

RECYCLING ACTION PLAN

Version 2: Updated for 2017/18

Action	Action Due Date	Key Milestones	Milestone Due Date	Additional Support
<p>Title: Garden Recycling Service – targeted promotion.</p> <p>Description: Building on the successful promotion in 2016/17, the service will look to adopt targeted promotional methods to increase the customer base. Working closely with Public Relations, the service will also explore sponsorship and advertising opportunities with a suitable business to work in partnership on the garden recycling campaign throughout 2017.</p> <p>Expected Outcomes: Overall objective is to increase the customer base from 20% of the district to 30% by 2020. Additional garden waste tonnage to increase the overall recycling rate by 2%.</p> <p>2017/18 targets:</p> <ul style="list-style-type: none"> • 14,100 customers using the service. • 5,700 tonnes of garden waste collected. <p>Budget requirements: Advertising – approx. £500 (met from existing budget approved).</p>	March 2018	<p>Map customer base to identify gaps in market area.</p> <p>Operational capacity – finalise analysis of growth predictions against resource requirements.</p> <p>Establish links with other services e.g. Community Wardens to support delivery of targeted promotion.</p> <p>Advertising and sponsorship opportunities established and promotional campaign developed.</p> <p>Service promotion where garden waste is reported by crews in domestic waste bin.</p> <p>Identify ‘upsell’ opportunities and apply.</p> <p>‘Recommend a friend’ promotion – explore options and implementation method established for 2018/19.</p> <p>Internal staff promotion.</p> <p>Seasonal advertising.</p> <p>Evaluation and finalise strategy for 2018/19.</p>	<p>April 2017</p> <p>April 2017</p> <p>June 2017</p> <p>June 2017</p> <p>June 2017 onwards</p> <p>September 2017</p> <p>December 2017</p> <p>TBC</p> <p>March 2018</p> <p>January – March 2018</p>	<p>Public Relations</p> <p>Community Engagement</p> <p>Customer Services</p> <p>Web team (promo code re-applied to website if needed and exploration of options for handling ‘Recommend a Friend’ promo)</p>

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<p>Title: Bin Sticker Trial.</p> <p>Description: To provide bin stickers for domestic waste and recycling bins providing advice on waste reduction and to reinforce correct material and quality messages. Trial project approved by the Waste and Recycling Panel (W&RP) in December 2016. Three trial areas have been identified across the district (rural, urban and coastal) and cover approximately 3,500 properties.</p> <p>Expected Outcomes:</p> <ul style="list-style-type: none"> • Reduction in household waste tonnages where stickers are implemented. • Increase recycling tonnages where stickers are implemented. • Reduction in contamination reports by crew. • Reduction in the amount of recyclable material in the waste stream. <p>Specific targets to be established following the trial which will provide the opportunity to assess the viability of the project meeting the expected outcomes compared to the cost and effort required.</p> <p>Budget requirements: Direct costs for sticker production for the trial approx. £3,500 (met from existing budget approved). If trial deemed successful, options for further roll out and associated costs will be evaluated and presented to the W&RP for consideration.</p>	<p>TBC – dependent of trial results</p>	<p>Stickers produced.</p> <p>Establish baseline performance including sample of current recycling quality.</p> <p>Stickers rolled out to trial areas.</p> <p>Press release and article in Initiatives.</p> <p>Door steppers – survey residents with stickers.</p> <p>Evaluate results including sample of recycling quality.</p> <p>Report trial outcomes to the W&RP and decision made on way forward.</p> <p>‘Thank you’ postcard to residents to reinforce key messages and the difference their actions have made.</p> <p>Further milestones to be established depending on success of trial.</p>	<p>February 2017</p> <p>April 2017</p> <p>April 2017</p> <p>April 2017</p> <p>May 2017</p> <p>October 2017</p> <p>November 2017</p> <p>November 2017</p> <p>March 2018</p>	<p>Customer Services (at point of implementation)</p> <p>Public Relations (communications)</p> <p>WSCC Communications Group (Door steppers)</p>

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<p>Title: Communal Bin Recycling – Bag trial. Description: A trial started in 2016 in partnership with West Sussex County Council where reusable bags have been issued to residents of flats and shared houses. The bags are designed to give residents information on what can and can't be recycled, as well as making it easier for them to transport their recycling to their communal waste areas. Expected Outcomes: Improve quality of recycling to reduce rejected loads and increase recycling. Specific targets to be established following the trial. The trial provides the opportunity to assess the viability of the project meeting the expected outcomes compared to the cost and effort required. Budget requirements: Direct costs currently funded by WSCC Communications Group. If trial is deemed successful it is likely that further funding opportunities will be available from WSCC however this will be dependent on how wide the project is rolled out.</p>	TBC – dependent of trial results	<p>West Sussex door stepping team to distribute 'Thank you' postcard with key messages and to reinforce the difference the resident's actions have made since receiving their recycling bags.</p> <p>Final report produced by WSCC covering results of trial, lessons learned and next steps.</p> <p>Press release: update on trial.</p> <p>Progress report to the W&RP and decision made on way forward. Milestones to be determined following evaluation. Expectation is to roll out further to specific problem area bulk sites.</p>	<p>February 2017</p> <p>March 2017</p> <p>March 2017</p> <p>May 2017 (dependent on WSCC report)</p>	<p>In partnership with the WSCC Communications Group.</p> <p>Public Relations.</p>
<p>Title: Waste and Recycling Crew Training. Description: All crews need to be on message with recycling and be confident with what can or cannot be recycled. On the job training – Support Days – to be provided to all crews. Expected Outcomes: Bring all crews knowledge on recycling to an agreed standard. Provide crews with the opportunity to report recycling issues back for action. Budget requirements: N/a.</p>	March 2018	<p>Support Day – soft launch.</p> <p>Programme signed off.</p> <p>Establish baseline measures.</p> <p>Each crew member to complete a support day.</p> <p>Evaluation.</p> <p>Annual refresher.</p>	<p>January 2017</p> <p>March 2017</p> <p>March 2017</p> <p>June 2017</p> <p>October 2017</p> <p>2018</p>	

