



research

Whose Reality is it Anyway?

Understanding what drives perceptions of place

Sally Lewis,

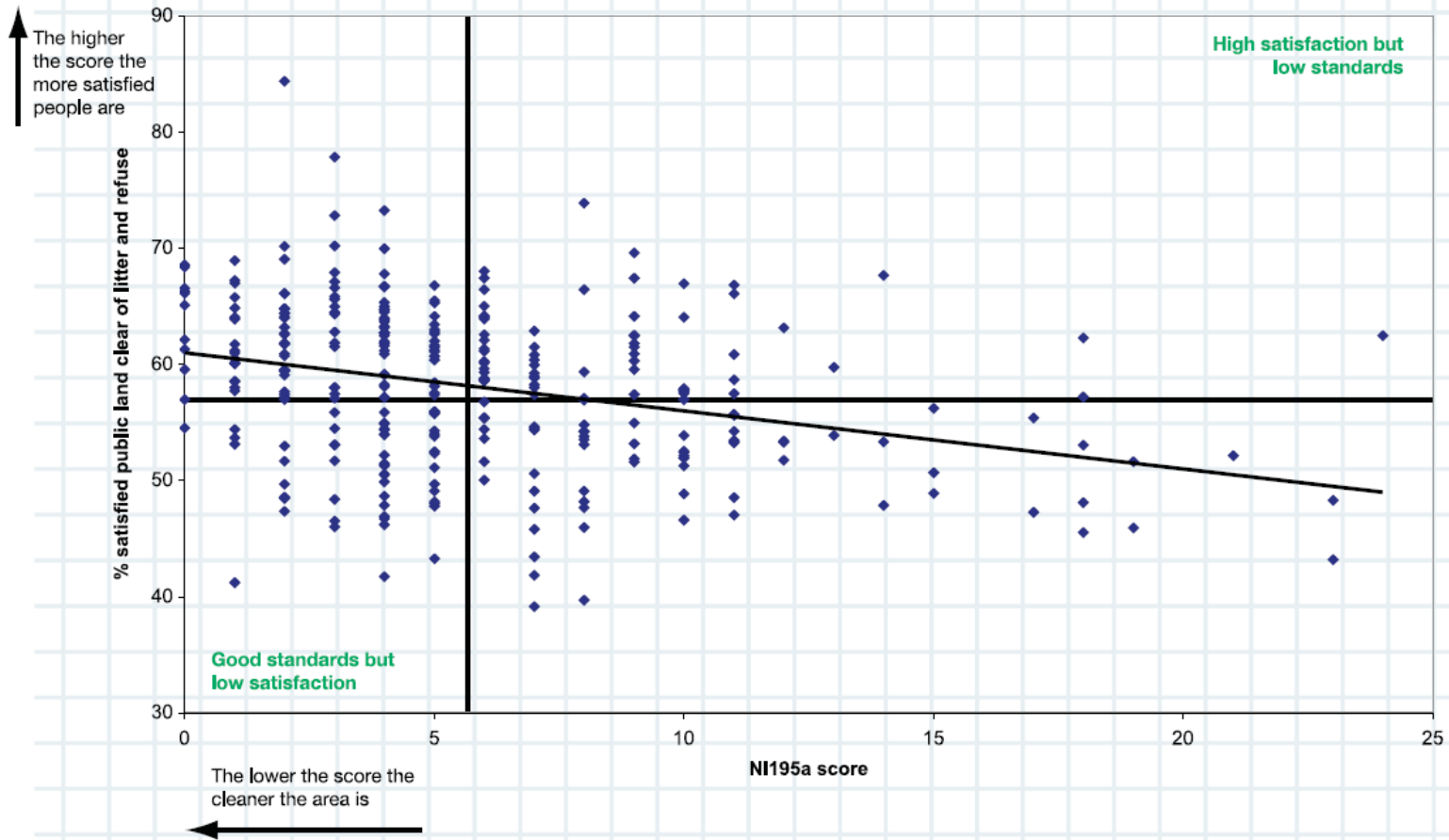
Insight and Innovation Manager for Keep Britain Tidy



KBT Insight and Innovation @kbt_insight #researchkbt

Sally Lewis @seethispictures

Figure 1: Standards of litter vs. satisfaction with public land being clear of litter and refuse



The Perception / Reality Gap



You never come to clean the street where I live. It's filthy.

