

London Borough of
Redbridge



Mammoth coverage, on a mini budget

How London Borough of Redbridge maximised its digital comms

The challenge... Council budgets

- Budgets are tight, as they notoriously are in local authorities across the country.
- They are becoming even more so by the year, we are under huge pressure to squeeze every penny from our spend.
- With over 400 services to support, including bin collections, children's social care, libraries, schools, parks, and many more, we cannot justify spending large budgets on building pride in place...
- ... despite it being an important part of our remit.

The taxpayer entrusted us with their money



We keep faces
in mind when
we spend

Building pride in Ilford, East London... with no budget

We need to build a little extra pride in Ilford...

- There's lots going for it
 - Valentines Park: top 10 in UK
 - Family businesses thriving,
 - Going for Unicef UK child friendly status

It's a place ripe for investment, ripe for the kind of growth we've seen elsewhere in East London.

- There are some communities who love the place.
- BUT... we're not there yet. Ilford needs a sense of identity.
- We want to build on its family-friendly appeal
- And to energise the community with engagement and ownership over their town



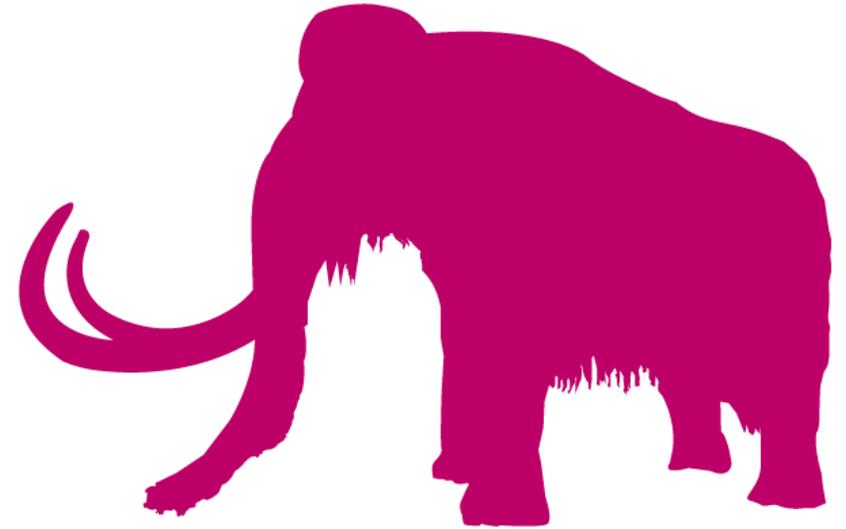
An identity:
more than
just a logo

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LIFE
FOR
LOVE
TOWN

Mascots: loveable and enduring – potential for fun online



Research: What's meaningful to Ilford?



- Children aged 11 to 18 described a mammoth's qualities:

"Majestic"

"Strong"

"Resilient"

"Stately"

"Protective"

