New Kerbside Recycling Service

Strategic Outline Programme (SOP)

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Purpose

The purpose of this document is to review and assess available options in procuring containers to support the new kerbside recycling service due to start in April 2018.

It also sets out to:

- Identify the referred way forward.
- Identify and cost key components of the project and enabling deliverables.
- Agreeing budget and scope of the project.

Organisation overview

Waste Services provide a range of waste related services directly to the Councils residents, visitors and businesses.

The main areas of service are refuse collection, recycling and environmental cleaning comprising the following functions:

- A regular refuse collection for approximately 33,600 (approx.) homes in the Borough
- A regular dry kerbside recycling service for approximately 31,800 homes in the Borough for paper, glass and cans
- A bulky household waste collection service including collection of white goods and other household items, the majority for which appointments are given.
- A commercial or trade waste service for business customers. The service is currently provided for 500 business customers across the Borough.
- A network of community recycling points throughout the Borough for a range of materials including paper, cans, glass, plastic, card, textiles and WEEE.
- A street cleaning service for in excess of 500 kilometres of streets and roads
- Daily beach cleaning during the summer bathing season for the 4 amenity beaches and the provision of a responsive service for the other beaches.
- Litter/dog bin provision and servicing of 527 bins
- Removal of fly tipping from the Council’s land.
- Building Cleaning services for Moresby and Cleator Moor offices
- Support for community/voluntary clean-ups.
- Promoting and advising on sustainable waste management

The above services are delivered almost wholly by an in-house team except for a weekly collection of glass, cans and plastic from small bring sites and the removal of abandoned vehicles both of which are outsourced to private contractors who have specialist vehicles to carry out those parts of the service. The service makes arrangements to collect from all homes in the Borough including providing an adjusted non-standard service for those who cannot manage to put waste out themselves, larger families and where access or lack of storage space means wheeled bins are unsuitable.
Strategy and programme investment aims

Investment is being sought to purchase new recyclable containers to support the new recycling service starting in April 2018. These will allow the service to be compliant with the Waste Framework Directive 2008/98/EC (WFD).

The new containers will allow additional recyclable material to be collected at the kerbside. With this additional material the investment aim is to show a 50% uplift on current tonnage collected. The containers also allow for materials to be separated clearly. This means the material at source will be of better quality and therefore support generating income through the new service. This will result in generating a long term, sustainable income in line with Copeland Borough Council’s Corporate Strategy ambitions.

Existing arrangements

The current kerbside recycling service is a fortnightly collection of 55 ltr black boxes containing mixed recyclable material of paper, cans and glass only.

The current kerbside recycling participation rate in Copeland is estimated to be around 25% with the national average being 40%. Copeland currently has an extremely low participation rate. Copeland Borough Council does not currently have or participate in a campaign to encourage residents to recycle. The recycling calendars are issued every February for residents but not co-ordinated promotion from this point through the year.

Business needs

The revised Waste Framework Directive 2008/98/EC (WFD) is the key directive affecting waste management to arise in recent years from our participation in, and membership of, the European Union. Originally passed in 2006 and revised in 2008 it provides the legislative framework for the management of waste across Europe. At a national level this has been transposed as the Waste (England and Wales) Regulations (the 2011 (SI 2011/988) Regulations) and includes a key driver for local authorities to emphasise the waste hierarchy in all decisions on waste policy, infrastructure and management with the intention of encouraging sustainable waste management. Under the [2011] Regulations, deviations from the hierarchy are sometimes allowed if they “achieve the best overall environmental outcome where this is justified by life-cycle thinking on the overall impacts of the generation and management of waste.”

Investment in new vehicles (due for delivery in March 2018) also mean new containers need to be purchased as an operational need to collect the recyclable material on the vehicle.

The combination of new vehicles and new containers means the service is also future proofing and mitigating risk against further legislation as all 5 recyclable materials can now be collected kerbside.
Potential scope and service requirements

The new service will be introduced across Copeland and will be looking to extend the current recycle collection. Each household will receive new recycling containers to allow an increase in the materials collected. As participation rates for kerbside recycling are low, there is a need to assume not every household currently has a box. There will also be Service adjustments for assisted collections. Introducing a new service will also require a comprehensive and inclusive promotional campaign educating and encouraging residents to increase their own recycling. As part of off setting costs, there is also a need to rationalise recycling bring sites across Copeland.

