

Household waste update on the introduction of the kerbside food waste collection service and the change to 140l bins.

Appendix 1: Communications Campaign Summary

1. Project leaflets and waste calendar

A range of communication materials were generated:

- 56,000 information leaflets distributed with food waste bins and caddies
- Specific versions for flats and houses
- 70,000 calendars posted to every household in Reading
- Full year calendar now available on-line in bin look up

Example of an information leaflet (Inside/outside):

Example of a waste calendar:

2. Videos, animations and digital adverts

Communications included digital adverts, animations and videos, along with a recycling quiz. A programmed release from February to March 2021 was rolled out via Facebook, Youtube, Instagram and pre-roll news videos.

Our range of 3 adverts, 1 video and our recycling quiz reached 318,000 devices (around 100,000 people). 1,241,401 impressions, 9,561 clicks, 930 people took the quiz. These were seen on Facebook, Daily Mail, Get Reading, Youtube and the Reading Chronicle.

Example of an animations:

<https://www.youtube.com/watch?app=desktop&v=rK3d-rutY28>

Example of digital adverts:

3. Social media

Messages were sent out in the 7 day countdown to the main roll out launch, as listed below:

- How will the food waste service work?
- What type of liners should you use?
- What can you put in your food waste caddy?
- Early adopter video
- Will my food waste bin smell or attract vermin?
- Why are we changing the size of bins?
- What shouldn't you put in your food caddy?

Messages sent out in early February:

- Thank you for taking part
- Please bear with us
- Please present your bin in the right place
- Animation

Nextdoor social media was used for more of a 'community' feel, with lots of threads with local interest information. 14,920 residents access information on a community basis.

Examples of threads below:

Reading Council
Published by Chris on January 30 at 6:00 PM

2 DAYS TO GO until weekly food waste collections start. As part of our push to increase Reading's recycling rate to 50%, next month we will start swapping 240 litre grey bins for 140 litre bins. Higher recycling rates are reached where the grey bin waste capacity is reduced, as it encourages people to maximise the items they sort for recycling.

We will collect as many red bins from a property as presented, as long as they only contain items we can collect kerbside. Find out... See More

Why are we changing the size of the bins?

Swapping 240 litre bins for 140 litre bins is part of an initiative to help us increase the recycling rate in Reading.

Analysis of grey bin household waste in Reading shows that on average:

- Up to 18% is recyclable via your red recycling bins and bottle and textile banks
- Up to 41% is food waste which can go in your new food waste bin for weekly collection

Let's Wise Up to Waste

5232 People Reached, 1267 Engagements, 79 Comments & Shares

Reading Council
Published by Chris on February 2 at 7:00 PM

Thank you to everyone who has contributed to our food waste collections over the first few days. Yesterday alone our crews collected 25 tonnes - more than double what we originally estimated! Please join in and keep using the service, and keep using your red recycling bin too.

Adele Barnett-Ward, Lead Councillor for Neighbourhoods and Communities, said:
"We're not expecting to collect 25 tonnes every day; some residents had been using their food waste bins for longer than ... See More

11,816 People Reached, 3,216 Engagements, 162 Comments, 21 Shares

Reading Borough Council
Communications Team • 25 Jan

Extra grey bin collections this week - find out if your road is included. Hi everyone.

As waste collection days are changing for most homes in Reading when food waste recycling begins on 1st February, some properties will have a delay of 3 weeks between grey bin collections.

To help residents in these streets adjust to the new schedules we will be providing an additional grey bin collection this week. To check if your road is one of those with an extra collection click here:
<https://www.reading.gov.uk/environment/waste-and-recycling/changes-to-waste-services/additional-grey-bin-collections/>

If your street is on the list, please present both your grey and red bins for collection at the same time on your scheduled collection day this week. We will try to collect both bins on the same day, but if we can't we will return early the following day, so please leave your bin out overnight.

Thanks!

Additional grey bin collections
reading.gov.uk

Posted to Subscribers of Reading Borough Council

Like 9 Comments 4510 Impressions

4. Residents email and magazine

The food waste launch included two big pushes via the residents' email:

- Friday 29 January: 48,000+ opens, 900+ ambassador video views
- Thursday 4 February: 43,000+ opens, 2,000+ animation views

A residents' magazine was distributed to 70,000 properties in the Borough, which included an outline of the launch.