I leave my bulky waste out because the council offers a collection service.



We do! We clean that street at least once every fortnight!

We don't actually provide a service. We remove it because the waste disturbs other residents!

What do we know about perceptions?



Half empty!

No! It's half full!



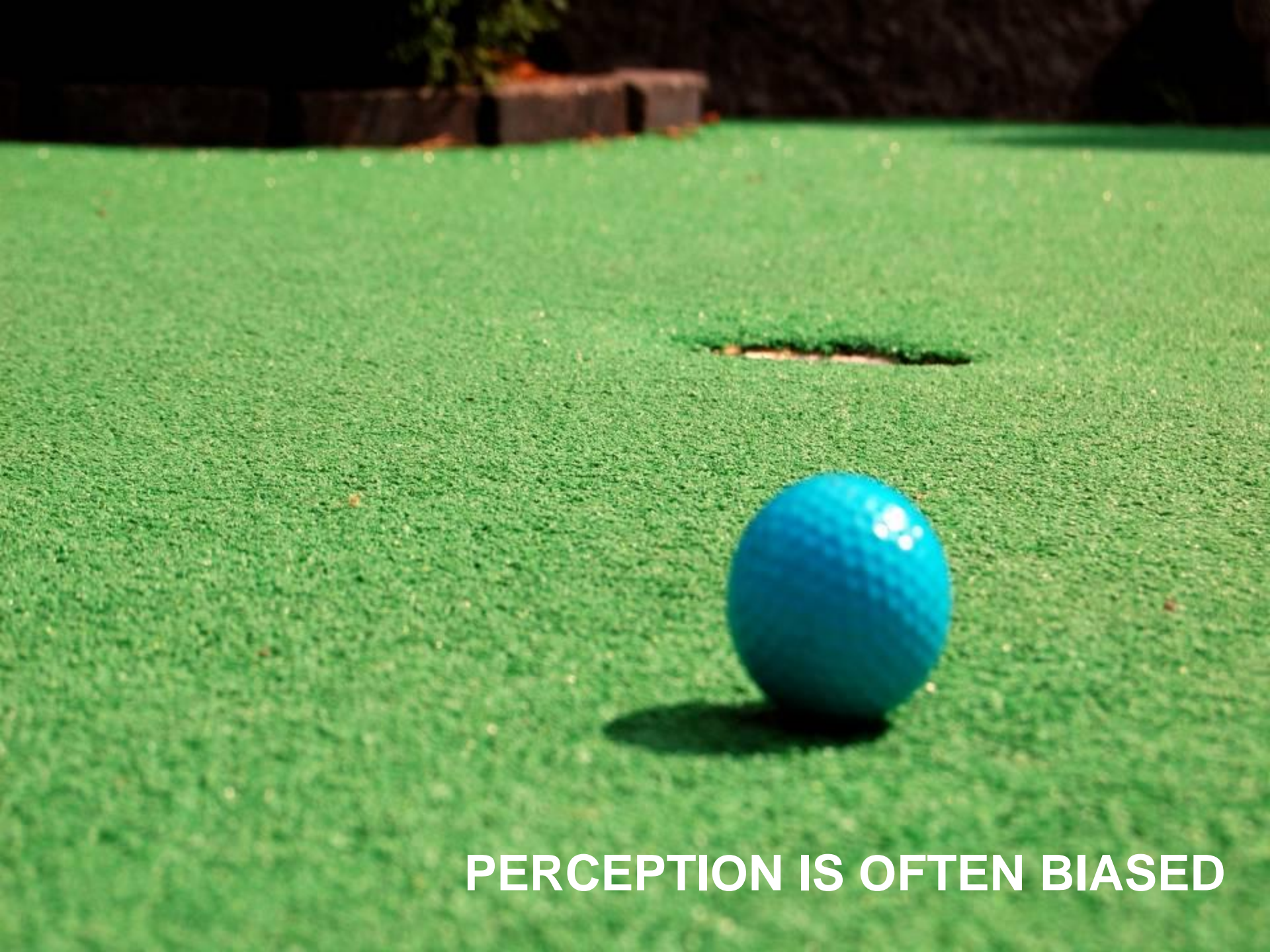
Perceptions are limited.

Instructions

Count how many times the players wearing white pass the basketball.