Benefits and Risks.

The benefits and risks to introducing the new recycling service are outlined below. These are not exhaustive and prioritised lists but are considered the key ones that should be managed carefully.

Benefits:

- Improved service
- Increased recycling participation.
- Increased income from sales and recycle credits.
- Releases capacity in refuse service to enable new properties to be receive a service
- Pride of place – changing behaviours -enhanced awareness of environmental issues - paradigm shift to waste as a resource
- Supporting national recycling targets and aims to reprocess in the UK.

Risks:

- Timescale – box procurement & delivery & onwards distribution to households needs to be right – supplier performance critical to deadlines being achieved
- New Vehicle delivery delayed.
- Current low participation won’t increase – communication campaign will not connect with the community.
- Higher than expected participation leads to service being unable to cope & additional resources will be needed – Webaspx Design allows quick re-routing .A back up plan to change working arrangements (long working days or 6 day service)
- Income not achieved due to fall in prices or demand in the recycling market (China have recently advised they will no longer take certain grades of recyclable material.)
- Inclement weather could affect box delivery and planned Comms campaign (roadshows)

Critical success factors

The success of the aims, ongoing operational delivery and evaluation of options will be assessed against the following CSFs:
Participation rates increase
Tonnage uplift from increased recycling
Increased income from recycling credits.
Target rounds complete within normal working hours
Value for money
Budgeted income
Positive Customer Feedback/community engagement
Recycling rate

These will be monitored and managed on a regular basis.

**Main options**

Three options of delivering the new kerbside recycling service were reviewed.

1. 2 boxes and 2 bags (with option for residents to buy the trolley stack system) 
   (55 ltr stackable, coloured boxes and 120 ltr bags to differentiate the recyclable material)
2. 3 boxes and 1 bag (with option for residents to buy the trolley stack system) 
   (55 ltr stackable, coloured boxes and 120 ltr bag to differentiate the recyclable material)
3. Trolley stack system and 1 bag 
   (3 colour stackable boxes contained on a trolley with an additional bag for cardboard).

Appendix 1 shows a comparison table outlining operational and financial options.

A SWOT analysis has been produced to assess the relative advantages and disadvantages for each option – see Appendices 2 (a) and 2 (b).

Each option will also be using a comprehensive promotional and educational campaign for the new recycling service will be implemented. This will start in October and will be split into 3 clear phases:

- Pre service – building interest in the new service and educating residents on recycling.
- Service Launch
- Ongoing campaign to encourage continued recycling.

The campaign is seen as a key component in raising awareness of not only the new service but recycling in general – all contributing to a wider corporate ambition of generating income and improving the environment across Copeland.

An overview of the planned campaign can be seen in Appendix 3

**Preferred way forward**

Following on from a number of meetings and a pre project procurement exercise the following option has been recognised initially as the preferred way forward

**Option 2 : 3 boxes and 1 bag.**

Please find below a table summarizing cost (including offset costs) and income.
Summary:

Costs = £376,070

Off set costs = £179,500

Potential income = £270,000

This means there could be potential for return on investment within the first financial year.

Costs:

<table>
<thead>
<tr>
<th>Item</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxes (99,000 @ £2.75)</td>
<td>£272,250</td>
</tr>
<tr>
<td>Bags (33,000 @ £1.34)</td>
<td>£44,220</td>
</tr>
<tr>
<td>Shower cap tops for boxes</td>
<td>£3,750</td>
</tr>
<tr>
<td>(5000 @ £0.75p)</td>
<td></td>
</tr>
<tr>
<td>Lids for boxes</td>
<td>£5,500</td>
</tr>
<tr>
<td>(5000 @ £1.10)</td>
<td></td>
</tr>
<tr>
<td>Trolley stack systems (option to buy for residents)</td>
<td>£1,850</td>
</tr>
<tr>
<td>Initial 50 stock @£37 per unit</td>
<td></td>
</tr>
<tr>
<td>Delivery of boxes to CBC from source</td>
<td>£18,500</td>
</tr>
<tr>
<td>Distribution to residents (to include 2 x 3 man crew for 6 weeks,</td>
<td>£30,000</td>
</tr>
<tr>
<td>vehicles to distribute containers)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>£376,070</td>
</tr>
</tbody>
</table>

Offset costs:

