

Recycle more...

communication strategy

May 2019 – March 2022

1	Situation analysis
2	Objectives
3	Audience insight
4	Key messages
5	Key dates
6	Action plan
7	Risks
8	Budget
9	Evaluation

1. Situation analysis

The campaign: NWLDC aims to increase levels of recycling across the district – household, business, NWLDC, 'on the go' etc. - and reduce waste that is sent to landfill through its Recycle more... campaign. The aim is for 50% of waste collected to be recycled by 2023.

Demographic / customer data:

Population: 98,400. Households: 3,100 projected housing growth for the next five years.

We have street by street recycling data showing the top performing and worst performing streets (participation levels not recycling rates).

The national picture:

Recycling is a hot topic nationally. Shocking scenes on Blue Planet II raised its profile massively and 'single-use plastic' was the most used phrase of 2018.

Michael Gove Environmental Minister – released the [Waste and Resources White Paper in](#) late 2018 (currently under consultation) – this states Government intentions in terms of increasing recycling and reducing the amount of waste sent to landfill. The White Paper details:

1. Extended producers' responsibility – companies will have to pay and put in infrastructure to collect non-recyclables to try and stop them using those materials to avoid the tax (e.g. black plastic – Quorn are now using clear plastic, not black) Packaging must be 30% recyclable – local authorities may receive the tax taken from this. Local collection authorities will receive income for collecting recyclables – which has been paid by manufacturers.
2. Deposit return scheme – plastic bottles, cans and other 'on the go' items will have additional charges which can be redeemed when people take these back to deposit locations e.g. supermarkets (risk that people will remove this waste from their kerbside recycling, which would affect our recycling rate – also risk of people looting other people's recycling!)
3. Standardised recycling items across the UK – to reduce confusion amongst residents about what they can and can't recycle.

Government has also indicated that local authorities should collect food waste separately on a weekly basis (with the aim to ban food waste from landfill by 2030) and to collect garden waste for free to reduce this going to landfill. Green waste collection is not currently a statutory duty.

Local information:

The current NWLDC household recycling rate is 46.7% (for 2016/17) - this has been roughly static for the last five years. This includes green waste sent for composting.

Recycling is collected using the following containers - **red box – glass, red box – plastics, cans and tins, blue bag paper, yellow bag – cardboard, green bin – garden waste** (will soon be black with green lid). **Black bin - domestic waste** and any carrier bag – textiles.

At the depot, we separate cans, tins and plastics. Glass stays mixed. Paper stays loose and we bale cardboard. Our income from recycling is around £500,000 (we tender every two months to buyers who bid for our recycling).

Food waste makes up on average 34%* of black bin waste – so we should collect food waste if we wish to increase recycling. This would require specific containers / collection vehicles. By 2030 food waste will be banned from landfill. *Based on analysis of our black bin waste carried during September 2018 by Leicestershire County Council.

Co-mingling could increase recycling rates, but reduces income significantly. Contamination levels are higher – and the Government is going to be tougher on contamination soon. The working conditions in depots that sort co-mingled recycling are poor. There will come a time when non-sorted / contaminated recycling won't be worth much money.

Clean aluminium is worth £1,000 per tonne.

NWLDC is hiring a new Recycle more Officer who will be in post from May 2019 to engage with the community and tackle key recycling issues - e.g. communal bins and areas with low recycling participation.

On-the-go recycling doesn't seem to work – we have removed some on-street recycling bins as they're consistently contaminated and are reviewing how we can support on the go recycling.

2. Objectives

Organisational goals:

- To increase recycling rates to 50% by 2023
- To increase recycling rates by 1% year on year
- Reduce waste to landfill to 50% by 2023

Communication objectives:

- To raise awareness of recycling – at home, at work, on the go – amongst 100% of the district's population
- To change the behaviour of approximately 40 low performing streets – and support them to increase their recycling
- To directly engage with **XXX (TBC)** people – children, residents, workers
- To encourage personal responsibility for recycling

3. Audience insight - ideas

Residents

Promote what NWLDC staff are doing – leading by example
Video – appeal – using young person / people
Recycling blogger / vlogger
Street recycling challenge – measure participation – change display on street
Online competitions
Direct marketing – tags on bins ? Must be recycled/able
School engagement / competitions / games
Answers to all the boring questions! Infographics / short videos
Show personal household waste going to landfill – personal responsibility
Showing the recycling journey – use children to tell the story
Use bin crews to tell the story (need to change the culture of the staff to bring them on board – workforce plan)
Name the bin lorries competition
Tenancy agreements
Empty council home checklist – recycling containers and instructions
Estate agent / landlord education – inventory of recycling provision in properties
Recycling competition (good prizes!)

Businesses

Ranking scheme (like food hygiene) for businesses
Visuals given to businesses – to use on site and social media
Praise for businesses who have good recycling practices (publicity)
Plastic-free communities, businesses, schools...
Hilary Devey – owner of Pal-ex
Action pack for businesses – advisors – certification

Staff

Removing single use plastic
Recycling points in council offices

Visitors to the district

B&Bs, rented holiday accommodation – info packs
Conkers, Ashby Castle, Hicks Lodge – information points / recycling bins, info in destination brochures
On the go recycling points review

3. Audience insight

Target audiences:

The best ways of talking to / opening dialogue with them

Residents – split by where they live and who they are

Social media (Facebook, YouTube – paid and organic), website (blog / vlog), traditional media, newspaper ads, community publication ads, street recycling challenge, on street marketing (vehicles, banners), direct marketing (wheelie bin tags?), roadshows, stickers on bins and containers and updated household recycling information pack

Older people

Traditional media, tenant support officers, leaflets, waste collection calendars, roadshows, young people meeting older generation, residential homes, sheltered housing schemes (NWLDC housing, housing associations)

Younger people

- Children
- Teenagers

Beavers, Cubs, Brownies, schools, name the bin lorry competition, sports clubs, tours of depot
Instagram, Snapchat, YouTube, colleges,

Parents

Messaging to children, home competitions (recycling diary),

People whose first language isn't English

Refugee settlement programme, translated leaflets, community groups, Marlene Reid Centre, direct contact with speakers of other languages (to get ideas!)

Single people

Social media, website, community magazines, traditional media, WRAP toolkit [here](#)

Council tenants / tenants

TARAs, In Touch, housing officers, resident involvement, housing association events / magazines, estate agents

Flats (shared bin facilities) (often transient)

Household recycling information packs, signage, stickers on bins – case study [here](#)

Businesses – owners / managers / decision makers – practice within their own staff – how they run their business, Market traders

Business recycling achievement scheme (like good hygiene), plastic-free communities, free water refill scheme, free publicity for good practice, residential homes, face to face contact, Business Focus team, best practice , leisure centres

NWLDC staff

Changes to work environment (single use plastic, recycling points), education campaign to encourage home recycling

Harder to reach groups – people with disabilities

Supporting Leicestershire Families, community groups, Marlene Reid Centre

Visitors to the district

B&Bs, rented holiday accommodation – info packs. Conkers, Ashby Castle, Hicks Lodge

4. Key messages

- Launch of Recycle more...
- Stating the problem, what we need to do about it, asking for help
- What can and can't be recycled
- What goes where – and why!
- New collections (e.g. food waste, batteries, crisp packets)
- Recycling container pilot / new containers
- Thinking about what you buy in the first place e.g. glitter on cards, foil in wrapping paper
- The reasons behind the processes
- Personal household tonnage
- Seasonal purchases / recycling options – Easter, Christmas, Halloween, Valentines day
- Important to show progress – show that efforts are making a difference

5. Key dates

November 2018: Government White Paper – consultation ends May 2018

9 April 2019: Cabinet approval of Recycle more... the plan

May 2019: New recycling engagement officer role begins

May 2019: Launch of campaign

Spring and summer 2019: Launch of household battery collection at the kerbside

Summer and autumn 2019: Launch of new recycling container system trials

Autumn and winter 2019: Launch of food waste collection trials

6. Action plan: Communication toolbox

Media

News releases

Reactive statements

Ceasing opportunities (e.g. national campaigns)
Lighting up buildings green

PR stunts

Radio interviews

Digital

NWLDC website (inc. FAQs)

Facebook posts (organic and paid)

Facebook events

Twitter posts (organic)

YouTube videos

Blog / vlog

Internal

i-Net articles / blogs

Customer Services / frontline staff briefing notes

Launch event (VIPs)

Staff Roadshows

Member bulletin

Councillor induction day

Marketing

Facebook adverts

Facebook events

Reception screens

Posters / flyers

Wheelie bin tags / stickers

Local media adverts – newspapers / community mags

On-street publicity (e.g. bin lorries, street sweepers, billboards), bus backs, bus stops

Household recycling information pack

Waste collection calendars

Email signature – link click

Flower beds!

Direct contact

School visits

Roadshows (inc. district days)

Street competition days

Business visits

Tenancy agreements

Spring Clean events / community litter pickers

Estates day

Parish councils info pack / depot visits / parish fair / visits to parish council offices

LCC campaigns

6. Action plan: Launch –

TBC dependent on approval of Recycle more... The Plan

[illegible]

6. Action plan 2019/20 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
Spring 2019	Additional capacity for the disposal of nappies will no longer be offered.	<ul style="list-style-type: none"> • Alternative disposal options for nappies • Promotion of Leicestershire County Council's reusable nappy scheme 	Families with children in nappies	John Bright
Summer 2019	Removal of additional capacity for nappies from households currently receiving the service.	<ul style="list-style-type: none"> • Alternative disposal options for nappies • Promotion of Leicestershire County Council's reusable nappy scheme 	Households currently receiving the service	John Bright
Autumn and Winter 2019	Carry out a food waste collection trial with a number of selected households in partnership with Leicestershire County Council.	<ul style="list-style-type: none"> • Encourage and promote recycling • Communications campaign for selected households explaining how food waste collections will work 	NWL residents	John Bright
Summer and Autumn 2019	Carry out a trial with 250 households of a stackable wheeled container system to make recycling easier, convenient and safer.	<ul style="list-style-type: none"> • Communications campaign regarding how the new system will work 	NWL residents	John Bright
Spring 2019	Further promotion of textile recycling at the kerbside through possible partnership with a Leicestershire based charity.	<ul style="list-style-type: none"> • Communications campaign encouraging residents recycle textiles more and how 	NWL residents	John Bright

6. Action plan 2019/20 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
Spring and Summer 2019	Review the 45 mini recycling sites and the effectiveness of them alongside the kerbside recycling collection service. Look at ways of recycling tetra paks, nappies, small electrical items, pringle and toothpaste tubes at possible collection points.	<ul style="list-style-type: none"> • Communications campaign explaining most items can be recycled at the kerbside. • Communications campaign promoting where you can recycle more unusual items, e.g. Tetrapaks, crisp packets and toothpaste tubes. 	NWL residents	John Bright
Spring and Summer 2019	Introduce household battery recycling on the kerbside recycling collection service.	Communications campaign explaining how the service will work.	NWL residents	John Bright
Autumn and Winter 2019	Review the bulky waste collection service particularly focussing on items for reuse through partnerships with local charities and diverting items away from landfill.	Communications campaign	NWL residents Charities	John Bright
Spring 2019	NWLDC leading by example as all waste which is recyclable at the Council Offices will be diverted away from landfill. Adopting a no single use plastic policy	Communications campaign	NWLDC staff	John Bright

6. Action plan 2019/20 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
Throughout 2019/20	Promoting our commercial recycling service to businesses in the district. Advising businesses best practice for diverting waste away from landfill	<ul style="list-style-type: none"> • Promoting commercial recycling service • Advice for local business regarding recycling 	NWL businesses	John Bright
Throughout 2019/20	Effectively consult and engage with the Waste Services operational staff as they will be important ambassadors of Recycle more	<ul style="list-style-type: none"> • Consultation and engagement with Waste Services operational staff 	Waste Services operational staff	John Bright
Autumn and Winter 2019	Ensure everyone is engaged with Recycle more through competitions, visits to schools and colleges, tour of the recycling depot, use of social media, signage on vehicles, community recycling champions, name the recycling vehicles and other initiatives.	Communications campaigns	NWL residents Charities	John Bright
Throughout 2019/20	Focussed and targeted communications where recycling participation has been identified as lower	Focussed communications campaign encouraging lower performing areas to recycle more	NWLDC residents living in lower performing recycling areas	John Bright

