment Agency made a presentation to Hastings Local Strategic Partnership who not only endorsed the campaign but made the issue a standing agenda item. After listening to this presentation the Chair of the Hastings Chamber of Commerce was so shocked about the situation and the possible impact on the local economy that he arranged for Southern Water to attend the Chambers next business breakfast meeting to explain the actions they were taking in order to meet the standard. Clean Seas Please have also taken part in Hastings Borough Council overview and scrutiny committee investigation of the issue.

Hastings Community Network endorsed the campaign as one of their key strategic themes in 2013. This led on to the Hastings Old Town Residents Association organising a public meeting in the Old Town at which the Environment Agency and Clean Seas Please gave a presentation and answered questions. The residents of the Old Town felt that they would be particularly affected by notices along the foreshore if the standard was not meant and were

## MAKING A DIFFERENCE

calling for a wholesale refusal to pay water rates unless a guaranteed solution was identified.

As a campaign we have emphasised the need and worked hard to achieve better partnership working. Surprisingly it took more time than we anticipated for some of these to be created and often this is about accessing the right people in an organisation. We are pleased to be working a lot more closely with Southern Water who feel that our campaign aligns with their “Pain in the Drain” and other waste water projects as well as their schools programme and working together we expose both projects to a wider audience.

Commissioning community groups to help us has led to some interesting “added value” to our work, for example we employed some members of Radiator Arts to dress as fish people to engage with the community to make the issue fun and alive and not just a poster or a leaflet. Working with the students of Bright Young Things also meant we have had input from a different demographic and brought to the table approaches that may not have occurred to us and certainly presented a more youthful and less authoritarian face to the campaign at key points when dealing with families with younger children and young people from disadvantaged areas.



## What the community says...

### Give it a label...

“Clean Seas Please is a catchy title and memorable for everyone, and it’s great that the entire community can feel included in the campaign. As a part-owner of a private sewer attached to a property in the Midlands, I was already very aware of what should and should not be flushed into the sewage system before I came to this area – and I think the question of ownership is a crucial one. If everyone has a sense of ownership, the caring for the environment will follow quite naturally. I would no sooner try to flush a used nappy down a toilet than keep one in my handbag! Clean Seas Please, I hope, will enable both locals and visitors to grasp that they are part of the environment and have a vested interest in keeping it clean and healthy.”

Cathy Simpson, Illustrator

“This is totally the responsibility of Southern Water, they should have extended the outfall pipes years ago. What can I do that will make a difference and anyway I pay my water rates – they should fix it.”

Man at Seafood and Wine festival

**A key observation was that there is little knowledge in the community that there is a dual sewer system or how it works. Almost no-one who approached us knew there was a dual system and that most rainfall runoff went into the sea untreated.**



Clean Seas Please is about informing and engaging people around the issues and what we can all do to effect change as individuals. It was with some trepidation that we went out to talk to the general public at events during the summer of 2013. How would people react to conversations about flushing toilets, sewers and what they do in their own home?

We need not have worried. The general response was overwhelmingly positive, engaged, and interested and evidenced through the various quotes and comments in this report. There are individuals who choose to believe that the problem is totally the responsibility of Southern Water and/or the Environment Agency and Hastings Borough Council but these are a small minority probably less than 1 in 20.

There are also some people who do not think that what they do will make a difference, either because one person or household can't have an impact or because the sea has always been dirty and they wouldn't dream of going anywhere near it anyway. On the whole though people have gone away from our information stalls and meetings genuinely interested and engaged and took with them information, jar stickers to collect fat, fat funnels and other items that we hope will nudge them into behaviour change. As we moved into the second year of events we saw some "return customers" who told us that their children remind them when they are not taking an appropriate action with the disposal of fat or baby wipes – the value of pester power was confirmed!

We found the most difficult of the three issues to explain to people is misconnections, although this is greatly helped by the Connect Right leaflets kindly supplied by the Environment Agency – [www.connectright.org.uk](http://www.connectright.org.uk). People have asked how they know if their property isn't connected properly and some have gone away to check it out. It is acknowledged that there are some properties in Hastings – particularly some of the Victorian terraces or houses on multiple occupancy– that would be very difficult to correct.

The team have also been stunned to hear from a number of people that they dispose of unwanted food by flushing it down the toilet – this included a story from a plumber who was called to toilet blockage in a holiday let, on investigation the problem was caused by a whole chicken stuck in the U-bend!

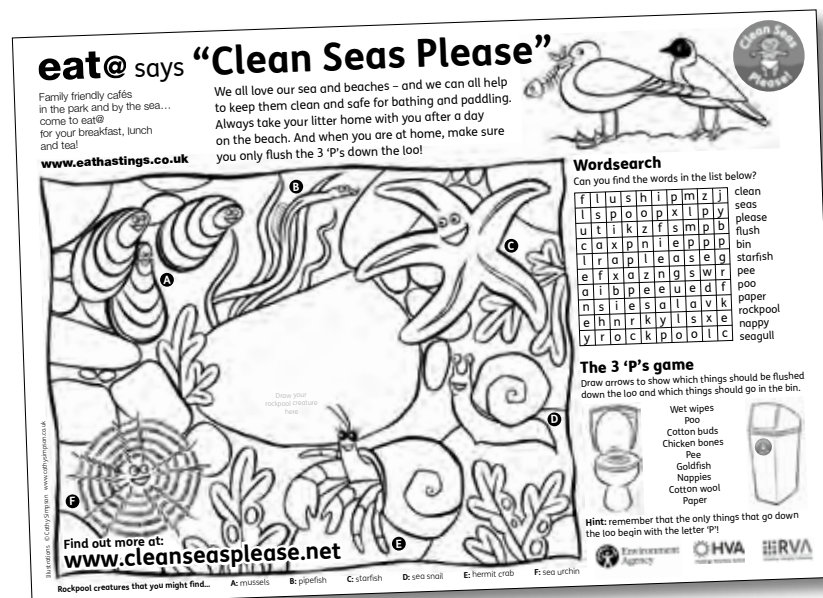


**The greatest response is from young children when you ask them what should be put down the toilet and suggest that the only items begin with a "P". The impact on them of the three words, pee, poo and paper, means that they remember the message and take this home or to school and influence others. We have also used it as an activity on a sheet we developed with Eat@ who use the sheets as place mats at their cafes at the Stade and in Alexandra Park.**

A key observation was that there is little knowledge in the community that there is a dual sewer system or how it works. Almost no-one who approached us knew there was a dual system and that most rainfall runoff went into the sea untreated.

Another common myth is that bleach or hot water will dissipate fat in drain pipes prior to it reaching the sewer.

When we explained it, people were genuinely shocked at the damage done to the sewer by items such as baby wipes, cleaning wipes and other items that have flushable and biodegradable on them and also at the length of time that items take to biodegrade. They feel that the labelling is misleading. The items *can* be flushed, it is just that they block up the sewers.



## Added value

### Has it been worth it?

With a community engagement campaign of this sort it is difficult to quantify a monetary saving against the investment made by the Environment Agency. The product that we have been promoting is a clean sea, not something that you can record an increased sale of. Currently Southern Water deal with three sewer blockages a week in Hastings at an average cost of £180 per incident, leading to an annual cost of around £28,080. The main cause of these blockages is due to wet wipes with Fats, Oils and Greases being the second biggest problem. Southern Water inform us that it is too soon to see a statistical difference relating to our campaign.

More importantly is the answer to the question: “What is the cost of not doing this?”

We have evidence of having spoken to 920 people. In reality this is a very small percentage of the people who have been directly or indirectly connected to the campaign messages, and if the actions of one person can make the difference to pass or failure of the new

**The beach and sea is a vital component of Hastings economy. For example the tourist trade alone accounts for £240 million annually and closure of the beach would have a clear impact on this. There would also be effects felt by the fishing fleet, the seafood and evening economy and associated jobs.**

standard and one of the people that we have spoken to has changed their behaviour – then we can say that the campaign has saved £240 million pounds and the reputation of Hastings as a tourist destination.

So has the campaign been worth the investment? This campaign is part of a larger investment programme, including both infrastructure and environmental improvements. Through its use of volunteers, its active linkages with existing community events and extensive networks the Clean Seas Please campaign has been able to demonstrate creativity and reach. It has also represented exceptional value for money, for example the value of volunteer time on just one strand of the project alone exceeded £100,000.

Because the campaign was based on a thought out community engagement plan it enabled a precise targeted approach which could identify and reach key groups within the community. This helped target effort and resources and proved more effective than a universal “one size” fits all approach.

We have used the viral approach to get our messages heard and local existing groups and networks who have helped to spread the campaign. They have responded positively, large employers, event organisers, community groups and schools all made a massive contribution and by doing so helped the project access people and organisations in a cost effective way.





During the campaign articles written by us and “placed” in publications have given way to references to the Clean Seas Please campaign appearing in local publications spontaneously as people have chosen to spread the word.

The Clean Seas Please campaign materials have developed a strong identity and are associated with local community effort.

We believe that the campaign has also supported the development of stronger partnerships between those who have influence and the ability to make strategic and infrastructure changes, resulting in increased investment in investigative work on the problems, both known and now emerging.

The change of behaviour in future generations, influenced by the work undertaken by the Shore Academy in schools now will not be known for many years to come.

The reach of the campaign has moved far beyond the original investment made by the Environment Agency and because of this we can confidently say that it has represented a positive project in terms of value for money.

According to Southern Water and the Environment Agency the correction of one misconnected toilet could make the difference between pass and failure. The Clean Seas Please campaign has engaged many individuals, schools and businesses who were not previously aware of these issues. Through this extensive reach we have proved value for money.



# What have we learnt?

“I think the campaign has been effective because it has been carried into different communities – and the light-hearted, colourful graphics have been an important part of this.

However, the inventiveness and humour have come primarily from the CSP management team who were always thinking of new ways to get the message across – and encouraging other people to think laterally, and with humour. There have been Clean Seas Please cookies; a Clean Seas Please activity sheet for pre-school kids; a Clean Seas Please giant fish made out of corrugated plastic triangles carried on children’s heads; and the Clean Seas Please ‘roundels’.

The ‘roundels’ are a unique creation of the CSP team who suggested using big circular versions of the stickers to be carried as placards or hung from gazebos. They are exactly the size of a dustbin lid – the most affordable method for cutting big circles. Over the course of the campaign, many ‘roundels’ have been made – and other community campaigns have also taken up the ‘roundel’ to promote their organisation logos and messages too!”

Erica Smith, Graphic Designer



### Engaging communities

We know from research that Behaviour Change within populations takes time – something that we didn't have a lot of in the brief from the Environment Agency with the implementation date of the new EU standard being at the end of the bathing season in 2015.

We also know from our work in communities that people need to see things a number of times for the campaign and message to become recognised. While it is difficult to prove that the campaign has been effective in the short term our initial monitoring supported by anecdotal evidence gathered from the local community suggests the campaign has begun to generate real traction locally.



The campaign needed to make an immediate impact as soon as possible from the start in March 2013, through attendance at events and our other forms of communication. Over the lifetime of the campaign, we need to be adaptable and respond to what works and what doesn't.

Using an approach inspired by nudge theory (e.g. "others have, why don't you") we developed and refined the messages that we gave on our information stalls and materials so that they were few, consistent in their language, clear and engaging. The materials were used to start conversations, provide take-aways and reminders (in a fun way) but also point people towards more in-depth information. They are also multi-use in that we can use them for general public engagement as well as specific communities of interest – catering, plumbing, parents with small children etc.



## General community engagement

The messages needed to be available in a variety of ways for different age groups. For example campaign sign-ups could be done physically signing up on the day on a sheet of paper or online.

Positive messages around Fats Oils and Greases can be tailored for individuals, families and businesses. For example, scraping off and wiping plates before washing, collecting small amounts of oil to put in the bin not the drain or for the general disposal of large quantities of oil used by businesses. It is also a good way of monitoring the level of knowledge amongst community members that we met.

Older people in general tended to inform us that they already take all the actions we suggest around FOG's and what goes in the toilet. They are particularly shocked about the inappropriate disposal of food – this could be the result of the post-war years and a more frugal nature – it is difficult to say.

We have also observed that the attitudes to the issues differed at different types of events and in different locations and communities such as the Old Town and St Leonards, for example.



## Communities of interest

Because the issues are directly linked to specific behaviours, how waste water pipes are plumbed, how we dispose of food stuffs and particularly FOG's, and what we flush down the toilet we felt that it was important to engage with groups of people who could have a high impact on these. This is why we chose to undertake some mini-projects with catering outlets, plumbers and building suppliers (both trade and DIY markets), parents of small children and the hospitality trade. These have had varying levels of success and some of our learning has been:

- Understand how to use your marketing tools – we discovered after distributing most of the window stickers they did not stick!
- Understand the reason for the problem in each geographical area – the fat build up in George Street for example
- Accessing your targets – plumbers are elusive characters and standing in aisles of water pipes in stores does not necessarily reach people who are undertaking DIY plumbing.
- Peer Pressure and Pester Power really do work – if it is an option not a requirement!

### Engaging influencers

#### Too Close To Call

**We are seeing an improvement in bathing water quality as a result of the partners' hard work, but a risk of failing to meet the new standard in 2015 remains – so the action of each individual will make a difference.**

##### Environment Agency

When we think of people who influence our lives they come from a wide cross section of the community. They range from our children, siblings or parents, peers, friends and neighbours, people with power such as politicians – locally and nationally, people with money or passion and belief and people with statutory obligations to provide a service whether that's private companies or public sector agencies. Therefore an effective community engagement campaign needs to engage the population as a whole but be relevant to the individual. Trying to reach each and every person would be impossible and so we have attempted to influence the key influencers, whether that is in a specific community or in a place of power.

#### Starting low

Working with Education Futures Trust to develop the Shore Academy will provide behaviour change both within the very young and older generations alike and will bring longevity and sustainability to resolving the issues. Whether we meet the standard or not is now so marginal that individual actions will make a difference. Engaging the Bright Young Things has not only brought energy, ideas and expertise into the campaign but also access and influence into the young adult sector of our communities.

#### Aiming high

We started at the top of the local political tree with the MP for Hastings and Rye who was able to pull together the other key agencies required to work on the infrastructure investigations and solutions required. This is where the major changes both in physical and monetary terms can be discussed and resolved. It has supported financial investment on misconnections by the Environment Agency and Hastings Borough Council and a commitment from Southern Water to correct any issues found. Southern Water have also undertaken to invest £10 million and to accelerate their programme of works, particularly around dual manholes, misconnections and further investigation of the Ore stream.





## Making money

As a high percentage of the town's economy and employment is based around the sea and tourism our businesses could be greatly affected by not meeting the new standard. It is our opinion that key sectors such as the catering trade are influenced by the actions and opinions of their peers. The Chamber of Commerce has been key in helping us raise general awareness but we have also enrolled key catering outlets e.g. Webbe's and Eat@ to help us in this area. Both of these businesses are based in the heart of the Old Town and have a reputation for leading on sustainable and environmentally sound practices. The marketing materials that we have used have been either produced by local companies and/or companies who use environmentally friendly materials.



## Sharing

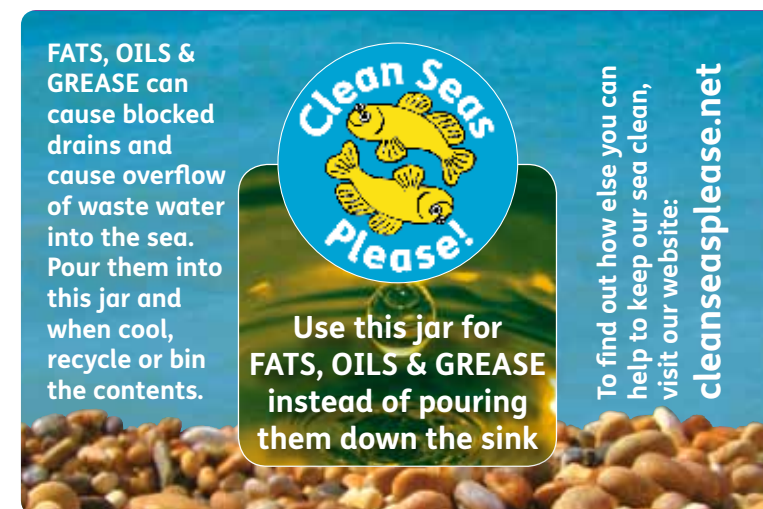
We have been pleased to share our ideas with other campaigns around the country, particularly Thames Estuary and Cornwall and have also borrowed some ideas too, particularly the jam jar labels from the North West.

**“I know about your campaign because we print your postcards and things – I particularly like the jam jar labels.”**

Lady at our stall at the St Leonards Festival

## Bigger picture

We have worked steadily to increase awareness with senior local authority officers, business leaders, community activists, community organisers, and key community structures and organisations. Each of these contacts can be compared to joining the dots to create a picture of the entire community. We won't have reached everyone but we will most likely have reached most communities at some point. Key to this is a consistent, clear and repeated message, presented at different times to different influencers in a way that resonates with them, supported by a constant media buzz.



### Role of social media, events and local knowledge”

#### Creating the ‘Hook’

“I was invited to an early meeting of the Clean Seas Please project in order to think about how to brand the campaign and raise awareness within the community. I am a locally based graphic designer, and I am involved with various community initiatives in a volunteer capacity.

I liked the idea of the ‘nudge’ campaign, and although it took me a little bit of time to come to terms with ‘Clean Seas Please’ as a project title, I think it works well – it immediately dispels any ‘preaching’ and actively encourages communities to engage with the project.

I felt that developing a series of simple line drawings of sea creatures, all with smiles and a positive attitude would fit with the campaign name. This would appeal to children (an important factor in generating a successful ‘nudge’ campaign) – and also to surfers and young adults who like simple cartoon-style graphics.”

Erica Smith, Designer



We knew that we needed to make an immediate impact at events and stand out from the information overload we all suffer. We also knew we would need flexibility and adaptability to fit the campaign around people and the way they live – not the other way around.

We wanted to be instantly recognisable, highly visual and friendly at the same time. The campaign has been based on “suggestion” rather than “telling” and the value of peer pressure – learning from a friend rather than a person in authority.

We worked with a professional graphic designer to come up with a range of images with clear fonts and clean colours that are easily adaptable to be printed on different mediums, such as soft board for display purposes, stickers, badges and postcards as well as echoed through our social media, twitter and website pages.

Local knowledge of the creatures that we find on our beaches was incorporated into the image design and used in the different project materials such as the activity sheets.



The marketing materials we developed were simple, eye catching, practical and for a range of ages:

- Postcards rather than leaflets – easy to put in back pocket
- Badges – appeal to all ages
- Stickers – to make a collection or just wear on the day
- Pens made from recycled water bottles
- Jam jar stickers to identify fat collection jars
- Toilet cards – bin not flush
- Cookie toppers – using the images on top of cookies
- Bottles of water with stickers on
- T-Shirts – identify the team not so useful as a promotional tool to sell
- Window stickers
- Children's activity sheets

Rather than just a stall – even one with roundels and bunting – we have found that the addition of walking fish people, Popeye, hula girls adds a curiosity to find out “what it’s all about” and makes starting conversations easier. This is also the case when giving away cookies and bottles of water. We are now experimenting with sticker fruit for the more health conscious or allergy affected members of the community.



Social media is an increasingly important part of every-day life across the generations, from young children, teenager's adults and older people, and therefore needs to be incorporated within community engagement campaigns. However our work with Bright Young Things informs us that different forms of social media have a different demography. Facebook has an average age of 46 whereas Twitter is in the 20s. This means that we need to use as many different form's as possible which in turn has a time implication.

Social media has to be instant, current and continuous to keep engagement with its audience. The CSP website became a repository for reference information but Facebook and Twitter were used to engage more proactively and on issues relevant to and that affected target communities by showing the problem in their area, their street.

Using pictures of the streams in Alexandra Park, the outfall pipes at Goats Ledge and Pelham Beach, tracing the surface water drains down road to the sea and marking with yellow fish and talking about our own properties or experiences helps to make the messages relevant and the impact greater than a more generic national campaign might have.

## Local delivery

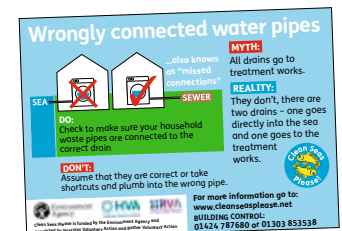
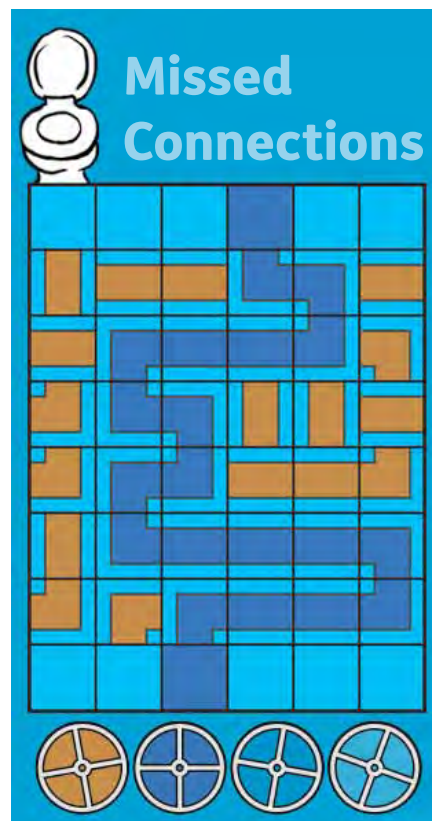
### No-one can do it on their own!

