

Chiltern & Wycombe Joint Waste Collection Committee



**Thursday, 9th June, 2016
at 10.30 am**

1 Evacuation Procedures

2 Minutes (*Pages 5 - 8*)

To agree the Minutes of the meeting held on 07 April 2016.

3 Apologies for Absence

4 Declarations of Interest

5 Waste Service Highlight Report (*Pages 9 - 14*)
Appendix 3 Risks (Pages 15 - 18)

6 Review of Collection Calendar Options (*Pages 19 - 22*)
*Appendix 1: Review of Options for Waste Collection Calendars
(Pages 23 - 34)*
Appendix 2: Paper Choices (Pages 35 - 36)
*Appendix 3: LA Comparison of Collection Information (Pages 37 -
38)*
Appendix 4: Total Survey Results (Pages 39 - 40)
Appendix 5: SWOT Analysis of Calendar Options (Pages 41 - 46)
Appendix 6: Extra Activities (Pages 47 - 48)

7 Exclusion of the Public:

8 Private Reports (if any)

9 Date of Next Meeting:

To be confirmed at the meeting.



**MINUTES of the Meeting of the
CHILTERN & WYCOMBE JOINT WASTE COLLECTION COMMITTEE
held on 7 APRIL 2016
at WYCOMBE DISTRICT COUNCIL**

PRESENT:

Councillor J Teesdale (Wycombe District Council) - Chairman
" M R Smith (Chiltern District Council) - Vice Chairman

Councillors: W Mallen (Wycombe District Council) and C M Jones (Chiltern District Council)

Officers: S Gordon (CDC), C Hughes (WDC), S Markham (CDC),
Burness (Chiltern District Council & South Bucks District Council) and Saunders

30 MINUTES

Sally Gordon confirmed that her previous role as Waste Policy and Performance Manager was not being back filled whilst she was Acting Waste Services Manager; this had been reported incorrectly in the previous minutes.

In noting this correction, the Minutes of the Meeting held on 11 February 2016 were agreed as a correct record.

31 DECLARATIONS OF INTEREST

There were no declarations of interest.

32 WASTE SERVICE HIGHLIGHT REPORT

The Committee received a report providing an update and overview of the joint waste service.

The Committee noted the current tasks, milestones, and outcomes for the period covered from January to February 2016. It was reported that the simple sites in phase 3 were expected to be completed by the end of April 2016 and the review of customer lists would continue on an annual basis. It was noted that refuse crews were generally helpful to members of the public in informing them of the correct recyclables for recycling bins.

During the next period, March to April 2016, it was reported that work was being undertaken on the Contender/Street Smart integration and data alignment. The planned completion date was expected at the end of April 2016 and would help with providing information on the correct collect and return queries. Work was due to start on the chargeable Contender garden

waste module and options app. Also alternative payment options were being considered to reduce the amount of administration required to process payments.

Regarding budgets for the current year Nisar Visram, Finance Services Manager WDC, reported that figures were £250k under the reported WDC budget forecast. Sally Gordon confirmed that the figures would be checked and discussions would take place with WDC finance team to resolve the issue.

The Committee noted the key waste targets. It was reported that the recycling rate was at 52.39% for quarter 3. This slightly lower figure than the annual target of 56% could be due to seasonal fluctuations in tonnage and it was noted that future targets would be profiled for 2016/17. There were issues with bins on streets and it was reported that properties had been identified and stickers had been put on bins. It was suggested that a letter be sent to the Principal at Bucks New University to request a meeting to discuss issues regarding recycling for student accommodation and landlords.

It was noted that figures regarding missed containers had improved and Serco had introduced a new process to target repeated missed collections. Work was being undertaken on accident reporting and written figures had been requested from Serco.

Formal complaints had improved and it was reported that there was currently only one formal complaint being investigated. Information regarding the types of complaint would be brought to the next meeting.

The Committee noted that Serco had significantly improved processes and congratulated Serco on this progress.

RESOLVED:

- 1 That the report be noted.**
- 2 That the Acting Waste Services Manager liaises with the Finance Services Manager, WDC, regarding the budget figures.**
- 3 That a letter be sent to the Principal at Bucks New University to request a meeting.**
- 4 That information regarding types of complaint be brought to the next meeting.**

33 FLATS PROGRAMME

The Committee received a presentation on enhancing recycling facilities for flats. Over 800 developments in WDC and over 250 developments in CDC had been reviewed and the aim was to be able to collect the same range of recyclables as low rise properties.

A complicated range of bin stores had been surveyed and different solutions were provided such as stickers on bulk bins and new containers. Further reviews were to be undertaken on more difficult locations and work would take place with private and public sector landlords to resolve issues. Work on WDC sites had progressed well with 727 developments completed. The CDC sites were progressing with 156 developments already completed and 43 sites due to be completed by the end of April.

Further work would include revisiting problem sites, further engagement with landlords, dealing with incorrectly placed items and improving communications with residents.

The Chairman reported that a disabled Wycombe resident was having issues with bins being put directly outside their house; this was causing hygiene and pest problems. Red Kite Housing had been contacted on numerous occasions to help resolve the issue but no response had been received. Sally Gordon confirmed that she would look into the issue and contact Red Kite directly.

It was suggested that the provision for bin stores should be considered when building new flat developments. In response, it was reported that guidance was provided to developers and should be considered in plans; however this was mainly in relation to new builds and not conversions of existing properties. The Chairman confirmed that this would be brought to the attention of the Cabinet Member for Planning at WDC.

34 EXCLUSION OF THE PUBLIC:

RESOLVED –

That under section 100 (A) (4) of the Local Government Act 1972 (as amended) the public be excluded from the meeting for the following item(s) of business on the grounds that they involved the likely disclosure of exempt information as defined in Part 1 of Schedule 12A of the Act.

Note: the relevant paragraph number and description is indicated under the Minute heading.

35 JOINT WASTE COLLECTION CONTRACT - SERCO CORPORATE RESTRUCTURING - UPDATE

Paragraph 3 – Information relating to the financial or business affairs of any particular person (including the authority holding that information)

The Committee received an update on Serco's proposed corporate restructure.

RESOLVED:

That the report be noted.

36 WASTE SERVICE REVIEW

Paragraph 1 – Information relating to any individual

Paragraph 3 – Information relating to the financial or business affairs of any particular person (including the authority holding that information)

Paragraph 4 – Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority

The Committee received a report providing information on the waste service review. Clarification was provided on point 4 (4) in the Executive Summary on the team location. The report had been considered and agreed at all the relevant Chiltern and South Bucks Committees. Caroline Hughes provided feedback on the consideration of the report at WDC. A discussion took place on reporting matters of the Committee to the respective Cabinets

RESOLVED:

- 1 That the outcome of discussion undertaken at meetings outlined in the report be noted.**
- 2 That the summary points outlined in the report, previously considered by the Joint Waste Committee on 11 February 2016, be agreed.**

The meeting ended at 11.50 am

Meeting	Joint Waste Collection Committee	Location	Wycombe District Council
Date/Time	9 th June 2016	Period Covered	March to April 2016

Overall Programme Status	Amber	Quality	Amber	Some service elements off target – but improving
		Time	Amber	90% of programme on time
		Scope	Green	Scope of programme has not changed
		Finance	Green	Contract savings achieved (see below for current budget)

1. Task, Milestone, Outcomes Delivered in this period

Task, Milestone, Outcomes		Comment	Planned	Actual
Phase 3 – complete CDC	MILESTONE	Completion of phase 3 – CDC. Priority work stream. Final 22 developments in progress	End April 2016	End May 2016
Phase 4 Review of WDC/CDC recycling sites	MILESTONE	Review of recycling sites to be continued following completion of phase 3	June 2016	Still in progress
Contender/Street Smart Integration	TASK	Progress to be made to achieve live time integration	30/04/16	Chasing progress with Serco TBC
Alignment of data	TASK	Alignment of data between Contender/Street Smart/A to Z	30/04/16	Timescale dependent on integration
Chargeable garden waste module & bin app	TASK	Work to commence, reviewing options for Contender chargeable garden waste module & options for bin app	Ongoing	Ongoing