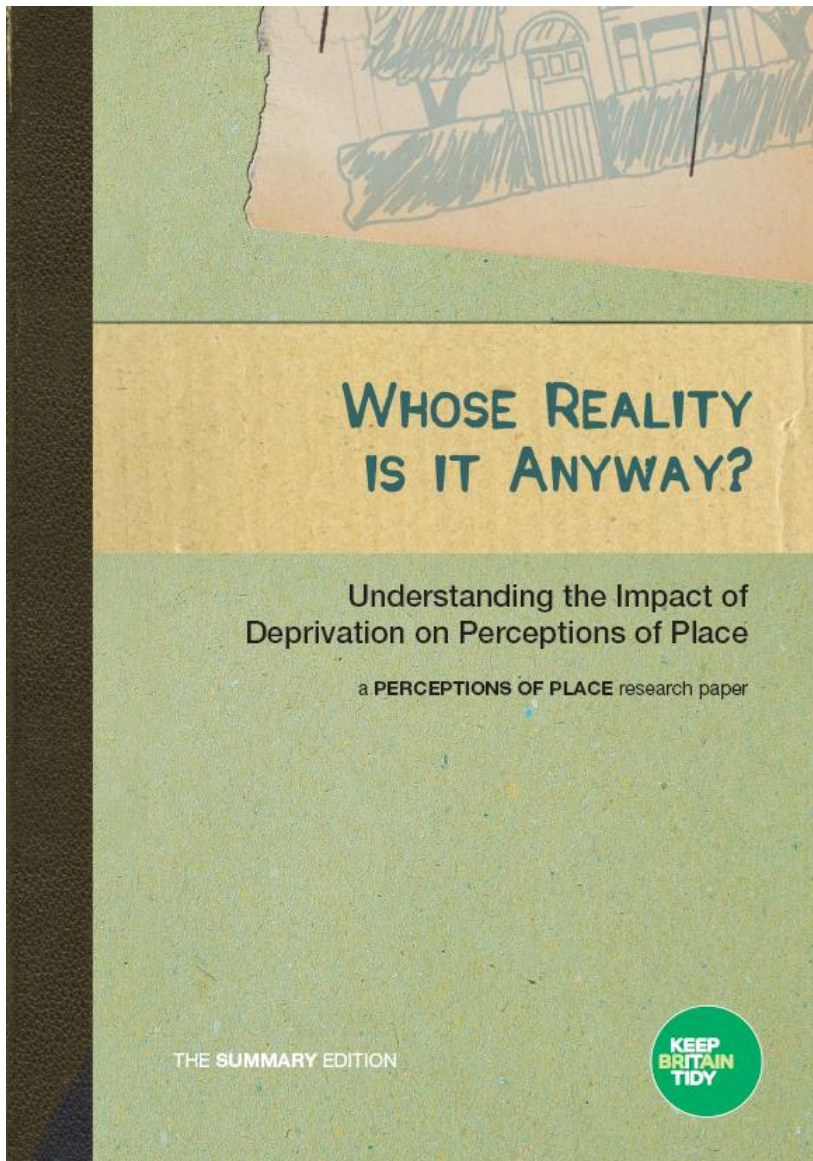
PERCEPTION IS SELECTIVE



PERCEPTION IS OFTEN BIASED

Understanding what *drives* perceptions...

How?