6. Action plan 2019/20

TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
Throughout 2019/20	Promoting reuse for people who live, work and visitors district by partnership with local business and community groups - e.g. refillable water bottles and stations, reusable coffee cups and plastic free communities and businesses	<ul style="list-style-type: none">• Communications campaign• Partnering with businesses and community groups	People who live, work and visit the district	John Bright
Throughout 2019/20	Ensure all new residents occupying new developments participate in recycling by using the council's kerbside recycling scheme, through consultation with the Planning team and developers ensuring recycling is easy and convenient for residents.	<ul style="list-style-type: none">• Communications campaign for residents occupying new developments	People who live on new developments	John Bright

6. Action plan 2020/21 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
Spring and summer 2020	Review and determine the size of black bins for households to reduce black waste and increase recycling.	<ul style="list-style-type: none"> • Encourage and promote recycling • Communications campaign 	NWL residents	John Bright
Autumn and winter 2020	Carry out trials to reduce the frequency of fortnightly black bin collections.	<ul style="list-style-type: none"> • Encourage and promote recycling • Communications campaign 	NWL residents	John Bright
2020/21	Review the trial of food waste collections and if successful roll-out across the whole district.	<ul style="list-style-type: none"> • Communications campaign for all households explaining how food waste collections will work 	NWL residents	John Bright
2020/21	Review the trial of the stackable wheeled container system and roll-out across the district as appropriate.	<ul style="list-style-type: none"> • Communications campaign for households explaining how the new container system will work 	NWL residents	John Bright
2020/21	Implement the findings from the mini recycling sites review.	<ul style="list-style-type: none"> • Communications campaign 	NWL residents	John Bright
2020/21	Review the 76 communal sites for flats and apartments focussing on recycling containers and the use of them through targeted communications.	<ul style="list-style-type: none"> • Communications campaign for resident who occupy communal properties 	NWL residents who occupy communal properties	John Bright

6. Action plan 2020/21 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
2020/21	Promoting our commercial recycling service to businesses in the district. Advising businesses best practice for diverting waste away from landfill.	<ul style="list-style-type: none">• Promoting commercial recycling service• Advice for local business regarding recycling	NWL businesses	John Bright
2020/21	Effectively consult and engage with the Waste Services operational staff as they will be important ambassadors of Recycle more.	<ul style="list-style-type: none">• Consultation and engagement with Waste Services operational staff	Waste Services operational staff	John Bright
2020/21	Ensure everyone is engaged with Recycle more through competitions, visits to schools and colleges, tours of the recycling depot, use of social media, signage on vehicles, community recycling champions, name the recycling vehicles and other initiatives.	<ul style="list-style-type: none">• Communications campaigns	NWL residents	John Bright
2020/21	Focussed and targeted communications where recycling participation has been identified as lower.	<ul style="list-style-type: none">• Focussed communications campaign	NWLDC residents living in lower performing recycling areas	John Bright

6. Action plan 2020/21 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
2020/21	Promoting reuse for people who live and work in the district by partnership with local businesses and community groups - e.g. refillable water bottles and stations, reusable coffee cups and plastic free communities and businesses.	<ul style="list-style-type: none"> • Communications campaign • Partnering with businesses and community groups 	People who live, work and visit the district	John Bright
2020/21	Promoting on the go recycling - review of on street litter bins and on street recycling banks provided by NWLDC. Improve on the go recycling by partnering with businesses and charities supported by Business Focus.	<ul style="list-style-type: none"> • Communications campaign and partnering with businesses 	People who live, work and visit the district	John Bright
2020/21	Ensure all new residents occupying new developments participate in recycling by using the council's kerbside recycling scheme, through consultation with the Planning team and developers ensuring recycling is easy and convenient for residents.	<ul style="list-style-type: none"> • Communications campaign for residents occupying new developments 	People who live on new developments	John Bright