2. Task, Milestone, Outcomes Delivered in Next period (May to June)

Task, Milestone, Outcomes		Comment	Planned
Phase 4 Review of WDC/CDC recycling sites	MILESTONE	Discussions with Serco/Cabinet Members on strategic sites and way forward	Commence June 2016
Contender/Street Smart Integration	TASK	Work in progress to achieve live time integration	Timescale TBC
Review of calendar options	TASK	Calendar option review and approval sought by JWCC	June 2016
Alignment of data	TASK	Alignment of data between Contender/Street Smart/A to Z	Progress to commence
Chargeable garden waste module & bin app	TASK	Work to commence, reviewing options for Contender chargeable garden waste module & options for bin app	Ongoing
KOT review	TASK	Review of KOT system and new system agreed and applied	June 2016
Waste team shared service review	MILESTONE	Consultation period in progress	Ongoing-October 2016
Waste Admin team vacancies	TASK	Fill two vacancies in the Waste Admin team with short term contracts or agency staff, shared service commences	May - October

3. Budget – Current Year (not including authority recharges)

	Joint Budget	Final Outturn (Draft)	CDC Budget	Final Outturn (Draft)	WDC Budget	Final Outturn (Draft)	Comment
Contracted	£8,220,800	£7,712,030	£2,803,770	£2,808,107	£5,369,200	£4,903,923	Contract costs are

Costs		(under budget)		(over budget)		(under budget)	
Joint Client Expenditure	£1,727,882	1,664,204 (under budget)	£985,472	£973,162 (under budget)	£740,410	£691,042 (under budget)	lower due to variable bills from prior year coming in lower than previously expected. Expenditure is lower than expected due to staffing changes in year leading to an under spend on salary and staff related costs. Income is higher than expected due to more IAA money coming in from prior years than budgeted.
Joint Client Income	(£2,083,700)	(£2,127,901)	(£974,002)	£1,013,628 (under budget)	(£1,109,697)	£1,114,274 (under budget)	
Balance	£7,862,982	£7,248,333 (under budget)	£2,815,240	£2,767,641 (under budget)	£5,047,743	£4,480,691 (under budget)	

4. Key Targets – Appendix 1 graphs

	2014/15	Target	Jan	Feb	March	Comment
Recycling Rate	54.8%	56% (Annual)	47.07%	48.39%	49.17%	Quarter 1 – 54.88% Quarter 2 – 53.97% Quarter 3 – 52.05% Quarter 4 figures are provisional Year end – 52.3% - provisional National recycling rate has dropped slightly to 44.8% (2014/15).
Missed Containers	20,325	20,800 (Annual) 1,733 (Monthly)	2822	1751	1701	Serco's performance has improved due to new process. <i>See Appendix 1.</i> These figures are based on Contender tickets and may include unjustified tickets.
Missed C&R (included in above figure)	3,379	1,820 (Annual) 152 (monthly)	313	273	299	
% Calls answered	87%	90%	87.9%	89.66%	86.81%	Total figures for 2015/16 Calls offered 77,894 Calls handled 67,215 % ans. 20 secs 42.6% % ans. 30 secs 51.6%
Number answered			6,776	4671	4,477	
% Calls answered in 20 Seconds	46%	60%	42.40%	48.70%	43.3%	
Number answered in 20 seconds	-	-	2526	2040	1938	

5. Variances – Element outside of Tolerance

A	Missed C/R figures still below target. This is reviewed at operational meetings with Serco
B	Annual recycling rate still provisional .

6. Accident Reports (From Serco)

	Q1	Q2	Q3	Q4	Comment
HSE reportable Incidents	0	1	0	1	Improved H&S reporting from Serco – annual figures provided on 11/5/16. Increased no of near miss reporting improves awareness of H&S issues.
Reported Accidents	10	10	8	9	
Reported Near Misses	6	18	4	46	
Days lost due to Accidents	0	7	0	14	

7. Formal Complaints						
	Q1	Q2	Q3	Q4	Total to date	Comment
CDC complaints	3	15	21	10	39	Year end 2015/16 CDC 49 formal complaints WDC 73 formal complaints Total 122 formal complaints <i>see Appendix 2</i> While the number of formal complaints remains fairly constant, recent changes within the team and a new response process have improved on response timescales. Further reporting improvements will be made from April.
WDC complaints	21	14	15	23	50	
Total number of complaints	24	29	36	33	89	

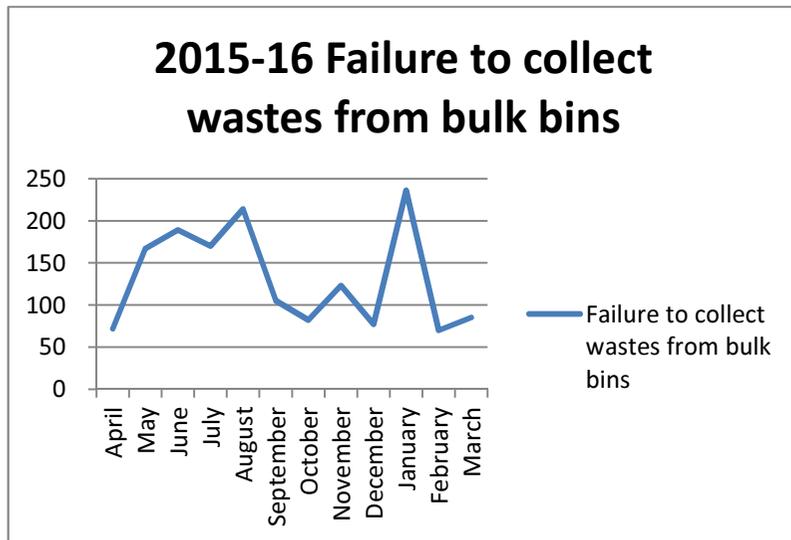
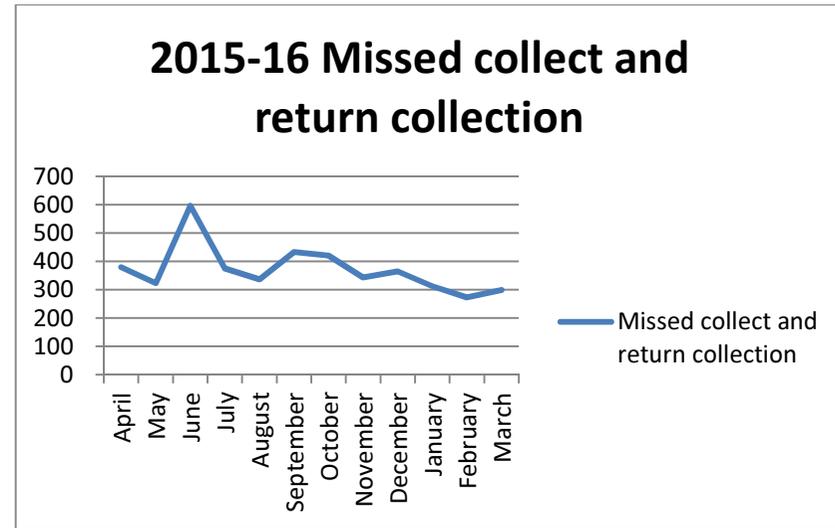
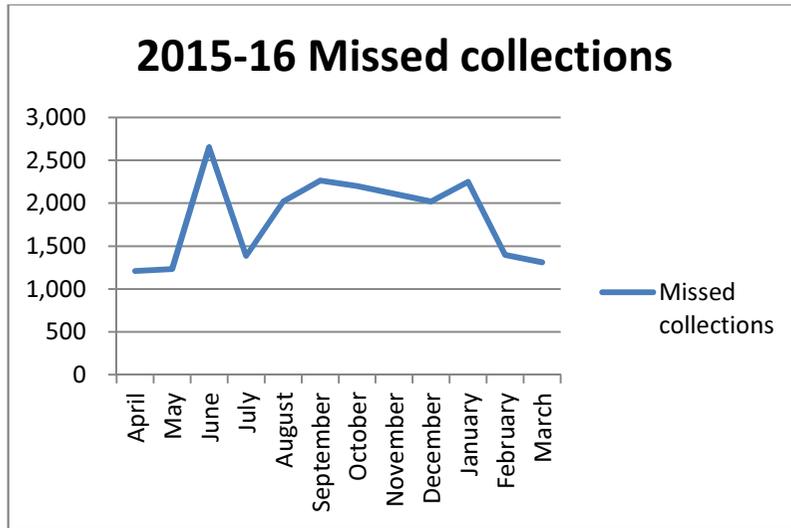
8. Key Risk (See full risks matrix for further details) Appendix 3			
	Risk	Owner	Change
Failure of Paper Sort Facility		Serco	Held
Contract Discussions		Anita Cacchioli/Chris Marchant	Held
Contract Failure		Paul Shackley/Anita Cacchioli	Held

9. Addition Comments and Notes	
A	Discussions regarding KOTs are taking place. A meeting was held with Serco on 9 th May, 2016 and actions are being worked through

10. Decisions/Steer Required from Collection Committee	
A	Approval for recommendation on revised collection calendar format – see next report

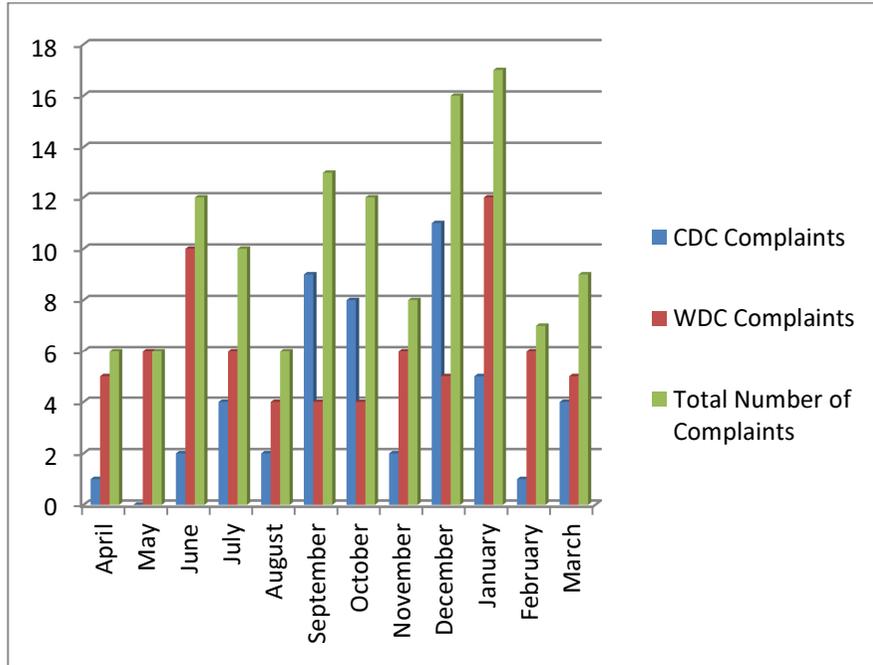
Expected Status at next meeting	Green	Quality	Green	Service elements continue at same level
		Time	Amber	90% of programme on time
		Finance	Green	Scope of programme has not changed
		Scope	Green	Contract savings achieved

Appendix 1



Appendix 2

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	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
CDC formal complaints	3	15	21	10	49
WDC formal complaints	21	14	15	23	73
Total formal complaints	24	29	36	33	122

Item 5

Joint Waste Service – Formal Complaint Summary

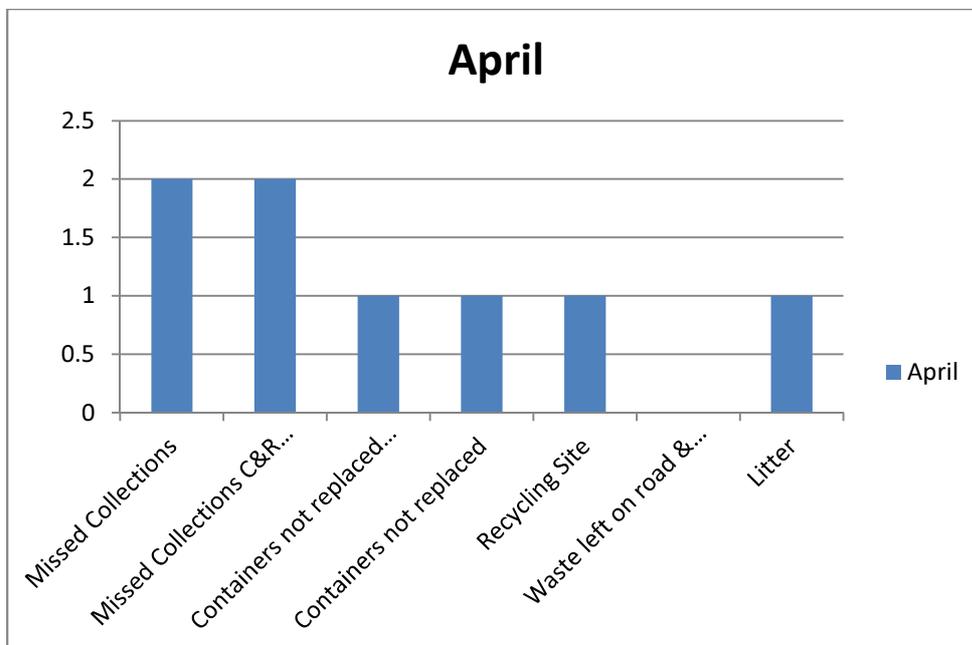
April 2016/17

Formal complaints by area

	April	May to date	Total
CDC formal complaints	0	0	0
WDC formal complaints	8	4	12
Total number of formal complaints	8	4	12

Total justified complaints	100%
Total unjustified complaints	100%

Categories of formal complaint



Appendix 3 Reviewed risks**Chiltern and Wycombe Joint Waste Collection Board**

#	Category	Risk Title	Risk Description	Suggested Risk Owner	Suggested Risk Rating	Suggested Target Risk rating
1	Communication	Channel Shift	Unstructured phone calls and contact from emails can result in unnecessary cost or a delay in responses and resolving issues. Some residents can be reluctant to embrace self serve, or are unaware how to self serve	Sally Gordon	C 3	B 2
2	Finance	Income fluctuation	The JWS relies on income for some service i.e. bulky collections and recycling credits . In current economic climate these can be affected by many factors and fluctuate may affect financial outturn	Sally Gordon	D 3	B 2
3	Finance	Paper Sort facility	Cost of decommissioning PSF at the end of the first term of the Serco contract on 2020	Chris Marchant	C 3	B 2
4	Finance	Further Savings	If additional savings are required from either council	Sally Gordon	B 2	B 2
5	Infrastructure	Bio-waste infrastructure	Impact of the potential change in bio waste facilities following on from BCC procurement	Sally Gordon	C 3	B 2
6	Infrastructure	High Heavens Transfer Station	Impact of the service delivery of the change of tipping location may impact on round finishing times, and costs of contract.	Richard Williams	D 3	B 2
9	Legal & Contract	Contract Novation	Serco corporate decision to cease novation. Loss of opportunity for councils to resolve outstanding issues through this process.	Anita Cacchioli/Chris Marchant	C 3	B 2
10	Legal & Contract	Contract Change Notice	Problems with CNN resulting in issues with service, or procurement challenges	Anita Cacchioli/Chris Marchant	C 3	B 2
11	Legal & Contract	KOT changes	Delay in changes to the new KOT system resulting in additional work and resources	Sally Gordon	D 3	B 2
12	Legal & Contract	Contract Failure	Contractor fails to complete contract term	Anita Cacchioli/Paul Shackley	C 4	B 4