THE Perceptions of Place Project

2 years

4 Local Authority Areas

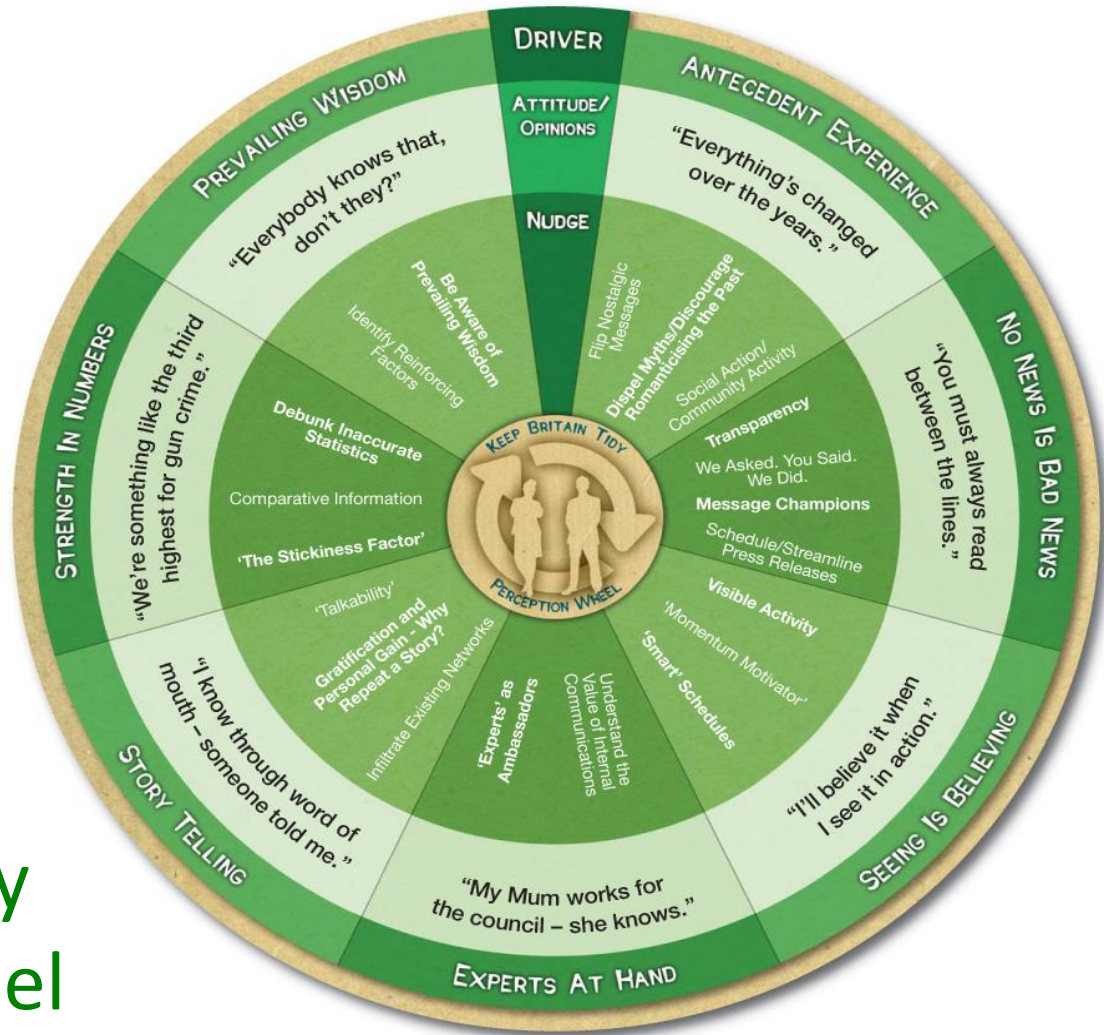
24 Focus Groups

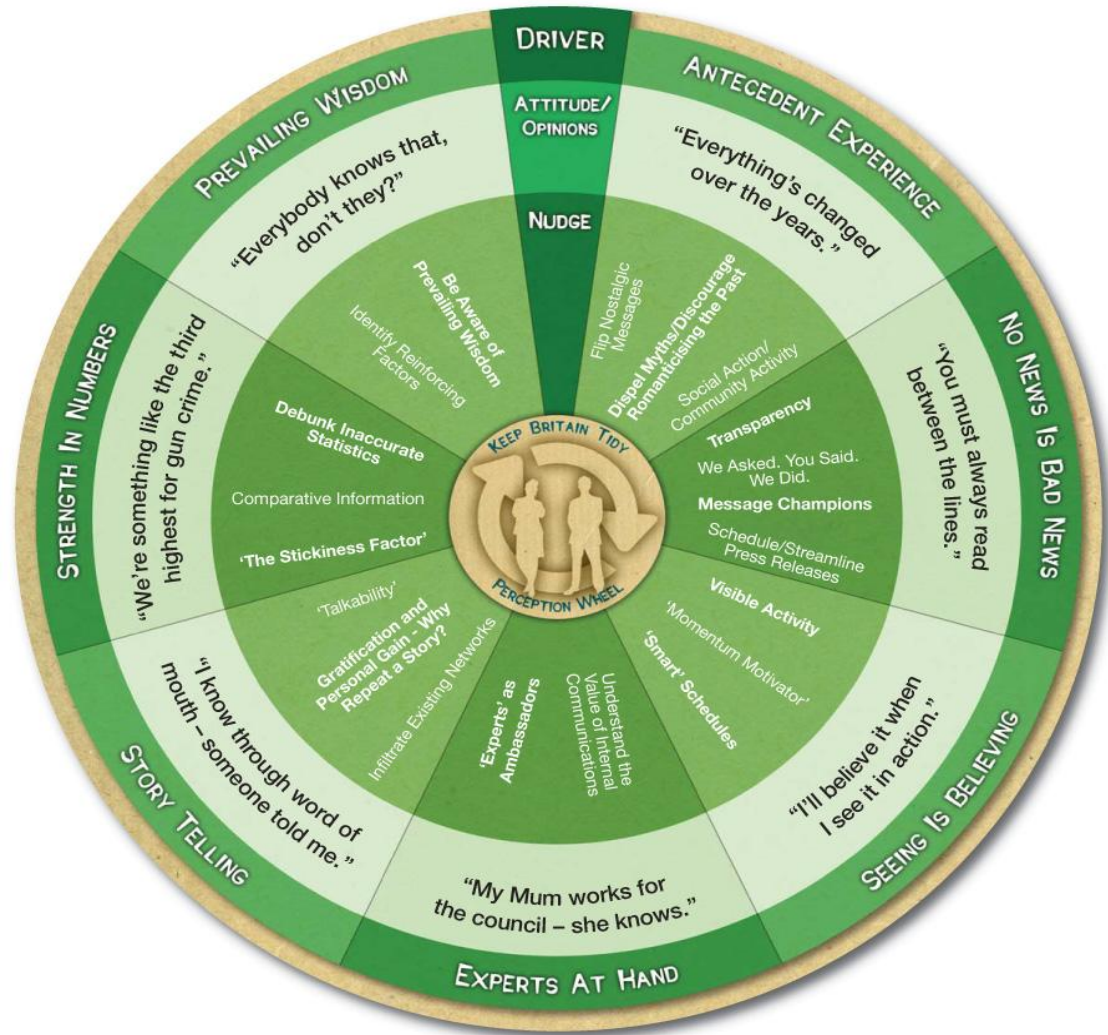
9 Neighbourhoods

3,400 Surveys



Keep Britain Tidy Perception Wheel





7 Drivers Identified

Operating over and above personal experience and socio-demographic filters.

These are drivers we believe we can interrupt and play with.





**PERCEPTION DRIVER
ANTECEDENT EXPERIENCE**

**PERCEPTION DRIVER
STRENGTH IN NUMBERS**

Think 'Sticky Facts'.

PERCEPTION DRIVER STORY TELLING





**PERCEPTION DRIVER
EXPERTS AT HAND**

**Employees incredibly influential players in
shaping and changing perceptions.**

**PERCEPTION DRIVER
SEEING IS BELIEVING**



A man with short dark hair and a black shirt is holding up his right hand, palm facing forward. On the palm, the words "It's only common sense" are written in red ink. The man's eyes are looking towards the camera. The background is a plain, light-colored wall.

PERCEPTION DRIVER
PREVAILING WISDOM

It's
only
common
sense

Majority Rule! Credibility Counts! Confusion Reigns!

**PERCEPTION DRIVER
NO NEWS IS BAD NEWS**



THE Perceptions
of Place Project

Practice what you preach!

Working with Doncaster Metropolitan Borough Council

St Peter's Road and Smith Square

A circular logo with a green background and white text that reads "KEEP BRITAIN TIDY".

KEEP
BRITAIN
TIDY

Litter Patrol

You told us about litter in your neighbourhood and we are taking action

Fly Tipping Patrol

You told us about fly tipping in your neighbourhood and we are taking action



THE Perceptions
of Place Project

Activity in St Peter's Road and Smith Square, Doncaster

6 months of action inspired by the Perception Wheel

An increase in patrols by the neighbourhood team at specific times

Magnetic signs to target issues on council vehicles

'We asked. You Said. We Did.' Campaign

Big Tidy Up

THE Perceptions of Place Project

Activity in St Peter's Road and Smith Square, Doncaster

6 months of action inspired by the Perception Wheel



INDEPENDENT REVIEW



"This is a really useful and exceptionally readable report for practitioners. I hope they enjoy reading it as much as I did."

Gloria Laycock
BSc, PhD, FRSA, OBE

Thank you for listening.



Look out for us on Twitter!
#researchkbt

Alternatively, you can contact the research team at Keep Britain Tidy directly
on 01942 612621 or at market.research@keepbritaintidy.org



KEEP
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