

Development & Neighbourhood Services

# Waste and Recycling Communication Strategy and Action Plan 2008-10



**Stockton-on-Tees**  
BOROUGH COUNCIL

## **INTRODUCTION**

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This second year Waste and Recycling Communication Strategy focuses and supports the recommendations made in Stockton's recent Waste Management and Recycling Review (2007). Its main purpose being to promote and raise awareness and understanding of the impending changes to the Council's waste and recycling policies, strategies and service operations.

With over 80,000 households affected by the changes to waste and recycling collection services, it is essential that the Communication Action Plan is as far reaching as possible. Effective and targeted communication and educational programmes will be produced to deliver both borough wide promotional work and more community focussed information sharing with our residents.

Particular effort will be given to contacting difficult and hard to reach groups and areas, including black and ethnic minority communities, asylum seekers and residents within Neighbourhood Renewal areas.

Better use of geographical and demographically information and technology will also be applied over the next two years, helping us to deploy our resources more efficiently. This information will also help to identify and report on areas with low recycling participation rates, targeting of BME communities and other hard to reach groups and will also be helpful in plotting road shows and street canvassing activity to best effect.

On going training for canvassing staff on current and future waste legislation issues and targets is essential. A sound knowledge and understanding of the key issues affecting and influencing Stockton's Waste Management & Recycling vision and its service delivery is essential to enable canvassing staff to effectively get the message across, explaining what, how and why changes are being implemented.

## **BACKGROUND**

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Over the past 5 years, Stockton Council has worked hard to improve its Waste Management and Recycling Policies, introducing new methods for waste collection and disposal.

Recycling facilities and services available to our residents have and continue to improve, with increasing numbers of participation levels and a steady improvement in actual tonnages recycled, 11.62% in 2003 up to 26.22% recorded at the end of March 2008.

Strong and effective communication links with our residents go hand in hand with the provision of recycling services and facilities, as they are an integral part of the process in shaping and influencing attitudes when introducing changes and improvements in waste management operations.

Since 2004, Stockton Borough Council has delivered a waste awareness communication programme supporting and promoting Stockton's Waste Management and Recycling policies, strategies and operations. The focus has always and continues to be on raising residents' knowledge and understanding of the necessity and benefit to recycling and ultimately raising recycling participation levels borough-wide.

The Waste Awareness Team, comprising of 3 part time door canvassers, an events mascot (Freda the Frog) and led by the Environmental Awareness Officer, are responsible for the delivery of the Waste and Recycling Communication strategy and the overall delivery of Stockton's message on the importance of recycling and its links to wider environmental issues.

## WASTE MANAGEMENT AND RECYCLING ARRANGEMENTS

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### Current Arrangements

Currently, the Council's Care For Your Area team operates a weekly domestic refuse collection service using a 240ltr wheelie bin, together with a side-waste collection facility. There is a fortnightly kerbside recycling collection service that collects glass, tins, bottles and paper in various containers. In addition, there is a popular green waste collection service, which although relatively new, recycling levels at are already achieving 9.79% of total domestic waste collected.

A recent trial for the collection of plastic and cardboard was carried out in late 2007 and feedback from residents was extremely positive. The trial was carried out over a number of areas within the Borough, including Wynyard, Billingham, Thornaby, Ingleby Barwick and Roseworth and recycling rates for these areas demonstrated an overall increase over the four-month trial period.

### Waste Management & Recycling Review

A review of the Council's Waste Management and Recycling policies has recently been completed, with extensive consultation being carried out with local residents. The aim of the review was to identify real improvements in the efficiency and effectiveness of waste collection and disposal services, overall reducing the amount of waste going to landfill.

The review acknowledged the need for the Council to significantly improve its recycling rates and extend the range of recyclable materials collected, to meet the aspirations of our residents and also to achieve new targets for recycling and waste minimisation.