13	People	Expectation Management	Managing Cllr, Officer and publics expectations of the service and what we should deliver, the policies we have in place and how we communicate	Sally Gordon	C 3	B 2
14	People	Demand Management	Looking at how demand is affecting performance detrimentally - and how demand management can be used to improve performance and reduce costs	Sally Gordon	C 3	B 2
15	People	Staff Retention	Key staff and knowledge being lost	Sally Gordon	C 3	B 2
16	Quality	Contract Performance	Poor contract performance resulting in reduced satisfaction or increased costs	Sally Gordon	C 3	B 2
17	Quality	Health and safety	Poor health and safety resulting in danger or injury, liability or increased costs	Sally Gordon	C 3	B 2
18	Quality	Customer Services Performance	Poor customer service performance resulting in reduced satisfaction or increased costs	Sally Gordon	C 3	B 2
19	Time	Phase 3 - Flats	Delay in rolling out of new services	Richard Williams	C 3	B 2
20	Time	Phase 4 - Recycling centres	Delay in reducing the number of bring sites	Richard Williams	C 3	B 2

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Chiltern and Wycombe Joint Waste Collection Board

Risk Register Key



Likelihood	F	Green	Yellow	Red	Red	Red
	E	Green	Yellow	Yellow	Red	Red
	D	Green	Green	Yellow	Red	Red
	C	Green	Green	Yellow	Yellow	Red
	B	Green	Green	Yellow	Yellow	Red
	A	Green	Green	Green	Yellow	Yellow
		1	2	3	4	5
		Impact				

CHILTERN & WYCOMBE JOINT WASTE COLLECTION COMMITTEE (JWCC)
9th June 2016

Review of collection calendar/recycling guide options

Contact Officer: Sally Gordon – sgordon@chiltern.gov.uk 01494 586868

RECOMMENDATION

- i) That the Joint Waste Collection Committee note the attached report which summarises the work undertaken to review options for the waste collection calendar and recycling guide**
- ii) That the Joint Waste Collection Committee approve the recommendation to adopt Option 4 – which is a streamlined version of the current publication**

1. Background

The Joint Waste Team provide an annual collection calendar and recycling guide to approximately 98,000 residents living in low rise properties across Chiltern and Wycombe District Councils. This information is mailed out to residents every October. The recycling guide provides comprehensive information to specify which materials are acceptable in each of the waste collection containers. The guide is an A5, eight page booklet and the final 2 pages are a perforated collection calendar, which also provides information on the revised bank holiday collection schedule.

The costs of producing and delivering this recycling guide/collection calendar represents approximately 2/3 of the communications budget and costs are set to increase, year on year. The costs of printing and delivering the recycling guides/collection calendars for 2015/16 represented £41,330 out of a total budget of £69,000.

There are a number of important communication work streams and campaigns that the team need to deliver but without the necessary funds within the communications budget, this will not be possible to do. This includes:

- Further work to improve the quality of recyclables collected
- Improved engagement with residents in low rise properties
- Improved communications with residents living in flats

2. Review of options

Recycling Officers undertook a review of options for providing the calendar/recycling guide information which was based on the following objectives:

- i) Investigation of alternative options for providing collection calendar and recycling guidance to residents and to achieve greater channel shift
- ii) Ensuring that the way in which we communicate this information is meaningful and fit for purpose
- iii) To look for opportunities to use the communications budget wisely and to achieve the best outcomes; increased recycling rates, improved quality of recyclables, provision of clear information to residents

3. Approach

Officers undertook a review of printing costs and delivery options, investigated communication methods used by other local authorities, consulted parish councils and conducted a residents' survey using an online survey facility which was posted on both council websites and a paper based survey with Penn Parish Council and the Valley Plus Marlow Bottom resident's group.

Officers identified a number of alternative methods of providing this information and carried out a SWOT analysis of these options. The results of the SWOT analysis were then evaluated using Ansoff's matrix. A summary of the work is attached as Appendix 1.

4. Survey results

Over a period of one month, the online survey received 552 responses. The paper based survey received 23 responses, in addition to comments from Penn Parish Council and Winchmore Hill Residents' Association. An online survey was conducted since the software used easily collates and categorises the responses. Although information on the survey went out to all parish councils, the paper based survey was not widely distributed due to the resources required to then collate and analyse those responses. However, it was important to consider the views of residents who may not have access to online facilities. The full survey results can be found at Appendix 4.

In summary, while the majority of respondents consult their printed collection calendar once a week, most respondents consult their recycling guide much less frequently. The recycling guide is the most expensive part of the publication, which suggests that it may not have been as effective as we had hoped in communicating quality messages, and that we could look at more cost effective ways to get this information across.

The responses suggest that the online postal look up facilities are not widely used, with 87.14% of the online respondents admitting that they are not using it and 91.66% of the paper based respondents also not using the facility.

The majority of respondents consulted via the paper based survey suggest that ceasing the provision of a printed paper calendar would cause them a problem (83.33%) and in fact across both groups, the majority of them were in favour of continuing to receive a printed calendar, (79.16% from the paper based group and 45.9% of the online respondents).

Comments from Penn Parish Council and Winchmore Hill Residents' Association were in favour of retaining printed paper calendars.

5. Options reviewed

The options identified in Table 1 were put through a SWOT analysis, Appendix 5, and then evaluated using Ansoff's Matrix which can be found within the report at Appendix 1. The evaluation matrix considered the suitability, acceptability and feasibility of each option. Option 4 achieved the highest score.

Table 1

Option	Detail	Evaluation score
Option 1: Change nothing	Continue to produce and distribute paper based calendars and recycling guides in current format	6.5
Option 2 – Print nothing	Rely solely on electronic provision of information for collection days and recycling advice	6
Option 3 – Smaller print run	Opt in service for paper based calendars and recycling guides, on request	9.5
Option 4 – Print a slimmer version	A4, double side leaflet, folded to A5	11
Option 5 – Print a collection calendar only	A5 double sided sheet	9.5

6. Option 4

We envisage that option 4 will enable us to print all of the calendar dates and bank holiday revised collection details on one side of a folded A4 sheet, with key quality images on the reverse, while maintaining the clear visual branding that we have established.

Advantages of Option 4

- Represents lower risk option
- Streamlined leaflet – lighter weight grade of paper, lower production costs and possibly lower delivery costs. Estimate a saving of approximately £10k for production costs, although a tendering exercise will still be required
- Meets our customers' needs and demonstrates we have listened to their views
- Frees an element of the communications budget to be used on other campaigns and more targeted work

7. Going forward

It is recommended that option 4 is implemented for 2016/17 and that further work is undertaken to assess its effectiveness and to look at further opportunities to channel shift our communications. Going forward, more time would be required to build in any further phased reduction in paper based communications. However, any reduction in paper based information would mean that we need to find other ways to get those messages across, particularly to cater for new residents and for those who are unable to access information online. We also have opportunities to co-ordinate activities with South Bucks District Council.

Identification of further activities	
Increased use of social media	Production of recycling videos
Increased use of bin tags/stickers for a range of messages	On line A to Z
Inserts in Wycombe Times	Limited print run of recycling guides, available on request
Increased number of road shows	Use of a bin app

Further detail is available in Appendix 6

Review of options for waste collection calendars**Appendix 1**

Author: Sally Gordon, April 2016

Research: Bethany Libby, April 2016

1. Background

The Joint Waste Team provide an annual collection calendar and recycling guide to approximately 98,000 residents living in low rise properties across Chiltern and Wycombe District Councils. This information is mailed out to residents every October. The recycling guide provides comprehensive information to specify which materials are acceptable in each of the waste collection containers. The guide is an A5, eight page booklet and the final 2 pages are a perforated collection calendar, which also provides information on the revised bank holiday collection schedule.

