

**CHILTERN & WYCOMBE JOINT WASTE COLLECTION COMMITTEE (JWCC)**  
**9<sup>th</sup> June 2016**

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**Review of collection calendar/recycling guide options**

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