

HOUSTON

**Houston
Presentation for
IPRN**



IPRN
International Public
Relations Network

HOUSTON

Project :
People in Bins



Objectives and Strategy

Objectives:

- To determine the scale of the issue, how far it has progressed since 2014 and whether best practice is being adopted by waste producers / collectors
- To set out recommendations for the industry and determine how everyone involved can work together to address the issue
- To increase awareness across a wide range of audiences

Concept: Sadly, there is an issue in the UK of homeless people are using bins to sleep in and this has increased since 2014. The idea was to raise awareness of the issue and partner with other industry stakeholders to help resolve the issue

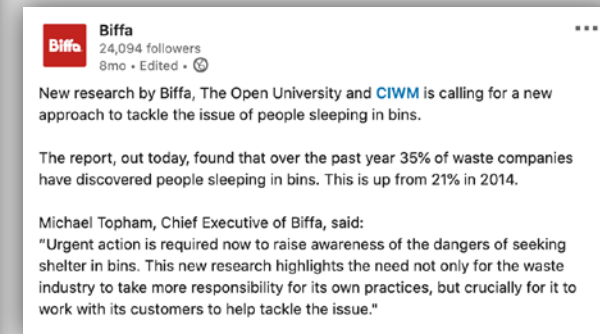
Strategy:

We used new research from Biffa which found that there had been a 14% rise in cases of people sleeping in bins since 2014 as a call to action to the industry, waste producers, government and general public to come together do more about the issue

Challenges: A socially contentious issue which needed careful handling

People in Bins: Execution

- We worked with our waste management client Biffa on a piece of research into the tragic issue of homeless people risking their lives by sleeping in bins
- Report launched as a call to action for the industry
- The research was used to write a press release which was issued widely, and we secured an exclusive with Guardian journalist Patrick Greenwood, taking him out on one of our trucks
- Social media posts on launch day



People in Bins: Results

Social impact

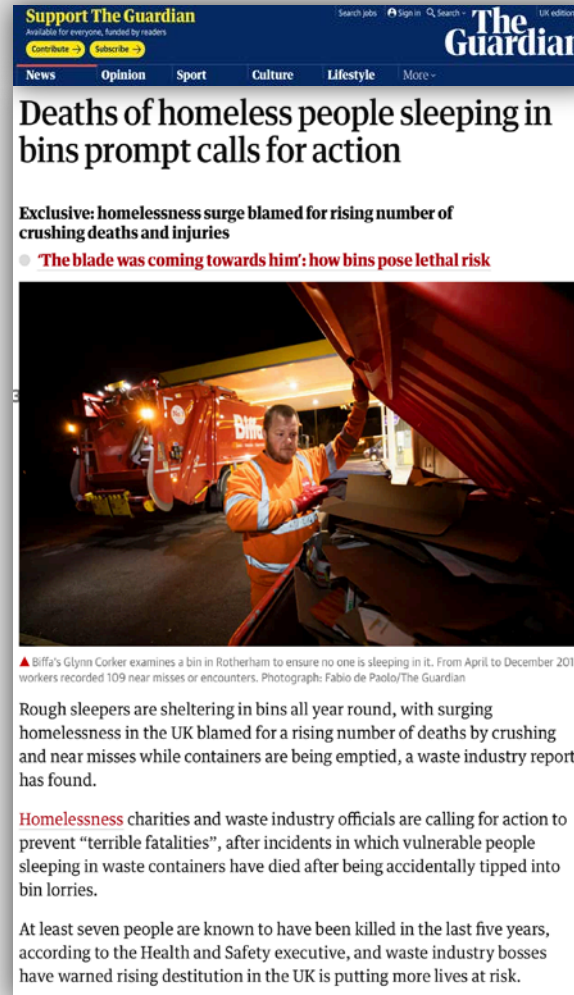
- 130 mentions on Twitter, including David Lammy MP and political comedian David Schneider
- Follow up meetings with MP Lilian Greenwood to discuss
- Mention in Parliamentary debate on 24/02/20 about rough sleeping
- Engagement from investor community on social media

PR Generated

- Six pieces of National coverage, including double page in the Guardian, 13 pieces of regional coverage and six trade articles
- Endorsement by leading homeless charity St Mungo's

Evaluation

- Stage 2 is currently being launched – This will focus on raising awareness of the dangers of the issue, with a video showing what could happen to a human if they ended up in the back of a waste truck



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Deaths of homeless people sleeping in bins prompt calls for action

Exclusive: homelessness surge blamed for rising number of crushing deaths and injuries

● **'The blade was coming towards him': how bins pose lethal risk**



▲ Biffa's Glynn Corker examines a bin in Rotherham to ensure no one is sleeping in it. From April to December 2019 workers recorded 109 near misses or encounters. Photograph: Fabio de Paolo/The Guardian

Rough sleepers are sheltering in bins all year round, with surging homelessness in the UK blamed for a rising number of deaths by crushing and near misses while containers are being emptied, a waste industry report has found.

Homelessness charities and waste industry officials are calling for action to prevent "terrible fatalities", after incidents in which vulnerable people sleeping in waste containers have died after being accidentally tipped into bin lorries.

At least seven people are known to have been killed in the last five years, according to the Health and Safety executive, and waste industry bosses have warned rising destitution in the UK is putting more lives at risk.



letsrecycle.com

Surge in people sleeping in bins, research shows

More than a third of waste companies discovered people sleeping in bins within the last 12 months, compared to just 21% in 2014, research suggests.

Undertaken by waste management company Biffa, the Open University and the Chartered Institution of Wastes Management (CIWM), the study attributes the rising statistics to an upsurge in destitution across the UK, with a 70% increase in the number of people sleeping rough since 2014.

Dr Toni Gladding of The Open University said: "This new research, which has been updated from 2014, shows that people sleeping in bins remains an issue of real concern, and there have been several fatalities in the past few years.



"Once people enter a bin to sleep the risk of harm is a real possibility.

"There needs to be a nationally agreed approach to this issue which will likely consist of a partnership between the customer who is the waste producer, homelessness services and the waste operator to help prevent these tragic incidences."

The research suggests only 40% of commercial bins are fitted with working locks, the same percentage as in 2014 despite the introduction of industry guidelines.

Seventy per cent of encounters occurred between January and June, suggesting the problem is not seasonal, with homeless people seeking shelter in bins all year round.

At least seven people are known to have died while sleeping in bins in the past five years, according to data from the Health and Safety Executive.



David Lammy @DavidLammy · 24 Feb
Homeless people dying in bins in the sixth richest country in the world cannot let this go on.



David Lammy
MP for Tottenham. Former Minister (Higher Education, Culture, Justice, Health). Spurs fan #COVID19. Order a signed copy of my new book, Tribes: 988 51 57463046

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