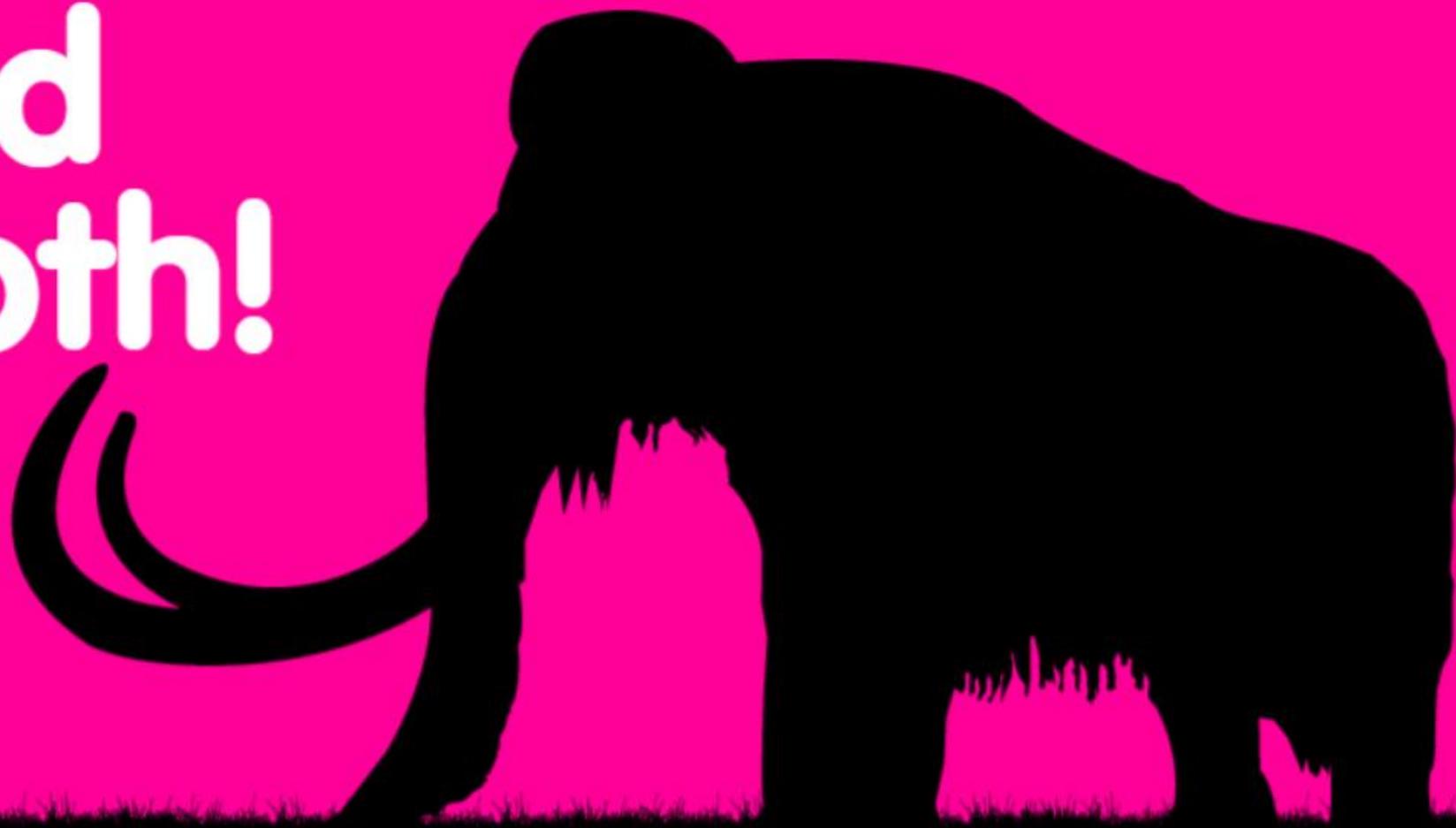
"Solid"



Meet the Ilford mammoth!

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London Borough of
Redbridge



Marley has produced...

- Online news articles in local press
- A radio station phone in topic for 3 weeks, with endless shares on their social media
- Social media shares from the community following Outdoor installations in the town centre and on Ilford Lane
- Local people sharing stories from Redbridge Museum
- Artists sharing their mammoth artwork
- A local business producing and selling mammoth merch... and getting social on TikTok with it
- Dozens of web articles
- Great click-throughs on our e-newsletter to residents
- Thousands of entries into an online mammoth-naming comp
- Collaborations with local and national brands

All for a very limited budget.

What are you looking for today?



Home > News > Meet the Ilford Mammoth



Meet the Ilford Mammoth

Published: 11 June 2024

You may be familiar with the bee that Manchester has adopted, or the bull as the official sidekick for the people of Birmingham. Ilford is now giving prominence to one of its own local Ice Age inhabitants, the mammoth.

The mammoth's history in Ilford will soon be told around the town centre, on digital screens, hoarding and banners on the High Road. Redbridge Museum is in the final stages of being completely redeveloped and will soon open featuring a special display about Ice Age discoveries in Ilford.

How do we know that mammoths lived in Ilford?

