



# ***Love Your Forest***

IMPACT REPORT  
2020-2021





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## ***Introduction:***

Each year 250 tonnes of rubbish are removed from the Forest of Dean, costing local taxpayers £450,000 to clean up. Love Your Forest was created by Hubbub and local partners to trial creative ways to reduce litter and boost recycling in the area. Since 2016 the campaign has:

- Engaged with a cross section of the community on the issue of waste and littering.
- Built on the pride local people have in the forest.
- Demonstrated that local collaboration between businesses and organisations can deliver positive change.

## ***2020 and 2021 ambition:***

In 2020, the campaign developed beyond its original anti-littering foundation to focus on recycling. The new phase of the campaign aimed to investigate the impact that recycling communications and new infrastructure would have in a rural community, boost recycling rates and, ultimately, help build a local circular economy.

Following the outbreak of COVID-19 in 2020 we pivoted the campaign and built up the online presence of #LoveYourForest through the Facebook page, a new poster competition and creating school resources to support teachers and parents with remote schooling.

2020 also marked a change in the campaign team as local Forest resident Sarah Wyatt became the new campaign co-ordinator, running on-the-ground activities and leading on our educational outreach work. Sarah added enormous value throughout the two years and helped to forge new relationships with local partners, test brand new infrastructure in the Forest of Dean and delivered 58 community events with local people.



# #LoveYourForest 2020 and 2021

1285 people  
took part in 58  
LYF events

31 pieces of  
media coverage  
and 2.3 million  
opportunities to see  
the campaign

12 workshops  
educated schools  
and Scout and Guide  
groups

320 views of  
the school assembly  
video that was created  
to support online  
teaching

496 bags of  
litter collected  
from the forest

9 recycling  
bins introduced  
into 4 towns made  
it easier to recycle  
on-the-go

4 competitions  
were run in which  
270 local residents  
entered

1840 cans and  
935 plastic bottles  
recycled via 2 new  
Recycle Reward  
Machines



#LoveYourForest is a collaborative campaign, brought to the Forest of Dean by:

**SUNTORY**  
BEVERAGE & FOOD GB&I

  
Forest of Dean  
DISTRICT COUNCIL

 Forestry England

  
WWW.HUBBUB.ORG.UK  
Registered Charity No. 1158700

**FORESTERS'**  
**FOREST**



# #LoveYourForest at a glance



**31** pieces of media coverage and **2.3** million opportunities to see the campaign.



**135,866** Facebook reach.



**1285** people took part in **58** Love Your Forest events.



**12** workshops educated schools and Scout and Guide groups.



**4** competitions were run in which **270** local residents entered.



**320** views of the school assembly video that was created to support online teaching.



**291** downloads of the Love Your Forest 'How to guide'.



**496** bags of litter collected from the forest.



**9** recycling bins introduced into **4** towns made it easier to recycle on-the-go.



**1840** cans and **935** plastic bottles recycled via **2** new Recycle Reward Machines.







## Recycling infrastructure

In September 2020, 9 on-the-go recycling bins for cans and plastic bottles were introduced into the 4 town centres in the Forest of Dean.

New recycling technologies were also tested in the form of two Recycle Reward Machines, installed in The Midcounties Co-operative in Coleford and at the Dean Heritage Centre in Soudley. The principle was simple: the public was rewarded with a small prize, such as a branded tote bag or a reusable water bottle, in exchange for a number of recyclable items collected by the machines. The idea was to test whether rewarding people for recycling would encourage them to recycle more. To build visibility further, a competition was run on the Love Your Forest Facebook page to name the machines, which local residents chose to call Sir Recyclesalot and Buddy The Bottle Crusher.

The machines were popular with both locals and visitors alike, and in the first 7 months, collected **1840** cans and **935** plastic bottles for recycling.

Both locations also reported an increase in the amount of recycling that occurred on site after the machines were installed both via the machines and other recycling bins on site. These findings illustrate that the new recycling infrastructure was adopted well in the forest and the recycle reward machines encouraged the public to recycle.

*“The machine has been a great addition to the centre with visitors and local people alike coming into recycle their items and claim prizes. In the school holidays there were sometimes queues of people wanting to use the machine”.*

**Dave Rudge from The Dean Heritage Centre**



## Mountain Biker engagement

Building on the success of earlier engagement with Mountain Bikers in 2018, we wanted to investigate how additional physical interventions and online communications could help to reduce litter along mountain bike trails in the forest.

The Forest of Dean's bike trails are hugely popular with around 350,000 visits to Forestry England's Forest of Dean Cycle Centre each year. Our research found that some mountain bikers are trailing trash in their wake, most commonly in the form of plastic packaging from drinks bottles and single-use cable ties.

We created a new anti-pollution peloton in the forest, partnering with the Forestry England team at Forest of Dean Cycle Centre, Dean Trail Volunteers and 4x (Four Cross) World Champion and professional mountain biker Katy Curd, among others. Interventions included new signage at the cycle centre, shops and shuttle buses, an art piece upcycled from an old bike trailer and a competition to win a free coaching session with Katy Curd.