The costs of producing and delivering this recycling guide/collection calendar represents approximately 2/3 of the communications budget and costs are set to increase, year on year. A Recycling Officer has undertaken a piece of work to consider other options to communicate the information contained within the guide; most specifically, the collection day information. There are a number of important communication work streams and campaigns that the team need to deliver but without the necessary funds within the communications budget, this will not be possible to do. This includes:

- Further work to improve the quality of recyclables collected
- Improved engagement with residents in low rise properties
- Improved communications with residents living in flats

The costs of printing and delivering the recycling guides/collection calendars for 2015/16 represented £41,330 out of a total budget of £69,000.

2. Objectives of the review

The objectives of the review were to:

- i) investigate alternative options for providing collection calendar information and recycling guidance to residents and to achieve greater channel shift
- ii) to ensure that the way in which we communicate this information with our residents is meaningful and fit for purpose
- iii) to look for opportunities to use the communications budget wisely and to achieve the best outcomes; increased recycling rates, improved quality of recyclables, provision of clear information to residents regarding collection days and on how to use the service

3. Methodology

The review considered the following matters:

- Review of costs
- Review of other local authority approaches
- Online survey
- Paper based survey with Penn Parish Council and the Valley Plus Marlow Bottom organisation and comments were received from Winchmore Hill Resident's Association
- Identification of alternative methods of providing this information
- SWOT analysis of identified options
- Application of Ansoff's matrix to score the range of options

4. Review of costs

The costs of printing and delivering the booklets over the last two years are set out below. This is based on 100,000 copies. An estimate for 2016/17 has been based on producing to the same specification with an estimate on increased delivery costs.

Year	Printing	Postage	Total (Excl. VAT)	VAT	Total (Inc. VAT)
2014/2015	£9,218	£18,325	£27,543	£5,508	£33,051
2015/2016	£10,142	£24,300	£34,442	£6,888	£41,330
2016/2017 estimate	£11,066	£30,275	£41,341	£8268	£49,609

If the estimated costs for 2016/17 are correct, this would represent approximately 72% of the total communications budget for the year.

Clearly, we need to look at more cost effective ways of communicating information relating to collection dates and on how to use the service, if we are to keep abreast of the current challenges we are dealing with relating to material quality, improving participation levels and recycling rates and use of the service.

Reducing production costs

We have looked at how we can save money by changing the grade of paper that is used or by changing the format of the current booklet.

The current paper specification is A5 8 page booklet, 75% recycled paper, 179gsm, bright white satin finish, 100,000 copies with 2 versions, calendars A and B, with a perforated back page.

Using the same paper grade, if we changed the format of the booklet, the costs would reduce.

- 4 Page Booklet - £2,100
- 2 Page Sheet - £1,200

If we lose the perforated page that previously had the calendar dates on, it significantly reduces the cost. If we use these printing costs as a guide, we can estimate the costs for 2016/2017 calendars using these formats.

Booklet Type	Printing	Postage (Est)	Total (Exc. VAT)	VAT	Total (Inc. VAT)
4 Page	£2,100	£24,300	£26,400	£5,280	£31,680
2 Page	£1,200	£24,300	£25,500	£5,100	£30,600

We have assumed postage costs will remain at a similar price as even though the basic rate tends to increase each year, the weight of the postage will decrease if we use a two page or four page booklet as opposed to eight pages.

Savings on production costs, based on change of format:

- Four page booklet represents a saving of approximately £9,650
- Two page booklet represents a saving of approximately £10,730

Savings based on change of paper specification

We normally use 75% recycled paper based on a weight of 170gsm but could choose to use a lighter weight paper grade if we produce a slimmer publication. A full cost comparison of different paper grades is provided at Appendix 2. This would be appropriate if we produce

a two or four page booklet without a perforation, as the intention would be for residents to attach the complete guide to their fridge, showing collection dates. Therefore, there would be less need to produce a more durable guide on thicker paper.

Delivery options

A range of options have been considered for the distribution of printed calendars/recycling guides:

- Postal delivery
- Delivery by Serco crew
- Delivery within a council or parish publication
- Collection from libraries or other community based locations
- Hand delivery by temporary employees

Postal delivery

This is the method that has been used for several years to deliver collection calendar information. While it can be more costly than some of the other methods, the reliability of ensuring that residents receive the right version of the calendar is optimised, as address data is provided from the database depending on whether residents receive Calendar A or B and delivery timescales are short and precise. This delivery method is currently the preferred option.

Delivery by Serco crew

Serco have been requested to provide a cost for delivering collection calendars. Previous costings for this exercise have proven to be more expensive than postal delivery. There is also an element of uncertainty regarding careful stock control, i.e. ensuring that crews deliver the right calendar to the right property. In addition, the focus has been strongly placed on improving service delivery and we would not wish to distract that focus.

Delivery with a council or parish publication

While key recycling messages could be included in such publications, it would not be feasible to include calendar information as residents would not know whether to consult calendar A or calendar B – this option would be problematic.

Collection libraries or other community based locations

As above, it would be difficult to control which calendar residents were collecting and this option would penalise those residents who are not mobile or able to access these amenities.

Hand delivery by temporary employees

The councils have had previous experience of recruiting temporary employees to hand delivery the calendars. This is very labour intensive and requires close and careful management to ensure that the correct calendars are delivered to the correct properties. This approach would be resource intensive for officers to manage and a longer delivery period is usually required.

5. Review of other local authority approaches

By referring to the National Local Authority Stats for 2014/16, we established which three local authorities were closest in demographics in size to Chiltern and likewise, to Wycombe. Officers contacted them to find out how they currently provide collection day and recycling information to their residents. Officers also contacted the two local authorities with the highest recycling rates, nationally, South Oxfordshire and Rochford and Cornwall Council. The approach of each of these authorities was compared with the current approach of the Joint Waste Service.

Local Authorities contacted:

- Waverley
- Uttlesford
- East Hampshire
- Bedford
- Three Rivers
- Woking
- Cornwall Council
- South Oxfordshire/Vale of White Horse
- Rochford

Appendix 3 provides a summary of the communication approaches used by each of these local authorities. For the purposes of this calendar review, of those authorities surveyed:

- 50% provide paper based calendars
- 50% provide online information only

6. Customer Surveys

While we wish to operate efficiently and effectively, we are aware that changing the way in which we communicate with our residents could result in increased confusion, increased complaints, and could disengage them from the service. It was important to gather their opinions and feedback on how they use the information we currently provide them with, how aware they are of the service information we provide and how they would be happy to receive information in the future.

We surveyed residents in two ways:

- An online survey on each of the council websites
- A paper based survey distributed through a parish council, a residents' association and an organisation for residents aged 50 +.

- The online survey was posted to both websites and was live for one month, throughout April 2016. A link to the survey was also emailed to parish councils and a press release was issued to alert residents to the survey.

The paper based survey was only distributed to a limited number of recipients due to the resources required to then collate and analyse those results.

Survey results

The online survey received 552 responses and the paper based survey received 23 responses, in addition to comments from Penn Parish Council.

The following information provides details of the highest response against each question. The full survey results can be found at Appendix 4.