“I worked on cleanseasplease.net as the web developer. I worked closely with Erica Smith to bring her designs to the web. One of the keys to the site was bring together different sources of information. Having the ability to embed the @cleanseasplease twitter feed, also embedding a petition to allow a person to sign up and show support while remaining on the site. This along with the news and blogs meant there was regular fresh content on the site.

After being asked about creating a simple pipe style game I created the Missed Connections game and then working with Erica to style it, so it fit closer to the cleanseasplease.net aesthetic.

My favourite image is the image of the coast line split into the three tiles.”

Adam Sanderson, Web Developer





For this campaign to be successful the project team realised that using local knowledge, local assets, local business would be key. For behaviour change to have a chance people have to make a personal connection to the problem, the campaign sought to achieve this by:

- Targeting key influencers at all levels of society
- Using local media
- Using local images
- Highlighting problems where people live or go
- Taking advice from local businesses about what works
- Talking in a language and style that fitted locally

And most importantly

- Using trusted, existing local networks and agencies

**RVA** and **HVA** themselves worked in partnership to deliver the Clean Seas Please campaign. We believe that most of the projects resources should be directed at the delivery of the message, utilising local agencies and specialists with a small core team running the campaign.

This approach in itself helps to embed the message in the local community. We adopted a partnership approach and by working with local designers, professionals, organisations we have developed and delivered an innovative and effective awareness raising campaign.

## Education

We needed specialist knowledge to develop a schools programme which needed to be independent from one particular educational establishment, which meant that Education Futures Trust were the perfect partner to undertake this for us. We have been surprised at the amount of investment this has taken but the worth has been proved by the fact that the Shore Academy has attracted funds from Southern Water and the Environment Agency outside of this campaign and also won the Spark Environment award.

## Design

**Erica Smith** has not only designed the images, website and social media “look”, she has been instrumental in connecting the campaign to others and has written articles and given talks on our behalf as well as engaging others in conversation.

**Cathy Simpson** is a local illustrator who developed the activity sheet in collaboration with Eat@.

## Social media and website

The PR agency at Brighton University, **Bright Young Things** have developed and run our social media campaign, have come up with new ways of spreading the message and volunteered help out at or run events. They are also now considering fund raising ideas, such as wrist bands and fridge magnets. Although they are based in Eastbourne some of the students live or work in the Hastings area, or have connections with the Hastings university sites. The Bright Young Things developed the idea of cookie toppers using various images and attaching stickers to water bottles to give away.

The website and its Missed Connections game was developed by a young local web designer – **Adam Sanderson**.

### Partnerships

#### One plus one sometimes equals three

**“I think it is very hard to quantify the effect of a nudge campaign like this, but I honestly think that Clean Seas Please was a well thought-out and well-delivered public awareness campaign, and delivering it via Hastings and RVA in partnership with the local Council and statutory bodies was an excellent way to create broad-based ownership and understanding of the campaign”.**

##### Local resident



**Good partnerships require both trust and respect and we believe this campaign has developed strong partnerships delivering real results.**

The Environment Agency briefed HVA and RVA to undertake a community engagement exercise that would result in the community taking on their part of the solution to the problem (meeting the new EU sea water bathing standards) and were up for listening to what we thought wouldn't work (old traditional village hall meetings, leafleting) and what we thought might.

When The Environment Agency told us they were prepared to step outside of their normal community engagement approach we understood there was an opportunity to be different and really try and use modern community engagement techniques and broad cross cutting partnerships to get across a very serious message. We also understood there was risk for both the Environment Agency in funding an untried approach with the clock ticking and for HVA and RVA in taking on the responsibility.

Being from, and linked with, the community and voluntary sector means that working with HVA and RVA opens doors to communities that are often otherwise closed to statutory

authorities and private companies.

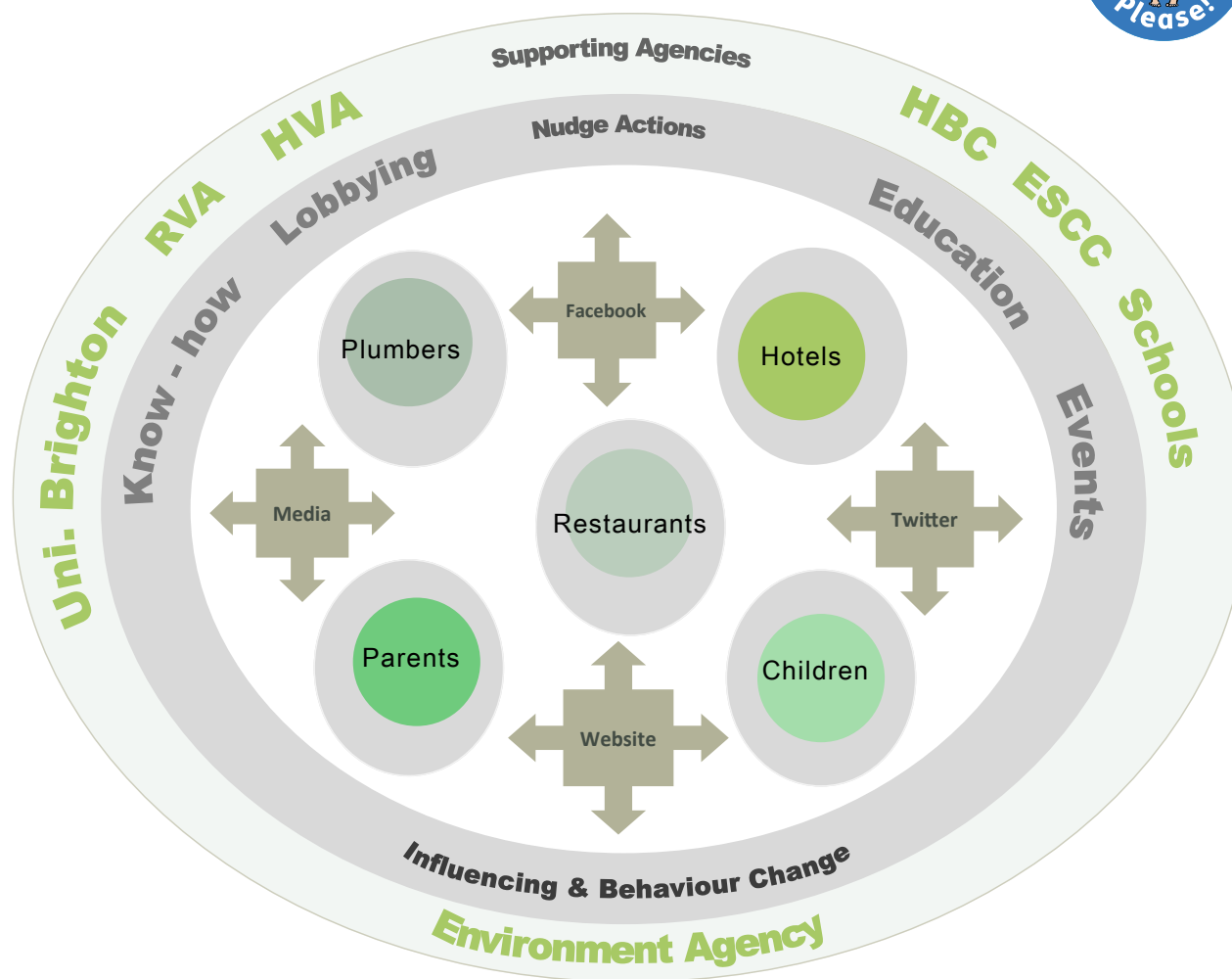
Using HVA's and RVA's own brands and reputations as trusted local organisations to endorse core campaign messages meant that “the ask” of communities was both treated seriously and removed from more cynical views such as being “money making” or “authoritarian” or “health and safety gone mad”. Both HVA and RVA risked much of their own reputations in making this a ‘must do’ campaign for communities. We were also able to utilise our unique position as being the voice of the community rather than a partner with a statutory obligation to call agencies to account and ask awkward and challenging questions uninhibited by shareholders and liabilities.

The campaign has enabled us to build relationships and trust between the community and voluntary sector, schools, local businesses, statutory agencies and larger public companies and brought together partnerships that were otherwise floundering. This is evidenced in the resurgence of the Executive Group and Comms Group. That said it has not been an easy or quick process and has often depended on several attempts before getting to the right person in an organisation who can see the benefit of linking

up and working together or who has the right level of authority to do so.

We are really pleased that we now have a good working relationship with Southern Water and have been grateful for the support of their press office staff, both in the educational opportunities and in their supply of marketing materials such as fat funnels, their support at recent events and the increased press coverage that they have brought to the campaign. Similarly the partnership work with Hastings Borough Council has been invaluable and we are particularly grateful for the support of council officers. It has also been important to work with key activists within the community, Hastings Community Network, the Fishermans Protection Society and Fisheries Local Action group, and community organisations who use the sea such as the rowing clubs and the sea swimming group.

We believe that the Environment Agency should be congratulated for their innovative thinking and approach. Throughout the campaign they have worked closely with, and encouraged us to, be innovative and inventive. We have developed a working relationship as colleagues with a common goal rather than commissioner and delivery agency.



# In conclusion

In commissioning **HVA** and **RVA** to undertake the Clean Seas Please initiative the Environment Agency took a risk and tried something which had not been attempted on this scale before. This was to construct a local campaign based on theories of behaviour change and rolled out using a specialism community engagement plan.

The result has been a genuine piece of co-design – we have learnt new techniques and adapted approaches to meet local need. We believe that the result is a menu of events and engagement which has achieved genuine “reach” and can claim to have influenced key elements of behaviour change. If the project was a feature film there would be a few lines in the closing credits to say what happened to its main characters. Here is ours:-

**The Community Network** have re-adopted the Clean Seas campaign as one of its strategic objectives for 2015/16 and continue to press the case at the Local Strategic Partnership and other partnerships.

**The Shore Academy** project delivered by the Education Futures Trust was awarded one of the prestigious SPARK awards for innovation and involvement. Further funding has been obtained from Southern Water and the Environment Agency outside of the Clean Seas Please funding to roll this out in more schools.



**The Environment Agency** have supported the involvement of communities in real and lasting change and as a result are looking to commission other community work in the area.

**Webbe's, Eat@** and other local businesses continue to promote the Campaign and the colouring sheets have proved a hit with their younger customers!

**Hastings Borough Council** have offered space for campaign material to be displayed along the foreshore and on the new interactive TV system. They are also supporting and helping with our communications.

Presentations are still be given to local groups and we have been invited to present the campaign to the **1066 Hoteliers Association**.

The **multi-agency steering group** is implementing an agreed Action Plan and its related communications group (chaired by Clean Seas Please) is ensuring that a “joined up” approach is taken to getting the message out.

**Bright Young Things** continue to work with the Clean Seas Please Campaign and are currently looking at ways of fundraising to continue work through to the implementation date of the new standard, regardless of further funding for the main campaign being received in April 2016.

We would like to acknowledge the valuable support and funding contributions already given and

promised to us by the Environment Agency, Hastings Borough Council and Southern Water.

The Clean Seas Campaign is being identified by other areas – nationally and internationally as **an example of good practice** and is being cited as a highly effective way of changing attitudes and awareness.

Partnerships with **Southern Water**, the **Environment Agency** and **Hastings Borough Council** have been formed and strengthened.

**BUT most importantly the community across Hastings are supporting the campaign, giving prizes, inviting the campaign to be present at new networks, events and forums and recognising the campaign where ever we go. That, we believe, is a successful community engagement project!**



# The Clean Seas Please Team

**Catherine Bach** – RVA

**Jan Cutting** – RVA

**Martin Fisher** – RVA

**Steve Manwaring** – HVA

**Bright Young Things** – Brighton University PR team

**Cathy Simpson** – Illustrator

**Erica Smith** – Wordsmith – Graphic Designer

## Associates:

Eat@The Stade

Inside Out Theatre Company

Nick Wates Associates

Radiator Arts

Webbe's





### Endorsement by partners

The introduction of the new EU Bathing Water standard is a crucial issue for Hastings.

As the Town continues its regeneration we all want to see a strong vibrant economy and the promotion of our Town as a first class visitor destination.

With a local Beach Based Fishing Fleet and 15% of the Town's jobs linked to tourism it is important to us all that the Town's reputation for clean beaches, an interesting and varied foreshore and Bathing Water is protected and enhanced.

The prospect of Hastings not meeting the new standard – and the reputational risks associated with it – are clear and present dangers. That is why we are committed to working collaboratively to give the Town the best possible chance of achieving a good or excellent standard for its Bathing Water. We are delighted to have had the Clean Seas Please campaign as a key part of this work – taking an issue which was not well known by communities and local stakeholders, raising its profile; promoting action and behaviour change along the way. Community led, imaginative and reaching into schools and young people the campaign has made a real difference to local understanding of this important issue.

There is clearly much we can learn from this type of approach and we are pleased to contribute to this document which sets out how the campaign contributed to our work as we strive to achieve the new standard.

#### Signed by:

Amber Rudd Hastings and Rye MP  
Jeremy Birch – Leader of Hastings Council  
Bruce Dowling – Mayor of Hastings  
Clive Galbraith – Chair LSP and Chamber of Commerce  
Marie Casey – Chair of Hastings Community Network  
Paul Joy (HFPS)

#### Supported by:

Environment Agency  
Southern Water

# Theory into practice – devising a strategy for Hastings and Bexhill



As a Community Engagement specialist I was delighted to work with HVA and RVA on devising a way of approaching the complex issue of the new EU Bathing standard and its potential impact for Hastings. I quickly discovered that awareness around this issue was poor and the initial meetings really opened my eyes both to its importance and the implications for a place I love.

The theoretical literature helped establish some core principles but how to turn this into something practical, eye-catching and memorable? How can we balance general awareness raising with more precise initiatives, how do we avoid “lecturing” or “information overload” and who should we target and why? These were just some of the initial questions we wanted to tackle – and, believe me, there were many, many more!

The obvious thing to do first was to look for precedents. Who had done what before? No similar campaigns found on the internet. But I happened to have kept a badge from a campaign organised in West Cork, Ireland in the 1980s by a local environmental group called Earthwatch. The slogan was ‘Clean Seas Please’. It was in fact a campaign to stop the sea being polluted by nuclear waste. But no matter. The slogan immediately caught the imagination of the steering group and was adopted with hardly any discussion. It clearly states what is wanted (clean seas) and is polite (please) rather than demanding or combative. As all marketing people know if you can come up with the right campaign slogan you’re half way there.

Next was to find out what information was already available online about sea water quality in Hastings. Again some useful data but fairly abstract. But it was while out on a walk in Alexandra Park that I made a most important discovery. Particularly after rain the stream looks a bit murky and polluted. I decided to head upstream and discovered the confluence between the Ore Valley and Old Roar Gill streams. The photo I took on that day made the whole thing click for me. From being an abstract political issue it became personal. This was my local stream. Bad plumbing was causing it to be polluted which in turn polluted the sea. But how could I find out if the house I am living in was contributing to the problem? How could we persuade people to get their plumbing fixed?

The engagement strategy needed to allow others a similar epiphany. Three key ideas emerged:

### 1 Communicate effectively:

Explain the issues simply, preferably visually.  
Embark on a collective learning exercise.

### 2 Focus on the key stakeholders:

Polluters. Regulators. Water users. Businesses.  
Young people.  
Establish Social media frameworks and  
Information resources

### 3 Transparency

Create openness about Measuring and  
Evaluation, however awkward it might initially  
appear to be.

### 4 Refresh the campaign

– let the images change over time to avoid the  
issue becoming “tired”

Applying these key ideas to the specific conditions and social networks in Hastings led to the activity described in this report.

### Nick Wates

Nick Wates Associates  
November 2014

# APPENDIX 3



in partnership with

579 Facebook likes (and counting)...



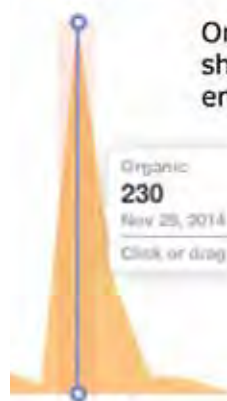
Beach cleans, public awareness events, flyering, graffiti, press releases, social media, branded cookies and water, children's activities, sewer tours, building relationships, engaging community groups, stalking celebrities, running marathons, having fun!



A creative approach that gets noticed



Clean Seas Please  
@cleanseasplease FOLLOW US



Educating the younger generations – school and college outreach



Engaging the community, making friends, building links

Over 20 students and 30 volunteers are active

5 media outlets and 15 pieces of coverage

TWEETS 446 FOLLOWING 871 FOLLOWERS 1,127

Over 30 events with a public reach of over 10,000



Over 1000 followers sharing our news



University of Brighton

# University of Brighton Clean Seas Please Data Analysis

### Introduction:

Firstly it is important to acknowledge that this research is based on the objectives set by the campaign, and the success of it, not if Hastings will meet the EU standards or not. This no one will know until 10 October 2015 when the next standard and testing is done.

With the introduction of a new European Union bathing water quality standard to come into effect in 2014 the Environment Agency (EA) has raised concerns about the current sea bathing water quality levels in Hastings, Bexhill and Littlestone. Currently, they are failing to adhere to the new standards that will be coming into effect. This could potentially see beaches being closed for bathing and other activities, as a result of the possible health risk to humans and animals. This will have a major impact on the local communities and businesses in Hastings and Bexhill.

To help solve this issue the Environmental Agency approached HVA and RVA in October 2012 with a view to developing a project that would engage the local community in understanding the necessity of and assisting to improve sea (bathing) water quality levels.

Project aims and objectives as taken from the project plan:

### Project Aims

- To extend and target community engagement on key issues where public behaviour change can affect water quality and help achieve quantifiable improvements.
- To increase community knowledge about the importance of sea bathing quality to the local area and promote communities to engage and exert influence on local decision makers to enact a programme of action relating to the improvement of sea bathing quality.
- To develop programmes of action, and learning from that action, so that other programmes of community engagement can benefit from the techniques and methodologies used on this project.

### Project Outcomes

The Environment Agency indicated that there are two key outcomes to be achieved.

- 1 That sea water quality in Hastings, Bexhill and Littlestone meet EU standards by 2014
- 2 That communities in Littlestone, Hastings and Bexhill better understand the EU directive, how they can affect water quality locally and can actively work to improve local sea water quality

### Project Approach

It is envisaged that the project is a multi-layered approach involving geographic communities, specific demographics and business sectors. The Project Activity has 3 distinct thrusts

- 1 Community Awareness, Knowledge Building and ability to influence
- 2 Targeted behaviour change achieved through Community Engagement with regards to the causes and effects of 'ragging' and 'misconnections' in relation to bathing water quality
- 3 Building "Next generation" understanding and using the knowledge of children and young people to influence positive behaviour changes

The Environment Agency have identified a few key sources that are causing the issue of poor bathing water quality levels at local beaches. These are:

- Misconnections
- Ragging
- Fats, Oils and Grease

This research will take form of primary research undertaken by the Clean Seas Please campaign team, and takes form of a total of 757 signatures where 125 has been carefully selected and 51 returned questionnaires.

Knowing our research material we can now set three hypotheses to see if we have had a successful project in terms of increased awareness about the 3 Environment Agency key sources.

## APPENDIX 4

### Hypothesis 1:

There will be a natural progression in the number of signatures parallel to the development of the campaign.

### Hypothesis 2:

People from Hastings are more reluctant to change behaviour and show support as it is them the new outcome will directly influence.

### Hypothesis 3:

Events will have a positive influence and therefore importance on the number of signatures and public awareness.

### Breakdown of signatures

Here is an overview of all signatures gathered from the summer of 2013 to mid- November 2014.

Pirate day 21 July 2013:	34 Signatures
Unknown 2013:	48 Signatures
Bexhill, Sea Angling, Seafood & Wine Festival 2013:	27 Signatures
Unknown 2014:	10 Signatures
Hastings Half Marathon Sunday 23 March 2014:	45 Signatures
Alexandra Park 14 June 2014:	55 signatures
Fish Fair 21 & 22 June 2014:	113 Signatures
St Leonards Festival 12-13 July 2014:	46 Signatures
Pirate Day Sunday 20th July 2014:	13 Signatures
Free Family Fun Day 22 August 2014:	43 Signatures
Bexhill Festival of the Sea 6 & 7 September 2014:	79 Signatures

Hastings Seafood and wine Festival 20 & 21 September 2014:	127 Signatures
Hastings and Rother Charities Fair 12 October 2014:	15 Signatures
Herring Fair 1 & 2 November 2014:	101 Signatures
Spark Awards:	2 Signatures

### The different events

Over the summer of 2013 Clean Seas Please attended 3 events compared to 7 in the summer of 2014. That is over twice the amount the following year. Clean Seas Please also attended events out of the summer calendar with Hastings Half Marathon in March in 2014, Hastings and Rother Charities Fair October 2014, the Herring Festival in November 2014. Finally it hosted its own Free Family Fun Day in August, which was held as a drop by and have fun event which had around 60 kids attending as well as the appearance of the Mayor.

This analysis will therefore focus on the difference between the events attended in 2013 compared to the summer of 2014 (hypothesis 1: there will be a natural progression in the number of signatures parallel to the development of the campaign) and if there is a difference in location support (Hypothesis 2: People from Hastings are more reluctant to change behaviour and show support as it is them the new outcome will directly influence). This will further analyse the influence on events and be used to conclude whether or not a change in behaviour has happened in regards to the Clean Seas Please 3 main areas of biggest concern: FOG's, ragging and wrong connections. To further interpret and analyse

a change in behaviour 51 returned questionnaires will be included in the analysis.

