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| <b>SUBJECT:</b>   | <b>Recycling Publicity Planning</b>   |
| <b>REPORT OF:</b> | <b>Officer Management Team - Director of Services</b><br><b>Prepared by - Head of Environment</b> |

## 1. Purpose of Report

- 1.1 To update and seek the PAG's advice on the latest publicity plan.

## 2. Links to Council Policy Objectives

- 2.1 This matter is related to the following local and national policy objectives:

- The Council's medium-term aim of helping to provide a clean and decent district where there is pride in, and ownership of, our surroundings and public spaces.
- The current Joint Waste Strategy for Bucks policies, including "to secure a long-term strategy for the management of wastes for which the member authorities are collectively responsible".
- The council's recycling/composting target of 60% by 2025 and European targets of 50% recycling by 2020

## 3. Background.

- 3.1 South Bucks District Council collects paper, card, glass and cans and plastic bottles from all the properties in the district. Garden and kitchen waste is collected from a fifth of residential properties in the district. In addition there are 19 recycling bring sites and mini recycling centres in flats where boxes are not suitable.
- 3.2 In the last financial year (12/13) 32.47% of waste collected in the district was recycled or composted.
- 3.3 Plastic bottle collections were rolled out to all properties in October and November 2012.

## 4. Discussion.

- 4.1 The South Bucks recycling and composting rate is well below the national average of around 42%. Changes to the collection scheme are due to be made in spring 2014, with the majority of this year's communications relating to this project.
- 4.2 The Bucks Waste Strategy sets out our aim to meet our targets using methods at the top of the waste hierarchy: reducing waste at source, reusing as much as possible, and recycling/composting. SBDC is active in the Waste Partnership's waste reduction campaigns; the love food hate waste, home composting, real nappy and Recycle for Bucks campaigns.
- 4.3 A partnership-wide publicity plan will be developed as part of the ongoing EfW/Bulky waste project. Time frames for this work are not yet known, but it will sit outside the scope of this report.
- 4.4 A proposed publicity plan for 2013/14 is attached at Appendix A. The aim is to ease the transition to the new collection scheme through maximising the

awareness residents have of the scheme change, while providing adequate information on how the scheme will operate. The plan will also maintain existing awareness messages. This will be achieved through:

- Leaflets
- Vehicle Panels
- Social Media
- Road shows in each town
- Events with Members, Parish Council Clerks and the media
- Emails to the residents list
- Letter and Calendar (relating to current scheme) - sent out in October, informing residents that the service will be changing
- Targeted letters to Housing Associations and Gypsy and Traveller Services
- Calendar for new scheme delivered with the new containers and more detailed explanation of their use
- Advertising boards
- Local magazines and newspapers

4.5 Social media will be used to reinforce messages for the new service. A comprehensive programme of communications will look to direct as many people as possible towards online sources of information to reduce the pressure on call takers in the office.

4.6 The draft policies that will be in place to support the new services being promoted by the publicity outlined in this report will be distributed to this PAG either at the meeting or later via e-mail.

## 5. Resource and Wider Policy Implications

5.1 Estimated costs, where applicable have been included in the plan contained in Appendix A. Agreement of specific items of publicity will be by the Head of Environment in consultation with the Portfolio Holder for the Environment.

## 6. Recommendation

6.1 Environment PAG Members are asked to note the content of this report and to advise the Portfolio Holder if the proposed publicity plan is acceptable.

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| <b>Background Papers:</b> | <b>None</b>  |