In total **380 visitors** took part in a litter pick at Forest of Dean Cycle Centre and signed a pledge to have a litter free bike ride.

*"The new signs in the car park are great reminders for riders. I'm glad they're drawing attention to the amount of cable ties that get littered as they're everywhere in the car park and lots of people don't think of them as plastic pollution."*

**Sally, a mountain biker at Forest of Dean Cycle Centre**





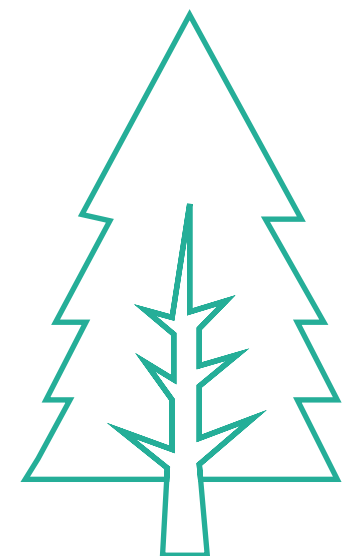
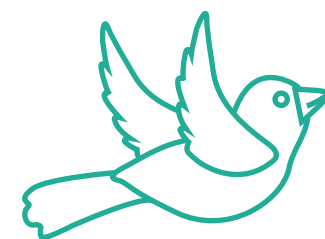


## Community presence

Our much-loved converted horsebox, The Trashconverter, continued to tour the Forest of Dean, offering residents the chance to swap litter for treats. The Trashconverter got a fresh look at the start of 2020 with a spring clean and new prizes on offer including #LoveYourForest branded hats and seed packets.

In 2021 Sarah, our Love Your Forest co-ordinator, took the Trashconverter to **6** community events, **8** Scouts and Guide groups and several Foresters' Forest litter picks, resulting in **496** bags of litter collected from the forest and a total of **1285** people getting involved.

A new art installation by local artist Dorota Grabkowska, The Myr Tree (pictured on page 14) also went on tour visiting five locations around the forest that were popular with visitors and locals including Cinderford and Coleford town centre. The eye-catching creation was made using items collected from the forest floor and drew attention to the long-lasting nature of litter as each coloured ring represented the length of time that the pieces of litter would take to decompose if left on the ground.



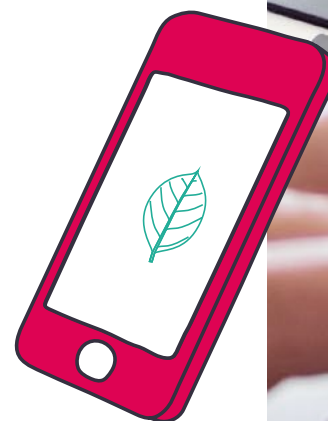


# Online Love Your Forest community

The Love Your Forest Facebook page has been a key platform to promote the campaign and connect with local groups in and around the forest.

In 2020, a winter communications programme was launched to build the virtual Love Your Forest community and maintain a campaign presence whilst on-the-ground activities were paused due to COVID-19 restrictions. It involved top tips on how to reduce litter and waste at home, myth-busting about recycling, activities for children and seasonal hacks to save money at home.

The winter communications programme resulted in a **15%** increase in followers of the Facebook page between September 2020 and May 2021 alone. Between 2020 and 2021, the Facebook page had a reach of **135,866** people. The Love Your Forest Facebook page currently has **1939** followers, an increase of **38%** over the past two years.







## Educational engagement

Hubbub created new online resources for schools including a Love Your Forest [school assembly video](#) which has been viewed **250** times and activity worksheets to support remote working. This ensured that the campaign could maintain engagement with local schools despite the COVID-19 lockdown. Love Your Forest partnered with **3** new schools in the area and a home education community.

Poster competitions were run in 2020 and 2021, with a combined total of **170** entries. The second competition in March 2021 was set by some classes as part of the home-schooling curriculum and the winning posters were displayed at key sites across the forest.

The campaign continued engaging with local Scouts and Guides groups in the area, with our Love Your Forest coordinator delivering a talk about the impact of litter on the forest floor and the importance of recycling.

Young participants earned their badges by:

- Carrying out a litter pick with the Trashconverter.
- Coming up with ideas to reduce litter and increase recycling in the Forest of Dean.
- Talking to others in the community and sharing what they have learnt.

Across one week in September, **125** Scouts, Beavers and Guides received their Love Your Forest badge and **40** bags of litter were collected.

