

Cleaner, Safer and Greener campaign results

Press releases

The communications team produced multiple press releases throughout the campaign which

[illegible][illegible]

were distributed to all local and regional media on a weekly basis.

During the campaign, more than 30 press releases were featured in the Newark Advertiser, the Southwell Advertiser and the Mansfield Chad.

Articles which were published reached an estimate of 14,000 readers in both Newark and the district.

www.brightonandhovegazette.co.uk | 01273 8222 967 | Page 7

NEW DESIGN council community protection officers Andrew Wignall and Geoff Holland stand before the houses in the New Town, Market Place.

Yobs beware: Community protection officers hired

The Brighton

will increase police awareness

of the latest, more serious

offences, such as taking

photos of children in the

streets. The new officers

will be based in the

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Social Media

The campaign was promoted across the council's corporate social media platforms (Facebook, Twitter and LinkedIn) for the duration of the campaign and with particular emphasis in the run up to each Day of Action.

In addition, three promotional videos were produced each dedicated to a different Day of Action. These videos included short clips from throughout the day including litter picking, waste removal and overall facts from the day

Twitter

Below are examples of tweets posted by Newark and Sherwood District Council during the Cleaner, Safer and Greener campaign which achieved more than 1000 impressions each.

Impressions on Twitter is a total tally of all the times the tweet has been seen. This includes not only the times it appears in a one of your followers' timeline but also the times it has appeared in search or as a result of someone liking the tweet.



Newark and Sherwood District Council
@NSDCouncil
We're trialling dual compartment recycling bins in Southwell to encourage more recycling in public places. Look out for the new bins in the Market Place and War Memorial Park. 🌿

Details ➡ <https://bit.ly/2JbrhPP>

#CleanerNewarkandSherwood
pic.twitter.com/FKDOdzQuAQ

Impressions	1,355
Total engagements	42
Media engagements	23
Link clicks	7
Retweets	3
Likes	3
Detail expands	3
Profile clicks	3



Newark and Sherwood District Council
@NSDCouncil
The youth shelter project is now complete. As part of yesterday's Hawtonville Day of Action, James at @imageskool worked with young people from @NottsCC's Hawtonville Youth Service to create a brand new design for the shelter and what a transformation! 🌟

#CleanerSaferGreener
pic.twitter.com/NPPpOxrxk

Impressions	1,115
Total engagements	67
Media engagements	46
Detail expands	7
Likes	6
Profile clicks	5
Retweets	2



Newark and Sherwood District Council
@NSDCouncil
Our Hawtonville #CleanerSaferGreener Day of Action is underway and we are overwhelmed by the support from community volunteers.

To kick off the day, we're litter picking around the Co-op area with volunteers and pupils from William Gladstone school.
pic.twitter.com/9Y1dfcHek3

Impressions	1,447
Total engagements	53
Media engagements	34
Detail expands	6
Likes	5
Profile clicks	3
Retweets	2
Link clicks	2



Newark and Sherwood District Council
@NSDCouncil
Save the date: Our next #CleanerSaferGreener Day of Action will take place on March 8 in Hawtonville, Newark.

Click here for more information and to get involved <https://bit.ly/2CKbYHD>

Find out about our last Day of Action here <https://bit.ly/2sJ2pUr>
pic.twitter.com/tHZ6JgzWSk

Impressions	1,055
Total engagements	21
Detail expands	10
Media engagements	4
Likes	3
Retweets	2
Link clicks	2



Newark and Sherwood District Council
@NSDCouncil
Fly-tipping is a criminal offence punishable by a fine of up to £50,000. If you witness fly-tipping in action please let us know on 01636 650000. This pile of rubbish was found fly-tipped in the middle of the road to Thorpe from the East Stoke direction.
#CleanerNewarkandSherwood
pic.twitter.com/4iOpseq1if

Impressions	1,678
Total engagements	45
Media engagements	19
Detail expands	8
Likes	7
Retweets	5
Link clicks	3



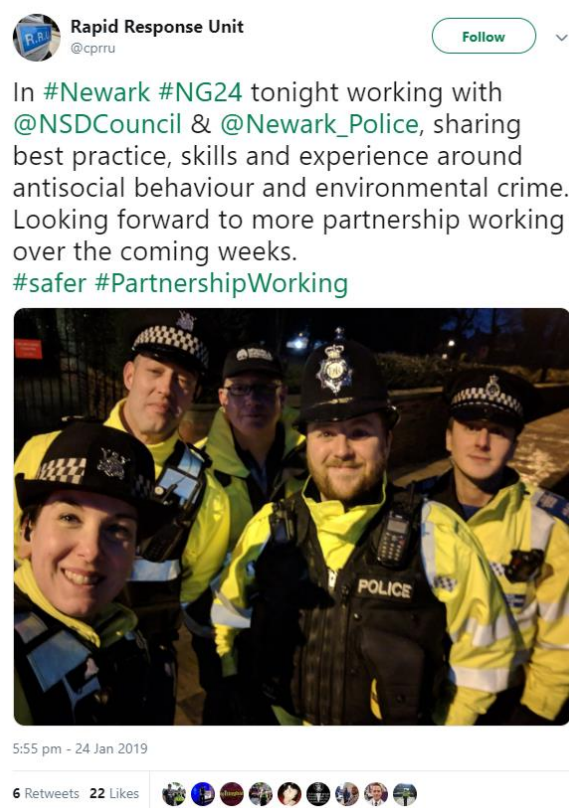
Newark and Sherwood District Council
@NSDCouncil
Our deputy leader, Councillor @KeithGirling will be speaking on @bbcemt at 6:30pm about the issues of fly-tipped asbestos.

Dealing with fly-tipping, particularly asbestos is a key focus of our #CleanerSaferGreener campaign.

Find out more here <https://bit.ly/2QGmqow>
pic.twitter.com/g6Vr3tpcHx

Impressions	1,199
Total engagements	33
Media engagements	8
Detail expands	7
Link clicks	6
Profile clicks	5
Likes	4
Retweets	2

Radio Newark, the Newark Advertiser, the police and Newark and Sherwood Homes also published tweets in support of the Cleaner, Safer and Greener campaign. Examples are listed below.





Newark Advertiser

@advertisergroup

Following

Newark town centre operation targets drugs and keeps people safer.



Weekend-night policing operation in Newark seeks to keep ...

Safety was the focus of a night of action in Newark town centre involving police and frontline staff from Newark and Sherwood District Council.

newarkadvertiser.co.uk

4:55 pm - 3 Dec 2018

5 Likes



Radio Newark

@radionewarkuk

Following

Joining forces to crack down on anti-social behaviour



Joining forces to crack down on anti-social behaviour

A partnership approach to tackling anti-social behaviour in Balderton has led to a significant reduction of nuisance reports and a number of banning letters issued.

radionewark.co.uk

5:12 pm - 25 Feb 2019



Radio Newark

@radionewarkuk

Following

Hawtonville Day of Action 'a fantastic success'



Hawtonville Day of Action 'a fantastic success'

A THIRD Day of Action to help make the community of Hawtonville in Newark Cleaner, Safer and Greener has been described as a 'fantastic success' with the

radionewark.co.uk

5:01 pm - 12 Mar 2019

1 Retweet 2 Likes



Newark Advertiser

@advertisergroup

Following

Crackdown reduces anti-social behaviour

buff.ly/2C0Uo2e



12:03 pm - 1 Mar 2019



Radio Newark

@radionewarkuk

Following

If you missed the Leader of Newark & Sherwood District Council, Councillor David Lloyd, chatting to Ady last week about the upcoming Cleaner, Safer & Greener Day of Action taking place around Yorke Drive & Winthorpe Road, you can listen back to it here.



Cleaner, Safer & Greener - Day of Action - Our Guests

Councillor David Lloyd chats to Ady about NSDC's upcoming Day of Action

radionewark.co.uk

8:43 pm - 20 Aug 2018



Facebook

Below are examples of Facebook posts published by the council during the campaign.

More than 6,200 Facebook users follow Newark and Sherwood District Council, meaning those particular users see updates from the council in their News Feeds.

In addition, the Newark and Sherwood District Council Facebook page has an average weekly reach of 20,159, which equates to the number of people who see updates from the council. These people do not necessarily have to be 'following' the council page, but will still see the content through other means. This includes when a post is 'shared', 'liked' or commented on by others.

**Newark and Sherwood District Council**

Published by Victoria Watkins [?] · 8 March · 🌐

Our Hawtonville #CleanerSaferGreener Day of Action is underway and we are overwhelmed by the support from community volunteers.

To kick off the day, we're litter picking around the Co-op area with volunteers and pupils from William Gladstone school.

Got any questions or concerns? The first street surgery of the day is taking place now around the Eton Avenue shop area. Come and have a chat with councillors, [Newark Police - Nottinghamshire](#) and Newark and Sherwood Homes.

#CleanerSaferGreener



2,019
People reached

192
Engagements


Boost Post

You, Trâm Vickers, Kim Walker and 24 others 3 comments 2 shares

Like

Comment

Share


**Newark and Sherwood District Council**

Published by Victoria Watkins [?] · 14 March · 🌐

We're trialling dual compartment recycling bins in Southwell to encourage more recycling in public places. Look out for the new bins in Southwell Market Place and War Memorial Park. ♻️

Details ➡ <https://bit.ly/2JbrhPP>

#CleanerNewarkandSherwood



NEWARK-SHERWOODDC.GOV.UK

Latest news | Newark and Sherwood District Council

New dual 'two compartment' steel bins, which are designed to encourage...

3,391
People reached

133
Engagements

Boost Post

Chris Welbourn, Abbie Hargreaves and 43 others 1 comment 6 shares



Newark and Sherwood District Council

Published by Victoria Watkins [?] · 8 March · 🌐

...

A big thank you to all staff, partners and community volunteers for their hard work throughout today's [#CleanerSaferGreener](#) Day of Action in Hawtonville.

We are pleased to report that we have removed:

- 5.5 tonnes of bulky waste
- 2.5 tonnes of litter
- 15 white goods
- 1 large fly tip weighing 2 tonnes
- 10 tonnes of street sweeping in the days before today
- 1 tonne of mixed cuttings and prunings
- 11 tyres

We have also...

- Installed new litter bins
- Planted 150 mixed hedge trees
- Undertook speed checks on 156 vehicles in the Hawtonville area. 13 were noted as speeding and 4 were stopped and given warnings by the police
- Issued 3 community protection warning notices
- Challenged a number of under 16s that were found littering
- Conducted alcohol sale licensing checks on six retailers in Hawtonville – all passed
- Conducted scrap metal dealer licence checks and two follow ups taking place

Thank you to all of our partner agencies, all of whom have made the day possible:

Nottinghamshire County Council
Newark and Sherwood Homes
[Newark Police - Nottinghamshire](#)
William Gladstone School
[Idverde UK](#)

[#CleanerNewarkandSherwood](#)
[#SaferNewarkandSherwood](#)
[#GreenerNewarkandSherwood](#)



4,597

People reached

1,117

Engagements

Boost Post

👍👏👤 Idverde UK, Liannda Emily and 55 others

6 comments 12 shares



Newark and Sherwood District Council

Published by Victoria Watkins [?] · 1 March ·

We're working with partners to make the district a safer place to be.

In August 2018, a partnership involving ourselves, Nottinghamshire County Council, Newark Police - Nottinghamshire, Balderton Parish Council and local retailers was set up to tackle anti-social behaviour in Balderton.

