

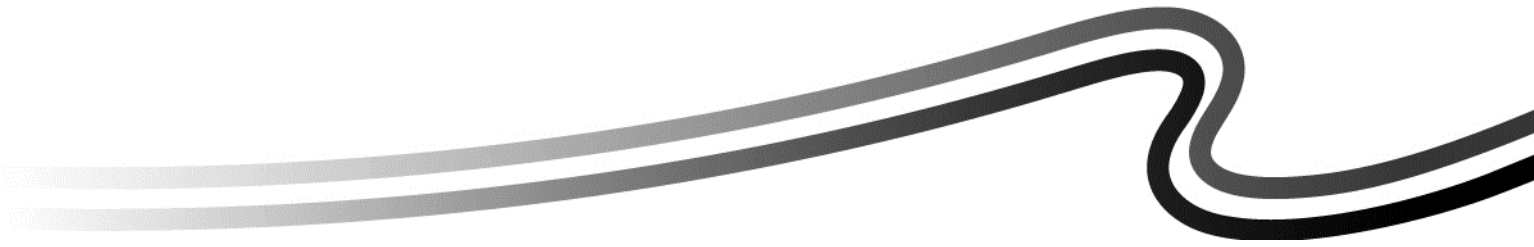
# Recycling

## Communications Strategy

By 2020, all local authorities across the UK are expected to be recycling at least 50% of all waste. It is likely that authorities failing to meet this target will be heavily penalised and expected to pay significant fines. It is vital that the council works with its residents and businesses in order to try and reach this target. At the moment, the average recycling rate is around 39%. This communication strategy aims to identify how we will work with residents to try and increase recycling in the district and to communicate new strategies that will contribute towards us reaching this target. This will be carried out in a staged approach, starting with a 'back to basics' campaign.

- General 'back to basics' campaign.
- A recycling road show during the first week of July (because 'recycling week' has now moved to September).
- A community campaign during 'recycling week' in September.
- Targeted work in specific areas and with people in flats.
- Work with community groups and businesses.
- Increasing membership of our garden waste service.
- Promoting our online services, such as green waste, trade waste and waste and recycling calendars.
- Considering if we will introduce a food waste service.

Two recycling offices will be employed to work with our communities to help increase recycling. We will also work closely with councillors and staff across the council to



give them the ability to answer questions and support our residents. In particular, we will work with:

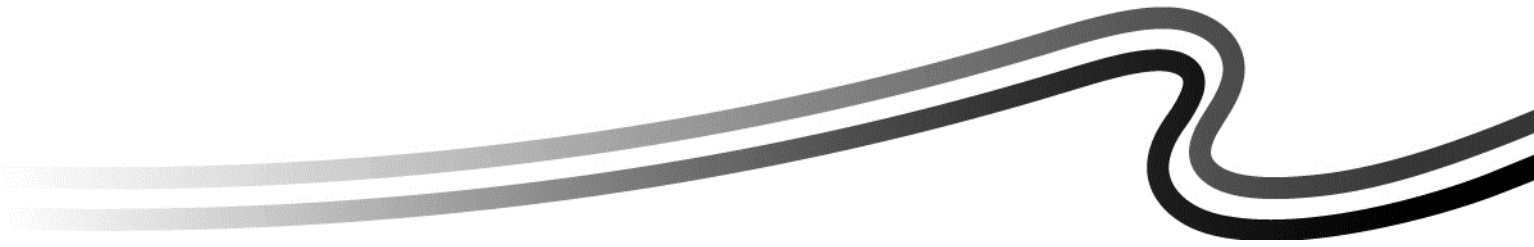
- our refuse crews;
- councillors;
- our customer care centre;
- our community wardens;
- our home finder service;
- our landlord accreditation scheme service;
- our youth engagement officers;
- our well being service; and
- staff who are regularly out in the community.

This strategy will highlight how the council intends to achieve this.

## **Communications aims**

The first part of the process will focus on internal communications – making sure that staff and councillors are well informed.

