



DORSET & WILTSHIRE
FIRE AND RESCUE



Appendix 4: BBQs Burn More Than Bangers campaign

The [‘BBQs Burn More Than Bangers’](#) campaign was launched in May this year to coincide with the lockdown restrictions being lifted to remind people that BBQs are illegal on heathlands. Litter Free Dorset (LFD), the Urban Heath Partnership (UHP) and Dorset & Wiltshire Fire and Rescue Service (DWFRS) worked together to launch the campaign to prevent wildfire. On average, Dorset is subject to over 100 heathland wildfires a year, a high proportion of these can be attributed to a heathland barbecue gone wrong. The major incident of Wareham Forest Fire where 220 acres were destroyed illustrated how much damage can be caused by a disposable BBQ. This campaign has raised awareness that it is illegal to barbecue on heathland and instead promote the use of alternative barbecuing destinations and use.

Press Coverage and Social Media

- Online news articles: Bournemouth Echo, Lyme Online, Dorset Echo (3 articles), Bridport & Lyme Regis News, Wessex FM, Mags4Dorset
- Radio interviews: Wessex FM and BBC South
- Radio campaign on Wave 105: Messages going out each week after the weather

Litter Free Dorset social media insights

- **Facebook: LFD have shared 41 campaign posts reaching an audience of 70K people.**
LFD paid to boost the reach of the campaign to target specific audiences (tourists and young people) e.g The ‘deer post’ reached an additional 4,719 people, 72.3% of this audience was 13-17 year olds. Overall this post has reached 15,167 people.
- **Twitter:** Since the campaign was launched, LFD have shared 30 campaign posts to Twitter, reaching an audience of over 40K people.
- **Instagram:** Since the campaign was launched, LFD have shared 31 campaign posts to Instagram, reaching 5,860 people.



Urban Heath Partnership social media insights

- Facebook = 13 posts/24,588 reach/707 engagement
- Twitter = 9 posts/3047 reach/108 engagement
- Instagram = 24 posts/3305 reach/673 engagement
- Total = 46 posts/30,040 reach/1,488 engagement
- Launched Facebook frame on 31st July to boost engagement on Facebook

The Animation



DORSET & WILTSHIRE
FIRE AND RESCUE



As part of the campaign we commissioned an animation produced by Mistermunro for social media.

Link to animation on Facebook:

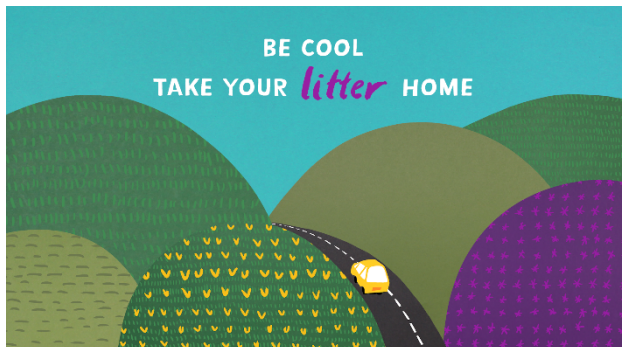
<https://www.facebook.com/385938381786890/videos/741068273297306>

The insights show that the animation reached over 15K people in the first weekend it was released. Although we don't know how many people's behaviour may have been influenced, we can be sure it is being shared amongst our target audiences and people other than environmentalists.

The animation has been shared on four LFD platforms: YouTube, Facebook, Twitter and Instagram, **reaching approximately 36K people in total.**

- Facebook: The animation has reached an audience of 24,312 on Facebook with 28 likes and 137 shares. The animation has been boosted twice, both for 5 days, to extend the reach of the post. The first boost (22nd May) enabled the video to reach an additional 9,000 people and the second boost (19th June) reached an additional 2,300 people
- Twitter: The animation has reached 11,469 people on Twitter, has been retweet 51 times and liked by 67 people.

The animation has been uploaded and shared separately by Dorset Council, Wave 105 (paid partnership), The National Trust Studland Bay, DWFRS and the Urban Heath Partnership. More recently we have had interested in the animation from Hampshire Council and the fire service have



even developed the animation into a colouring book for their education programme.



DORSET & WILTSHIRE
FIRE AND RESCUE



Campaign Artwork

The artwork was designed to reach a younger audience. By using animals which people have emotional attachments to the artwork appeals to a diverse audience. Artwork was installed at areas close to heathlands to begin with, large banners and posters were used. A list of some of the locations is below:

Banners locations

- Ham Common – entrance road down to Lake Pier car park
- Nr Alder Hills/Bourne Valley – beside the Harvester/Sainsbury Roundabout on Alder Rd
- Canford Heath – Above Canford Heath Rd, just short of the Dorset Way roundabout
- Canford Heath – Culliford Crescent
- Canford Heath – Gravel Hill lay-by on the A349

Posters on heathlands

- Canford Heath
- Upton Heath
- Talbot Heath
- Stephen's Castle
- Dewlands Common
- Studland (Installed by the National Trust)



Campaign artwork by Canford Heath



DORSET & WILTSHIRE
FIRE AND RESCUE



Business and Community Engagement

Supermarkets

Posters have been delivered to **62 supermarkets** (Sainsburys, ASDA, Tesco, Co-op Food, Lidl, Marks & Spencer, Waitrose) nearby the heathlands and Dorset-wide. Full details below:

Supermarkets in areas surrounding Heathlands:

- 31 supermarkets located nearby the original targeted heathlands were contacted by phone, and campaign posters mailed out to each supermarket
- Follow up phone calls identified campaign posters are displayed on community notice boards, the BBQ stands and next to the tills at 18 of the 31 contacted supermarkets
- Posters have also been delivered by hand by the DWFRS team to nine of the 31 stores, who have been unresponsive to phone calls and emails.

