

WASTE MANAGEMENT COMMUNICATION

1 SUMMARY

- 1.1 This report provides background information and recommends developing an Action Planned approach to the next stage of the communication and publicity campaign.

2 BACKGROUND

- 2.1 The Contracts Sub-Committee received a report at its meeting on 16 July 2007 outlining a publicity and communication approach to be used for the roll-out of the new collection and recycling service. The Sub-Committee was advised that the campaign should focus on the following key elements:-

- Strong promotion of the benefits of the new scheme and recycling/waste minimisation;
- Consistent communications both with respect to the clarity of messaging instructions and the continuity/reinforcement of the messaging;
- Counteraction of misinformation; and
- Monitoring and evaluation.

- 2.2 The Sub-Committee recommended to the Executive Board that specified promotional methods be included in the promotional campaign for the new waste and recycling contracts and funding for these is being sought through the current budget process.

3 INTRODUCTION

- 3.1 Members will need to consider different methods of communicating and publicising the new collection and recycling service. Of particular importance is ensuring that all residents are aware of the new service ahead of roll-out.
- 3.2 Publicity needs to be released in the lead up to the commencement of the service, detailing information about collection days, materials to be collected, and the use of the various wheeled bins.
- 3.3 In order to obtain the best results with regard to significantly improving recycling in the district, continued advice, guidance and publicity will need to be provided throughout the first year of the new service. These arrangements will be identified in an Action Plan and timeline for Members' consideration. This will be presented early in the New Year.
- 3.4 It was suggested by the Sub-Committee that external professional communication experts be used to provide overall guidance and advice on the roll-out of the new service. Officers have had meetings with two companies that specialise in recycling; one of the companies had provided specific advice

and guidance to Uttlesford District Council during the introduction of its new recycling service. They both provided useful information that will be included in the proposed Action Plan. It should be noted that this is in addition to the assistance that will be provided by the Council's new Waste Management Contractor, whose involvement in developing the approach to communications will be of major importance.

- 3.5 Once Members have agreed the Action Plan in principle it is suggested that the Council's contractor be consulted prior to final approval.

4 FINANCIAL IMPLICATIONS

- 4.1 Funding for the communications work needed is being sought through the budget process.
- 4.2 Discussions are taking place with Waste and Resources Action Programme (WRAP) and Essex County Council (ECC) over possible funding for additional items including a Communications Co-ordinator, a door stepping campaign and a waste composition analysis.

5 RECOMMENDATION

- 5.1 It is proposed that the Sub-Committee **RECOMMENDS**
- (1) That a draft Action Plan be produced for the next stage of the communication and publicity campaign for Members' consideration
 - (2) That officers continue to seek funding from ECC and/or WRAP to reduce the impact of the communications and publicity on the Council's revenue budget.

Richard Evans

Head of Environmental Services

Background Papers:-

None.

For further information please contact Alan Lovett on:-

Tel: 01702 546366 Ext, 3326

Email: alan.lovett@rochford.gov.uk

If you would like this report in large print, braille or another language please contact 01702 546366.