

3 August 2009

Neath Port Talbot:

The Neath Port Talbot 'Greener Campaign'

Summary of policy/project

A project with the aim of raising the profile of environmental issues in Neath Port Talbot using a range of media to gain popular familiarity and recognition about a range of issues. A website and has formed the hub of the initiative with a 'green map'. It has cost approximately £11,500 and has attracted 250 website hits per month and significant positive feedback. So far initiatives have included 'wildlife gardening', 'biodiversity week', and 'On your doorstep', an initiative promoting local facilities.

Description

The Neath Port Talbot Greener Campaign is an attempt to raise the profile of Environmental Issues in Neath Port Talbot. The Campaign began in April 2009 with the Launch of the Neath Port Talbot Green Map, The Neath Port Talbot Environment Strategy and the Neath Port Talbot Environment Forum Website all of which can be viewed at www.npt.gov.uk/greener or www.nptef.org.uk. The Campaign has been launched in the press through press releases and half page articles, on the Radio, and through the use of the web. The project is running different subjects over the year and so far we have promoted Wildlife Gardening, Wales Biodiversity Week and our 'On Your Doorstep' campaign which will promote the local area to local people, encouraging them to use local leisure facilities and more sustainable modes of transport reducing travelling by car and encouraging interest in the local environment. The next programme will be the Three Steps to better living guide - a partnership between The local Environment Forum and the Health Forum which will encourage better eating habits, exercise and a greener lifestyle. The campaign is designed to reach a lot of people and we have attempted to make it familiar through using the strap line 'working together for a greener Neath Port Talbot' on all related topics.

What problems does the policy/project solve?

The project was designed to ensure that people were aware of what we were doing and so we targeted all available media with the same message in order to gain familiarity or recognition. This means that the website address - the main part of the information will become known and will be visited repeatedly - with the messages changing all the time to encourage interest.

What were the difficulties of implementation?

There have been no difficulties so far.

What is the cost of implementation?

£11,500 for the radio message

What is the evidence of success?

We have around 250 hits a month on this webpage - which is quite high for a project webpage. The email address greener@npt.gov.uk is being utilised - we set this up particularly for this campaign. We have been told often that our radio ads have been heard and that the radio adverts are appealing to audiences of all ages, we have a feedback tool on our website and people have made positive comments about the page.

Would this work in other Councils?

Localis is constantly looking for good new ideas to showcase. If you would like to make a submission to Localis' Big Ideas—please contact Tom Shakespeare via email on tom@localis.org.uk or phone 0207 340 2660

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There is no reason why not.

What advice would you give any Councils wishing to adopt this idea?

Keep people interested, know what you want to do in advance and stick to the programme, ensure all the website information is up to date and actively target the press to get articles - not just press releases.

For more information

For more information on this scheme please contact Natalie Aylott, Environmental Change Officer at the climate change unit. Email greener@npt.gov.uk or phone 01639 686845.

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