6. Action plan 2021/22 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
2021/22	Implement the results from the trials of reducing the frequency of fortnightly black bin collections.	<ul style="list-style-type: none"> • Encourage and promote recycling • Communications campaign 	NWL residents	John Bright
2021/22	Promoting our commercial recycling service to businesses in the district. Advising businesses best practice for diverting waste away from landfill.	<ul style="list-style-type: none"> • Promoting commercial recycling service • Advice for local business regarding recycling 	NWL businesses	John Bright
2021/22	Ensure everyone is engaged with Recycle more through competitions, visits to schools and colleges, tours of the recycling depot, use of social media, signage on vehicles, community recycling champions, name the recycling vehicles and other initiatives.	<ul style="list-style-type: none"> • Communication campaigns 	NWL residents	John Bright
2021/22	Focussed and targeted communications where recycling participation has been identified as lower.	<ul style="list-style-type: none"> • Targeted communications campaign 	NWLDC residents living in lower performing recycling areas	John Bright
2021/22	Effectively consult and engage with the Waste Services operational staff as they will be important ambassadors of Recycle more.	<ul style="list-style-type: none"> • Consultation and engagement with Waste Services operational staff 	Waste Services operational staff	John Bright

6. Action plan 2021/22 TBC dependent on approval of Recycle more... The Plan

Date	Action	Key message	Target audience	Responsible
2021/22	Promoting reuse for people who live and work in the district by partnership with local businesses and community groups - e.g. refillable water bottles and stations, reusable coffee cups and plastic free communities and businesses.	<ul style="list-style-type: none"> • Communications campaign • Partnering with businesses and community groups 	People who live, work or visit the district	John Bright
2021/22	On the go recycling by reviewing on street litter bins and on street recycling banks provided by NWLDC. Improve on the go recycling by partnering with businesses and charities supported by Business Focus.	<ul style="list-style-type: none"> • Communications campaign • Partnering with businesses and community groups 	People who live, work or visit the district	John Bright
2021/22	Ensure all new residents occupying new developments participate in recycling by using the council's kerbside recycling scheme, through consultation with the Planning team and developers ensuring recycling is easy and convenient for residents.	<ul style="list-style-type: none"> • Working with the Planning team ensuring recycling is easy and convenient on new developments 	Residents who live on new developments	John Bright

7. Risks

Risk

People are confused about what can and can't be recycled in our district

Recycling increases – leads to overflowing bins and littering and increases costs of service (requests for new containers etc.)

Deposit return scheme has negative impact on NWLDC recycling rate and income

People feel alienated and don't recycle more

Current negativity about recycling containers increases as people are being asked to recycle more

Mitigation

Clear messaging – online, infographics, stickers on bins / containers, 'how to' videos, recycling calendars, household information pack. Make sure this includes details of what *can't* be recycled, as well as what can

Close monitoring of complaints (formal and informal) and feedback from crews on collections. Monitoring of budget.

Consultation response to include feedback on how this might affect recycling rates.

Consideration of messaging – targeted to particular audiences. Range of communication tools used to reach different people

Review and pilot of containers (250 households), education about reasons for separate containers

8. Budget (indicative – to support action plan)

½ page advert in Coalville Times	£450
Facebook adverts x TBC	£100 per ad
Printing of posters	£50 (for 100)
Printing of leaflets	£100 (for 5,000)
Printing of postcards	£50 (for 1,000)
Vinyl banners	£60 each
Recycling calendars	£1,700
Wheelie bin tags	£1,500
Vehicle stickers	£ TBC
Billboards / bus shelters / bus backs	£ TBC

TOTAL

£15,000

9. Media – evaluation

Media objectives: to contribute to overall communications strategy by:

- Achieving coverage of at least one of three key messages in all coverage
- Achieving coverage in two major local newspapers – Coalville Times and Leicester Mercury
- Achieving positive radio coverage
- Responding to journalists' enquiries promptly and accurately

Target audiences: All audiences (adults)

Inputs

XX news releases
XX reactive statements
XX PR stunts

Outputs

Critical information
carried in XX% of
coverage – newspapers
and community
publications

