

	Waste Communications Update
Committee	Gloucestershire Joint Waste Committee
Committee Date	4th October 2016
Significant Decision	No
Responsible Officers	Andy Pritchard, Strategy & Development Manager
Main Consultees	None
Purpose of Report	To update members on the current waste management communications activities
Recommendations	For information only
Resource Implications	Delivery as per business plan with existing resources

Marketing and communications activity in 2016 is focused upon delivering the priorities identified within the business plan. However, this is not to the exclusion of other new opportunities which may present themselves during the year. This report provides an update on the key communication activities being undertaken or supported by the JWT, in addition to the regular communications regarding collection changes at Christmas and garden waste promotions, which are dealt with in-house at each partner authority.

1. Recycle Week “The Unusual Suspects”

This was the theme of the national ‘Recycle Week’ campaign, aimed at raising awareness of recycling, including aerosols and shampoo bottles from areas of the home often forgotten about. The national campaign was supported by the JWT with local press releases, radio interview and social media messages.

2. “Right waste right place” campaign.

This is an addition to this years’ business plan, aimed at addressing the low level of awareness of waste compliance amongst SME’s. The campaign is run nationally, led by the ESA, and key messages fit very well with Gloucestershire’s drive to reduce fly-tipping and trade waste abuse at HRC’s. The JWT are mirroring this campaign via social media, HRC posters, radio advertising and website promotion. Traders will be provided with information about their duty of care and their options for recycling and disposal of waste.

3. Textile (clothing) Reuse

Old clothes represent a significant proportion of black bag waste taken to HRC's, and the promotion of reuse and recycling alternatives is an ongoing challenge. This December the Cheltenham Repair Café will be running a textile themed event which the JWT will be supporting and assisting with. Options for running 'clothes swap' events elsewhere in the county will be explored.

4. Helping People to Recycle More

Following on from the success of Gloucester City's targeted intervention in low performing areas, the issue of 'excess capacity' and multiple bins at individual properties is to be addressed within the Forest of Dean over the coming months. Initial survey work undertaken in Coleford shows that a high proportion of people with multiple residual waste bins are, unsurprisingly, low recyclers, and that a number of properties have unapproved additional bins. Additional capacity will be brought under control by retrieving these additional bins from householders and allowing only those households which qualify for extra capacity under the councils policy to retain them. This process will involve writing to householders and working with Biffa to remove the bins, and will result in a new list of approved properties which can then be maintained.

5. Stroud District Service Change support

The introduction of food waste recycling in Stroud this November is the key project for increasing food waste recycling in Gloucestershire this year. Coupled with the move to fortnightly residual waste collection and restrictions on waste capacity this will bring Stroud into line with all other waste collection services in Gloucestershire. Support from Gloucestershire County Council is being provided in the same way as with all other districts, and during the period of service change this includes support for all the communications work being undertaken. In addition to directly communicating to all 50,000 households, additional work in schools (utilising the same actor as previously supported Cheltenham, Tewkesbury and Forest of Dean) and additional support around Real Nappies is also being provided.

6. Forest of Dean Service Change

In August, the Forest of Dean added cardboard, plastic bottles and textiles to the items collected from the kerbside for recycling and changed the frequency of collections from fortnightly to weekly. A fortnightly recycling service for small electrical and electronic items was also introduced. The main external communications comprised an 8-page instructional leaflet along with a waste and recycling calendar which was posted to each household in the district. This followed a 4-page introductory leaflet which had been sent to homes earlier in the year. In support of the service change, two press adverts were also placed and press releases issued. The team also provided support with internal communications and designed the livery for the new Romaquip recycling vehicles.

7. "What happens to your recycling"

Work is underway to prepare an information leaflet (also available online) which will inform visitors to the HRC's what happens to the many different materials they bring for recycling.

8. Partnering with the Courtauld Commitment (C2025) food waste reduction programme.

Whilst the programme itself has not yet delivered any suitable partnering opportunities, WRAP are relaunching 'Love Food Hate Waste' at the end of year. This will provide us with new promotional materials, and a segmented approach which will target different audiences. Once the campaign material has been made available we will take a look at it and consider the best way to utilise it.

9. Christmas campaign and Council Tax leaflets

Excess seasonal waste will once again be highlighted over the Christmas period. Key messages have in the past focused upon food waste and electrical gadgets. Although no decision has yet been made on this years' theme, it is likely to be one of these. During this period a decision also needs to be made by partners on the theme of the back page advert of the "Your Guide" Council Tax leaflet. Waste Management have first refusal on use of the back page and a budget for this has been approved.

10. RFG website changes

The County Council website provider will be changing over the coming months. This change will also affect other partnership websites, including Recycle For Gloucestershire. We are hoping for a seamless transition to the new host service and will be involved in ensuring this happens.