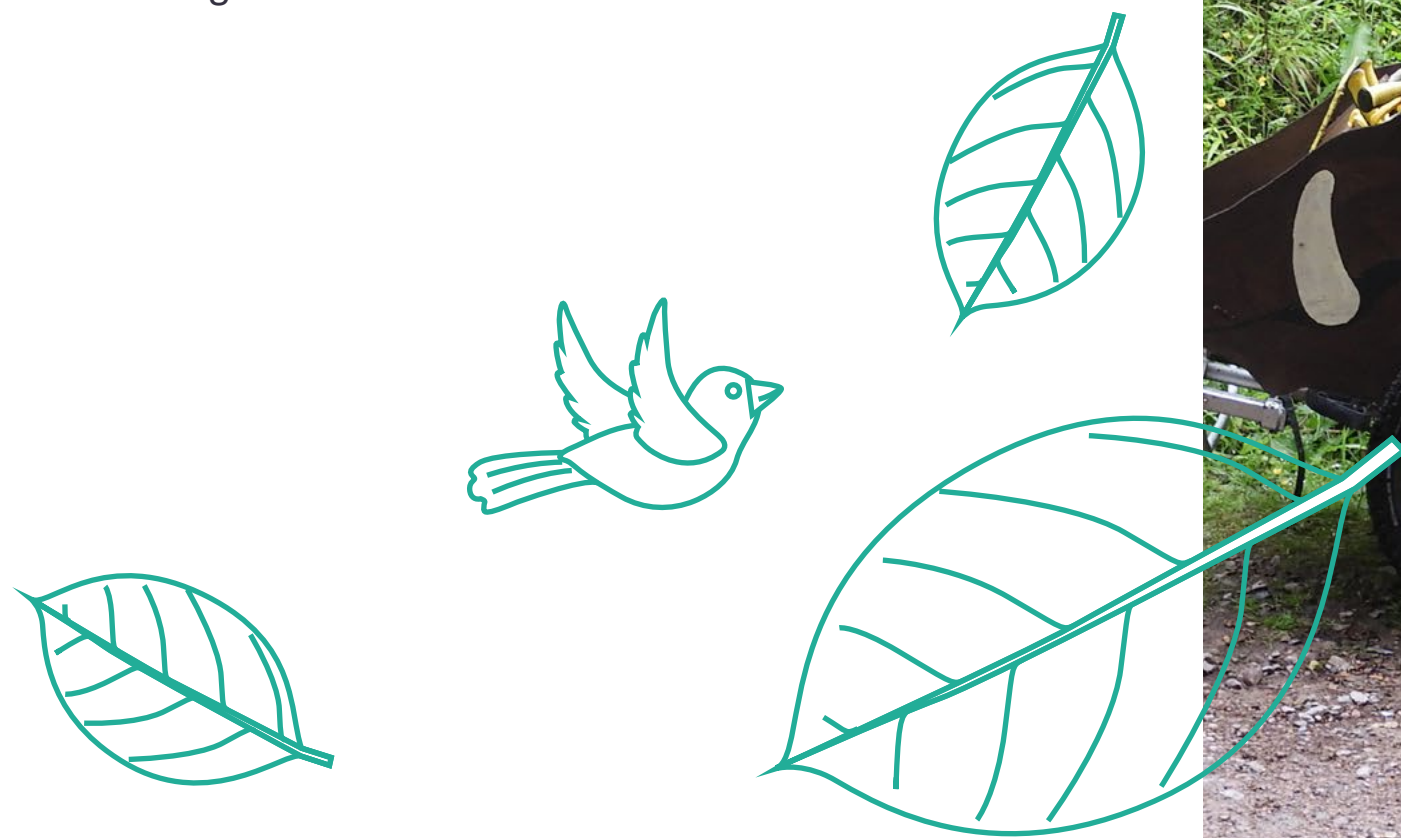


## Litter picking

Litter picking activities had to flex around changing COVID-19 guidelines and events had to be carefully managed. Foresters' Forest and Forestry England continued to run local litter picking events around the forest in line with COVID-19 rules and restrictions. This offered local people the opportunity to get involved in the campaign and contribute towards clearing litter from the forest.

The Trashconverter was present at many of these events to support our Love Your Forest representatives to talk through the types of litter being collected and how best to dispose of the litter.

In total, Foresters' Forest ran **22** litter picking events in 2020 and 2021, engaging **216** people and collecting over **362** bags of litter.







## Looking ahead

From 2022, our wonderful local partners; Forest of Dean District Council and Forestry England will take responsibility for running core elements of campaign.

The campaign will:

- Continue to enable recycling on the go by managing the recycling bins in the Forest.
- Engage with local residents of all ages and visitors to the Forest with the Trashconverter and litter picks.
- Continue you to use the Love Your Forest Facebook Page to share key events and tips for change.

## Additional resources

Anyone who is local to the Forest of Dean and interested in getting involved or visiting the interventions can visit the Love Your Forest Facebook Page via this link [www.facebook.com/LoveYourForest](https://www.facebook.com/LoveYourForest).

Previous impact reports and a link to the inspiration guide can be found on the Hubbub website at [www.hubbub.org.uk/LoveYourForest](https://www.hubbub.org.uk/LoveYourForest).





## Partnering organisations

A key element of the success of Love Your Forest over the past six years has been its multi-partner approach. We have been able to develop the campaign, drawing on the skills and insight of our different organisations and reach a wide audience of both locals and visitors to the forest.

**Thank you to all the partners:**

**SUNTORY**  
BEVERAGE & FOOD GB&I



**Additional organisations who have supported the project:**



# Thank you

To learn more about this project email us at [hello@hubbub.org.uk](mailto:hello@hubbub.org.uk)