An evaluation of the success of the campaign will after be concluded by the overall conducted research and these observations.

### Signatures from events

Overall the 757 signatures have been gathered over the two summers by the Clean Seas Please team. The website has further added 163 signatures to the petition (<http://www.thepetitionsite.com/583/764/918/clean-seas-pledge/>). This adds up to a total of 920 signatures since the campaign in the summer of 2013 up until November 2014.

By looking at the signatures from the different events a pattern starts to occur with the events based in Hastings. With most signatures collected on the days of Hastings half marathon (45 Signatures), Alexandra Park (55 signatures), The Fish Fair (113 Signatures), The Free Family Fun Day (43 signatures) and the top scorer of Hastings Seafood and Wine Festival with 127 signatures, these are all Hastings based.

One interpretation of these observations would be that the support is most in the concerned community and more of interest, than for people outside the community. The general public in Hastings will be directly influenced, whereas people in surrounding areas can have interests in the environmental issue (The quality of bathing water) or tourism (spend their holidays in Hastings) but do not have a direct link. The events have mainly been based in Hastings as this area is of most concern for

the campaign, and it is important to remember this within this research project.

Another observation in regards to the more popular Hastings events would be the popularity of the events held there. Hastings is a sea town and highly depending on its tourism in relation to its popular sea front. It is known for its small independent fish and chips shops, the old town, it's sea related events (The Mid Summer Fish Fair, Hastings Seafood and Wine) and its museums. The more established the festival/event is, the more popular it will be. Take the difference between the Hastings Seafood and Wine Festival with its 127 signatures in two days and the 101 signatures for the Herring Festival.

The Herring Festival is a relatively new festival (it is its 3rd year in 2014) and is not as established as The Hastings Seafood and Wine Festival ([HerringFestival.com/herringfair/info](http://HerringFestival.com/herringfair/info)). This is an important factor to include when measuring popularity from signatures. It is still impressive that the festival managed to collect only 26 less signatures, than the more established Hastings Seafood and Wine Festival.

Two other events, which are interesting to look, at when looking at the development of the event and the support for the campaign, is the Pirate Day 2013 and 2014 and the Bexhill Festival 2013 and 2014. These two events had the opposite development to each other.

### **Pirate Day 2013 and again in 2014**

In 2013 The Clean seas Please team had a stall in the old town of Hastings handing out leaflets and gathering signatures. Compared to 2014 where two Bright Young Things Students were walking around handing out leaflets and talking to the general public it is a strange development to see more signatures gathered at the first event than the second. The first one gathered 34 signatures where the one in 2014 gathered 12 signatures. This is less than half the amount gathered the year before in 2013. According to the first hypothesis this should have had a parallel development in relation to the development of the project.

By evaluating on the event this taught the team the importance of having a base, a stall, as this makes it easier to capture peoples attention. It was advised not to have a stall at the event in 2014 since the event only (compared to other events) only gathered 34 signatures. This could be because The Pirate day is a big event in Hastings and attracts many tourists, who are not from Hastings. This refers back to Hypothesis 2 in the sense that people from Hastings has a direct influence and therefore are more reluctant to sign the petition than people from other towns, who does not have a direct link.

The reason as to why there is an element of surprise in the downfall in signatures at The Pirate Day and an understanding as to why the amount of signatures gathered at the Bexhill Festival has increased lays within the natural development of the project. As hypothesis 1 states the natural increase in signatures should follow the progress

of the project. So the backtrack in signatures in regards to the pirate day did surprise but with the analysis as to why (no base/stall) it seems quite an achievement to have accomplished 13 signatures. It is a lot more difficult to approach people just by wearing an Clean Seas Please T-shirt and handing out some leaflets then with a stall. Even though the stall in 2013 had less free bees than any other stall in the summer of 2014, it still seems like more of a confidence in the project when the public approach a stall than an individual.

Lastly it is important to include that the normal time it takes for a project to develop is 3 months (RVA). The Clean Seas Please got funded in late 2012 and started the summer of 2013. The first and only 3 events done in the summer of 2013 were all the first of many in the initial first stages of the project and includes within these first 3 months of the project so it is important to see this as the first events of the project and therefore the hardest. You do not know how people are going to react to the campaign, to the message, to it being an environmental incentive and to the approach it has. The comfort in the project has to be build both for the public but also for the campaigners themselves. An uncertainty and lack of experience can be created from both angles. The public has to be confident in what is being said and advised but the campaigners have to believe it themselves. This can be another challenge as over the summer mainly Bright Young Things students are doing the campaigning, supervised by either Jan Cutting or Cathrine Bach.

As Dan Bennett, The senior lecture in marketing at University of Brighton is providing students for the different events the students might not get a chance to develop the skills and confidence to deliver the clean seas please message.

### **Bexhill, Sea Angling, Seafood and wine Festival 2013 and again in 2014**

For this event a clear development was noticed through the year by the campaign ambassadors. Instead of having just a stand, some pens, badges, stickers, a toilet and a bin and a petition, in the second year of participating at the Bexhill Festival things has changed. The badges, stickers, pens and leaflets were now joined by fat funnels, colouring in sheets, cookies, water bottles and more. This could have been a big influencer in regards to more sign ups, but judging by the fact that these have been at every single event since Alexandra Park in early summer of 2014, the effect of these freebies can be claimed to be only partially to blame as there is a big difference in the amount of sign-ups. The amount of signatures from the event from 2013 (27) to 2014 (79) has had an increase of 292% which is nearly triple the amount the first year. The location is interesting as this development takes place in Bexhill, but by looking closer at the sign ups, 54 % of the sign-ups were people from Hastings, and 43 % from Bexhill (when people sign up they can put down their postcode which lets the team know where they are from) . The remaining 3% is people from other cities who have come to join in on the festivities. After a year people do recognise

the logo belonging to CSP and people come up to say hi and want to talk, whereas the first year was a struggle to get sign- ups or capturing peoples attention as they weren't aware of the campaign or the quality of the bathing water. People thought the campaign were just yet another environmental cause related volunteer organisation which proved them wrong by quotes like the below:

*'At first I thought 'Oh no, I really don't want to participate for this' and I really don't care in the long run this does not concern me'. But then after seeing the guys at the Clean Seas Please stall a year after at The Bexhill Festival of the sea, I had a really good conversation with the guys. They were welcoming, open minded, informative and very positive and made me smile. These guys do so much more than campaigning, they make a difference!'*  
49 old mum of 3 from Hastings

### **More?**

Overall one can see that the benefit of more events has made a positive impact on the campaign and for the support it has got (hypothesis 3). The more visible, the more recognition and people become loyal. People do care and want to know how to help. Even the mayor of Hastings has now developed a more personal bond with the campaign and its officers. It is important for a campaign like The Clean Seas Please to be able to connect with its audience, which it has chosen to do by directly creating a connection between the purpose: To clean the seas and improve the bathing water to meet EU regulations and to engage in conversation

with the public. This is further to connect with the public via a personal bond. By having a personal bond, you can make people aware of the issues and their personal connection and responsibility in regards to the problems occurring.

When it comes to the success of any organisation, project, events or club it is to know their target audience. Clean Seas Please has asked Hastings community to do simple tasks in everyday life to help the environment. The public turned around and said that they were willing to do these changes, but that it was difficult within the household as society now, is in such a rush. That is why Southern Water made the fat funnels, a huge success, to help overcome the task of safe disposal of FOG's. This is where the campaign has proven to be a big success, because it has gone down the route of making a lot of research into knowing exactly who to target, knowing the challenges by targeting that particular group, the needs they might have, and to know exactly what can be challenging and how in regards to what might be asked by the organisation for them to do.

Shower timers has been made to help take economical showers, the informational leaflets about ragging as well as wrong connections in regards to plumbing work has made an increase in awareness and interest for the campaign. People can relate, which is importance for a campaign like Clean Seas to be able to create the supportive net it has surrounding it.

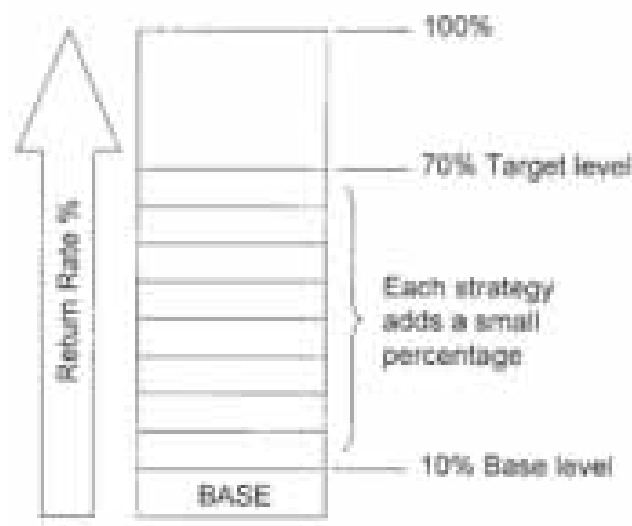
## Back up in the shape of questionnaires

To further support the research made by the Clean Seas Please Team 125 questionnaires were sent out to a group of carefully in the Hastings community can be backed up by the 50 questionnaires returned to the Clean Seas Please Team. 125 Questionnaires where send out to a carefully selected group of the people who had signed the petition and said that we could contact them. For the validity of the amount of questionnaires returned see the paragraph about Ethics.

According to Jesús García de Yébenes Prous et al (2009) 125 questionnaires should have a response rate of 54 for a 95 % level of confidence and 10 % margin of error. They conclude that 'The development of a questionnaire or a measuring instrument is a laborious and complex process and requires verification of its usefulness before implementation' (p. 171). The research into this research project will further be discussed in the evaluation of the research.

In regards to response rate this is difficult to measure and relate to as this is the only one the team has done. As Jack et al (2004) refers to a good response rate is to develop some techniques that works for the company to create consistency, routinely and works as the data collection method. Now this has proven the challenge for CSP, as the response rate seems low and invalid at first. The return rate plays an important part in the validity of the results and as well as an evaluation of the return on investment (ROI). According to Jack et al (2004) questionnaires is proven to be one of the

most versatile, efficient evaluation tool. Though there are many other ways to gather information such as observations, interviews, or focus groups this has proven to be the most popular.



The diagram above shows how the implementation of different strategies can increase the return on questionnaires. At CSP we implemented structures to adapt the questionnaires and follow the 25 steps that Jack et al (2004) refers to. To make the questions as simple and easy readable as possible, design for a professional appearance, but still quick and snappy, simplified response process, communicate that the process only takes a few minutes and to communicate the purpose of the questionnaire the questions where reviewed and redone to best accommodate its participants.

Some challenges in getting the response rate higher was the lack of a date to respond by,

no pilot test was performed, the participants weren't completely anonymous as the identity of their email addresses were known by the emails forwarded back to the team, no incentives were provided and there were no follow-up or reminders about responding to the email and questionnaire. By using all of the 25 techniques or most of them Jack et al (2004) claims a response rate on 60%–80% can be reached. This might have been a reason as to why the response rate has been lower than expected.