- We want to start by getting feedback from our refuse crews and asking their thoughts and ideas. We then need to explain why they are vital in our campaign to increase our recycling rates and the importance of this.
- We want staff and councillors to understand why it is so important that we increase our recycling rates.

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- We want staff and councillors to feel involved in the process and believe that they can help shape the way we will work in the future.
  - We want to encourage staff and councillors to ask questions and make suggestions.
  - We want to make sure that all staff and councillors are well informed and have the necessary tools to help them to answer questions in the community.

The second part of the process will be communicating with residents.

- We need to work with you to increase recycling rates. We are expected to recycle 50% of all waste by 2020, or face heavy fines. At the moment, we recycle around 39% of all waste; we need to work with you to increase this.
- Recycling and reducing waste is vital to protect our environment and to keep costs down. The money we receive from your recycling, keeps the cost of your waste service down. The average household pays around 75p a week for their waste and recycling service. If we do not meet our recycling targets this would be significantly affected.
- We know that 15-20% of the items in most black bins can be recycled and so we need to increase awareness and work with you to make sure that the right item is going into the correct bin.
- We want you to get involved and let us know how we can make things simpler for you.

We also need to work with the media, community groups and businesses and utilise the partnerships that we have in place.



## **Communications objectives**

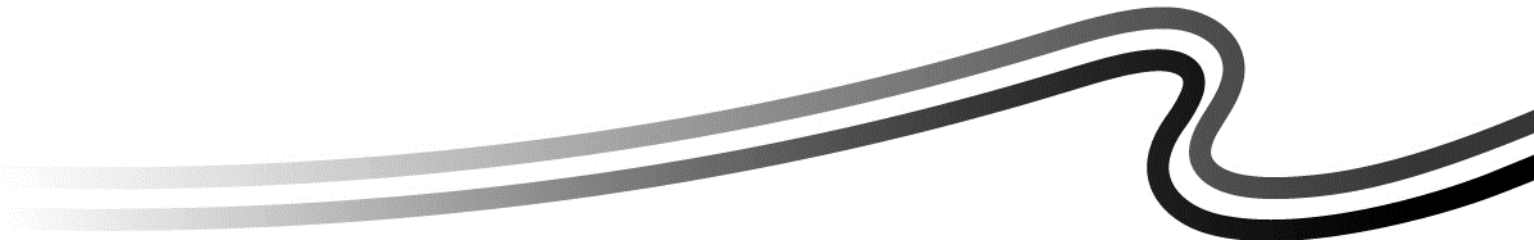
1. To provide a consistent message to all internal and external stakeholders.
2. To proactively identify any concerns to improve public and staff understanding, particularly on social media and through general feedback. To also identify frequently asked questions.
3. To engage directly with staff to explain how we aim to reach the target and possible future policy changes. To encourage them to share this information with residents.
4. To work closely with West Sussex County Council to make sure we are communicating the same messages and maximising use of resources.
5. To make sure that our Members are well informed and involved so that they can be communications champions internally and externally.
6. To develop key partnerships with local supermarkets, community groups, educational institutions and businesses.
7. To communicate that all stakeholders will be kept informed of our progress through the appropriate communication channels.
8. To promote the various ways people can communicate with us within all communications, including social media.



## Message themes

Communication activity should incorporate the following message themes, which will evolve as required.

1. We need to work with you to increase recycling rates. We are expected to recycle 50% of all waste by 2020, or face heavy fines. At the moment, we recycle around 39% of all waste; we need to work with you to increase this.
2. Recycling and reducing waste is vital to protect our environment and to keep costs down. The money we receive from your recycling, keeps the cost of your waste service down. The average residents pays 75p a week for their waste and recycling service. If we do not meet our recycling targets this would be significantly affected.
3. We know that 15-20% of most black bins can be recycled and so we need to increase awareness and work with you to make sure that the right item is going into the correct bin.
4. At the moment £8 million of recyclable material is going to land fill in West Sussex.
5. We want you to get involved and let us know how we can make things simpler for you.
6. Our priority is to protect our environment, while also continuing to provide value for money and quality services. We need you to work with us to recycle 50% of all waste, so that we can continue to achieve this.

