

READING BOROUGH COUNCIL WASTE MINIMISATION STRATEGY 2015 - 2020.

Waste Minimisation Communication Plan

1. Introduction

This Communication Plan supports the Waste Minimisation Strategy 2015 - 2020. This document outlines the way in which the reduce, re-use, recycle and compost message will be communicated to residents and stakeholders for the life of the strategy. It will also allow activity to be budgeted, planned and focused more effectively ensuring a co-ordinated approach and a consistent message.

‘Love Clean Reading’ is the overarching campaign for all waste minimisation and environmental communications and was launched in 2014. It is used with the Council’s branding to create a strong identity for initiatives which keep Reading’s neighbourhoods clean and safe. Using it consistently across uniforms, vehicles and general publicity helps reinforce the message which forms part of the campaign.

1. Objectives of the Waste Minimisation Strategy

The objectives of the Waste Minimisation Strategy are to reduce the amount of waste produced, and increase re-use, recycling, and composting rates in Reading. The Waste Minimisation Strategy has 4 key objectives:

1. To increase recycling and re-use rates.
2. To minimise the amount of waste sent to landfill.
3. To increase understanding and engagement in waste & recycling for the local community and key stakeholders.
4. To ensure effective, efficient value for money service delivery.

2. Neighbourhood Engagement Plan Communications Aims

1. To increase recycling and re-use rates.

Aim: increase participation in household recycling collections.

Aim: increase use of HWRC and bring sites

Aim: increase business recycling

Aim: encourage more re-use

Key Messages:

Awareness of what can be recycled and where.

Awareness of what can be re-used and where.

Awareness of the Council's waste minimisation incentive scheme.

2.To minimise the amount of waste sent to landfill.

Aim: Reduce the amount of food waste in general waste bins.

Aim: Reduce the amount of garden waste in general waste bins.

Aim: Increase awareness of not producing waste in the first place.

Aim: increase business recycling.

Key Messages:

Awareness of the Love Food Hate Waste campaign.

Awareness of home composters and green cone food digesters.

Awareness of garden waste collections.

Awareness of the 'reduce' message so you do not create the waste in the first place.

Awareness of recycling for businesses and the Council's trade waste recycling service.

3.To increase understanding and engagement in waste & recycling for the local community and key stakeholders.

Aim: Increase the awareness of the Love Clean Reading campaign.

Aim: Increase awareness of recycling, re-use and waste reduction amongst school children.

Key Message:

Embed Love Clean Reading as the recognised campaign for waste minimisation and environmental maintenance.

Awareness of what can be recycled and re-used and where.

Awareness of how not to produce waste in the first place.

Increase awareness of the materials which the council collects for recycling and the major contaminants.

4.To ensure effective, efficient value for money service delivery.

Aim: To reduce contamination of residual household waste through greater awareness of what can be recycled.

Aim: Greater awareness amongst customers of the cost of waste disposal and how they can help reduce this.

Key Messages:

Greater awareness of the effects of contamination on value for money.

Cost comparison of waste collection and disposal and other Council services.

As described in the main Waste Minimisation Strategy document the re3 partnership is the overarching management framework within which the 3 member authorities, Reading, Wokingham and Bracknell manage their waste disposal. Re3 have produced a 5 year Communications Strategy and this Waste Minimisation Communications Plan aims to co-ordinate with and develop the themes in that document, but more specifically targeted for Reading under the Love Clean Reading campaign. Reading Neighbourhood Services will continue to work closely with the re3 communications team to co-ordinate the promotion of waste minimisation and Love Clean Reading.