Since the launch, there has been a significant reduction of nuisance reports and a number of banning letters issued.... See more



NEWARK-SHERWOODDC.GOV.UK

Latest news | Newark and Sherwood District Council

A partnership approach to tackling anti-social behaviour in Balderton has I...

2,369

People reached

142

Engagements

Boost Post

Matthew Joshua Taylor, Tom Allen and 6 others

2 comments 3 shares



Newark and Sherwood District Council

Published by Victoria Watkins [?] · 28 February ·

Hawtonville residents: Can you spare some time on Friday, March 8 to help litter pick alongside ourselves, our partners and community volunteers?

Our next and biggest #CleanerSaferGreener Day of Action in your local area is taking place a week tomorrow. 🌿🧹

We will be meeting on the day at 9:30am at Hawtonville Community Centre.

- Please wear appropriate outdoor clothes and sturdy footwear.
- High vis vests, gloves and litter pickers will be provided.
- All volunteers will receive a health and safety briefing.
- Under 16s must be accompanied by an adult.

Details: <https://bit.ly/2T1KHuY>



6,223

People reached

658

Engagements

Boost Post



Newark and Sherwood District Council

Published by Victoria Watkins [?] · 31 January ·

Getting a new tattoo? Make sure you check out the hygiene rating of any establishment offering tattooing, semi-permanent make up and cosmetic body piercing treatments.

Epona Art & Tattoo Sanctuary in Southwell has become the first in Newark and Sherwood to receive a five star rating. ★★★★★

Read the full story here ➡ <https://bit.ly/2G3cwMG>

#SaferNewarkAndSherwood

Epona Tattoo Sanctuary Tattoo Studio only, vegan friendly



7,660

People reached

1,486

Engagements

Boost Post



Newark and Sherwood District Council

16 January ·

The first of our new frontline officers are now in action.

Specifically, the community protection officers will:

- Tackle the issues of street litter, littering from cars, low level anti-social behaviour and dog fouling, including issuing FPNs
- Investigate flytips and ensure waste removal
- Enforce public spaces protection orders which deal with, for example, street drinking, begging and dog control
- Gather local intelligence to assist the council as a whole in its understanding of 'place'.

Find out more here ➡ <https://bit.ly/2Ryjmzy>

#CleanerSaferGreener



2,398

People reached

294

Engagements

Boost Post

Sue Storey, Michele McIntosh and 14 others

6 comments 3 shares

Radio Newark, the Newark Advertiser, the police and groups including Spotted: Newark also published Facebook posts in support of the Cleaner, Safer and Greener campaign.

Examples are listed below.

Newark Advertiser 5 March · 🌐

It's part of the Cleaner, Safer and Greener campaign



NEWARKADVERTISER.CO.UK

Residents urged to join day of action

Hawtonville is the location in which an extensive range of activities to tackle

👍 5 7 comments 3 shares

Radio Newark was live. 8 March · 🌐

Matt is talking to Deputy Leader of Newark and Sherwood District Council, Councillor Keith Girling, and Ward Councillor, Rob Crowe, about the Cleaner, Safer, Greener Day of Action currently taking place in Hawtonville.



radio newark 107.8FM | DAB | ONLINE

👍❤️😄 9 14 comments 7 shares 3.8K views

Like Comment Share

Spotted : Newark 28 February · 🌐

<https://www.facebook.com/327517440618344/posts/2080425635327507/>



Newark and Sherwood District Council 28 February · 🌐

Hawtonville residents: Can you spare some time on Friday, March 8 to help litter pick alongside ourselves, our partners and community volunteers?

Our next and biggest #CleanerSaferGreener Day of Action in your local area is taking place a week tomorrow. 🌱👍

We will be meeting on the day at 9:30am at Hawtonville Community Centre.

- Please wear appropriate outdoor clothes and sturdy footwear.
- High vis vests, gloves and litter pickers will be provided.
- All volunteers will receive a health and safety briefing.
- Under 16s must be accompanied by an adult.