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7. We will work with our partners to look at how we can work together to increase communications and make the process simpler for you.
  8. Garden waste is another way of increasing our recycling rate. Are you aware that we offer a fortnightly collection service for just under £1 a week? It's simple to join and you can even sign up online.
  9. We are exploring other services that we could possibly offer in the future, including a food waste collection service. However, this is at a very early stage, but we would welcome your thoughts.
  10. We will keep you well informed through a range of communication channels, including our members, website, and social media channels.

## **Audiences**

- Staff.
- Members.
- Residents.
- Businesses.
- The media.
- Parish councils.
- Local media partners.
- Supermarkets.
- Schools.
- The College and University.
- Other partners.



## **Staffing structure and responsibilities**

### **Head of Contract Services**

- Strategic lead and responsible for communication with leaders of key partner organisations and groups.
- Stakeholder co-ordination and tactical plan.

### **Member champion**

- Cllr Roger Barrow

### **CMT and Heads of Service**

## **Information sharing with partners and groups.**

### **PR Team and Contracts Manager**

- Identify internal needs.

### **Contract Manager, PR and Member champion**

- Member communication.

### **PR Team**

- Message co-ordination and media activity.
- Co-ordinating internal messages.
- Social media engagement, proactive monitoring, direct engagement with commentators and releasing updates.
- Website.



## **Internal Group**

- Identified staff from across the organisation who can directly assist out in the community.

## **Members**

- Communication champions internally and externally.

## **Cllr Roger Barrow**

- Media spokesperson.

## **Tactical delivery**

Tactical delivery in line with the communications strategy will be owned by individuals, as per the responsibilities above, with plans shared with those people. Ongoing priority tactics are:

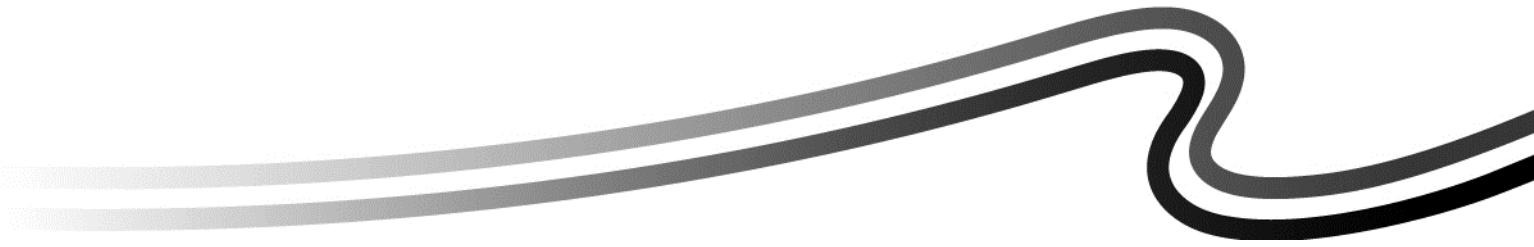
- regular updates and briefings for staff.
- regular updates and briefings for members
- regular updates on the intranet, and through the internal news bulletin.
- proactive social media.
- timely accurate responses to any concerns or issues.
- regular updates and briefings to our local media partners.
- proactive work with our media partners.
- regular updates on the website – with pages dedicated to this piece of work.
- regular updates and briefings for partners.





## Methods of communication

- We will adopt methods of communications that respond to the needs of different groups and communities, and will choose the most cost effective options.
- We will keep our staff well informed and encourage them to share our key messages with our customers. We will provide managers, staff champions and our staff with the tools to achieve this.
- We will let our refuse teams know how important their roles are in this process and encourage them to provide us with ideas, suggestions and feedback. They should be made to feel part of this project.
- We will encourage our Members to be communication champions within their local communities and we will give them the tools to do this.
- We will form a staff group who will act as champions for the project out in our communities and they will relay ideas, concerns and suggestions from their area.
- We will utilise our external and internal communication channels, such as initiatives, our email newsletter, our internal newsletter, social media channels, the intranet, our staff, partners and the website. We will also utilise our in-house services to produce and distribute communications material.
- We will work with our media partners and make sure that they are well briefed and understand our vision. We will keep them informed of our progress and encourage them to become actively involved.