Questions	Online survey results		Paper based survey results	
	Highest response		Highest response	
1. How often do you refer to your printed waste/recycling collection calendar?	Once a week	51.26%	Once a week	37.50%
2. How often do you refer to your printed waste/recycling guide?	Once a month	46.29%	Few times a year	75%
3. How often do you visit the waste pages of the Chiltern District Council and Wycombe District Council websites?	Never	52.27%	Few times a year	50%
4. Would you be happy to receive an online/digital copy of the waste/recycling collection dates?	Yes	62.88%	No	41.66%
5. Are you aware you can access your waste/recycling collection dates online?	Yes & No, same score	50%	No	58.33%
6. Do you already use the online/digital service for your waste/recycling collection dates?	No	87.14%	No	91.66%
7. If we stopped sending out our waste/recycling collection calendars, would this present a problem for you?	No	45.57%	Yes	83.33%
8. In the future, how would you like to receive a waste/recycling collection calendar and information about the waste/recycling service?	Printed copy	45.95%	Printed copy	79.16%

Summary of resident survey:

- The majority of residents surveyed profess to using their printed calendars regularly, with, interestingly, 51.26% of online surveyed residents consulting it once a week, with 37.5% of those consulted via a paper based survey, consulting it once a week. However, the majority of residents only occasionally consult the recycling guide, which is the most expensive part of the publication produced. This suggests that the recycling guide may not have been as effective as we would have hoped in communicating messages on what materials can and cannot go into each of the containers and that we should look at other ways in getting this information across.
- Approximately half of the total residents surveyed visit the council web sites a few times a year, while the other half never do. Slightly more of the online respondents would be happy to receive an online version of the calendar (62.88%) but almost half of the paper based surveyed respondents would not (41.66%). It would be fair to assume that an online version of the calendar may encourage greater traffic through the websites, presuming that all of those residents have online access. It is uncertain whether the respondents interpret this question as offering a pdf of the collection calendar online and a further survey would need to clarify this detail, or whether the websites are found to be difficult to navigate.
- Regarding current provision of online collection day information, only 41.66% of the paper based respondents are aware of its existence, while 50% of the online respondents are aware. However, surprisingly, 87.14% of the online respondents do not access the collection dates on line, which either suggests that the current paper based collection calendar readily fulfils their needs, that the online facility is less convenient or that we need to do more to promote to our residents that this facility exists and is easily available.
- Finally, the majority of paper based respondents suggest that ceasing the provision of a paper based calendar would cause them a problem (83.33%) and that 79.16% of them would prefer to receive their information in that way. Of the online respondents, the largest group of respondents (45.57%) felt that ceasing the provision of the paper based calendar would also cause them a problem and 45.9% of them were also in favour of continuing to receive a paper based calendar.
- Comments were also received from Penn Parish Council and Winchmore Hill Residents' Association, both of which were in favour of retaining the paper based calendars.

7. Alternative methods of providing collection day/recycling guide information

A range of options were considered for providing this information to residents:

Option	Detail	Evaluation score
Option 1: Change nothing	Continue to produce and distribute paper based calendars and recycling guides in current format	6.5
Option 2 – Print nothing	Rely solely on electronic provision of information for collection days and recycling advice	6
Option 3 – Smaller print run	Opt in service for paper based calendars and recycling guides, on request	9.5
Option 4 – Print a slimmer version	A4, double side leaflet, folded to A5	11
Option 5 – Print a collection calendar only	A5 double sided sheet	9.5

A SWOT analysis of each of these options was carried out and the SWOT results were then analysed through the use of Ansoff's matrix.

The SWOT analysis can be seen as Appendix 5 and the evaluation, using Ansoff's matrix, is shown overleaf.

Analysis of calendar options outlined in SWOT -

Ansoff's Matrix

Classification: OFFICIAL

Key	1	Yes	1 point
	0.5	Possibly	0.5 points
	0	No	0 points

Option	Suitability				Acceptability				Feasibility				Total Score
	Does it meet customers' needs	Does it present opportunities for improved comms	Does it build on our strengths?	Does it minimise threats?	Will it minimise confusion with residents?	Will it enhance the Council's reputation?	Will it be supported by stakeholders?	Will it improve our recycling rate?	Do we have the funding?	Do we have the skills?	Do we have the technology?	Do we have the staff resources?	
1. Change nothing - continue to produce & distribute paper based calendars & guides	0.5	0	0	0.5	1	0	1	0	0.5	1	1	1	6.5
2. Print nothing - rely solely on electronic information	0.5	1	0.5	0	0	0.5	0	0	1	1	0.5	1	6
3. Smaller print run - opt in provision of paper based calendars & guides	1	1	1	0.5	0.5	0.5	0.5	0.5	1	1	1	1	9.5
4. Reduced version – A4 double sided, folded to A5	1	1	1	1	1	0.5	1	0.5	1	1	1	1	11
5. Print calendar only – A5 double sided	1	1	1	0.5	0.5	0.5	0.5	0.5	1	1	1	1	9.5

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Appendix

8. Conclusion

Officers concluded that option 4 represents the best option going forward:

- Residents are not yet fully equipped or open to receiving a collection calendar solely on line. However, there is little evidence to suggest that residents are making proper use of the comprehensive recycling guide booklet, which is currently being produced. While it was necessary to provide this level of information when the new service was first introduced, we may be able to streamline this particular publication or organise a limited print run of the guide only, for new residents.
- Producing an A5, 4 page booklet will represent approximately one third of the communications budget as opposed to the two thirds that is spent on the current guide with a perforated calendar. Reducing the thickness of the paper used may represent a further economy. An A4, double sided leaflet does not need to be produced on a thick paper gauge and lends itself to be produced on a lighter gauge. Reducing the costs of this exercise will free up the rest of the communications budget to target the quality messages in a more proactive way, such as the increased use of bin stickers and tags and will enable us to focus our activities in targeted locations, as required.
- It is envisaged that this option could provide one side of A4 (folded into A5) for the calendar dates and revised bank holiday collection schedule and that on the reverse, pictorial images would be used to promote quality messages. The joint waste service branding would be maintained.
- We clearly do need to review the way in which we provide this information, as the current format is very costly. However, completely removing the paper based calendar at this stage would cause difficulties for our residents. Option 4 is a lower risk option:
 - It meets our customers' needs
 - Frees up an element of the communications budget to be used on other campaigns and more targeted work
 - We believe that it will be supported by stakeholders and we can demonstrate that we have listened to their views but that we are also considering how to work more efficiently and effectively
- The estimated value of Option 4 will still require a tendering process with a minimum of three formal sealed written quotations received, to proceed.

9. Supporting activities

It is recommended that option 4 is implemented for 2016/17 and that further work is undertaken to assess its effectiveness and to look at further opportunities to channel shift our communications. Going forward, more time would be required to build in any further reduction in paper based communications on a phased basis. However, any reduction in paper based information would mean that we need to find other ways to get those messages across. Such activities could include:

- Increased use of social media
- Production of recycling videos
- Use of a bin app
- Stickers or Magnets
- Bin Stickers/tags
- Online A – Z
- Using Wycombe Times
- Limited print run of recycling guides, available on request
- Increased number of road shows

This is not an exhaustive list but a summary of these options is provided at Appendix 6. We would, of course, consult our colleagues in the corporate communications teams to optimise our opportunities. Going forward, we also have opportunities to co-ordinate activities with South Bucks, if appropriate to do so.

References

Ansoff, H.I. (1957), H.I. (1957) *Strategies of Diversification* cited in Brassington, F. and Pettit, S. (2005) *Essentials of Marketing* Harlow: Pearson Education

Appendix 2

Paper Cost Differences (using Digital Printing)

Constants – quantity = 10,000. Single fold A5 booklet, double sided printing, no lamination:

Option 1 – Premium uncoated paper, 100gsm = £1409.31

Option 2 – Premium uncoated paper, 120gsm = £1545.08

Option 3 – Premium uncoated paper, 170gsm = £1677.90

Option 4 – Premium uncoated paper, 200gsm = £1768.21

Option 5 – Silk OR Gloss paper, 115gsm = £1335.47

Option 6 – Silk OR Gloss paper, 130gsm = £1366.70

Option 7 – Silk OR Gloss paper, 150gsm = £1408.35

Option 8 – Silk OR Gloss Paper, 170gsm = £1449.99

Option 9 – Silk OR Gloss paper, 200gsm = £1512.46

Option 10 – Uncoated recycled paper, 100gsm = £1712.32

Option 11 – Uncoated recycled paper, 120gsm = £1645.43

Option 12 – Uncoated recycled paper, 160gsm = £1779.77

Option 13 – Uncoated recycled paper, 200gsm = £1922.36

Option 14 – Recycled silk paper, 130gsm = £1418.21

Option 15 – Recycled silk paper, 150gsm = £1467.94

Option 16 – Recycled silk paper, 170gsm = £1517.53

Option 17 – Recycled silk paper, 200gsm = £1591.91

Discussion

Using silk or gloss paper provides the cheapest print run. Normally we use 75% recycled paper, which may have been increasing our expenditure in previous years. Reducing the weight of the paper will obviously decrease the cost, but how thin is acceptable? We usually use 170gsm, but if we move forward by not printing the recycling guide, the calendar dates do not need to be as durable as they are usually stuck up on the fridge or wall, or kept in a drawer. People will look at them but they don't need to be as tactile as the guide use to be.