At Clean Seas Please the questionnaire method was used as it is easy to implement, cost free as sent to each carefully selected email address, fair as each email address had the equal opportunity to get picked and the quickest way for participants to hassle free response.

A crucial observation to consider is the short term attentions span which, according to Cowan et al (1999) is 8 seconds. By 8 seconds participants should therefore be able to read and visualise what the questionnaire is about. The questionnaire from the CSP was therefore a 1 A4 page with 5 questions clearly defining the purpose of the research and clearly states how the participants should fill out the questionnaire.

It is though important to acknowledge that this is not the same for people with disabilities or elderly. Their attention span might be a lot shorter due to special circumstances. But on average 8 seconds is the span and as The Clean Seas Please are working for the general public a generalised number (the eight seconds) was hereby used.

## APPENDIX 4

### Where are most questionnaires from?

Most questionnaires returned were from Hastings 82 % whilst 18 % were from Bexhill. This the team has been able to trace back as the emails forwarded back to the team can be traced back to the signature sheets where postcodes has been noted down.

### Question 1:

#### Before the CSP campaign were you aware of the EU sea water quality directive?

**Yes: 46% No: 54%**

The response as to if people were aware of the EU regulations and the fact that there is bathing water quality testing is very close to each other when it comes to the division between yes and no. People might have been aware of the big tests proceeded every 4th year because they enhanced by a lot of media cover, but they might not be aware of the everyday testing taking place between May and September and therefore tick that they know about the directive from the days event said no to knowing about the directive whilst said they did know. There is 8% difference between yes and no which is not far from a 50/50. This gives us an idea, that just like the rest of the country's opinion about environmental issues, this is either something you support or you don't. The more interesting aspect of this is further weather people take an interest in making further chances, so if they actually change their behaviour or if they don't. This can be further answered by looking further at the questions from the questionnaire.

### Question 2:

#### Did the campaign give you useful tips on how to help?

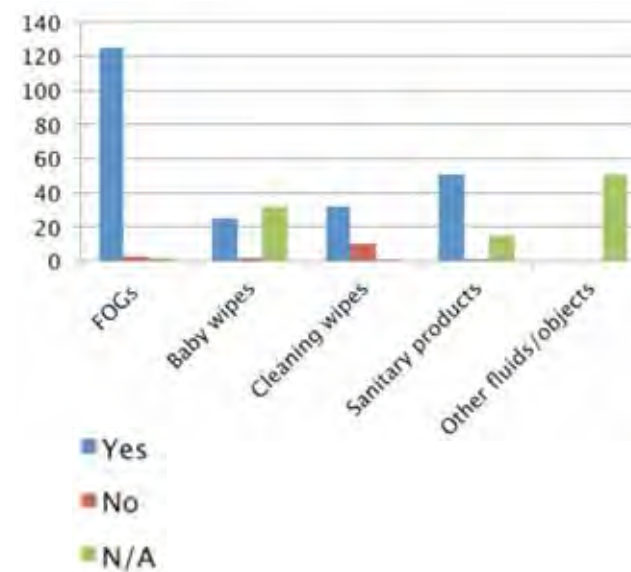
**Yes: 76% No: 24%**

In the second question participants were asked if they thought that the campaign was useful in giving ideas as to what could be useful to do in everyday life to help the environment. 38 said yes and 12 said no. There is 52 % difference between the two which clearly indicates that the CSP is doing something right. People are listening to the message and the 3 main areas (FOG'S, Ragging and wrong connections) wherein the CSP team are giving helpful tips as to how this can be done. Especially when it comes to young mothers their disposal of baby wipes as proven to be very beneficial as they walk away thinking that they should change their habits like this young mother of 5 year old Gem explains from Hastings Seafood and Wine Festival 2014:

'I had no idea about baby wipes. It says on the packaging that it is bio degradable and fine to flush? I was very confused at first but when the girl told me how some have attempted to build an aeroplane out of baby wipes I couldn't help but wonder: If they are that strong, no wonder they never degrade! I like to recycle, I do recycle everything going out of my household, so I couldn't help but feeling a bit stupid and ashamed, but the girls at the stall were great! They told me that it was no surprise and that it was just as important to make the change. I don't ever put baby wipes down the toilet again! Thank you for all your hard work CSP, it is greatly appreciated.'

### Question 3

Here is an overview of the 5 different disposable items that the CSP team has been focused on and a clear change in behaviour is clearly noticed by FOG'S so fat, oil and grease and sanitary products. People mainly explained that the change has began already by many lavatories explaining how not to put sanitary products down the toilet. It is also very important to notice that sanitary products are most likely only disposed by female participants, so the 15 people who has returned their questionnaire is most likely to be men. The fact that the higher end is at the n/a by the category of baby wipes might indicate that not many with young children returned their questionnaires. The biggest no is by cleaning wipes, which can in the long run be just as bad as baby wipes, so here is an area of improvement.



#### Question 4: How useful has the campaign been?

Out of all the questionnaires, 49 out of 51 ranked the usefulness of the campaign between 9 and 10, the last 2 ranking it 7. 47 out of 51 ranked the effectiveness between 7 and 8 and the last 4 was ranked between 5 and 6. It was the same for the question about the campaign being worthwhile, but with 3 more in the 5-6 categories. 12 people made comments about the campaign being influential. 28 of the 45 ranking the campaign as influential said that this was seen from a local point of view, but when including within the bigger picture or when it come to politics, not a lot of influence would happen. The last 5 said that there was no or a very high lack of influence, and that a more strict approach should be made by the team. 3 Mentioned scary imagery as a result. This will not be the case for the campaign as it is about influencing people and to engage in conversation on a peaceful neutral level. All 50 questionnaires ranked the campaign to be informative with a rank between 9 and 10. So overall the campaign has sat its mark and done very well in informing its public and being useful.

#### Question 5: Has the campaign increased your interest in environmental issues? Yes: 80% No: 20%

This question had 40 saying yes to the increased interest in environmental issues and 10 saying no to an increased interest.

The majority of the participants are ready to get involved in environmental issues, which means that the Clean seas Please campaign has been the starting point for something maybe bigger than just the local issues surrounding oneself. This is especially important in regards to the participants who might have been reluctant to ignore the problem or blaming the problems on others than themselves before they spoke to the campaign ambassadors.

By realising their responsibilities and their input into making these changes by listening being made aware of the problems, the solutions, the outcomes a more positive approach occurs. A change in behaviour, which many of the members of the Clean Seas Please campaign have been able to see just by advising and talking to people.

*‘Since we saw you at the stall at The Hastings Seafood and wine Festival last year me and my dad have been to LOADS of beach cleans. It’s our thing now, just me and dad. I like it because I get to spend time with my dad but also because I do something nice to the environment.’*

Jonathan, 8 years old  
Hastings Seafood and Wine Festival 2014

*I went to do a speech bubble last year with you guys, something to do with love your beach. I wrote that I love the beach because it doesn’t do any judgements, something so powerful, which can take you away regardless of your dreams and which can be taken away from you with a blink of an eye. We do not realise it now, but the beach is slowly moving away from us, and there is not a lot we can*

*do, but I will do mine and I will make sure that I let everyone know how and what they can do to help the environment!*

Anonymous November 2014

*Let us save my beach and let’s save yours!*  
Slogan made by Girl, 16 in speech bubble 2013

#### Social media

Finally we have the platform that is social media to control the support which the CSP campaign has managed to collect over the last year and a half.

It further adds to the existing signatures and is a cost free and mostly hassle free way of communicating, engaging, informing, increasing, developing and keep track on customer and consumers. Clean Seas Please began by adding its profile to the world of Facebook. As seen on the overview below, it has steadily increased its likes on Facebook, with an impressive jump from 225-274

	July	October	November
<b>Facebook:</b>	552	554	574
<b>Twitter:</b>	1,100	1,117	1,119
<b>Website:</b>	151	161	163
<b>Events:</b>	23	9	4 more events planned till end December – with additional presence at HVA and RVA AGMs
<b>Blogs:</b>	20 blogs up until November 2014		

## APPENDIX 4

likes from July through to November. Further then the campaign joined Twitter and around the same time and the website was launched in September 2013. The campaign tweets on a daily basis and has an impressive 1,119 followers. The latest social media channel is Instagram, joined on the 1 November 2014. This is for the campaign to improve its visual and imagery profile.

These channels will further more play an important part in branding and marketing of the campaign and to inform about the next upcoming events:

The Clean Seas Please activity day on 29 November

The Clean Seas Please Grotto- Christmas event

Stakeholder Thank You event in March 2013

Furthermore the social media channels are going play an important part in the last stages of the planning process from January–March where the campaign is going to be heavily involved in a social media campaign and press.

### **Ethics and fairness**

When doing a research project like this involving any type of data collection it is important to acknowledge factors in what can make a project bias or can be of risk for a project. By acknowledge these it shows an ability to cover all areas of a project and to have considered all possible takes on the data. It works a bit like a risk assessment, and most of it the research won't even know.

Firstly by looking at the researcher the positionality has an important part in how the researcher will

interpret the data. It can depend on background, education, gender, age, attitude and the influence by educational training as well as organisational training. It can be very frustrating for a researcher if they have a very personal bond with the researched topic, as this can create frustrations if no questionnaires are returned, if people do not want to sign the petition or if people only count on free stuff. A clear example here is the difference between Hastings Seafood and Wine Festival compared to St Leonards Festival.

Both Festivals are held in the Hastings area, but the difference lays within the location. The people attending the St Leonards Festival comes from a council area and were only interested in the free stuff at the stall. This regardless of it being old jars with the jar sticker on or numerous of bottles of water.

The time on average at the stall at St Leonards were one minute even though all the stuff from the stall was given away, whereas the average time at the stall at The Seafood and Wine Festival was four minutes and a bigger amount of promotional materials were left by the end of the weekend than by the end of the St Leonards. Another observation at the St Leonard's Festival was the fact that the two day Festival was hugely divided in its participants between the two days.

On the Saturday the event was open for the public and a free event. Everyone was there. By the Sunday this had completely changed. The Saturday was mainly older and middle class participants who wanted to pay £15 to participate in the Opera

day. So even though it was the same people throughout the majority of the day, people did not stop at our stall, they were mainly consumed by the performances. So the observation at Hastings vs. St Leonards and the public free event vs. the opera day could be observed to have the same division, but the outcome of the two were proven to be highly different.

To answer the question as to the project has been a success measured by this undertaken research the method used in this report is the quantitative method. This is by undertaking the gathering of hard data such as sign-ups and the response to questionnaires and from there analyse and interpret in a systematic way, the difference the project of Clean Seas Please has made.