<table>
<thead>
<tr>
<th>Item</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale of shower cap tops @ £1.00</td>
<td>£5,000</td>
</tr>
<tr>
<td>Sale of Lids for boxes @ £1.30</td>
<td>£6,500</td>
</tr>
<tr>
<td>Sale of replacement boxes @ £3.00 (5% annual replacement rate)</td>
<td>£15,000</td>
</tr>
<tr>
<td>Use of Waste reserves in budget</td>
<td>£112,000</td>
</tr>
<tr>
<td>Reducing Bring site servicing by contractor</td>
<td>£30,500</td>
</tr>
<tr>
<td>End CBC Vehicle hire (2 days per week)</td>
<td>£10,500</td>
</tr>
<tr>
<td>Total</td>
<td>£179,500</td>
</tr>
</tbody>
</table>
Potential additional income based on 50 % tonnage uplift

<table>
<thead>
<tr>
<th>Item</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>New plastic &amp; card (sale) (390 t plastics &amp; 585 t of card)</td>
<td>£20,000</td>
</tr>
<tr>
<td>Additional paper, cans &amp; glass (650 t paper, 800t glass, 180 t cans)</td>
<td>£68,000</td>
</tr>
<tr>
<td>Additional recycling credits additional tonnes (2600)</td>
<td>£182,000*</td>
</tr>
<tr>
<td>*credit increases by 3% per annum</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>£270,000</td>
</tr>
</tbody>
</table>

Assumptions:
- Start date of April 2018
- Recycling credit for 208/19 £70.02

Material values from Sept 17 (latest figures) of:- Paper £92.50 per tonne, Card (mixed paper) £36.50 per tonne, Cans £55 per tonne, Glass -£2 per tonne & plastic -£3 per tonne.

Note – material values may increase or decrease. – see graph below tracking previous prices:

![Recycling material values April 2016 to Oct 2017](image-url)
Commercial strategy

In order to maximise the commerciality of the service the following will be active throughout the critical path process of launch and operation.

- Use of promotional campaign to maximise and encourage participation, changing behaviours – increased recycling means bigger income and a quicker return on investment.
- Materials separated at source to improve quality of materials.
- Upskilling of operational, customer services and back office staff to ensure the right materials are collected and income maximised
- Use of Webaspx system to target campaigns for specific areas.

To ensure operational budgets are not affected greatly by replacement of the containers and to ensure costs are covered a charge will be introduced for boxes at £3.00 (cost £2.75).

There will also be an option for residents to buy accessories such as shower cap tops and lids – retail price will cover cost price.

Procurement strategy

The recycling containers will be procured in accordance with the Government Procurement Agreement (WTO) and the EU Consolidated Public Sector Procurement Directive (2004).

The ESPO and YPO frameworks will be used with a mini competition being called to select a supplier.

Programme management arrangements

Project management:
A project board has already been set up to provide oversight and management of the new service. This will meet on a regular basis – meetings have already been convened and scheduled for November and December 2017. These will continue throughout 2018 to ensure the successful launch and achieving the project objectives of the service. The board consists of the following:

Julie Betteridge - SRO
Janice Carrol – Programme Manager
Communications Team
Leanne Birkett
Mike Graham
Caroline Adams
Sue Stamper
Alison Miller
Michael Murray/Geoff Eilbeck
Governance will follow the agreed Corporate Project management framework. A project and delivery plan will also be developed and agreed to ensure a critical path is met for launching the service and performance delivery.

**Webaspx:**
The system will be used to monitor take up, design efficient recycling rounds and tonnage collected.

Performance and Financial reports will be produced quarterly to monitor success of delivery.

**Customer feedback:**
Surveys will be carried out at regular intervals – e.g Survey Monkey to monitor and manage community engagement. Results will in turn advise and direct the communications and marketing plan.

**Programme milestones**
The following list is not exhaustive but outlines the key milestones in the critical path for delivery and ongoing management and success of the new service.

- Procurement of the boxes and bags – Mid December 2017
- Designing the recycle collection rounds – End December 2017
- Artwork agreed for the new recycling calendar – Mid January 2017
- Calendars delivered to all residents – end February 2018
- Delivery of new vehicles – end March 2018
- Launch of service – April 2018

Wastedataflow information is submitted on a quarterly basis and this will monitor tonnage uplift. The key objective is to increase the tonnage collected by 50% by the end of April 2019.