Details: <https://bit.ly/2T1KHuY>

👍 3 4 comments 3 shares

Radio Newark 25 February · 🌐

Joining forces to crack down on anti-social behaviour



MAKING NEWARK & SHERWOOD
Cleaner Safer & Greener
A PLACE WE ARE ALL PROUD OF

RADIONEARK.CO.UK

Joining forces to crack down on anti-social behaviour

A partnership approach to tackling anti-social behaviour in Balderton has

👍 4



Newark Advertiser

19 July 2018 · 🌐



The Advertiser is backing the initiative, which will seek to empower residents to help improve where they live.



[About This Website](#)

NEWARKADVERTISER.CO.UK

Council leads the way in a bid to make district a better place to live

👍❤️😄 12

2 shares



Newark Police - Nottinghamshire

24 January · 🌐



Officers from Newark Neighbourhood Policing Team have today started working with Community Protection Officers employed by Newark and Sherwood District Council on high visibility patrol in Newark Town Centre. Working in partnership we will be targeting issues that you, the people of Newark, are concerned about in our commitment to make Newark a better place to live, work and visit. We will continue to listen to your concerns and tackle priority areas #OneTeam #HelpUsHelpYou #PartnershipWorking #OnTheBeat



👍❤️😄 Kerry Lacey and 217 others

6 comments 18 shares



Newark Police - Nottinghamshire

9 March · 🌐



Yesterday saw a very positive and successful day of action in the Hawtonville area. Your local Neighbourhood beat team along with members of the Newark and Sherwood Council and the local community all worked together to put on different activities and operations on throughout. This included Street surgeries with the Hawtonville Beat team along with the Inspector, speedwatch around some of the Hawtonville area tackling speeding vehicles, the Notts Police Quad patrolling the area and a bike tent set up at the Hawtonville community centre. We were also fortunate enough to have some of the younger ones of the community give a helping hand with clearing up the area #oneteam #community #dayofaction



514004182027

👍😄 74

5 comments 7 shares



Newark Advertiser

26 October 2018 · 🌐



Owners urged to clean up after their dogs.



NEWARKADVERTISER.CO.UK

Clean-up campaign to be launched in district

Dog owners throughout Newark and Sherwood are being urged to pick up after their pets and make the district a cleaner and safer place to live.

👍 19

6 comments 5 shares

Television coverage

Broadcast media outlets including BBC East Midlands Today and ITV Central News have covered the Cleaner, Safer Greener campaign, including various interviews with the council's leader, deputy leader and waste management staff.



Videos

A video following each Day of Action was produced and subsequently shared on Twitter, Facebook and YouTube.



Newark and Sherwood District Council

Like Comment Share 13 1 Comment 2 shares

611 views · about 2 months ago ·

A big thank you to the 100-strong team of community volunteers, staff and partners for making our Hawtonville #CleanerSaferGreener Day of Action a fantastic success! 🌱🍷

More than 20 tonnes of rubbish was collected, 150 shrubs and trees were planted and the youth shelter near the Community Centre was transformed.

Street surgeries with the ward's councillors were held throughout the day and the council's public protection team joined police and community volunteers in running a day-long operation to check on speeding traffic.

Local residents joined Via East Midlands regarding street lighting priorities and were able to report issues of concern and the council's community safety team led 'drug walks' with the charity Change Grow Live (CGL) which works to combat drug and substance misuse. The Via East Midlands team cleared out gullies, planted seven new heavy standard trees, maintained other trees to clear the highway and replaced damaged streetlights with new, energy efficient LED models.

Check out our short video below or click here to find out more about the day <https://bit.ly/2VWtsZ9>



Newark and Sherwood District Council @NSDCouncil · Mar 14

A big thank you to the 100-strong team of community volunteers, partners and staff for making our Hawtonville #CleanerSaferGreener Day of Action a fantastic success!

Check out our short video below or click here to find out more about the day: bit.ly/2VWtsZ9



2 4



Day of Action in Newark 2018
70 views

0 0 SHARE SAVE