The discovery of mammoth proportions was unearthed in Ilford in 1864, when workers were digging clay to make bricks, close to Ilford Lane. The bones they found turned out to be one of the best-preserved mammoth skulls ever found in Britain and around 200 000 years old. Ilford at this time was probably open grassy plains, called a steppe, and these enormous creatures



How to ramp up our digital

1. Collaboration with local businesses to share, share, share
2. Finding ways for the public to love and take ownership
 - Going back to school children (they're our source of inspiration)
3. Thinking offline to ramp up our online
 - Radio
 - Outdoor
 - Print

 Grove Primary School · Follow
9 September 2024 · 🌐

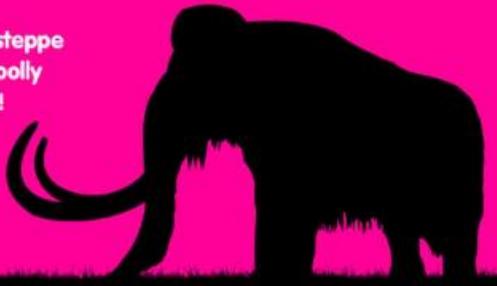
Meet the Ilford mammoth!

LIVE LOVE LILFORD TOWN London Borough of Redbridge 

200,000 years ago, Ilford was home to the steppe mammoth, which was even bigger than a woolly mammoth – the size of a double-decker bus!

A mammoth skull found in Ilford is one of the best-preserved ever to be found in Britain.

You can visit it in Redbridge Museum.



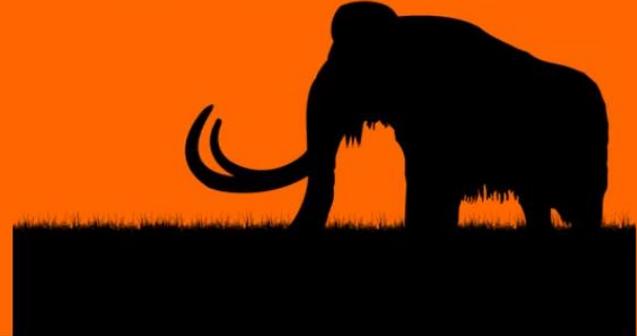
 Redbridge Council
Published by Orlo
4 September 2024 · 🌐

Did you know mammoths roamed where we now live, work and play?... See more

 Hub Central · Follow
18 September 2024 · 🌐

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Name the Ilford mammoth!



 Redbridge Council
Published by Orlo
17 September 2024 · 🌐

10 days left to name the mammoth! 🗳️ ... See more




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LUMA

Name the Ilford mammoth!



6

RedbridgeLife Summer 2024

Love Ilford, a mammoth town

Ilford has been home to many creatures over the ages, but perhaps none are as impressively majestic as the steppe mammoth.

A discovery of mammoth proportions was unearthed in Ilford in 1864, when workers were digging clay to make bricks, close to Ilford Lane. The bones they found turned out to be one of the best-preserved mammoth skulls ever found in Britain, and it's around 200,000 years old.

This mammoth is a steppe mammoth, larger than a woolly mammoth, and taller than a double-decker bus. It's amazing to think that these stately creatures walked on the very same land that we do; Ilford and the surrounding areas were their home long before it was ours.

It's not only mammoths that roamed across our local area. Bones from Ice Age elephants, rhinoceros, giant deer and even lions were discovered in the area in the mid-1800s.

You can see a life-size replica of the mammoth skull near Redbridge Museum in Redbridge Central Library, where it proudly looks over the main staircase. Redbridge Museum has recently

been completely redeveloped and features a special display about the Ice Age discoveries in Ilford.

Now, 200,000 years after the steppe mammoth traversed our borough, Ilford is adopting the mammoth as our town's mascot. It's a strong, resilient and majestic animal, recognising the incredible history of Ilford and befitting our larger-than-life town centre.

You'll soon see our friendly mammoth popping up all over the town, so why not visit Redbridge Museum, meet him face to face and find out a bit more about our local mammoth and some of the other impressive creatures that once called Ilford home?

Competition!