A kerbside recycling participation bench mark will be recorded before the new service is operational. This will also be monitored on a quarterly basis to capture increased participation rates.
## Appendix 1: Recycling Service container options (based on current framework prices)

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost of containers per household</th>
<th>Time constraints</th>
<th>Delivery to CBC</th>
<th>Additional Delivery to householders</th>
<th>Collection mix</th>
<th>Total cost of option (for 33,000 properties) supplier delivers containers to households</th>
<th>Total cost of option (assumes 33,000 properties) CBC delivers boxes to households</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 x 55 ltr Kersbide Boxes &amp; 1 x 120ltr bag</td>
<td>£6.47</td>
<td>8 weeks delivery (order by xmas to meet timescales)</td>
<td>£12,000</td>
<td>Supplier cost £144,000&lt;br&gt;CBC in-house estimate £25 to £30,000</td>
<td>Box 1-paper &amp; Glass&lt;br&gt;Box 2 – Plastic &amp; cans&lt;br&gt;Bag - card</td>
<td>£363,040</td>
<td>£249,040</td>
</tr>
<tr>
<td>3 x 55 ltr Kersbide Boxes &amp; 1 x 120ltr bag</td>
<td>£9.59 (ESPO)</td>
<td>8 weeks delivery (order by xmas to meet timescales)</td>
<td>£18,500</td>
<td>Supplier cost £144,000&lt;br&gt;CBC in-house estimate £25 to £30,000</td>
<td>Box 1 Paper&lt;br&gt;Box 2 Glass&lt;br&gt;Box 3 Plastic &amp; cans&lt;br&gt;Bag - card</td>
<td>£450,180</td>
<td>£336,180</td>
</tr>
<tr>
<td>Trolleybox (165 ltr) &amp; 1 x 120 ltr bag</td>
<td>£29 (based on 32,500 units)</td>
<td>14 weeks (order by end Oct to meet deadlines)</td>
<td>Goes direct to households</td>
<td>£188,500</td>
<td>Box 1 Paper&lt;br&gt;Box 2 Glass&lt;br&gt;Box 3 Plastic &amp; cans&lt;br&gt;Bag - card</td>
<td>£1,159,360</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>

All 3 options involve:

- the support of a focused intensive communications campaign (outline plan attached)
- a rationalisation of existing bring site facilities to maximise use of the new service and its associated income and minimise costs
- options for householders to purchase a range of box accessories, lids & box hats at nominal cost (£1.30 /1.00 respectively).
- As with the refuse service, a variable mix of containers will be issued as necessary for assisted collections
## Appendix 2(a) SWOT ANALYSIS – 3 BOXES & 1 BAG

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Low cost option – low risk</td>
<td>1. Similar to existing products – not innovative enough to invigorate recycling participation.</td>
</tr>
<tr>
<td>2. Familiar system for residents.</td>
<td>2. Similar system to existing one – low participation rates.</td>
</tr>
<tr>
<td>3. Colours mean materials can be separated easily – very visual</td>
<td>3. Lifespan of bag for card.</td>
</tr>
<tr>
<td>4. New colours re-enforces new service.</td>
<td>4. Covers for boxes needed to store outside.</td>
</tr>
<tr>
<td>5. Same/Similar services used successfully nationwide.</td>
<td>5. Residents need to allocate space for boxes.</td>
</tr>
<tr>
<td>6. Products readily available.</td>
<td>6. Additional boxes means additional time added to round.</td>
</tr>
<tr>
<td>7. Colours to follow WRAP system – linking in with promotional campaigns.</td>
<td></td>
</tr>
<tr>
<td>8. Collection and sort time for materials for each household is quicker than the stackable trolley system.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Re invigorate recycling participation.</td>
<td>1. Same behaviours – no increase in residents participation.</td>
</tr>
<tr>
<td>2. Increase recycling credit.</td>
<td>2. No increase in recycling credits or income.</td>
</tr>
<tr>
<td>3. Increase income.</td>
<td>3. Additional time added to rounds – change in working practices.</td>
</tr>
<tr>
<td>4. Advertising opportunities.</td>
<td>4. Lack of crew buy in.</td>
</tr>
<tr>
<td>5. Changing behaviours to encourage wider respect for the local environment.</td>
<td>5. Change in legislation.</td>
</tr>
<tr>
<td></td>
<td>6. Reducing bring sites income if participation rate remains low.</td>
</tr>
</tbody>
</table>
Appendix 2 (b) SWOT ANALYSIS – TROLLEY STACK SYSTEM AND 1 BAG