Appendix 3

Review of collection calendar options at 10 Local Authorities

Communication methods

Local Authority	Paper based calendar	Paper based info guide	Website postal look up	Website calendar pdf	Recycling guide as a download	Online recycling info	Online FAQs	Calendar in Council magazines	Text reminders	Website-recycling A to Z	Email updates	Recycling E newsletter	Social media	Recycling Info sent on request only	Calendar/s easonal info on bin tags	Bin app
CDC/WDC	X	X	X			X										
Waverley			X	X		X			X	X	X		X	X		
Cornwall Council			X	X		X										
Uttlesford			X	X		X		X			X			X		
East Hampshire	X			X		X					X					
Bedford			X	X	X	X	X									
Three Rivers	X			X	X	X				X				X		
Woking	X	X		X	X							X	X		X	
South Oxfordshire	X							X		X						X
Vale of White Horse	X												X		X	
Rochford						X		X					X	X		

Results of this sample	
% providing paper based calendars	50%
% using online info only	50%

Does not include CDC/WDC

Appendix 4

Waste Calendar and Recycling Guide Survey with Paper Copy Results

	Overall		Paper Copies		Online	
1. How often do you refer to your printed waste/recycling collection calendar?						
Answer Choice	Percentage	Total	Percentage	Total	Percentage	Total
1. Once a day	0.52%	3	0.00%	0	0.54%	3
2. Once a Week	50.69%	293	37.50%	9	51.26%	284
3. Once a month	40.48%	234	25.00%	6	41.16%	228
4. Few times a year	1.56%	9	37.50%	9		N/A
5. Never	6.75%	39	0.00%	0	7.04%	39
	Total Answered	578	Total Answered	24	Total Answered	554
2. How often do you refer to your printed waste/recycling guide?						
Answer Choice	Percentage	Total	Percentage	Total	Percentage	Total
1. Once a day	1.39%	8	0.00%	0	1.45%	8
2. Once a Week	18.54%	107	12.50%	3	18.81%	104
3. Once a month	44.88%	259	12.50%	3	46.29%	256
4. Few times a year	3.12%	18	75.00%	18		N/A
5. Never	32.06%	185	0.00%	0	33.45%	185
	Total Answered	577	Total Answered	24	Total Answered	553
3. How often do you visit the waste pages of the Chiltern District Council and Wycombe District Council websites?						
Answer Choice	Percentage	Total	Percentage	Total	Percentage	Total
1. Every week	2.43%	14	4.16%	1	2.36%	13
2. Every month	4.35%	25	4.16%	1	4.36%	24
3. A few times a year	41.39%	238	50.00%	12	41.02%	226
4. Never	51.82%	298	41.66%	10	52.27%	288
	Total Answered	575	Total Answered	24	Total Answered	551
4. Would you be happy to receive an online/digital copy of the waste/recycling collection dates?						
Answer Choice	Percentage	Total	Percentage	Total	Percentage	Total
1. Yes	61.83%	358	37.50%	9	62.88%	349
2. No	29.02%	168	41.66%	10	28.47%	158
3. Unsure	9.15%	53	20.83%	5	8.65%	48
	Total Answered	579	Total Answered	24	Total Answered	555

5. Are you aware you can access your waste/recycling collection dates online?

Answer Choice	Percentage	Total
1. Yes	49.65%	288
2. No	50.34%	292
Total Answered		580

Percentage	Total
41.66%	10
58.33%	14
Total Answered	24

Percentage	Total
50.00%	278
50.00%	278
Total Answered	556

6. Do you already use the online/digital service for your waste/recycling collection dates?

Answer Choice	Percentage	Total
1. Yes	12.67%	73
2. No	87.33%	503
Total Answered		576

Percentage	Total
8.33%	2
91.66%	22
Total Answered	24

Percentage	Total
12.86%	71
87.14%	481
Total Answered	552

7. If we stopped sending out our waste/recycling collection calendars, would this present a problem for you?

Answer Choice	Percentage	Total
1. Yes	37.61%	217
2. No	44.02%	254
3. Unsure	18.37%	106
Total Answered		577

Percentage	Total
83.33%	20
8.33%	2
8.33%	2
Total Answered	24

Percentage	Total
35.62%	197
45.57%	252
18.81%	104
Total Answered	553

8. In the future, how would you like to receive a waste/recycling collection calendar and information about the waste/recycling service?

Answer Choice	Percentage	Total
1. Printed	47.32%	274
2. Text/SMS service	5.69%	33
3. Online/the website	31.26%	181
4. An App	12.43%	72
5. Email	43.69%	253
Total Answered		579

Percentage	Total
79.16%	19
4.16%	1
20.83%	5
12.50%	3
20.83%	5
Total Answered	24

Percentage	Total
45.95%	255
5.77%	32
31.71%	176
12.43%	69
44.68%	248
Total Answered	555

Which district area do you live in?

Answer Choice	Percentage	Total
1. Chiltern District	86.67%	501
2. Wycombe District	13.32%	77
Total Answered		578

Percentage	Total
0.00%	0
100.00%	24
Total Answered	24

Percentage	Total
90.43%	501
9.57%	53
Total Answered	554

Appendix 5
SWOT analysis of calendar options

Option	Strengths	Weaknesses	Opportunity	Threat
<p>1</p> <p>Change nothing Continue to produce and distribute paper based calendars and recycling guides</p>	<p>Residents receive comprehensive information relating to their waste collection dates and information to inform them of what materials should and should not go into each of their waste containers.</p> <p>This option caters for those residents who do not access information on line.</p> <p>Residents like to have paper based calendar to refer to and to put on their fridges.</p>	<p>This option is the most costly in terms of printing and distribution costs.</p> <p>Last year, it represented 63% of the communications budget and postage costs will probably increase. Continuing to provide all of this information in this way, leaves less budget to be used on critical work streams, eg communicating key messages with stakeholders, such as material quality improvement messages and improving communications with residents in flats.</p>	<p>None identified</p>	<p>Continuing to spend money on current methods will limit opportunities to apply targeted messages to areas which need it the most.</p> <p>We need to work on improving the quality of materials collected from both low rise and high rise properties – reject rates are affecting our recycling rates and Serco are paying a gate fee for material which is then rejected.</p>

