

YOUR BRIEF

ERDINGTON LITTER BUSTERS | DAWN EDWARDS

Design service:

Logo_Design_Standard

Q1: Tell me all about you and your brand/project:

A few of us were already picking up litter on our respective streets, this progressed from discussions about impact on mental well being, area looking unattractive and environmental impact. A group was formed in 2018 and we meet twice a month. We have up 40 residents adopting their streets, cleaning them on a regular basis, we provide the equipment and hi viz jackets through funding received. We have moved into improving green spaces, graffiti removal and working collaboratively with other community groups in the area.

Q2: What 5 words describes your brand accurately?

1. Clean
2. Green
3. Friendly
4. Community
5. Pride

Q3: Who is your target audience?

30000 residents

Q4: Give me FULL details about what for you want out of this project:

Please provide details of your project direction, ideas and/or goals. The more specific the better so that I can be on the same page as you! Include images where possible.

Our mission is to care for Erdington, improve the lives of its residents by keeping the area clean and green, tackles the cause and symptoms of litter on streets and green spaces. Bring together our friendly community, develop and deliver initiatives which improve the local environment and ensure that Erdington is an attractive place to live, work, shop and socialise Targets pre Covid 200 streets adopted by end of year 20% of business aware of and supporting ELB All ward Councillors activiely supports our aims and objectives Social media plan in place by 2020 to engage residents Aims Engage with local resident , community groups, schools and youth centers in Litter picking activities Work with local Councillors, law enforcement to promote and enforce consequences of littering Birmingham Provide residents with accurate and up to date information on how to legally dispose of rubbish Work with local businesses to understand what would motivate them to change/influence their behavior (those that contribute more it Litter problem) Work with refuse collection Dept and councilors to provide the required level of refuse collection facilities to reduce litter

Uploaded photos from client link: