

## **‘Recycle it’ Plan 2017-19**

‘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

### **Aims**

- 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

The people who live, work and visit Thurrock produce the borough’s waste and the Council collects and disposes of it. Both need to play their part to work towards keeping Thurrock clean and green and maximise participation in waste prevention, re-use and recycling.

### **Recycle-It – Activity which has taken place 2018/19**

- Regular items or banner ads in the council’s e-newsletter which is distributed to around 13,000 residents every month.
- Repeated and scheduled social media posts featuring key recycling messages, shared as part of the council’s social media activity. Linking to information on the [Thurrock.gov.uk](http://Thurrock.gov.uk) website. Since 28 June recycling messages have reached 680,300 people through our Facebook and Twitter feeds generating nearly 1,500 interactions.
- Visits to a number of primary schools to teach year six students about waste and recycling
- Opportunity for residents to collect and recycle more over the Christmas/ New Year period. Blue recycling bags distributed to libraries and Community Hubs across the borough, for residents to present side recycling waste for excess recyclables during one of our busiest periods.

- Week-long event for residents to bring old and unwanted electrical items for recycling. Publicity via website, Social Media, libraries and hubs. Donation locations publicised across the borough. Social media posts reached nearly 195,000 people generating over 500 interactions.
- The service engaged with local primary schools as an initiative to raise awareness of recycling, by asking schools to get children to colour in a poster of a waste collection vehicle, as well as suggest a name for it. The competition was a resounding success receiving more than 1,000 entries from Thurrock primary schools students aged 8 to 11 years. 28 designs now appear on the new fleet of bin lorries. This received widespread coverage in the local media including spots on local radio. There were follow-up reports when prizes were presented to the competition winners.
- A leaflet which accompanied the council tax bills was sent to every household in Thurrock carrying 'Recycle it' key messages. Leaflet is sent to all homes in Thurrock - over 63,000 households, in printed form to reach non-internet users
- New fleet of 28 waste collection vehicles received in March/ April 2018, feature full side panel 'Recycle it' messages aimed at increasing dry recycling rates. New adverts also fitted to all existing lorries advertising garden and food waste.
- Postcard produced with message regarding blocked access and considerate parking, "if a bin lorry can't get down this road, neither can a fire engine". Provided to crews and is left on vehicles blocking roads.
- Utilised internal channels to raise awareness of key recycling messages, including Inform, #TeamThurrock, the Chief Executive's blog and posters in communal staff areas 80% of staff are local residents who will adopt information at home and share with neighbours.
- Introduction of 'Ooops!' bin tag explaining nature of contamination and alerting residents that materials have not been disposed of in the appropriate stream, action required to be left on contaminated blue recycling bins. This was preceded by a clear campaign detailing the reasons for the bin tags. There will be no change to current procedure regarding contamination. Briefing created for members, customer services team and waste collection crews. Social Media campaign reached 192.7k people and generated nearly 450 engagements. This targets the right person with the right information at the right time and place.

## Planned Activity 2019/20

Activity	Outline	Delivery	Audience
Web page videos	Create bright, vibrant and shareable mini information short videos to be used online as part of the 'Recycle It' campaign.	February 2019	Social media reach of over 17,000 followers. Council website visited by 1559944 people per annum
Council tax leaflet	A leaflet to accompany all council tax bills going to every household in Thurrock including 'Recycle it' key messages. Main focus will be on quality of waste in line with new national KPIs	February 2019	Printed materials. Delivered directly to residents. More than 63,000 households
Bin Tags	Garden Waste bin tags to be introduced.	March 2019	Printed information delivered directly to residents contaminating waste
Introduction of Bartec	<p>The introduction the Bartec Waste management system will allow collection of key service data, including contamination information to further target campaigns to specific locations and contaminates.</p> <p>Bartec will automatically generate letters to residents where contaminated bins are identified. Monitoring of households not responding to additional information and blue bin tags, further action taken through direct communication with residents, e.g. non emptying of bins until contaminates removed etc. yet to be approved. Targeted press releases and publicity when lettering residents is introduced.</p>	<p>March 2019</p> <p>April/ May 2019</p>	Direct mail to residents or managing agents.
Recycling in Flats Pilot	To set up a pilot project to improve recycling in flatted buildings where contamination levels are high. Meetings have been held with managing agents and residents in August and October 18 to agree the pilot with the aim of improving recycling in two blocks in Grays (St Leonards Close and Worthing Close). Outcomes and learning from the pilot will be used to expand the scheme to all flatted schemes in the borough.	February 2019	Engage with residents to test processes and tailor future communication methods to best reach those living in flats.

Roadshows and Local Forums	<p>Waste service team to participate in service promotion events (Community Fun days), including bringing waste vehicle to events to demonstrate how vehicle works, encourage recycling and talk about services.</p> <p>Waste Services to attend Tenants Conference as stall holders and promote waste services to residents as well as interact with other services and build good working relationships.</p> <p>Attend local forums and engage with local resident groups to raise awareness of recycling messages, contamination</p>	<p>March 2019</p> <p>Summer 2019</p>	Direct face-to-face interaction with residents and community groups
External Poster campaign	Poster publicity campaign at libraries, hubs, community forums, schools, colleges, managing agents, bin stores.	March 2019	Poster campaign aimed directly at residents taking advantage of existing sites to reach a larger audience
Recycling messages to Trade customers	Recycling leaflets to be designed to promote key messages and encourage higher uptake of local businesses.	April 2019	Local businesses and business forums.
Website refresh	Web page for "Recycle it" which features all 'Recycle it' key messages and links to service pages with more detail. Update links to local re-use and recycle facilities and bring banks.	April 2019	Visitors to thurrock.gov.uk website
Employment of Recycling Engagement & Education Officer	<p>Funding has been secured for a fixed term contract for Waste Services Recycling Engagement &amp; Education Officer to be recruited to carry out the following activities:</p> <ul style="list-style-type: none"> <li>• Support for the programme of encouraging recycling in multi-occupancy buildings, including: Engagement with housing and managing agents, review of bins stores to assess adjustments needed to support recycling (e.g. different bins, better lighting and signage), developing educational material and ensuring distribution within flat building, engaging with residents to understand and address potential blockers</li> <li>• Feasibility study into the options regarding recycling of</li> </ul>	April – October 2019	Working directly with residents and community groups

	<p>fabrics, including: Introducing fabric recycling trial, research in contracts and mechanisms for collecting fabrics needs to be undertaken. Develop a range of initiatives to focus on improving the quantity and quality of dry recycling material by reducing the levels of contamination and targeting communications to poor performing areas. Address confusion about recycling to improve recycling rates and reduce contamination</p> <ul style="list-style-type: none"> <li>• Focussed campaigns on plastics and metal recycling</li> <li>• Social media key messaging and seasonal prompts</li> </ul>		
Blocked access plan	Review locations where blocked access is most frequent to identify potential solutions to improving clear access for collections. Working with Highways to consider installation of parking restrictions and colleagues in Enforcement to ensure these are adhered to.	June 2019	Internal process
Thurrock Crucial Crew	Visits to a number of primary schools to teach year six students about waste and recycling	July 2019	Primary school pupils. Direct contact.
Recycling week	Specific campaign to raise awareness of recycling key messages. In line with national messages to take advantage of national campaigns.	September 2019	Full suite of communication activity including printed, web and social media
Seasonal Recycling promotion opportunities	Take advantage of seasonal events to promote recycling as part of ongoing national conversations. For example Christmas promotions around side waste and waste electricals at Christmas, recycling Easter egg packaging, disposing of flowers as part of garden waste following Mother's Day, spring cleaning etc.	Year round	Local media press release and social media reach of over 17,000 followers. Council website visited by 1559944 people per annum.
Re-Use at HWRC	Encourage residents to re-use items rather than dispose of them		Signage at the HWRC backed up by web and social messaging
Plastics and metals campaign	Campaign highlighting the proper way to dispose of plastics and metals to encourage recycling	September 2019	Full campaign including press, social media, online content and physical advertising. Social media reach of over 17,000 followers. Council website visited by 1559944 people per annum