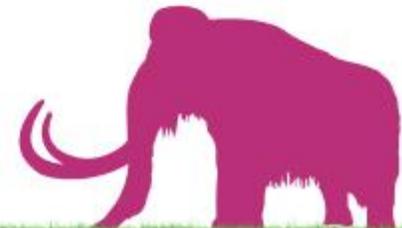
Would you like to name our Ilford mammoth mascot?
Send your suggestions to community@redbridge.gov.uk
Competition supported by Time 107.5 FM



The Ice Age animal bones found in Ilford had been preserved by the River Thames that used to flow through the area



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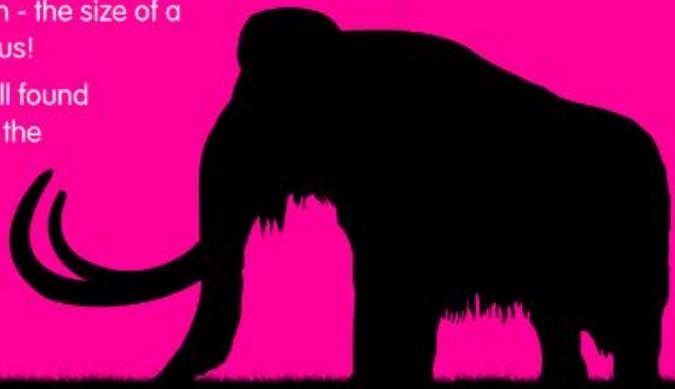
Have a mammoth coffee!



In celebration of Ilford's
mammoth history, you can order
a special mammoth coffee here!

200,000 years ago, Ilford was
home to the steppe mammoth,
which was even bigger than a
woolly mammoth - the size of a
double-decker bus!