The approach to the research data has been a positivistic approach, where cause and effect has been enabling behaviour to be explained logically/rationally. It has been further been approached by a deductive approach/ theory testing where the report starts with a theory (hypotheses) and collects evidence to accept or refute it. A Hypothesis is a 'Statement/s about what you think, assume or predict might happen – variables isolated and tested – quantitatively' (reference)

To have a positivistic approach means that collection of a large amount of numbers forms a theory that is being backed up by hypothesis or a statement. The data is easily comparable and will result in an understanding of social processes.

The reason as to why a sample has been chosen is that the time, effort and costs associated with

researching the whole population is too high with probably a very low turnover. Since the team wanted the results to represent the rest of the population, a probability sampling was made.

125 signatures were chosen to be sent out in regards to the figure under this paragraph, by selecting, randomly, 125 email addresses out of all 757 signatures. These all had an equal opportunity to get picked which increases the validity of the research. It is important to note that the signatures on the website were not chosen to be included in this selection.

This way of sampling was proven better for the CSP research project but the other methods: stratified, cluster, non-probability, quota etc. are just as important when it comes to quantitative research samples.

Lastly it is important to include the rights of the participants to be anonymous and agree to terms where information is given to give away identity. In this case this is the emails and postcodes, but people do agree to this by answering the questionnaire.

## Evaluation

In regards to the research undertaken, this report has had the aim to generalise a view upon a general behavioural change within the concerned area of Hastings. It has tried to explain, predict and control the research and the sample size.

The report will first evaluate upon aims of the project as stated in the introduction, as well upon

Population Size	Margin of error						
	10%	9%	8%	7%	6%	5%	3%
100	48	54	60	66	72	79	91
125	54	60	68	76	85	94	111
150	58	66	75	84	96	107	131
175	62	70	80	92	105	120	150
200	64	74	85	98	114	131	168
225	67	77	90	104	122	141	185
250	69	80	93	109	129	151	202
275	71	82	97	114	135	160	218
300	72	84	100	118	141	168	234
325	74	86	102	122	146	176	249
350	75	88	105	125	151	183	263
375	76	90	107	128	155	189	277
400	77	91	109	131	160	195	290
425	78	92	110	134	163	201	303
450	79	93	112	136	167	207	316
475	80	94	114	138	170	212	328
500	80	95	115	140	173	217	340
600	82	99	120	147	184	234	384
700	84	101	123	153	193	248	422
800	85	103	126	157	200	259	457
900	86	104	128	160	205	269	488
1000	87	105	130	163	210	277	516
1500	90	109	136	173	226	305	623
2000	91	111	139	178	235	322	695
2500	92	113	141	181	241	332	747
3000	93	114	142	183	244	340	787
4000	93	115	144	186	250	350	842
5000	94	115	145	188	253	356	879
7500	94	116	147	191	257	365	934
10000	95	117	147	192	259	369	964
25000	95	118	149	194	263	378	1023
50000	95	118	149	195	265	381	1044
100000	95	118	149	195	266	382	1055
1,000,000	96	118	150	195	266	384	1065
50,000,000	96	118	150	195	266	384	1067

the outcomes indicated by Environment Agency and last an evaluation of the multi-layered approach with its 3 distinctive thrusts.

Secondly, this report will evaluate upon the analysed signatures, events, questionnaires and the

social media used and observed and use this as the milestone for the conclusion on whether or not the campaign, via this research has been a success.

This will all take structure from the three hypotheses from the introduction:

### **Hypothesis 1:**

There will be a natural progression in the number of signatures parallel to the development of the campaign

### **Hypothesis 2:**

People from Hastings are more reluctant to change behaviour and show support as it is them the new outcome will directly influence

### **Hypothesis 3:**

Events will have a positive influence and therefore importance on the number of signatures and public awareness.

### **Signatures**

The signatures have shown a clear overview of the amount of signatures collected in each location (Hastings, Bexhill and St. Leonard's) and in regards to hypothesis 1 there is a clear division in the amount of support. As explained earlier, people with a direct link to a problem attempt to do something about it, or ignore it. Just like on a global basis, it's a yes or no question. But the total amount of 127 signatures from the Hastings Festival and 113 signatures from the Fish Fair it clearly shows that the community in and around Hastings are most likely to be the biggest supporters of the campaign.

The events have helped in the support as the logic of having more events equalling up to more signatures makes perfect sense. The development of the project has had a clear influence on the amount of events as new ideas have emerged and new way to target people and to communicate

has been made plausible. Clean Seas Please has developed into not only campaigning but many other creative projects such as schools, local arts clubs, and play groups, nurseries, Southern Water and activity days. Just amongst many aspects to increase community knowledge across all age groups. All to be able to, by the end of the project, to show and promote the communities engagement, and from there hopefully influence decision makers.

By this a natural progression emerges and gives experience to be able to develop programmes of action and to learn from success but also from failure. This will all increase the prospect of 'Next generation' sympathy and being able to help future generations.

By this the wished for approach to make the community aware, building what is just mentioned as next generation understanding will automatically appear and the fifth project approach from the introduction will be reached. Behaviour will change when more community engagement occurs, and people will start with the 3 things that the campaigners have been talking about which are: FOG's Ragging and wrong connections, which is what the Environment Agency indicated was the main 3 areas of focus. And this circle will only grow bigger and bigger.

### **Questionnaires**

The return on the questionnaires has been really good, but wished higher. A return of 50 amongst 125 is still about half, but a more through look

at the questionnaires could have raised the amount returned as stated in the section about the questionnaires. At RVA the return amongst its organisations are 10 to 100 so the campaign did very well to receive the return rate it did. The questionnaires were all, more or less filled out the correct way which adds to the validity of the research.

The questionnaires give a clear indication as to specific areas in where the change in behaviour has occurred. In general Hastings and Bexhill's communities have changed their behaviour when it comes to the dispose of FOGs, sanitary products, baby wipes and cleaning wipes which is a change in behaviour. Many did not know about the EU regulations and the quality of bathing water, the testing and the consequences of not doing anything and by informing them, the CSP team changed their minds, their behaviour towards the issues and the Environment Agency's 3 key sources: wrong connections, ragging and FOGs.

By doing a questionnaire The Clean Seas Please team achieve to engage with the community on another level than just talking to them and making them aware of the problems at festivals. This gives the opportunity for the campaign to have something tangible to keep and to track its progress.

It can measure where improvements might have to take place and it can help develop a set of tools and foundation for future action plans and as a guidance for any future projects.

## Social media

Social media has been a good way of engaging with the community sharing stories, imagery, blogs and other articles to reach a wide audience in a very short amount of time. It has proven to be very beneficial when it comes to advertisement and information about for example events. It speeds up the process of getting information from A to B and is far more cost efficient. It is also a great tool to get hard data about likes, followers and shares which ideally is the same support net like the signatures but in a virtual world, where it now, in our society today, is just as important to do well than in real life. It has been a way of creatively informing the general public about the 3 key areas: FOGs, ragging and wrong connections by creating the puzzle game of Missed Connections on the website as well as sharing of activities to do at home like how to make your own kite and how to make a jelly fish out of baby wipes.

It also enables to create a next generation approach by keeping up with new ways of interacting and to keep its audience informed. It creates innovative thinking to prepare for the next generation and is the way forward to engage with young people in today's society.

## Conclusion

To conclude upon the campaign it is clear to see that the campaign has achieved success, online and offline which is very difficult. It has managed to achieve the goals, more engagement, more awareness and more behavioural change which is difficult if people have been stuck in the same beliefs for years. Change in behaviour does not change overnight and it can be difficult to measure. Especially if a deadline is set, the funding running out for a project like Clean Seas Please. Clean Seas Please has managed to make itself known to the public, people come for the sake of Clean Seas Please and the importance is to secure the legacy of the campaign so this can continue in the future.

### Catherine Bach

University of Brighton  
PR and Marketing  
October 2014

## The Shore Academy

### Background

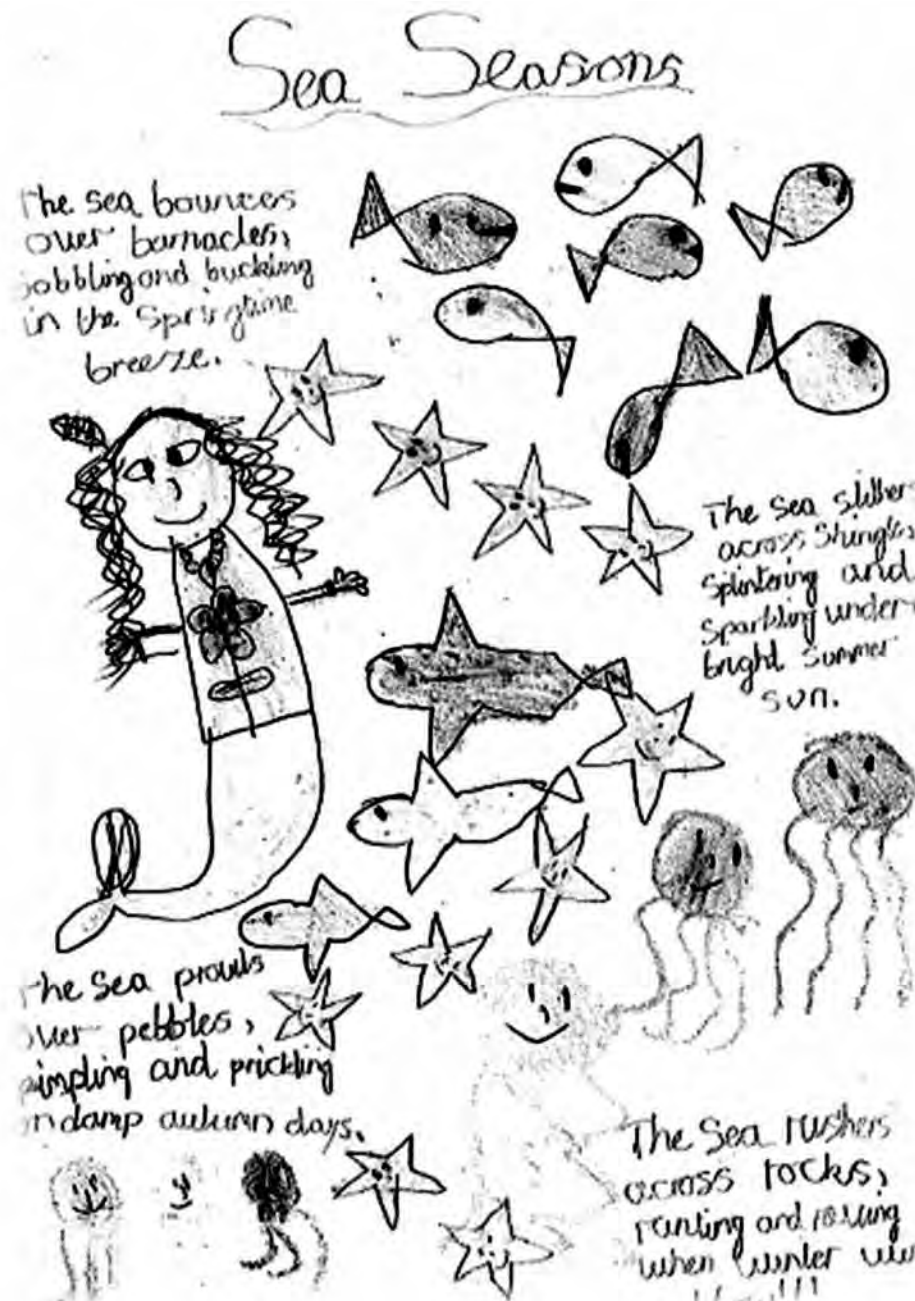
This project aims to improve bathing water quality in the Hastings area, and grew as a direct response to imminent changes to bathing water quality standards which will have a lasting social and economic impact in Hastings and Rother.

With support from the Environment Agency, HVA, RVA and the University of Brighton the Clean Seas Please campaign was launched with the aim of raising awareness with local residents and businesses about how they might be able to change their habits and improve water quality.

The Shore Academy aims to promote the Clean Seas Please messages by embedding a respect for, and love of, the local marine environment through the education of pupils, who will in turn influence their families. The use of 'pester power' has proved effective in changing community habits, so children and young people are being educated to understand the consequences and impact of their actions upon the environment.

### Programme

The Shore Academy is a series of 10 sessions (8 in the first pilot), half of which will be delivered on the beach and surrounding areas. These are supplemented by follow-up lessons to be delivered in school by the class teacher. Each lesson is planned with clear links to the curriculum, uses



Right:

An example of a poem completed as homework

minimal resources and is thoroughly risk assessed. Sessions can be accessed by all pupils, with a focus on kinaesthetic learning. The sessions build on confidence, understanding and expertise, and culminate in a whole school assembly designed and delivered by the pupils who deliver the Clean Seas Please messages.

Each week two pupils are chosen to be Shore Academy 'ambassadors'. They record the session digitally, using a camera and a voice recorder, and every pupil has the opportunity of responding to the session in the class diary. The ambassadors will have responsibility for producing a 'magazine'-style report, which can be shared more widely and which will evidence the immediate impact of the project.

These ambassadors will also be the links to the project partners and to the Clean Seas Please campaign in the longer term, and will attend a potential conference, as well as other associated events. This will build an element of sustainability into the project, and ensure that young peoples' voices are heard.

### **Year 4 Pilot**

The pilot ran with 34 year 4 pupils from St Mary-Star-of-the Sea Primary School. 6 lessons, including 4 sessions on the beach, were completed.

The areas covered by this pilot course were as follows.

- Exploring the beach environment
- Industry and the sea
- Marine wildlife
- Creative response.

These sessions developed an understanding in pupils and their families of the importance of the beach for local residents, to businesses in the town, for local artists, to visitors and to the creatures that inhabit the sea and shore.

Pupils were encouraged to link the impact of their actions and those of their families on the marine environment by showing the short Clean Seas Please presentation at every beach-based session.

Each session was linked to areas of the school curriculum, including explicit links to geography, science and art and design schemes of work. Additional impact on learning in other areas of the curriculum such as maths, literacy and PSHE is inbuilt into the scheme of work and lesson plans.

The sessions encouraged pupils to consider and manage risk, and explore expression and language. A weekly homework 'challenge' was set, maximising the opportunity to cascade learning to family members.

### **Evaluation of the Year 4 pilot**

The project was evaluated by giving feedback forms to be completed by pupils as directed by the teacher. 22 of a possible 34 pupils completed the form in mixed ability groups. All except 1 had enjoyed the sessions on the beach, and would like to spend more time on the beach with their classmates. Over half had visited the beach more since they started the course, and two thirds had learned something new about the beach. All agreed that the activities were appropriate for their age-group.

Half had told other people about the Clean Seas Please message, while two thirds had changed what they do because of what they have learned.

### **Year 1 pilot**

In June 2014 the 'Dolphins' at Dudley Primary Academy took part in eight sessions, half of which took place on or near the beach using the conference room donated by EHSAA as a base, with the remaining delivered in school by the class teacher. The class walked to and from each beach-based session, which enriched their experience and local knowledge.

New materials were written for this age group to ensure that learning was effective and enjoyable. Sitting and listening time was reduced, and group activities and learning through play increased. The themes and messages were consistent with the first pilot, with the Clean Seas Please presentation shown each week, and different children were chosen each week to be 'roving reporters'; taking photos throughout the session.

The initial visit to the school was organised as an assembly, to which parents were invited. An over-view of the Shore Academy was given, the presentation was shown, and the class sorted items collected after a storm into 'trash' and 'treasure'. Clothing and footwear was discussed, along with expectations of behaviour and risk assessments and, after the children left, the parents were given the opportunity to ask questions.

The first beach based session included making 'baby wipe soup', which was examined and added

## APPENDIX 5

to each week. The children explored an area of beach using hand lenses, and added their 'treasure' to the chest.

The first session was followed up with a literacy lesson exploring how pupils use the beach.

The following week the class had an exciting return journey up to the East Hill using the lift, kindly donated by Hastings Borough Council. Once at the top the parachute was used as a base for looking (mapping) and listening exercises, before games were played using baby wipe flyers.

The school-based session was adapted by the class teacher, and everyone began writing a letter to the Shore Academy tutors.

When the class next met at the beach the focus was marine wildlife, using the hermit crab as an engaging example. A simple story linked the Clean Seas Please message with the activities, which included collecting shells and playing under the parachute.

At school the letters were completed, and presented at the next session.

The 'creative response' session took place in the Stade Hall, and the children make posters, recycled kites and painted a banner.

To consolidate and communicate their learning, the class created a celebration assembly which included a song they had written, and a slide-show of the photographs taken by the roving reporters. A graduation certificate and badge was presented to each child, as well as a Clean Seas Please roundel for the school to display.

### Evaluation

The course was evaluated by the teacher and by the pupils as a whole-class activity. All of the children felt that coming to the course had helped them to think about what to do with their rubbish, have fun and feel differently about nature, with three quarters saying that they had talked to their families about the Clean Seas Please messages:

*"My mum put some fat down the plug hole. I told her that she should put it in the bin."*

*"I checked; we don't have a bin in our toilet but we do have one in the bathroom."*

The class teacher felt that all elements were 'good' or 'very good':

*"We were able to make links to literacy in the form of leaflet and letter writing. The children have become more aware of the key issues [when] looking after the beach and the sea as this forms a large part of their lives."*

### Family course pilots

These were delivered over the course of two days, at the beginning of the school summer break: repeated with two different family groups. The materials were designed to accommodate a very wide age-range, with Clean Seas Please messages adapted accordingly. High staff-participant ratios maintained to ensure a good level of support.

Using the EHSAA conference room as a base (to store buggies, to have lunch, to use the toilets and café), the presentation was shown. After

a brief discussion about disposal of wipes and cooking oil, the families built shelters on the beach before taking part in a range of activities which included lighting fire in a scallop shell and toasting marshmallows, paddling and using an aqua scope and a plankton net, making kites using cotton buds and carrier bags, and painting a flag.

### Family feedback

Eight of the twelve children who took part completed evaluation forms. Seven of these felt that the day had helped them think about what to do with rubbish, and all agreed that they had had fun and learned more about the fish and the sea.

Significantly three of the children attending had never paddled in the sea before the event, and by the end of the day could not be enticed from the water.

Seven out of the ten adults who came along completed evaluation forms, which asked them to comment on their experience:

*"I have learned that we mustn't put baby wipes in the toilet."*

*"I very much enjoyed the day. All the activities were engaging and intriguing, and very relaxing for people with mental [health] issues."*

*"Lovely, the children really enjoyed themselves and learnt about keeping the beach clean and taking rubbish home."*

*"I pour my fat into a big bottle and make a funnel out of another bottle. Then I wait until it goes cold and I put it in the bin."*

## Barriers

The main identified barriers to-date have been:

- 1 challenges of the adverse weather
- 2 the high adult-child ratio demanded by the marine environment
- 3 ensuring the delivery of the school-based lessons
- 4 meeting the diverse needs of groups.

These have been addressed through the following solutions:

- 1.1 adapting each session to allow for the weather conditions on the day e.g. undertaking an activity closer to indoor space
- 1.2 responding to the needs of the pupils by reducing outdoor time and using pre-set-up indoor space to play themed games
- 1.3 creating a supply of spare warm clothing which has allowed at least a third of each beach-based session to be spent outside.
- 2.1 the school effectively enlisting the support of parents for the sessions has maintained at least the minimum required ratio.
- 3.1 Limited preparation time is an issue for all teaching staff, which has meant that only six out of eight possible school sessions were delivered. This issue has been addressed by providing hard copies of lesson plans in addition to electronic ones
- 4.1 maintaining the highest staff-participant ratio as is possible at all times.

At the end of each lesson the course tutors discussed any issues arising, and reflections were noted on the original plans. Some of these reflections were specific to a pupil, and addressed at the following session, while others were more generic and can be used to adapt the materials for future use. The class teachers were asked to complete a reflective summary, and feed back to the tutor before the next session. Participants' comments, significantly those relating to a change in family habits, were noted by the tutors.

## Partnership working

The pilot has been supported by East Hastings Sea Angling Association, who provided the use of their conference room, projector and flip-chart free of charge. The pupils have enjoyed using this as a base, noting fishing-themed photos and other artefacts displayed at the venue. Two pupils have recounted how they have subsequently enjoyed coming to the club with their families. HBC have provided the Stade Hall as a wet weather venue for the duration of the pilot, which to date has been used once to play games in. This has given the tutor the opportunity to introduce the venue to the pupils and explain its history and uses. The council donated a return journey in the East Hill left, which added considerably to the pupils understanding of the area. The pupils have also undertaken a circular walk of the Stade area, and have mapped the Jerwood Gallery, the life-boat house, the Blue Reef Aquarium, the Southern Water treatment plant, the mini-railway, the Shipwreck Heritage Centre and the Fishermen's Museum. It is hoped that stronger links can be established with these in the near future.

## Continuing work

The Key Stage 2 materials are currently being adapted for use with a year 5 class at West St Leonards Primary Academy, and new materials written for a Key Stage 3 group at the St Leonards Academy and for inclusion in an adult course.

## Next steps

- 1 Establish further links with a range of partners to enable greater partnership working, and to support the sustainability of the project.
- 2 Confirm free access to the indoor venues for use during adverse weather.
- 3 Continue to adapt the materials for different age ranges of pupils.
- 4 Map and risk assess routes to and areas of local beaches nearest to schools.
- 5 Promote the programme and enrol new schools.
- 6 Run new programmes with schools as funding permits.
- 7 Link with the local newspaper to produce a double page spread about the project, also increasing community awareness of the Clean Seas Please campaign.
- 8 Finalise materials and look at the options for sustainability of the project.

**Shar Brown**, Shore Academy Leader.

**Carole Dixon**, Chief Executive.

**Education Futures Trust**

Revised September 2014

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