Although we have made good progress in waste management and recycling initiatives, more significant improvements are required to meet the 2010 target and truly make an impact on environmental issues.

### Stockton Borough Council - Recycling Rates/targets

	2006/07	2007/08	National Target 2010
% of household waste sent for reuse, recycling, composting or anaerobic digestion	21.26%	26.22%	40%

A number of recommendations made within the review, include the introduction of a plastic and cardboard kerbside collection service and more contentiously the removal of the current side waste facility. At the same time, a bin amnesty will be applied to those households that use 2 or more 240ltr wheeled bin. All changes will be phased in over an 18-month period due to be completed in October 2009.

These important changes to collection services will have a direct impact on residents and whilst we realise that some residents will positively welcome these improvements, others will not. Sound communications, effective education programmes and careful management in getting our message across is essential to the success of the implementation of the new services and also in maintaining customer satisfaction levels.

Key Milestones for the implementation of the new Plastic and Cardboard Scheme are set over three phases starting in October 2008 and finishing in October 2009. It is expected that promotional, educational and communication programmes will be delivered 3 months before and 3 month after each stage of the roll out of plastic and Cardboard recycling service. This 6 monthly approach delivers a sustained communication framework with our residents at pre and post implementation stage, allowing any negative feedback to be managed more effectively.

### Home Composting

The Waste Awareness Team will also be working on 'home composting' during 2008/09 focussing on food waste disposal. Linking and supporting the recommendations made from the recent Environment Select Committee (Task and Finish Working Group) work scheduled to be undertaken includes:

- Research to ensure that advice provided to residents does not encourage and provide a food source for rodents
- Investigations into alternative composting units
- Work with WRAP and other agencies to identify an appropriate base for home composters that reduce the attraction to rodents

## **OUR MESSAGE – ‘STOCKTON’S WASTE & RECYCLING REVOLUTION’ CAMPAIGN**

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Under the umbrella of ‘Stockton’s Waste & Recycling Revolution’ a new awareness and educational campaign will be delivered to support, promote and educate residents of the changes to the Council’s Waste Management and Recycling Policies and what that means to them as customers. Appendix 1, illustrates the proposed designs and advertisement artwork that will be used.

To ensure maximum effectiveness, the campaign is structured into three distinct elements, together with a detailed programme of actions (see appendix 2).

The diagram below, illustrates the three elements of the recycling communication plan, which include:

- A Borough-wide campaign
- “Up Your Street” - Community and street canvassing Work (including schools)
- Residential door canvassing work (for difficult and hard to reach areas/groups)



### **Borough-wide Campaign**

The Borough-wide campaign will extensively use a mix of high impact promotional and advertising work, including vehicle adverts, Stockton News publications, posters, various newsletters (Parish and Member) and the introduction of a recycling micro website (due to be launched summer 08).

The campaign will focus on the introduction of the new Plastic and Cardboard service and it will be supported with the distribution of information leaflets, booklets and other literature, with regular press releases being issued at each key stage of the implementation of the Plastic and Cardboard scheme.

It will also start to promote the removal of the side waste service as Plastic and Cardboard recycling comes on board.

It is recommended that **'Stockton's Waste & Recycling Revolution'** campaign will be launched at the community carnival parade at the Stockton International Riverside Festival, which is being held in August 2008 and will continue to be delivered until 3 months after the full implementation of the Plastic and Cardboard implementation (December 2009).

### **"Up Your Street!" - Community and Street Canvassing (including Schools)**

#### Mobile Recycling Information Unit

With over 78,000 households affected by the changes to the Council's Waste and Recycling services, a new and more large-scale approach is needed to promote, raise awareness and improve residents' understanding of the Council's new look collection service. If we are to meet the National 40% recycling target by 2010, a significant increase in the numbers of residents recycling, as well as the volume of material recycled, is paramount.

Effective and targeted communications are essential to support and promote the impending changes and increasing the number of residents contacted is critical in changing attitudes and basically getting more people into the habit of recycling.