A mammoth skull found
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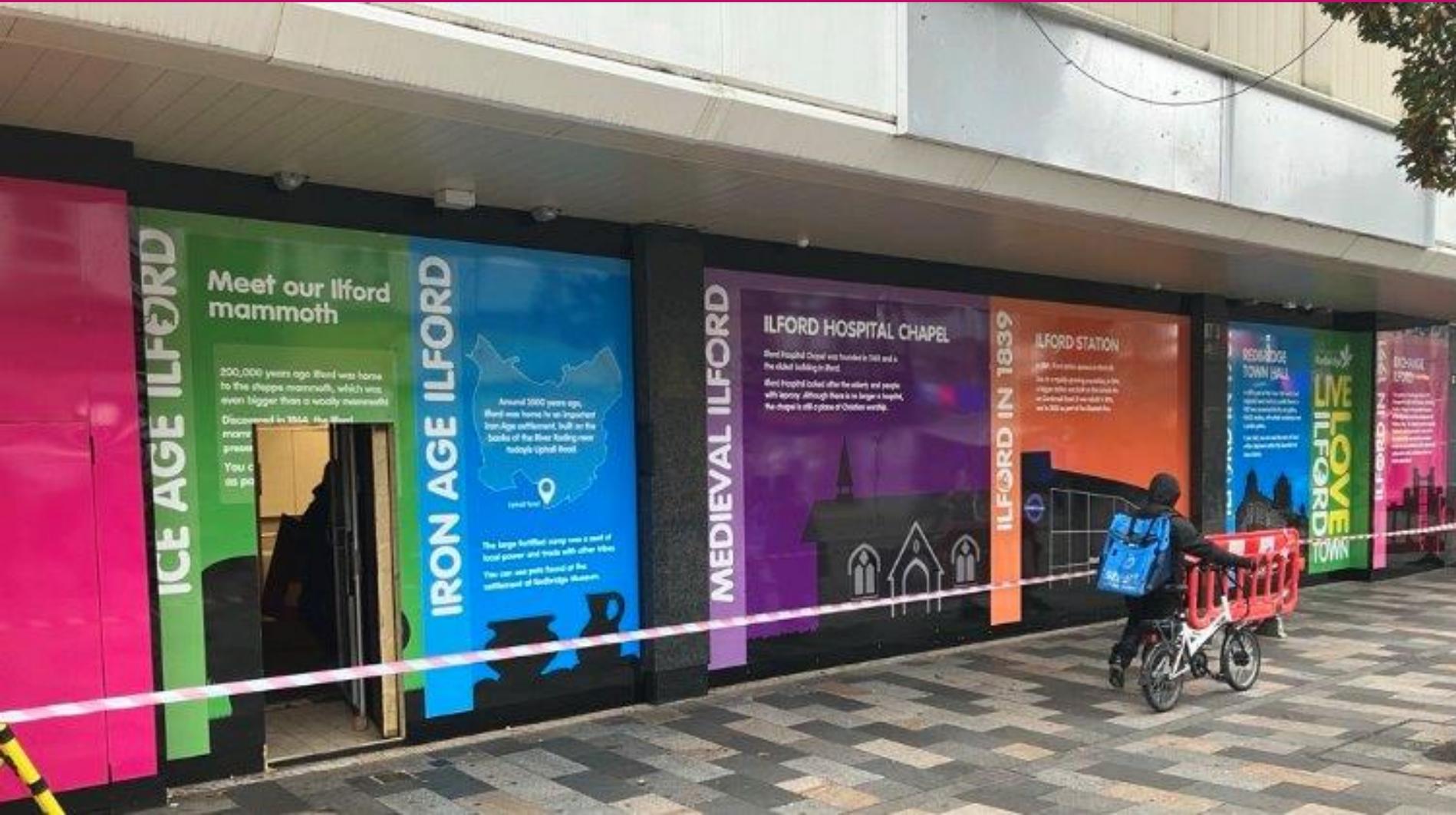
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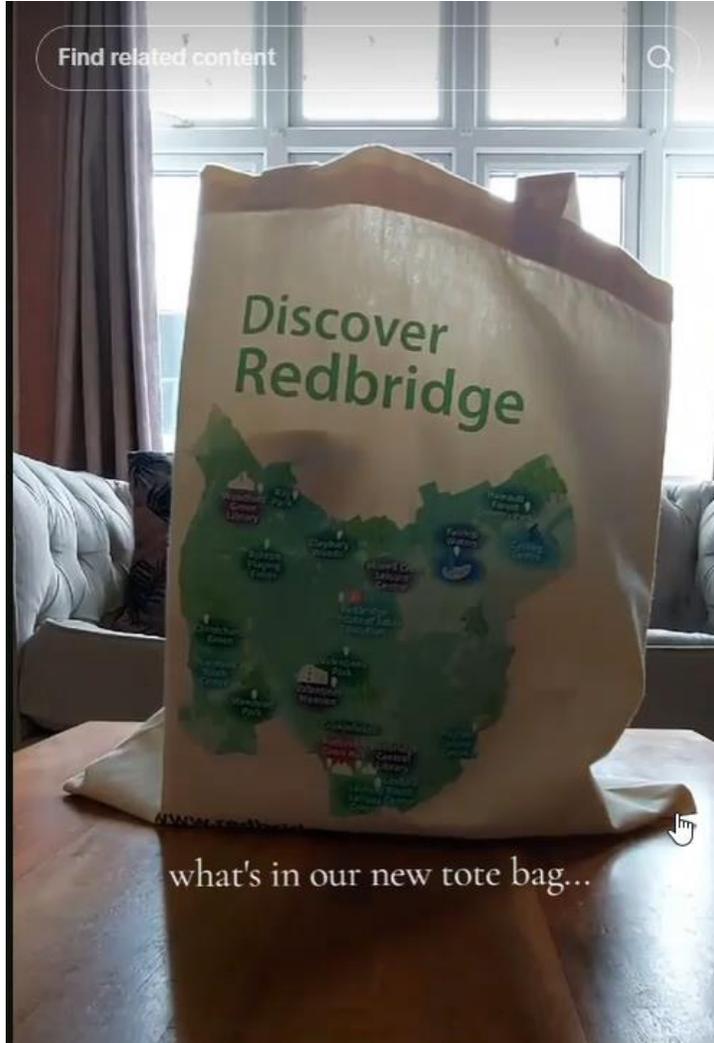


Making something of an otherwise sad situation





Jumping on trends: What's in my bag - TikTok



*“Hi British
Vogue,
I’m
Charlie
XCX and
this is
what’s in
my bag...”*



judith.a.omereigwe I love living in Redbridge, right between Epping and Waltham forest!!!, I love that my borough does loads of cool stuff, that we have such a fab ig page. Keep up the good work . Thank you, xx



14w 2 likes Reply ...



michelef58 How do I get my tote and mug pretty please



14w 1 like Reply

— View replies (2)



michelef58 I was born in Barkingside house and remain loyal to Ilford



14w 1 like Reply



Getting social... with artists

Designed with local children

Sustainable – recycling workshops

Funded with Levelling up funding from central Gov

Signage prompting to share and tag for the chance to win local vouchers



A reminder...

- We collaborated.
- We were social with our social media.
- We went offline to maximise the online.
- We thought differently to usual "Council" ways.

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Thank you for listening!

