

Six months comms update 2015/16



- Recycling guide/collection calendar
- Contamination project
- Ongoing work streams



Annual recycling guide/& collection calendar



- Project on target – 108,000 leaflets printed and delivery dead line of 23rd October will be met
- Retain colour coding, clearer visuals, less words



Annual recycling guide/& collection calendar



- Delivery costs approx £10k more expensive than last year
- Total costs approx £43k
- Significant chunk of comms budget

- Project to scope out other communication options
- Email calendars to residents
- Smaller print run
- Collection info already on the web
- Look at further web options
- Contender App

But people like a leaflet....

Contamination project



BCC identified issues with quality of some garden waste



Contamination project



- Envirocom commissioned to target problem areas – August to October
- Round 17 & 19 targeted – poor recycling performing areas in High Wycombe
- 9741 properties
- Campaign delivery team – applied stickers to blue & green bin lids & posted leaflets
- Contamination monitoring team – applied bin tags on contaminated bins & recorded properties

Contamination project



Garden waste results

- Overall contamination rate 1.97%
- 1.32% exceeded contamination levels of 5%
- Highest contaminant types – plastic bags 26.13%
- paper & card 18.32%



Contamination project

Mixed recycling results

- Overall contamination rate 13.32%
- 6.77% % exceeded contamination levels of 5%
- Highest contaminant types – plastic bags 42.04%
- paper & card 19.022%



Contamination project

Feedback from residents

- Many residents were very receptive & wanted to have the stickers
- Happy that the joint waste team is making an effort to improve services
- Frustrated when other residents don't recycle properly

Feedback from team

- Positive experience for residents and team
- Resident confused about categories of other plastics & other metals
- Passing litter going into bins
- Some bins were emptied even when tagged

Further Contamination work



- Collection crews retrained on tagging contaminated bins
- Concerted drive to tag blue bins & report on incident list
- Clear information on websites
- Calendars going out this week
- Residents querying contamination – opportunity to educate them
- Common contaminants – paper, cardboard, plastic bags, other types of plastic, cling film, bubble wrap, polystyrene
- Officers monitoring bins

Further Contamination work



Next steps

- Improving process for dealing with persistent contamination
- Redesigning bin tags
- Focused work with further bin stickers
- DCLG funding – over £800k Waste Partnership for Bucks for food waste participation, look to access some funds for contamination work also

Waste comms work plan

Projects

- Complete calendars
- Quality campaign
- Review of calendar requirements
- Website improvements, e.g. A to Z
- Social Media
- DCLG project
- Student engagement

Routine

- Letters to residents
- Updating the website
- Bin audits
- Service Updates (CS and Stakeholders)
- CHG waste renewals
- Stock control
- Wycombe times
- Visual Productions
- Comms Togs
- Tweets

Ad Hoc

- Monitoring recycling
- Events and presentations
- Articles
- Press releases
- Press enquires
- Social media enquires
- CS scripts
- Community litter picking advice
- Photography
- Comms in response to national events.