Although in the past recycling awareness has been delivered successfully using door canvassing, the scale of people involved in the Plastic and Cardboard scheme means that over the next two years the majority of residents will be targeted and reached through a mobile Recycling Information Unit.

This unit will be positioned at key residential and central locations, such as libraries, markets, community groups etc., and forms the basis of the **'Up Your Street'** communication programme. Targeting specific areas/communities enables resources to be deployed much more efficiently and ensures maximum coverage of the

Borough. This allows more people to be reached and promotes better community engagement across all areas, age groups and socio-economic localities.

The mobile unit will be manned by the Waste Awareness Team who will provide residents with tailored information about their collection dates, recycling services and facilities and the changes to waste and recycling collections at a very local level.

As communications will be tailored, any problems or concerns raised by residents can be managed much more effectively and to a certain degree on a personal level. This approach also provides the opportunity to better understand any specific barriers to recycling, which may be prohibiting a street, a community, or an area from participating.

As well as taking general enquiries and concerns, it is intended that the mobile unit will demonstrate how best to use the Council's recycling services and receptacles (e.g. what can be recycled and what needs to be discarded, storage of waste and information about recycling sites in the vicinity). The unit will carry and distribute a number of recycling materials and literature, including boxes, bags and of course the new Plastic and Cardboard bags.

Design changes to the current recycling vehicle will provide a mobile unit that can be easily set up as a road show/ communication forum, focusing on Stockton's Waste & Recycling Revolution campaign and promoting awareness and information to our residents.

Following discussions with the national Waste Resources and Action Programme the proposed layout and refit to the vehicle is detailed below.





## Schools/Children

Our recycling mascot Freda the Frog, will continue to attend schools assemblies throughout the borough, promoting and educating our young people of the importance of recycling. The new Plastic and Cardboard scheme will be incorporated into the material presented, as will the removal of the side waste facility.

Particular emphasis will be made to those schools located within Neighbourhood Renewal areas, where recycling participation rates are low.

### **Door Canvassing (For difficult and hard to reach areas/groups)**

Specific targeting of traditionally low participation areas, including black and ethnic minority communities, asylum seekers and neighbourhood renewal areas will be undertaken using door canvassers and translated literature.

A survey of set out collection rates and side waste usage within these hard to reach areas will be carried out in June 2008 to provide a base line figure of waste and recycling habits (it is anticipated that side waste usage will be high). Door canvassers will visit homes, community groups and hold drop in centres to identify any barriers preventing recycling and to raise awareness and understanding of the impact of the new waste and recycling policies being introduced.

Getting our message across and raising awareness in these areas has in past proved very difficult and generally recycling participation rates remain low in comparison with other areas. The introduction of the Plastic and Cardboard scheme and particularly the removal of side waste collection are major changes that are expected to impact these areas significantly.

The Waste Awareness team will work closely with the Council's Diversity Service, Asylum Support Team and Tristar Homes to establish alternative ways and methods to communicate more effectively with hard to reach groups.

## **Environment Centre**

The Environment Centre will continue to support and promote the Council's policies and procedures for waste and recycling and will be a another venue for residents to get help, advice and information on the new look collection services. The shop will continue to offer customers great choice on recycling and energy efficient products, including items such as green waste bags, blue boxes, low energy light bulbs and the new plastic and cardboard receptacles.

## PERFORMANCE & FUNDING

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### Performance

A comprehensive Performance Management framework is now in place within the Waste Awareness Team, linking the Recycling Communication Action Plan as well as other Service Improvement Plans and Team Business Unit Plans. The framework has been updated for 2008/09, detailing specific objectives and targets associated with the promotional work of the new Waste & Recycling strategy. The purpose of this framework is to measure the effectiveness of the work delivered by the Waste Awareness Team in raising awareness and ultimately recycling participation levels.

