

# MORECAMBE BAY PARTNERSHIP

Consultants brief.

'Call of Nature' graphic design work / branding and a public campaign toolkit.

## Aim

To create an engaging behaviour change campaign to persuade homeowners with off mains systems to maintain their system appropriately and people using off mains systems on holiday to answer the call of nature and do the right thing while they're there.

1. Create a series of campaign materials for the public.
2. Adapt existing branding to create brand guidelines for 'Call of Nature' public campaign.
3. Support the launch of a public behaviour change campaign.

## Intro

The name of the campaign is 'Call of Nature'. Nature can be adversely affected by pollution and we all need to answer the call of nature and use a toilet. We are asking people to think about nature and how their actions can effect/affect it. It is about encouraging people to take responsibility for their off mains water systems.

Water bodies - rivers, streams and the sea - are adversely affected by poorly maintained off mains sewage systems, typically septic tanks, cess pits, and package sewage treatment works. This campaign is a challenging topic to engage audiences and has large scale ambitions. Householders are responsible for these systems and not the water company.

There is a lot of existing information about off mains systems but the content isn't always correct or put across in the most engaging way. This brief is to create an engaging campaign that is clear and informative and helps people to do the right thing.

Six Rivers Trusts have recently arranged a series of focus groups across Merseyside, Cumbria and Lancashire to engage communities on the existing material. Access to the reports are provided via Dropbox (see page 5). The materials that were found to be the most effective are listed below.

Participants were asked to look at sections of the literature and choose and comment on the most effective in dealing/providing information on the following areas:

### **1. How can I identify what type of system I've got?**

Q - EA Norfolk page 6 + 7

### **2. Why should I look after my system?**

P- Dee – Why should I look after my septic tank system

G - Do your part be septic smart - page 3

### **3. Top tips for maintaining your system to save you money and protect the environment.**

A2 – Love your lakes

H - Gisborne page 7, 9 10 and 11.

D- The septic tank guide Do's and don't section

### **4. What are the signs that your system might not be working?**

J - Ontario: your septic system

G - Do your part be septic smart- mind the signs page 8

E - United Utilities – Septic tank leaflet – Is something wrong? Last page

### **5. Where can I find more information?**

Links to toolkit on Rivers Trusts, Catchment partners, Local Authority, EA and UU websites.

### **6. What info have we missed?**

What should I check if I'm buying / renting a property with off mains system

Examples of good systems for those who are considering replacing their own.

The difference between surface and foul water drainage.

What will it cost you in the UK if you fail to look after your ST (fines, Repairs, etc.) compared with good maintenance costs.

Where do we go for advice? Who do we contact? People don't like contacting EA or UU for fear of investigation especially if they have a problem

**In addition we asked for any other comments and what format they felt would be most effective.** Recent focus groups with owners of these systems revealed the motivations for checking their system:

It's the right thing to do / routine house maintenance

They care for the environment

Fear of being fined

Worry about embarrassment

Summary of feedback on literature :

Need diagrams

Not too wordy

Illustrations would work well

Links to further information

Branding

The design should adapt the existing LOVEmyBEACH branding currently used to improve water quality at our beaches. These guidelines are friendly and engaging. The tone is not pointing the fingers but encouraging.

Brand guidelines <http://lovemybeach.org/resources/>

Target Audiences

#### **Primary:**

Owners and tenants of properties with off mains systems, typically in rural communities away from built up areas, across Cumbria, Lancashire and Merseyside.

New owner occupiers of properties with these systems who may not know what to do or know what system they have.

Owners of businesses such as caravan parks using off mains systems.

Visitors of properties / caravan sites using off mains water systems who need to do the right thing to look after the system.

**Secondary:**

Catchment partnerships and Rivers Trusts  
Tourism agencies / visitor attractions  
Local and regional press and media

A range of partners are supporting this campaign and will use this toolkit and branding in their communities.

**Mandatories:**

The campaign is called 'Call of Nature'.