Example of residents' email:

Thu 4 February 2021:
Your regular update from Reading Borough Council on our response to the COVID-19 pandemic and how you can help

A message from Reading Borough Council leader Jason Brock



The infection rate in Reading is still going down, and is now at 390.7 per 100,000 population (as at 29 January) having stood at 555.1 a week before, with a drop every day since then.

Please do ensure you self-isolate properly if you have symptoms or are requested to by the NHS Test & Trace service, and continue to get vaccinated when you are contacted for your appointment.

On that subject, I'm pleased to hear that my esteemed friend and colleague, Cllr Gul Khan, recently had his vaccine. He has recorded a [short video message in English](#), and [also in Urdu](#), encouraging everyone who is eligible for the vaccine to take it when it is offered to them by the NHS.

You can find out more about [vaccination](#) and [self-isolation](#) on the relevant pages of the NHS website

Article in the residents' magazine:

Feature

WISE UP TO WASTE WITH YOUR WEEKLY FOOD WASTE COLLECTION, COMING SOON

In Reading we recycle **35% of our household waste**

our aim is to recycle at least **50%**

Why are we doing this?

Food waste sent to landfill doesn't harmlessly break down. It releases methane as it rots - a harmful greenhouse gas that is 25 times more potent than carbon dioxide. Recycling food waste also saves money - it costs £100 less for every tonne of food waste that is recycled instead of being sent to landfill. The waste is turned into electricity to power local homes, and fertilizer for use in farming.

Research across the UK shows that recycling sets go up when people have a smaller bin for non-recyclable waste. Because it encourages them to recycle more. Analysis of houses in Reading shows that over 40% of the household waste put into grey from recyclable bins is food waste and a further 10% could have been recycled in a red recycling bin or a local bottle and bottle banks. If you have large or extra grey bins and believe that you require extra waste capacity you'll be able to tell us nearer the time and we'll work with you to assess your needs.

You can put all sorts of things in your food waste bin from:

- meat & fish bones
- vegetables
- fruit
- eggs
- tea bags
- egg shells

The 240 litre grey bins will be replaced with smaller 140 litre wheeled bins and the red bins will be reused, or recycled into new bins.

We're working hard to make sure the changes are effective. Our citizens panel have given feedback on the plans, and in the autumn several areas in Reading will be part of an early adopter programme to trial the scheme and improve it ready for roll out in the new year.

For more information visit www.rbc.gov.uk

How to reduce what goes in your wheelie bin...

- 41% Food waste: Weekly food waste collections start 2021
- 5% Textiles: Recycle at textile banks
- 5% Glass: Recycle at the bottle banks
- 8% Paper, card, tins, cans, plastics: Put into your recycling bin/box
- 9% Wood, metals and electricals: Recycle at the Recycling Centre
- 32% General household waste

Use the **re3cyclopeda** app to find out where to recycle any item from TV's to textiles - download it from your usual app store or find out more at www.rbc.gov.uk

Lots of people tell us they are worried about the amount of spare nappies take up in their bin. One alternative is to try reusable nappies. It might sound daunting at first, but you're not on your own - help's out there.

The Nappy Library provides an excellent beginners guide, from what the different layers consist of to: how to wash your reusable nappies www.thenappylibrary.co.uk

Wanting to start to try on your own? Find the perfect fit, so why not try a nappy library? The Reading NCT Nappy Library offers different options, as well as offering advice and support.

www.facebook.com/NCTReadingNappyLibrary

To help you along the way it's nice to hear from others in the same boat - just search **reusable nappy blog** (and you'll find a wealth of bloggers sharing their experience and top tips)

Did you know the average disposable nappy takes more than 500 years to break down in landfill?

5. Vehicle livery

The new food waste trucks along with waste freighters carry food waste messages.

Food waste truck:



Waste freighter:



The waste freighters carry a food waste message on one side and alternate between encouraging mixed recycling at home, and use of bottle banks on the other side.