#### Objectives for 2008/09 – 2009/10

Objectives	Target
Launch of 'Stockton's Waste and Recycling Revolution' campaign	August 2008
Deliver over 200 'Up Your Street' community canvassing events	October 2009
Provision of base line participation data for difficult and hard to reach areas (BME, asylum seekers, NR Areas)	July 2008 July 2009
Deliver/attend 4 recycling events within BME and NR Areas	December 2009
1200 new recycling packs issued to residents	March 2010
5% increase in Freda Frog Fan Club membership	March 2010
Collection of satisfaction/feedback survey work for the implementation of the Plastic and Cardboard scheme	December 2008 July 2009 December 2009
Review 'home composting' communication literature and research alternative composting units and methods	March 2009

## Funding

In the past, financing the delivery of the Recycling Communication Plan, including costs for the Waste Awareness Canvassers has relied heavily on securing external funding, including grants from WRAP, ERDF, NRF and CSG funding streams.

Grant funding to support the delivery of the 2008-2010 Recycling Communications Plan continues to be sought and to date, NR (transitional year) funding of £26,500, has been secured which will enable our work in Neighbourhood Renewal areas to be continued during 2008/09.

Currently there is a shortfall in expenditure against resources to complete the educational, promotional and communication campaigns over the next two years (see details below).

### **Expenditure / Funding levels for the Recycling Communication Plan 2008-2010**

	<b>2008/09</b>	<b>2009/10</b>
	<b>£</b>	<b>£</b>
Expenditure levels		
- Salaries/Running Costs	88,400	83,500
- Marketing/Advertising	24,700	5,500
- Mobile Recycling Unit	9,800	4,800
	122,900	93,800
Funding		
- Resource Allocation	36,033	36,084
- NR Funding	25,560	
- Managed Surplus	33,000	
	95,593	36,084
<b>Shortfall</b>	<b>27,307</b>	<b>57,716</b>

We will continue to explore other funding streams to support the delivery of the second year recycling communication plan and these include funding opportunities from:

- WRAP
- DEFRA
- Encams
- REIP

## **CONCLUSION**

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Although Stockton has made good progress in its waste management and recycling initiatives further improvements have already been identified and plans are in place to meet our residents' growing aspirations and to achieve ever-challenging national targets and performance measures.

Over the past four years, extensive work in communicating, promoting and educating residents and schools to importance of recycling has been successfully delivered. We believe that increased public awareness of recycling and heightened media coverage of recycling issues and the services available within the Council has really worked. The demand for even better recycling facilities is the message we are receiving from our customers and simply put, more residents want to recycle more from their home.

The impending changes to the Council's Waste & Recycling services will certainly mean a significant way forward in improving and enhancing the way that Stockton disposes of its waste. These changes are very necessary for us to achieve our 40% recycling target by 2010, maintain customer satisfaction levels and reduce the impact we are having on our environment.

### **Stockton's Waste & Recycling Revolution Campaign**

Stockton's new Waste & Recycling Revolution Campaign will be the catalyst in raising residents' awareness of the impending changes to the Council's waste management and recycling service operations.

This borough-wide campaign will be delivered through a variety of communication channels, designed to have maximum exposure and be far reaching over all communities. The campaign will be delivered over the whole duration of the 'change' period and it has clear messages in promoting and educating residents of the service changes and what it means to them as customers.

#### Vehicle Livery Advertisement

Recycling and refuse vehicles are ideal, high impact, highly visible, service delivery mediums, which can be used to promote and delivery our message over the entire borough. Illustrated below, these vehicles will be tagged with the new artwork design for the "Waste & Recycling Revolution" and it is expected that we will start to promote the new campaign 3-6 months before any service operation changes are implemented



#### Mobile Recycling Information Unit

Performing as a mobile promotional vehicle as part of the 'Up Your Street' Campaign, our current recycling vehicle will be redesigned and refitted enabling it to be easily set up as a road show/ communication forum. The mobile nature enables much more flexibility and accessibility to more areas of the borough and it is expected that the unit will be located at key residential sites, supermarkets and other local/regional events.