Targeted print coverage
in XX

XX radio interviews

Outtakes

Positive sentiments
achieved in XX% media
coverage

XX visits to website
landing page using direct
URL

Outcomes

9. Digital – evaluation

Digital objectives: to contribute to overall communications strategy by:

- Successfully communicating all key messages across digital channels – owned social media and www.nwleics.gov.uk
- Achieving an overall engagement rate on social media of >1%
- Correcting inaccurate information that circulates on social media

Target audiences: All audiences

Inputs

XX videos produced

XX infographics, photos and text developed for website and social media

Content for XX web pages drafted

Outputs

XX organic Facebook posts

XX tweets

XX YouTube videos

XX responsive / corrective comments on social media

XX web pages maintained

Outtakes

Facebook: XX likes, XX shares (XX content most shared). Comments XX% positive. XX link clicks. Engagement rate of XX%

Twitter: XX retweets, XX likes. XX link clicks. Engagement rate of XX%

XX web page visits

Outcomes

9. Internal – evaluation

Internal objectives: to contribute to overall communications strategy by:

- Informing staff of the plans so they can accurately inform their own contacts / become customers and / or ambassadors for the project
- Ensuring members are kept informed of the project so they can accurately inform their own contacts / become customers and / or ambassadors for the project

Target audiences: Staff, members

Inputs

Messages and content drafted for i-Net

Content for Staff Roadshows

Portfolio holder briefing notes

Content for member bulletin

Materials drafted for councillor induction day

Outputs

XX articles / blogs on i-Net

Content used in XX Staff Roadshows

XX portfolio holder briefings arranged

XX articles in Member Bulletin

Attendance at councillor induction event

Outtakes

XX staff at roadshows

XX reads / likes / comments on blogs / i-Net articles

XX councillors briefed at induction event

Outcomes

9. Marketing – evaluation

Marketing objectives: to contribute to overall communications strategy by:

- Creating marketing material that will be seen by key target audiences
- e.g driving people to click on the dedicated web page at www.nwleics.gov.uk/recyclemore
- Limiting enquiries from households with targeted, detailed marketing
- Encouraging uptake of new recycling opportunities (e.g. food waste) with targeted marketing

Target audiences: All audiences

Inputs

XX Facebook adverts designed

XX Facebook events created

XX reception screen adverts designed

XX wheelie bin stickers designed

XX posters / flyers / on-street publicity designed

XX print adverts designed

XX waste collection calendars designs

XX email signatures designed

XX flower beds designed

Outputs

XX Facebook adverts promoted for XX weeks

XX Facebook events promoted for XX weeks

Adverts on reception screens for XX weeks

Adverts in XX local publications

XX wheelie bin stickers deployed

XX waste calendars distributed

Email signatures deployed for XX staff

XX flower beds planted

Outtakes

Facebook: XX clicks on adverts

XX online event attendees

XX web page visits

Outcomes

9. Direct contact – evaluation

Direct contact objectives: to contribute to overall communications strategy by:

- Speaking directly to key audiences – children, families, businesses and parish councils
- Holding a wide range of face to face opportunities

Target audiences: Children, families, businesses and parish councils

Inputs

XX school packages designed

XX roadshow materials

XX streets competitions designed

XX business packages designed

Tenancy agreement messaging agreed

XX spring clean materials

XX estates days materials

XX Materials created for parish council info packs and parish fairs, invitations for depot visits.

Outputs

XX school visits

XX roadshows

XX streets taking part in targeted competitions

XX business visits

Messaging included in tenancy agreements

XX spring clean events

XX estates days held

XX parish council info packs. XX invitations for depot visits. XX parish fairs. XX visits to parish councils

Outtakes

XX school children engaged

XX people at roadshows

XX street competition residents engaged

XX staff engaged at businesses

XX new tenancy agreements issued

XX people attended spring clean events

XX people engaged during estates days

XX info packs distributed. XX people visit depot. XX people engaged at parish fair.

Outcomes

9. Evaluation - organisational impact

- 2020 recycling rate: 48%
- 2021 recycling rate: 49%
- 2022 recycling rate: 50%
- 2023 recycling rate: 50%
- Waste going to landfill in 2023: 50%