<p>2</p>	<p>Print nothing Rely solely on electronic provision of information for collections days and recycling advice – through website address look up (eg mywycombe – WDC and postcode lookup - CDC), email and bin apps</p>	<p>Represents a significant reduction in cost and provides more funds to develop different communication materials and communication methods. Enables team to target communications more appropriately, eg focus on quality recycling campaigns.</p> <p>Electronic engagement works well with younger generations.</p> <p>Helps aid channel shift to an online platform, which in the longer term, reduces costs and resource implications for other departments as well (Customer Services), with the reduction of calls and face to face contact as more is available online.</p>	<p>Does not cater for residents who do not access information on line. Could pose a reputational risk to CDC/WDC. Does not consider the demographics of the districts.</p> <p>Need sufficient lead in time to inform stakeholders of the cessation of the paper based calendar/guide production.</p> <p>Has the potential to cause more disruption and confusion to collections, particularly during bank holiday catch up schedules.</p> <p>Emailing calendars may be problematic- need to ensure residents receive the correct A or B calendar.</p>	<p>Could use budget to focus on other communications projects, such as producing information for flats and communal dwellings. This is not something we have done since the roll out of the contract and the information needs updating. Flats tend to have a high turnover of occupants and we need to make sure all residents know what they have access to and what to do.</p> <p>Relying on electronic provision of information will focus our attention on producing and maintaining engaging and informative online information, aiding in channel shift, hopefully reducing calls and customer contact.</p> <p>Improved use of online content means we could</p>	<p>Has the potential to cause more disruption and confusion to collections, particularly during bank holiday catch up schedules which would result in increased customer contacts and complaints.</p> <p>Have access to a budget to produce communications for other types of development. However residents may be upset if we provide communications to flats and not to normal households, feel like they are missing out.</p> <p>If website is ever unavailable, means people would have very limited access to the information they need. Relying on email or apps.</p>
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				<p>expand into other fields of Social Media, e.g. Facebook, Instagram etc., and engage with a younger generation, providing information on waste reduction and recycling that will hopefully stay with them into later life.</p> <p>Focus attention and resources on ensuring that all address data held on the database – Contender – is correct for each property, meaning less mistakes and confusion overall.</p>	<p>Relies on websites linking to correct database information for post code checker. Time consuming task to undertake the checking of this.</p> <p>Decrease in recycling information may lead to confusion, more bins being rejected, more customer contact and complaints.</p>
3	<p>Smaller print run – opt in service for paper based calendars and recycling guides. Only provide on request.</p>	<p>Budget reduced for both printing and postage.</p> <p>Residents that need it, still receive comprehensive information on recycling and collection dates.</p> <p>Would mean we have a comprehensive list of</p>	<p>Still takes money away from other communications projects we could use on other urgent work streams.</p> <p>Possibility that some residents are not aware that they need to</p>	<p>Funds would be available to develop new communication materials.</p> <p>Could review customer list each year, to maintain accurate records of where paper based Communications are</p>	<p>Potential to cause confusion and disruption to collections, resulting in more customer contact and potential complaints.</p> <p>Backlash from residents who do not</p>

		<p>properties that require paper based communications.</p> <p>Other residents would rely on electronic communications.</p> <p>Electronic communications work well with younger generations</p>	<p>request a copy and could miss out.</p> <p>Requires lead time to make residents aware that they need to opt in for a paper copy.</p> <p>Potential for increased level of calls from customers.</p>	<p>needed.</p> <p>May see a shift in engagement with residents. More young people buying/renting houses, more engaged in the services they need – information in available on channels they already use.</p> <p>Could engage with Parish and Town Councils more fully, use them as a pick-up, or delivery point for calendars and recycling guides. Could provide feedback and increase levels of community interaction in the future.</p>	<p>know they have to opt in and may miss out on calendar.</p> <p>Majority of people DO opt in, meaning cost savings is minimal if any at all.</p>
<p>4.</p>	<p>Print a pared down version – A4, double sided leaflet, folded to A5. All information still available on the websites</p>	<p>Will save money on printing cost and potentially postage, as the weight of the item has decreased.</p> <p>Still room to put key recycling messages in and</p>	<p>Still incurs postal cost, (unless we can find an alternative method?) which is the higher cost at the moment compared to printing, may not save us that much in total.</p>	<p>Even small reduction in cost would provide budget to focus on other communication projects we want/need to undertake</p> <p>Push to improve online</p>	<p>Decrease in recycling information may lead to confusion, more bins being rejected, more customer contact and complaints.</p>

		<p>presentation of bins info.</p> <p>Residents still receive calendar of collection dates with any changes due to bank holidays, Christmas etc.</p> <p>Anyone who cannot access online information will not feel alienated or left out.</p> <p>Reduced booklet provides opportunity for using lighter weight paper.</p>	<p>Will need to completely redesign and approve the new calendar – long, time consuming process = less time for design and implementation of other projects.</p> <p>Reduced recycling information received, may be an issue for new and existing residents of the district.</p>	<p>information in terms of access and ease of use.</p>	
<p>5</p>	<p>Print a collection calendar only – A5 double sided sheet. All information still available on the websites</p>	<p>Will save money on printing cost and potentially postage, as the weight of the item has decreased.</p> <p>Residents still receive calendar of collection dates with any changes due to bank holidays, Christmas etc.</p> <p>Anyone who cannot access online information will not</p>	<p>Completely removes paper based information on what materials can go in which bins. This would only be available online or by request.</p> <p>Still incurs postal cost, (unless we can find an alternative method?) which is the higher cost at the moment compared to printing,</p>	<p>Reduction in cost would provide budget to focus on other communication projects we want/need to undertake</p> <p>Push to improve online information in terms of access and ease of use.</p> <p>Force people into a channel shift to a more online platform. Potential to reduce costs and time</p>	<p>No recycling information may lead to confusion, more bins being rejected, more customer contact and complaints.</p> <p>Risk of residents who have trouble with their sight being unable to see all information as would have to follow similar layout as current calendar and</p>

		<p>feel alienated or left out.</p> <p>Can still include information on presentation times and places for bins.</p> <p>Reduced booklet provides opportunity for using lighter weight paper.</p>	<p>may not save us that much in total.</p> <p>Will need to completely redesign and approve the new calendar – long, time consuming process = less time for design and implementation of other projects.</p>	<p>in Admin and other departments (Customer Services), decreased contact via telephone, email and face to face.</p>	<p>catch up pages.</p>
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Appendix 6

Additional communication activities

1. Increased use of social media

We can make better use of social media platforms, such as Facebook and Twitter as these are established platforms that many of our residents are already using. Aiming to make information readily available and accessible for residents using images which are consistent with those already provided on our websites, recycling guides and bin tags, would encourage increased engagement electronically.

While we are already tweeting seasonal information and bank holiday reminders from the corporate accounts, we may achieve better focus if such messages are sent from a specific waste account. We will need to work with the corporate communications teams to investigate these options.

2. Production of recycling videos

We have the skills and ability within the Recycling Officer team to produce recycling videos for our websites which would help explain what can and cannot go into each bin. This would provide a more engaging way for residents to receive this information and would make it easier for those residents whose first language is not English, as it would be more visual and less text reliant.

We could also combining this approach with social media, posting them on Facebook and Twitter, or creating a YouTube channel and posting videos that promote and explain recycling and waste reduction – how to reuse items around the house, how to home compost, promoting ‘love food, hate waste’ messages, encouraging greater minimisation etc.

3. Bin App

Bin apps are available for residents to use which provide collection day information and also advise what items should or should not be placed in each of their containers. Bin apps can provide useful advice on revised bank holiday collection schedules, service disruption, where to present containers etc and provides alerts to residents. This is an option that the waste team are investigating going forward, as a supplementary form of information for residents.

4. Stickers or Magnets

Most residents prefer to have the recycling guide as a reference, however we reprint this information every year and yet it changes very little. We could look at creative alternatives for producing this information on a more durable item such as a sticker or magnet that the residents could retain as a prompt for those quality messages. There are other products available, such as ‘clings’ which attach using static to almost any surface.

5. Bin Stickers

Following best practice examples from other local authorities, there are options to produce 'quality' messages on bin stickers that go on the lid of the bins, either inside or out, providing a guide of what can go into the bin. We have successfully used such stickers during the targeted contamination project in High Wycombe and residents reacted positively to them and plan to increase the use of these. An alternative option would be to look at bin tags which have positive messages on them, although the stickers are a more durable product.

6. Online A – Z

We are currently working to develop an online A-Z to provide a visual aid for residents when they are searching for specific information about how to best dispose of a particular item.

7. Using Wycombe Times

We have the potential to provide a printed insert into the Wycombe Times and this could reinforce information on revised bank holiday collection dates or could be used to promote quality messages. Unfortunately, there is no alternative publication for the Chiltern District.

8. Increased number of road shows

We can provide targeted roadshows in areas where there are recycling quality issues and can produce mobile displays to illustrate the 'worst offenders' in terms of the items which are most commonly placed into the wrong bin.