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Allows clear separation of recycle materials.</td>
<td>1. Initial outlay – high cost of Unit and high cost of delivery per household.</td>
</tr>
<tr>
<td>2. Can be kept outside and design protects materials.</td>
<td>2. Existing kerbside recycling participation rates (approx. 25%) are low – Return on Investment.</td>
</tr>
<tr>
<td>3. Utilises the maximum capacity – 225 ltrs</td>
<td>3. New product – lack of data on success rate in areas where used.</td>
</tr>
<tr>
<td>4. Allows for better quality of recycling material- reducing process costs.</td>
<td>4. Timescale for delivery – PO by end October.</td>
</tr>
<tr>
<td>5. Innovative. New design would generate interest in recycling.</td>
<td>5. Ease of use for residents- getting trolley to kerbside when full – weight of materials.</td>
</tr>
<tr>
<td>6. Design encourages flattening of plastics and cans.</td>
<td>6. Time at collection point to check and separate materials – WRAP time trial added 10 seconds to each collection. Based on 800 households per day would increase round time by 2 ½ hours. – additional cost and change to working practices.</td>
</tr>
<tr>
<td>7. Residents surveyed in Newport reported 51% ease of use in pilot scheme.</td>
<td>6. Lifespan of bag for card.</td>
</tr>
<tr>
<td>8. Space saving for residents as stackable.</td>
<td>7. Not suitable for all households – steps etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Future proofing by separating materials.</td>
<td>2. Residents rejection – no rise in participation or income from recycling.</td>
</tr>
<tr>
<td>3. Brand new system re ignites interest in recycling.</td>
<td>3. Reduction of bring sites.</td>
</tr>
<tr>
<td>4. Better quality of recyclable material.</td>
<td>4. Loss of income from bring sites if kerbside recycling participation is not increased.</td>
</tr>
<tr>
<td>Increase income from recycling.</td>
<td>5. Lack of buy in from crew.</td>
</tr>
<tr>
<td>6. Improving/Changing behaviours towards recycling.</td>
<td>6. Increased time for rounds would mean a change in working practices for the crew to accommodate new service.</td>
</tr>
<tr>
<td>7. Advertising opportunities on units.</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 3 – Outline Communications Plan

Recycling service changes (April 2018)
Outline communications plan

Project aims

The aims of the project are:

- to introduce a new kerbside recycling service with five recyclates instead of three.
- To increase the amount of recycling collected through this service.

Communications aims

The communications aims of the project are:

- To make sure residents know the changes are coming
- To ensure people understand the proposed changes
- To raise awareness of the reasons for the need to increase recycling
- To increase people’s knowledge of how and what to recycle
- To continue to engender a sustained change in recycling practices after the service changes have been implemented

Connected to this, we also aim to ensure that:

- To council’s reputation is preserved or enhanced
- Media coverage of the project is fair and balanced

Key messages

The key messages of the project are:

- We are improving your service to encompass plastic and cardboard
- We want to help you to recycle more
- Recycling makes financial sense for the council and for council tax payers

Background

We have the poorest recycling rate in the county.

We also need to comply with a 2015 European directive to recycle five different materials at the kerbside.

We continue to be challenged financially, therefore recycling collections must be efficient and where possible strive for commercial success.

To this end we are:

- Enhancing our kerbside service by including cardboard and plastic
• Leasing an additional new vehicle and replacing the existing three with new ones. So we will have four vehicles capable of collecting up to six different materials
• Employing one additional crew

We know from previous waste changes that they can be disruptive for residents and can garner significant media attention.

On this occasion the changes are positive and if planned and communicated correctly, with engagement with residents, we can make the communications around it a success.

Reputational risks

• Residents may be confused by the changes, especially if there are more/different containers.
• Residents may not have room to store additional containers.
• Residents may be confused or inconvenienced if their collection day changes.
• Those already on assisted collections may encounter problems with the new system.
• Residents may think this is a move towards less frequent household waste collections.
• Residents may think this will be coupled with a reduction in bring sites (which it will.)
• Residents may not use the service and therefore it will not be cost effective
• Council tax payers may be concerned at the cost of the receptacles, and the cost of replacing them when lost or broken.

Communications Strategy

We will ensure all stakeholders are kept up to date with the project and how it might/will affect them.

