

‘Recycle it’

‘Recycle it’ is the overarching behaviour change campaign around household waste. It seeks to assist the service in addressing issues including;

- Recycling rates
- Contaminated bins
- Blocked access
- Missed collections

This document outlines the key messages, audiences and execution of this campaign.

1. Service Issues

Recycling rates

Recycling rates are at low and decreasing level.

It costs the service more money to send waste to landfill than for recycling.

Increasing recycling rates not only helps the environment, but eases budget pressures for the service.

We have data on where in the borough rates are at their lowest, as well as what recyclable items are most present in the refuse stream in order to produce targeted messaging.

Contaminated bins

Bins which are contaminated with the wrong type of refuse in each bin are not collected by the service. This is a particular problem for shared bins.

Currently there is no method of proactively informing the resident of the reason their bin has not been collected.

This leads to a high number of queries to the Contact Centre and Environment in order for the resident to find out the reason.

Blocked access

Some of Thurrock’s roads are narrow and the limited off-street parking in areas means vehicles often park on the road.

Inconsiderate parking means that Refuse Collection Vehicles cannot access the roads – not to mention emergency vehicles.

This puts additional pressure on the service having to either return to collect the bins, or the residents in affected roads having to wait until the following week.

Missed collections

How missed bin collections are communicated to residents has been identified as an issue.

Working with the service, the Contact Centre and the Communications Team, an end-to-end process for notification needs to be developed and implemented.

2. Research

With the introduction of the new waste collection routes, there is now a data set available to investigate recycling rates and participation in recycling in specific areas of the borough.

After detailed analysis of the tonnages and areas, the key insight is that the worst performing recycling days are Tuesday (the rural parts of the borough and South Ockendon) and Thursday (Grays).

The highest recycling figures are recorded on Monday (Stanford Le Hope) and Wednesday (Tilbury and Chadwell).

Analysis of Waste and Recycling - 23 June 2017

The data used for this analysis was in the calendar month of May 2017. This included four full 5-day weeks (Monday – Friday) and one 3-day week (Monday – Wednesday).

Data for residual waste has been included for context but has not been analysed. Summary:

- Tonnages of all waste streams were significantly lower in Week 1, than other weeks
- Lowest percentage of dry recycling collected was 12.57% on Tuesday in Week 4
- Highest percentage of dry recycling collected was 26.2% on Monday in Week 5
- Lowest percentage of garden & food waste collected was 11.32% on Friday in Week 2
- Highest percentage of garden & food waste collected was 33.73% on Monday in Week 3
- Lowest percentage of combined recycling collected was 25.26% on Tuesday in Week 4
- Highest percentage of combined recycling collected was 52.37% on Monday in Week 3
- Best day for dry recycling is Monday
- Best day for garden and food waste is Monday
- Best day for combined recycling is Monday
- Worst day for dry recycling is Tuesday
- Worst day for garden and food waste is Tuesday
- Worst day for combined recycling is Tuesday
- Although Weeks 1 and 2 did have some variations, in each of the weeks 3, 4 and 5 Tuesdays were consistently the worst days for both tonnage and percentage of all recycle waste streams

Kerbside Waste Composition Analysis

The most recent data we have on what types of materials are in each bins was compiled through kerbside surveys conducted by MEL research in July 2016. It found that the average residual bin in Thurrock contained a number of materials

which could have been put in the dry recycling. The most common items found in the residual bin were:

- Paper (3%)
- Cardboard (3%)
- Glass (2.6%)

3. Objectives

- Increase recycling rates in the borough
- Reduce the number of contaminated collections
- Reduce the number of failed collections due to blocked access
- Improve the communications around missed bin collections

4. Key messages

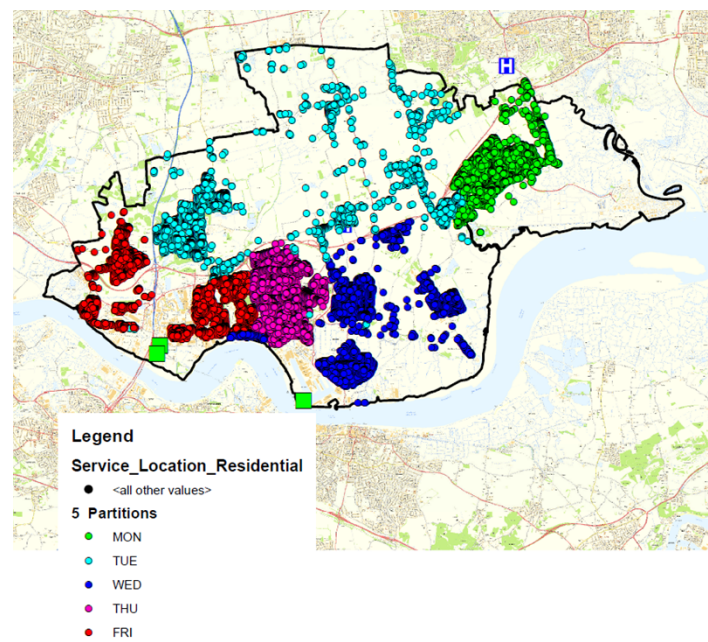
- Recycling: For every 1% recycled, the council saves £35,000
- Contamination: Check it – bin it
- Blocked access: Poor parking stops bin collections
- Missed collection: If we miss your bin, we'll be back later or tomorrow

5. Approach

Targeted recycling messaging

Previous recycling campaigns have featured generally messaging which was applied broadly. While these have been successful, with the insight afforded to us through data collected by the service, we are able to adopt a targeted approach on two fronts:

- Targeting the areas of the borough where recycling rates are low and contamination rates are high
- Targeting the messaging on specific items of recycling which will have the biggest impact on overall rates
- By targeting through both location and message, the same level of resource which would be allocated to a broad campaign can have a focussed impact on behaviour change.



