

Topic	Operational Services - Behaviour Change Campaigns
Meeting	Overview and Scrutiny Committee
Meeting Date	13 th October 2026
Report Author	David Walker
Directorate	Place
Lead Executive Member(s)	Councillor Zafar Ali
Wards Affected	All wards
Public. Part Exempt, or Fully Exempt	Public
Appendices (if any)	None

BRIEFING NOTE

Introduction

In response to a request from the Overview and Scrutiny Committee, this briefing note provides Members with an update on what is being done in developing behaviour change campaigns to encourage responsibility and pride in local communities, including picking up litter and taking care of our parks, as detailed in Priority 2 of the Council Plan.

Update

- Dennis Eagle’s mobile classroom, “Dennis to the Rescue”, supports local authorities’ social value commitments and is tailored to each council’s waste management operations. The mobile classroom offers schools and community groups an engaging way to learn about waste and recycling where children learn to identify different types of waste while learning the importance of recycling and sustainability.

“Dennis to the Rescue” mobile classroom visited Laneshaw Bridge Primary School, providing interactive recycling education, covering anaerobic digestion and food waste reduction. Pupils also received curriculum-based activity books featuring activities that support literacy and numeracy, and resources designed to promote positive discussions and habits at home. Educating younger generations can help change behaviour and encourage better recycling habits.

- A range of educational and community initiatives was delivered to encourage responsible waste disposal, recycling and local environmental awareness.
- In Nelson, officers engaged with more than 80 businesses on Manchester Road, advising shopkeepers on their responsibility to keep surrounding areas clear of waste and dispose of commercial waste correctly. The team removed fly-tipped items, addressed contaminated recycling bins, cleared areas around trade skips and mechanically swept back streets. Follow-up visits found that businesses welcomed the improvements and were willing to help maintain the area.
- The Council also supported a community litter pick at Walverden Park as part of efforts to establish a Friends group. More than 20 staff and residents participated, collecting over 30 bags of litter in two hours and demonstrating strong community involvement in improving the local environment.
- Seven community engagement events were held from January to September 2026, supporting the rollout and then the continued participation in the weekly domestic food waste and other kerbside recycling services.
- With support from local housing associations and resident groups community engagement events were held at Peter Birtwistle Trust, Ashiana Lodge and the Trawden Community Centre as part of the build up to the introduction of the weekly food waste collection scheme. Topics covered caddies sizes and use, liners, collection arrangements and acceptable materials. We similarly used the sessions to address concerns and gather feedback to improve communications and operations.
- Community activity continues to support positive behaviour within Pendle's green spaces. Recent examples include the community litter pick at Walverden Park, involving more than 20 staff and residents and collecting over 30 bags of litter as part of work to establish a Friends group.
- This year we have seen an increase in engagement from schools. In particular Park High School and Pendle Vale Community School.
- For Park High we support a whole year group to undertake a variety of tasks from litter clearance to tree planting within local parks and greenspaces.
- Pendle Vale students taking on the Duke of Edinburgh award, regularly attend Marsden Park to fulfil their volunteering element. The students' involvement in projects creates a sense of ownership and responsibility for the sites.
- Alongside the above activities we also continue to improve, signage and visitor information, across our parks. Improvements have been made to site interpretation and PSPO information, helping communicate behaviour change messages to visitors and support responsible use of our parks and open spaces. Target signage has been installed in hotspot areas to inform and educate around the harm of dumping food waste by duck ponds.

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