Because this project has fewer negative possible outcomes, the communications will have less emphasis on consultation.

The emphasis will be on sharing information, increasing knowledge, inspiring people to recycle, raising positive awareness and celebrating success.

This is not to say there are no reputational risks (see above.)

Communications tactics

As this project affects around 95 per cent of our residents, we will use a wide range of communications channels to try to reach as many of them as possible.

This would normally always include:

• Local print media
• Local broadcast media
• News websites/feeds
• Social media (using Facebook and Twitter)
• Members’ Update (publication for councillors)
• Copeland Chat (publication for staff)
- eCopeland Matters (publication for residents)
- Partner publications

The tactics for achieving coverage in these areas will be:

- A series of press releases at key stages of the project
- Media calls and social media for promotional events
- Photocalls for the launch of the new service (including members in their wards)
- Drafting articles for our publications
- Schedule of social media posts

In addition, we could use the following to increase positive engagement for this particular project:

- Leaflets
- Letters
- Branding/messages on the sides of vehicles
- Events (roadshows, market stalls, attendance at community events like carnivals etc)
- Competitions
- Schools engagement (eg councillor/officer visits, competitions)
- Engagement through parish council meetings, locality meetings

Some of these methods are dependent on budget

There are three distinct phases to the project:

- **Phase One** - Informing residents in the lead-up to the launch
- **Phase two** - Launching the changes
- **Phase three** - Encouraging people to continue to embrace the changes into the future

**Phase One (beginning October 17)**

- General recycling messages on social media
- Release re scheme and roadshows (use ‘April’, don’t specify 9 yet.)
- w/b oct 3o – release and subsequent interviews
- Nov 1 – budget consult goes out including question on containers
- Nov 21 – Exec – receptacles decided upon
- c Nov 27 – reminder release, emphasis on events
- Dec 4 Sample vehicle arrives
- Dec 7 – Roadshow. Vehicle at Whitehaven Market, officers there to explain, leaflets, examples of containers. Media invite. Couns invited. Portfolio holder attending one of the events. Mike S able to visit this one for a short time. Comms taking photos. Sarah McNeill attending, with activities and goodies

Initial Leaflets (to include Xmas recycling advice and general message about the changes to come) 2,000. For roadshows and to place at distribution points.

Temporary vinyl on side of sample lorry (CC to design and commission)

Information on website as soon as provided by Waste

FEB – Advance comms re calendar on its way

FEB – Calendar being posted out. To include second set of leaflet with more detail about the scheme (34,000) IS THIS POSSIBLE? Asking Sue Stamper

MARCH 3 – Council tax bills out – to include a second (different) leaflet?

As soon as the containers are confirmed we will incorporate that info into this phase.

Phase two (beginning shortly before April 9 launch)

Press releases, photocall and social media announcing the launch
Ongoing social media
Messages on the vehicles (CC)
Animation
Increased and updated website information
MARCH OR AS SOON AS AVAILABLE – Comms re box deliveries
Detailed features of the changes, including dates for when each area will have bags/boxes delivered.
Stickers/info on the bags/boxes (dependent on Janice’s budget.)
Tell us if you think you may need an assisted collection
Tell people what the replacement policy is
Messages on sides of lorries – more detailed ie what/how to recycle

Phase three (continuing after the launch period indefinitely)

Press releases detailing how well the implementation of the changes has gone
Continued social media reminding people, facts and figures, quirky ‘did you knows’ what you can recycle, mythbusting.
Case studies
Statistics
Highlighting particular areas that do well
Possibly – costs of sending waste to “landfill”
Tell us if you think you need an assisted collection
Remind people what the replacement policy is

DATE UNKNOWN – Outcome of Beacon schools programme application

Audience

The audience for our communications is:
• All households
• Specific service users/affected groups (for example those without space for an extra container)
• The media
• Councillors, inc
  o Executive
  o Portfolio holder
  o OSC
  o Ward councillors
• Parish councils
• Copeland employees

Channels

As listed above.

Resources

The budget for the comms around these changes is around £16,000. Budget holder JC.

Micro-messages to include

Alternatives are available for people with low mobility or no storage space. Non-recyclables will be put back into the box

What can and can’t be recycled (see appendix X)

What happens if your bin is lost or damaged?

Can we still put extra stuff out at the side (unknown currently)

Mythbusting

Everything goes to landfill anyway