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<p>Title: Recycling Bin Upsize Description: Where residents request a larger recycling bin, swap to the next size up free of charge. Expected Outcomes: Send a positive message to residents enabling them to maximise the amount they recycle. Increase in recycling tonnages as each property that upsizes has the potential to increase their recycling by 20%. Budget requirements: £10,000 per annum to cover bin stocks from Domestic Waste revenue account.</p>	Ongoing	<p>Report to Cabinet.</p> <p>Evaluate existing stock levels.</p> <p>Finalise procedures (admin and operations including communications to resident at point of swap) and go live.</p> <p>Monitor take-up and stock levels. Evaluate impact on recycling tonnages.</p> <p>Update to the W&RP.</p> <p>Evaluation to build into 2018/19 stock requirements and budget.</p>	<p>April 2017</p> <p>April 2017</p> <p>May 2017</p> <p>Monthly</p> <p>November 2017</p> <p>December 2017</p>	<p>Customer Services</p> <p>ICT Applications (if update to Lagan scripting required)</p>
<p>Title: Communications Action Plan 2017/18. Description: phase 2 of the communications campaign which is to take a more targeted approach on specific recycling messages and build on the communication tools already developed. Expected Outcomes: To provide a consistent message to residents and external stakeholders, communicate key messages as new recycling projects are implemented and work closely with West Sussex County Council to make sure we are communicating the same messages and maximising use of resources. Budget requirements: Approx. £5,000 met from existing approved budget.</p>	March 2018	<p>Campaign development focused on targeted messages including waste minimisation.</p> <p>Launch of e-newsletter.</p> <p>Assessment of Community Rewards schemes.</p> <p>Develop efficient process to communicate with residents where crews have reported contamination.</p> <p>Key messages video development.</p> <p>Establish cross service collaboration (e.g. with Community Engagement, Housing, Customer Services) and deliver training as required.</p> <p>Recycle Week 2017.</p>	<p>March 2017</p> <p>April 2017</p> <p>May 2017</p> <p>July 2017</p> <p>August 2017</p> <p>August 2017</p> <p>September 2017</p>	<p>Public Relations</p> <p>West Sussex Communications Group</p> <p>Housing Services</p> <p>Community Engagement</p>

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		<p>Use of WSCC Door steppers – trial and assess.</p> <p>Review design of bin hangers (used by crews to alert the resident of contamination) and investigate advertising opportunities to cover costs.</p> <p>Creation of informative welcome packs for new residents moving in to area.</p> <p>Develop existing connections with managing agents and private landlords in order to better utilise their communication channels with residents, with a view to reducing contamination and increasing recycling tonnages.</p> <p>Investigate the costs involved with decontaminating bins, or removing as waste, and research how other local authorities pass these on to the managing agents as charges to offset the cost of service delivery.</p>	<p>October 2017</p> <p>November 2017</p> <p>January 2018</p> <p>January 2018</p> <p>February 2018</p>	<p>Housing Services</p> <p>Public Relations</p>
<p>Title: Review county-wide street sweeping recycling project.</p> <p>Description: Material from street sweeping arising to be collected and treated for recycling.</p> <p>Expected Outcomes: Direct contribution to recycling rate. Anticipate 2% improvement.</p> <p>Budget requirements: None. Processing operation can be accommodated at existing waste disposal facilities.</p>	<p>March 2018</p>	<p>Assess impact on recycling rate following implementation in April 2017.</p> <p>Update to the W&RP.</p>	<p>September 2017</p> <p>November 2017</p>	<p>Strategic Waste Officers Group</p>

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<p>Title: County-wide textile & WEEE collection</p> <p>Description: trial for collections being undertaken by Crawley BC using a separate container fixed to waste freighter to collect textiles and small WEEE (waste electrical and electronic equipment).</p> <p>Expected Outcomes: This could achieve a 1-2% increase on the recycling rate.</p> <p>Budget requirements: Processing operation can be accommodated at existing waste disposal facilities. However, current CDC vehicles do not have sufficient space for container. If trial project successful options would need to be assessed.</p>		<p>Review outcome of Crawley trial and agree way forward for District and Boroughs.</p> <p>Update to the W&RP.</p>	<p>September 2017</p> <p>November 2017</p>	<p>Strategic Waste Officers Group</p>