4. Target Audiences

The table below shows the key audiences that we are aiming to communicate the Waste Minimisation Strategy to.

| Key Target Audiences | | |
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| Audience | Approach | Responsibility |
| <u>Project Board</u> Council Committees Senior Officers Re3 | Housing Neighbourhoods and Leisure Committee Lead Councillor Briefing Reports, updates, briefings and presentations. | Neighbourhood Officers Head of Transportation and Streetcare |
| <u>Programme Board</u> Head of Transportation and Streetcare Neighbourhood Officers | Internal programme meetings, reports and presentations. | Neighbourhood Officers M and Pr. Officers |
| <u>Influencers</u> MP's LEP's Reading UK CiC Chamber of Commerce Members Senior Management Waste Management Staff Council Staff | Council Reports Corporate Plan Liaison meetings and presentations. Project meetings Team meetings | Members Neighbourhood Officers Senior Management |
| <u>Directly Impacted</u> All Residents and Businesses in Reading Recent Movers On-line shoppers Intermittent recyclers Residents in blocks of flats Regular contaminators | Via Council owned media channels eg. Websites, Social Media. Via direct face to face contact with all groups with an interest in Waste Minimisation. Via roadshows, door | Members Neighbourhood Officers Customer services, call centre staff. Waste Operations staff. Volunteers and voluntary groups. |

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| Families with children Communities School Children University and College Students Teachers Parents Governors Shoppers/visitors Housing Associations Managing Agents Property Developers Landlords Council staff who are Reading residents Community Groups Globe NAG's | knocking, presentations, community events eg. Rescue, Estate Clean Ups. | |
| <u>Input or support required</u> Community Groups NAG's Globe Groups Campaign Groups Re3? WRAP/Recycle Now | Direct face to face liaison and co-ordination of services | Members Neighbourhood Officers Customer services, call centre staff. Waste Operations staff. |

5. Communicators

| Communicator | Objectives and Responsibilities |
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| Lead Member for Neighbourhoods Head of Transport and Streetcare. Neighbourhoods Manager Senior Waste Minimisation & Recycling Officer | To implement the Waste Minimisation Strategy and the Neighbourhood Engagement Plan |
| Waste Minimisation & Recycling Officer Neighbourhood Officer Neighbourhood Support Officers | To promote Waste Minimisation and give practical advice to all residents and stakeholders Direct face to face communications with residents and stakeholders. Key service information. |
| Waste Operations Manger | To promote Waste Minimisation and give practical advice to all residents and stakeholders via direct face to face communications with residents and stakeholders. Communication of key service information, eg. What goes where, |

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| | storage, bin days etc. Communication of specific information to do with contamination, bulky waste, medical waste and commercial waste. |
| Waste Operatives | Face to face with residents and businesses |
| Transport, Streetcare and Neighbourhood Staff | To be aware that Waste Minimisation is a key aim of the Council and that they have a role to play in its effective promotion and communication. |

6. Methods of Communication

The means of communicating the Waste Minimisation Strategy have been split into 3 types in the following table:

1. Owned - these are fully under the control of the Council and will look to maximise the use of existing assets and media channels, the main one being the Council website.

2. Earned - through its influence and activities the Council can use certain communication methods that have been earned eg. Face to face liaison with Community Groups resulting in waste minimisation messages in Community newspapers and bulletins.

3. Paid - these are communication methods that are arranged on a commercial basis eg. Bus shelter advertising. Due to budget considerations these will be few in number unless considered essential.

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| Owned | |
| Council Website | Continuous |
| Council Publications | To co-ordinate with set schedules |
| Roadshows | Targeted at specific audiences and at specific times to fit with campaigns and other events |
| Face to face communications | Continuous. On a daily basis. |
| Door Knocking | To co-ordinate with specific campaigns or targeted at specific audiences. |
| Leaflets, collection calendars | Continuous |
| Refuse freighter and vehicle decals | Changed 1 or 2 times a year, as appropriate. |
| Communal bin stickers & posters | Continuous |
| E mail - direct | Continuous |
| Council poster sites | Changed 2 or 3 times a year to co-ordinate with campaigns. |
| Love Clean Reading website and App | Continuous |