Dorset-wide supermarkets:

- 31 supermarkets in tourist hotspots, and on major access roads to tourist hotspots, within the Dorset Council district area have been contacted by phone, and posters mailed in the post to each supermarket. Targeted towns: Lyme Regis, Bridport, Beaminster, Dorchester, Weymouth, Portland, Chickerell, Wareham, Swanage, Blandford Forum, Shaftesbury, Gillingham
- In-store visits to nine of these stores have taken place. Managers and colleagues have been spoken to about the campaign.
- Sainsburys and Co-op in Wareham have stopped selling disposable BBQs and charcoal following the Wareham Forest fire

Urban Heath partnership have also been in contact with convenience stores, discount stores, garages and bait shops. The figures below show how many are supporting the campaign out of the ones who have been contacted.

- 17/20 convenience stores
- 3/3 discount stores
- 5/9 garages
- 4/5 Bait shops

Holiday parks

Litter Free Dorset have compiled and emailed a list of 52 self-catered holiday rental companies (15) and large holiday parks (38), Dorset-wide, with information about the BBQ campaign, what they can do to support the campaign and digital copies of the campaign posters.

A total of 54 caravan and campsites throughout the Purbeck Area have been contacted by UHP as part of the campaign. The response from site owners and managers has been overwhelmingly positive with almost every site reached so far agreeing to display at least one poster and take flyers for the 'BBQs Burn More Than Bangers' Campaign. Urban Heaths Partnership Warden Amy Gallagher has been delivering the majority of these in person to build a rapport with the owners and gain their support. Several of the campsites themselves have banned disposable BBQs on site and already recognise the risk they pose for wildfire and littering. The relationships being built with local businesses through this campaign will be useful in future years to easily get further posters displayed to tackle anti-social behaviours on the heathlands and wider countryside.



DORSET & WILTSHIRE
FIRE AND RESCUE



Next Steps

- ✓ We plan to continue with business engagement for the rest of the Summer by urging shops and supermarkets to show support for the campaign and promote safe use of disposable BBQs.
- ✓ A campaign film to highlight the devastating effects of Wareham Forest Fire is being created for use by all partners on social media and for educational purposes.
- ✓ An evaluation will take place in Autumn to see what parts of the campaign were most successful and how we can use this knowledge to develop the campaign next year.

Latest Press Release - 05.08.2020

Shops urged to do their bit to promote responsible BBQ use

Litter Free Dorset have been asking shops, supermarkets and petrol stations across Dorset to support the '[BBQs Burn More Than Bangers](#)' campaign. An important message which reminds people to use BBQs responsibly and always take rubbish home afterwards. Over 100 letters have been sent to shops by the community campaign Litter Free Dorset (hosted by Dorset Council) to seek support and spread the message.

With the expected heatwave at the weekend the risk of wildfire is high. On average, Dorset is subject to over 100 heathland wildfires a year, a high proportion of these can be attributed to a heathland barbecue gone wrong. This Summer, 550 acres (550 football pitches) of Wareham Forest was destroyed due to an abandoned disposable BBQ. Litter Free Dorset have been raising awareness that it is illegal to barbecue on heathland and instead wishes to promote the use of alternative, safe barbecuing destinations.

All businesses that sell or promote the use of disposable BBQs are being asked to get behind the campaign.

Sophie Colley from Litter Free Dorset said "A huge Thank you goes to the businesses that have supported the campaign so far as well as those who have stopped selling BBQs altogether. It's vital we promote safe BBQ use to customers to reduce the impacts of littering therefore we need all shops and supermarkets to help."

How can businesses help?

Simply head over to Litter Free Dorset's website and print off a poster to place by BBQs, tills or shop windows.

Download a poster here → [Litter Free Dorset Resource Hub](#)

- If you would like more information on the campaign go to the LFD website.
- If you're planning a BBQ this weekend, have it at home.
- If you're out and about, pack a picnic or support a local café. And of course, Be cool and take your litter home.



DORSET & WILTSHIRE
FIRE AND RESCUE



Litter Free Dorset - A community campaign to reduce littering behaviour

Dorset Council hosted partnership Litter Free Dorset (LFD) delivers a range of work across Dorset. It is made up of a group of local organisations, Dorset Waste Partnership, charities, Local Authorities and community groups who all work together to reduce the social, economic and environmental impacts of litter. This is done by trying to stop littering behaviour in the first place through co-producing policy, projects and campaigns. Collaborative working is creating a partnership with impact, legacy and sustainability.

Urban Heath Partnership

The Urban Heath Partnerships is made up of 10 organisations working together to protect and enhance the Dorset heathlands. The partnership aims to alleviate urban pressures on the Dorset heaths brought about by new residential development in the area. This is achieved with a combination of wardening, an inclusive education programme, access management and fire risk assessment and heath management.