We envisage the toolkit will include:

- a webpage that partners can link to and materials can be downloaded from
- 3 checklists for residents (one for each type of system)
- a poster / info card for non-residents
- a leaflet / info card with diagrams
- an insert / leaflet on what products not to use and where to go for help
- some illustrations/ designs that can be used on print or on the webpage.
- Copywritten content to explain each of the systems and how to maintain effective ones.
- 4 photographs of people in the North West and supporting case studies
- A short video has already being commissioned to integrate with this work. This video will support the launch of the campaign. It is imperative that this campaign works seamlessly with the video. Further information will be provided once this contract has been awarded.

**What you will deliver for the project:**

Materials designed to deliver the campaign must be in accessible formats and be shared with target audiences and stakeholders - digital and print.

What we need people to do:

identify what system they've got;

Check it - tips for doing that, saving money;

identify if not working properly; know how to put issues right or where to go for help;

Explain why - right thing to do to answer the call of nature;

Find out more if necessary.

What's needed will depend on the campaign but should include: leaflet with diagram how to maintain, posters, adverts, digital banners, web page, illustrations.

A short video has already being commissioned to integrate with this work. This video will support the launch of the campaign. It is imperative that this campaign works seamlessly with the video. Further information will be provided once this contract has been awarded.

Launch the campaign with maximum impact to reach the target audiences at the right time, with the right message to get them to take action and check their system.

The launch plan should set out how the campaign will be launched, where, when and how to deliver: 100 tweets; a minimum of 5 press articles / PR coverage; 500 hits on web page.

### **Price and Payment Schedule**

The total cost for the project is to be no more than **£10,000 (including VAT)**.

The schedule for the payment will be agreed at the inception meeting.

### **Project Timetable**

The approved brief is to be sent out on 7th September 2015.

The submission deadline is 15th September 13:00.

The contract will be awarded on or before 18<sup>th</sup> September 2015 and to be complete by the 2nd November 2015 (apart from the final presentation).

It is very important that these deadlines are met.

Penalties will be imposed for late submission.

<b>Work order / contract issued</b>	<b>21<sup>st</sup> September 2015</b>
<b>Inception and planning meeting</b>	<b>w/c 21<sup>st</sup> September 2015</b>
<b>Draft graphic design work and draft toolkit</b>	<b>12<sup>th</sup> October 2015</b>
<b>Guideline campaign and final toolkit</b>	<b>2nd November 2015</b>
<b>Presentation to Call of Nature partners / project co-ordinators</b>	<b>tba</b>

### **Submissions:**

Please provide a proposal for the above work by 16th September 2015 along with:

- Link/s to similar behavior change campaigns you have run.
- Evidence of campaign effectiveness e.g. numbers engaged, changes in behavior, call to action messages used .
- Information on the people who will work on the project and their experience.
- Confirmation you can deliver the project as set out above.
- Please use/ include your company name as the title of your proposal submission.

### **Project Management**

The contractor will report to the client immediately if there are any un-foreseen delays which may limit the ability to complete the work to schedule.

As part of the contract the contractor is required to attend a minimum of two meetings. The Project Co-ordinator will be available for more meetings on request. The contractors will be expected to submit a selection of proposed graphic design images and campaign materials.

The client will have the opportunity to comment and select the approved images and campaign before they are finalised.

The client requires final designs and campaign materials in both digital and print formats.

The client requires a digital copy of the launch plan and or PDF format.

The client requires a copy of the PowerPoint presentation materials used for the meeting.

The client Morecambe Bay Partnership will hold the copyright on the work.

### **Contract manager**

Emma McColm – Project Co-ordinator

Morecambe Bay Partnership

**Emma@morecambebay.org.uk**

### **Background documents accessed via Dropbox.**

[https://www.dropbox.com/sh/t46m0puujga65rk/AACCVzvxwKdMCs0HaKkWx2\\_Ca?dl=0](https://www.dropbox.com/sh/t46m0puujga65rk/AACCVzvxwKdMCs0HaKkWx2_Ca?dl=0)

1. Literature. Highlighted by a Blue dot and referenced by a letter.
2. Reports : North West Rivers Trusts focus group reports

### **Appendix 2**

Examples of engaging materials from another behaviour change campaign with synergies to this new campaign and the brand guidelines can be found on the LOVEmyBEACH website

[www.lovelybeach.org](http://www.lovelybeach.org)