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| In Council buildings | Continuous, but changed as required. |
| Approaches to and inside the HMRC | Continuous if felt appropriate. |
| Via RE3 publications | To co-ordinate with re3 campaigns and communications cycle. |
| IRIS - RBC intranet | Continuous - Waste Minimisation Pod |
| Internal RBC communications | To co-ordinate with campaigns. |
| Social media - Twitter, Facebook, You Tube | Continuous and to co-ordinate with campaigns. |
| Meetings and events | Regular to fit with meetings schedules. |
| Press releases/launches | To co-ordinate with specific campaigns and at specific times. |
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| Earned | |
| Community Newspapers | |
| School Websites and newsletters | |
| Partner organisations websites/social media/newsletters | |
| Broadcast media - TV and Radio interviews | Occasional as required. |
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| Paid | |
| Local media eg. Chronicle and Evening Post. Bus shelters Bus adverts and decals. Radio advertising Till receipt backs Cinema Advertising Other paid for poster sites | Rarely if at all due to budget considerations. |

Multiple communication channels will be utilised to reinforce messages and provide 'blanket coverage' where appropriate.

7. How we will communicate.

1. All communications must be in plain language, clear, open, effective and allow two way dialogue.
2. We will use 'Love Clean Reading' as our clear and consistent campaign.
3. Target campaigns and messages on the most receptive groups in order to be cost effective.
4. Key initiatives will be supported with regular publicity involving multiple communication channels to provide continual motivational boosts to encourage participation. Broad brush publicity will be used where resources allow or it can be secured at no or low cost.

8. Evaluation

Measuring the success and progress of communications activity is an important function that allows for changes in both strategic and tactical direction, safeguards efficient use of financial and other resources, and provides information to inform future campaigns. It is, however, not a finite science, as many other factors will and do affect communications ‘success’.

Web traffic, media coverage, qualitative and quantitative feedback, board / forum feedback, newsletter evaluation, call / email statistics and social media analysis will all need to be undertaken regularly to understand what activities are working, what key messages are being successfully conveyed and what amendments are required.

| Objective | Outcome | Measurement Method | Target |
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| 1. To increase recycling and re-use rates. | <p>Increased participation in household recycling collections.</p> <p>Increased use of HWRC and bring sites</p> <p>Increased business recycling</p> <p>More re-use</p> | <p>Amount of recycling collected through kerbside recycling collection.</p> <p>Amount of recycling deposited at HWRC and bring sites.</p> <p>Website analysis, monitoring the traffic to the site.</p> <p>Reduction in avoidable contacts.</p> <p>Twitter, Facebook and Yammer analysis and statistics.</p> <p>Number of media enquiries.</p> | <p>Increase recycling rate to 42% by 2017 and 50% by 2020</p> |
| 2. To minimise the amount of waste sent to landfill | <p>Reduction in the amount of food and garden waste in grey bins</p> <p>Reduction in the amount of waste sent to landfill</p> <p>Aim: increase business recycling</p> | <p>MRF output statistics</p> <p>Re3 returns.</p> <p>Weighbridge tickets from waste transfer station.</p> <p>Increased participation in garden waste service.</p> <p>Website analysis, monitoring the traffic to the site.</p> <p>Amount of commercial recycling collected.</p> | |
| 3. To increase understanding | <p>Increased awareness of the Love Clean Reading</p> | <p>Website analysis, monitoring the traffic</p> | |