Staffed by 3 waste awareness officers who will also have uniforms emblazoned with the Waste & Recycling revolution message, this vehicle will provide the general public with fully accessible day to day contact with Stockton Council on matters relating to waste and recycling.

The illustration below shows design proposals for the Mobile Recycling Information Unit.



Marketing & Promotional Material

Additional promotional merchandise will be obtained to help spread the message about recycling. A2 and A3 posters will be developed to be relevant to local areas, whilst always following an agreed format for consistency. Banners and pull up displays will also be produced to increase impact at local events and static locations.

Advertising in Stockton News and other local media will be considered, once a final decision on the roll-out timescale of the campaign, it is recommended that a vigorous print campaign is developed to ensure maximum publicity in the run up to roll out.

Stockton News Advert

**Coming soon!**

**plastic & cardboard recycling**  
to all households as part of fortnightly kerbside collections

**Stockton's Waste & Recycling Revolution**

**only one wheelie bin per household**  
emptied once a week.

**No extra side waste will be taken**  
so you can recycle more!

For further information call (01642) 391959

Stockton-on-Tees Borough Council

Pull up banner

**Join**

**Stockton's Waste & Recycling Revolution**

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Stockton-on-Tees  
BOROUGH COUNCIL

Street Banner

**coming your way**

Stockton-on-Tees  
BOROUGH COUNCIL

**Stockton's Waste & Recycling Revolution**

**one wheelie bin no side waste**

Stockton-on-Tees  
BOROUGH COUNCIL

**Stockton's Waste & Recycling Revolution**

**plastic & cardboard recycling**

Stockton-on-Tees  
BOROUGH COUNCIL

**Stockton's Waste & Recycling Revolution**

## Waste & Recycling Communication Plan - Action Plan 2008/09

Locations	Communication Method	Dates	Comments
Town centre libraries and community libraries	<p>Communication displays, including Waste &amp; Recycling Revolution artwork designs. Manned by door canvassers and where applicable Freda the Frog will also attend.</p> <p>Will include Neighbourhood Renewal Area</p>	<p>Phase 1 July 2008 – December 2008.</p> <p>Phase 2 January 2009 – June 2009</p> <p>Phase 3 July 2009 – December 2009</p> <p>Alternative weekly visits at lunchtime and evening times</p>	<p>Details of implementation plans for the Plastic and Cardboard scheme and removal of side waste facility (at individual property level)</p> <p>Specific information concerning Freda Frog membership to coincide with younger residents visiting libraries</p> <p>Additional information on alternative recycling sites, including the civic amenity, bring sites and the removal of the community skip scheme</p>
Primary Schools	<p>School Assemblies to include Freda Frog, discussing recycling in general and the new plastic and cardboard service.</p> <p>Will include schools in Neighbourhood Renewal Areas</p>	<p>Phase 1 - 3 September 2008 – December 2009</p>	<p>Specific information concerning Freda Frog membership to coincide with younger residents visiting libraries</p> <p>Demonstrations of what and how to recycling</p>
Town Centre Markets	<p>Mobile Recycling Unit, manned by door canvassers and accompanied by Freda Frog Mascot.</p>	<p>Phase 1 July 2008 – December 2008</p> <p>Phase 2 January 2009 – June 2009</p> <p>Phase 3 July 2009 – December 2009</p> <p>Weekly visits in Stockton, Billingham and Thornaby Town Centres markets</p>	<p>Details of implementation plans for the Plastic and Cardboard scheme and removal of side waste facility (at individual property level)</p> <p>Recycling boxes, bags and new plastic &amp; cardboard receptacles will be available.</p> <p>Demonstrations of what and how to recycling.</p> <p>Door canvassers will collect any queries/problems raised by residents on any matter relating to waste and recycling matters</p>