Through the research and insight above, the proposed targeting will be:

- Areas: South Ockendon, Orsett, Bulphan, Horndon on the Hill and Grays
- Items: paper, cardboard and glass

The areas covered on Tuesday and Thursday includes 554 roads.

The insight from the 2016 Residents' Survey clearly shows that the communications channels most effective for the residents in the areas we wish to target are:

- Information leaflet
- Bin stickers / hangers

Blocked access

There are a number of roads which have been identified as repeated having blocked access issues, including Angle Road, West Thurrock; Fleming Gardens, Tilbury; Danbury Crescent, South Ockendon and; King Street, Stanford Le Hope.

Houses on these and surrounding roads will be targeted with leaflets asking them to be more considerate with parking. The service will also engage with Civil Enforcement Officers to take action where parking is illegal.

6. Execution Recycling Targeted

Targeted messages will be used for residents of South Ockendon, Orsett, Bulphan, Horndon on the Hill and Grays. These areas contain 554 roads.

Bus stops, libraries, healthcare centres etc in those areas will all be provided with literature to display.

Broad

Waste is a universal service. It affects all residents and therefore we must communicate with them all. Ensuring we have the right channels covered in order to capture everyone will be key to the success of the campaign.

Online and offline channels will be fully used.

Engagement

Engaging with schools through initiatives (such as naming an RCV) is a great hook and way in to get young people engaged about recycling.

Contaminated bins Targeted

Specific bins which are contaminated will be tagged with bin hangers / stickers, featuring all 'Recycle it' key messages.

Targeted messaging to users of bins stores will also be included, through engaging with managing agents of properties of multiple occupancy, as well as the residents directly.

Blocked access Targeted

Areas and roads which have experienced failed rounds due to blocked access will be delivered a leaflet, which will also contain all 'Recycle it' key messages.

Missed bins Targeted

The reason for why the bin at individual property was missed by clearly and accurately communicated. This needs to be used as an opportunity to push 'Recycle it' key messages.

Broad

What people do if their bin is not collected needs to be clearly communicated. If residents are unsure and take their bin in and we send a crew to collect the next day then it would be a wasted visit.

Clear messages about what residents should do need to be communicated universally.

7. Channels

Website – prominent position on the website. Make it simpler (fewer steps if possible) to find out if something is recyclable

Campaign page for “Recycle it” in the same way we have a page for ‘clean it, cut it, fill it’, we could have a landing page which features all the ‘Recycle it’ key messages and links to service pages with more detail

Bin stickers / hangers – contaminated loads

Contaminated bins will be tagged to tell people their bin won’t be collected until the offending item(s) are removed.

Hanger will feature call to action to check what can go in each bin – linking to the campaign page of the website.

Imagery

The artwork used in this campaign will be striking and in line with the previously designed infographic, rather than the previous ‘Love Thurrock’ based design.

Video

As well as producing videos of the portfolio holder for environment, we will also use Scribe animations to raise awareness of recycling and fill gaps in the residents’ understanding of recycling issues.

Poster campaign – internal sites, libraries, hubs, community forums, schools, colleges, managing agents, bin stores

An infographic-based and single poster which contains all messages and ‘striking’ imagery

Leaflet – produced with main message regarding blocked access

A5. One side blocked access. Once side in thirds other ‘Recycle it’ key messages

Vehicle livery

The new Refuse Collection Vehicles (RCVs) due in March 2018 will feature ‘Recycle it’ messages aimed at increasing recycling rates.

Other vehicles, such as cage lorries will also be utilised for key messages.

Thurrock News – continuing stories in the e-newsletter

At least one “Recycle it” story will feature in every issue of Thurrock News and will signpost to the campaign webpage.

Social media

Repeated and scheduled messages featuring all key messages, images and videos.

Council tax leaflet

The leaflet accompanying the council tax bills going to every household in Thurrock will include ‘Recycle it’ key messages, as well as other priority campaigns.

Internal

Utilise internal channels to raise awareness of key messages, including Inform, Insight, Thurrock Manager, Chief Exec’s blog and posters in the Meet and Eat area.

Promo items

Useful items (such as fridge magnets) containing key recycling messages will be produced and distributed

Stakeholders – community forums, schools

Work with stakeholders to share resources and engage them to promote on our behalf. Schools, community groups (Thurrock CVS) and community forums will be provided with posters, leaflets and images to share with their networks.

8. Evaluation

The success of this campaign is tied to whether recycling rates for the borough increases, the number of unsuccessful collections due to block access decreases, number of complaints around missed bins decreases and number of contaminated bins decreases.