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| and engagement in waste & recycling for the local community and key stakeholders. | <p>campaign</p> <p>Increased awareness of recycling, re-use and waste reduction amongst school children.</p> | <p>to the site.</p> <p>Reduction in avoidable contacts</p> <p>Twitter, Facebook and Yammer analysis and statistics.</p> <p>Number of media enquiries.</p> <p>Number of links with schools and community groups established.</p> <p>Attendance at roadshows.</p> | |
| 4.To ensure effective, efficient value for money service delivery | <p>To reduce contamination of residual household waste through greater awareness of what can be recycled.</p> <p>To create greater awareness amongst customers of the cost of waste disposal and how they can help reduce this.</p> | <p>The number of website hits compared to call.</p> <p>Website analysis.</p> <p>Number of on-line media searches.</p> <p>Social media ranking.</p> <p>Increase in numbers attending events?</p> <p>Increase in recycling rates.</p> <p>Residual waste contamination rates.</p> <p>Increase in uptake of green waste, bulky waste and trade waste services.</p> <p>Increase in recycling rates.</p> <p>Reduction in the amount of packaging in the waste stream.</p> | <p>Increase the number of hits to the website for information and to transact.</p> <p>Increase no of bulky waste collections.</p> <p>Increase amount of material re-used.</p> |
| Opportunity to feedback | To establish public opinion of current practice and service quality and any improvements required. | <p>Feedback and word of mouth, direct with residents and stakeholders.</p> <p>Enquiries analysis, number of Flare enquiries.</p> <p>Recording and analysis</p> | |

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| | | of enquiries, noting type, source and motivator / origin | |
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9. Neighbourhood Engagement Action Plan Communications Activities

| Aim | Message | Target Audience | Activities |
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| 1. Increase participation in household recycling collections. | <p>Awareness of what can be recycled and where.</p> <p>Awareness of what can be re-used and where.</p> <p>Awareness of the Council's waste minimisation incentive scheme.</p> | <p>Residents</p> <p>Students and recent movers</p> <p>On- line shoppers</p> <p>Flats/HMO's</p> | <p>Information on website</p> <p>Bin Stickers</p> <p>Direct text messages.</p> <p>Liaison with community groups and NAG's Roadshows.</p> <p>'How to get started' information.</p> <p>Information packs</p> <p>Liaise with student letting agents</p> <p>Estate agents, landlords and housing associations.</p> <p>Freshers fairs.</p> |
| 2. Increase use of HWRC and bring sites | Awareness of what can be re-used and where. | <p>Residents</p> <p>Students</p> | <p>Information on website</p> <p>Targeted campaigns to tie in with occasions such as moving house, Christmas etc.</p> <p>Targeted campaigns around end of</p> |

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| | | | term/year. |
| 3. Increase business recycling. | Awareness of what can be recycled and how. | SME's Retailers | Information on website Direct text messaging. |
| 4. Encourage more use of re-use websites such as Freegle. | Awareness of what can be re-used and where. | Residents Students SME's | Information on website Links to re-use websites Such as Freegle and charities. Targetted campaigns for students at the end of year. Poster sites Direct messages by text. Earned: Liaison Community Groups and NAGs. Face to face with residents and businesses. Liaise with student letting agents, estate agents, landlords about re-use opportunities eg. Furniture. Adverts in local press at |

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| | | | <p>key times.</p> <p>Paid: Poster sites - bus shelter advertising. Promote re-use schemes and organisations on the website and through other media.</p> |
| Reduce the amount of food waste in grey bins | <p>Awareness of the Love Food Hate Waste campaign.</p> <p>Awareness of home composters and green cone food digesters.</p> <p>Awareness of the 'reduce' message so you do not create the waste in the first place.</p> | All Residents | RBC owned: Information on council. |
| Aim: Increase awareness of not producing waste in the first place | | All Residents and Businesses | |
| Aim: Increase the awareness of the Love Clean Reading campaign. | Embed Love Clean Reading as the recognised campaign for waste minimisation and environmental maintenance. | All Residents and Businesses | Ensure campaign is used across relevant publicity. |

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| Aim: To reduce contamination of residual household waste through greater awareness of what can be recycled. | Greater awareness of the effects of contamination on value for money. | Residents Families with children Students Businesses Waste Operations Crews and Officers | Information on website Roadshows. Direct supervision on site. Team meetings. |
| Aim: Greater awareness amongst customers of the cost of waste disposal and how they can help reduce this. | Cost comparison of waste collection and disposal and other Council services | Residents Businesses | Information on website A-Z guide to waste minimisation. General campaign to show what savings could equate to in terms of other Council services. |