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 aviailable 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 where 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 wastet caddy?
Early adopter video
Will my food waste bin smaell 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.





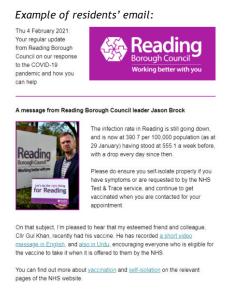


4. Residents email and magazine

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.



Article in the residents' magazine:





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.