Locations	Communication Method	Dates	Comments
Borough and Community Events	<p>Mobile Recycling Unit, manned by door canvassers and accompanied by Freda Frog Mascot.</p> <p>Events include:</p> <ul style="list-style-type: none"> <li>- Summer Carnival</li> <li>- Billingham Carnival and Garden Show</li> <li>- Billingham International Folklore Festival</li> <li>- Fireworks</li> <li>- Christmas Switch on</li> </ul>	<p>Phase 1 July 2008 – December 2008</p> <p>Phase 2 January 2009 – June 2009</p> <p>Phase 3 July 2009 – December 2009</p>	<p>Details of implementation plans for the Plastic and Cardboard scheme and removal of side waste facility (at individual property level)</p> <p>Free give-ways for children (balloons, stickers, pencils and pads etc)</p> <p>Recycling boxes, bags and new plastic &amp; cardboard receptacles will be available.</p> <p>Demonstrations of what and how to recycling.</p>
Supermarkets, post offices and Community Centres	<p>Mobile Recycling Unit, manned by door canvassers and accompanied by Freda Frog Mascot.</p> <p>Communication displays, including Waste &amp; Recycling Revolution artwork designs.</p> <p>Will include Neighbourhood Renewal Areas</p>	<p>Phase 1 July 2008 – December 2008</p> <p>Phase 2 January 2009 – June 2009</p> <p>Phase 3 July 2009 – December 2009</p> <p>Weekly visits to supermarkets, in Stockton, Billingham, Thornaby and Yarm</p> <p>Pension day collection at the Post Office (monthly)</p> <p>Community related events at Community Centres (as scheduled)</p>	<p>Details of implementation plans for the Plastic and Cardboard scheme and removal of side waste facility (at individual property level)</p> <p>Recycling boxes, bags and new plastic &amp; cardboard receptacles will be available.</p> <p>Demonstrations of what and how to recycling.</p> <p>Door canvassers will collect any queries/problems raised by residents on any matter relating to waste and recycling matters</p>

Locations	Communication Method	Dates	Comments
<p><b>“Up Your Street Events”</b> - High street and community and local Shops.</p>	<p>Mobile Recycling Unit, manned by door canvassers and accompanied by Freda Frog Mascot.</p> <p>Communication displays, including Waste &amp; Recycling Revolution artwork designs.</p> <p>Will include Neighbourhood Renewal Area</p>	<p>Phase 1 July 2008 – December 2008</p> <p>Phase 2 January 2009 – June 2009</p> <p>Phase 3 July 2009 – December 2009</p> <p>Monthly visits to shops in all communities, wards and towns.</p>	<p>Details of implementation plans for the Plastic and Cardboard scheme and removal of side waste facility (at individual property level)</p> <p>Recycling boxes, bags and new plastic &amp; cardboard receptacles will be available.</p> <p>Demonstrations of what and how to recycling.</p> <p>Door canvassers will collect any queries/problems raised by residents on any matter relating to waste and recycling matters</p>
<p>BME and Hard to reach Groups</p>	<p>Attendance at community groups and specific drop in centres will be held in BME and Hard to Reach geographical area.</p> <p>Communication displays, including Waste &amp; Recycling Revolution artwork designs.</p> <p>Translation Services will be available, as will picture board information.</p>	<p>Phase 1 July 2008 – December 2008.</p> <p>Phase 2 January 2009 – June 2009</p> <p>Phase 3 July 2009 – December 2009</p>	<p>Details of implementation plans for the Plastic and Cardboard scheme and removal of side waste facility (at individual property level)</p> <p>Recycling boxes, bags and new plastic &amp; cardboard receptacles will be available.</p> <p>Demonstrations of what and how to recycling.</p> <p>Door canvassers will collect any queries/problems raised by residents on any matter relating to waste and recycling matters</p>