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- We will encourage partners, groups and parish councils to share our messages and information, so that local communities are kept well informed. We will also encourage our partners to work with us and support our campaign.
  - We will encourage local supermarkets and key partners, such as the University, to work with us on delivering the objectives of this strategy.
  - We will work closely with West Sussex County Council and other local authorities who are attempting to meet the same target.

## **Back to basics – stage one**

### **Briefings for refuse crews**

We need to work with our refuse crews and encourage their views, opinions and ideas. It's also important that they receive training and information on what our expectations are going forward and that they understand the importance of their role.

### **All staff**

We need to arrange briefings with staff from across the council so that they understand the importance of this campaign and their involvement. Many staff will live in the district and so it is important that we utilise their direct feedback, thoughts and ideas.



## **Internal group**

To bring together key areas that could help us reach priority groups or areas. This will include community wardens, youth engagement officers, wellbeing, landlord accreditation scheme, Home Finder service and the customer service team.

## **Members**

Members play a critical role in this campaign and so it is important that we get them on board. We need to know what tools would help them and find out how much support that they can provide, especially during our recycling road show in July and recycling week in September. We also need to provide regular briefings to update them on our progress and utilise the members' bulletin.

## **Production of key publicity material and information packs**

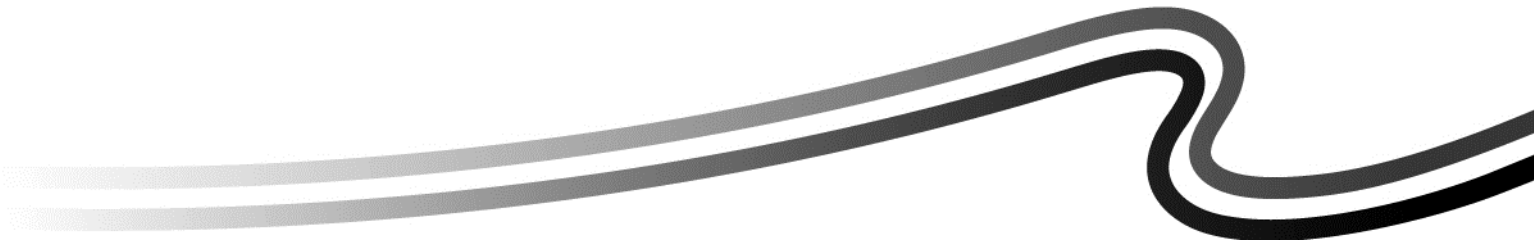
Promotional material will be created to promote the project and activities relating to it. These will be distributed across the community, utilising doctors and dental surgeries, shops, supermarkets, and other key focal points.

## **Meetings with local media partners**

We will encourage the involvement of local media partners throughout the campaign, especially during our recycling road show and recycling week.

## **Meetings with local supermarkets and partners**

It's vital that we get key partners on board and encourage their involvement. We will also try and attract sponsorship of the campaign to keep costs down. However, this may also be a case of accessing their space / communication channels. We have



already been in talks with Stagecoach, Tesco, Sainsburys Budgens, Waitrose and the University of Chichester. The University want to actively take part and support the campaigns. We are hoping that the students' union will be actively involved in 'recycling week.' Tesco, Sainsburys and Budgens are already on board. We are waiting to meet with Waitrose and have contacted Marks and Spencers. We are also planning to contact all of the other main supermarkets in the district including the Co-op in Selsey and Petworth.

### **Social media**

Produce a social media plan and encourage people to ask questions and make suggestions. What would make this stronger is if we could get the refuse crews involved. We will also utilise 'boosting' on Facebook to directly target people within our district.

### **Bin stickers**

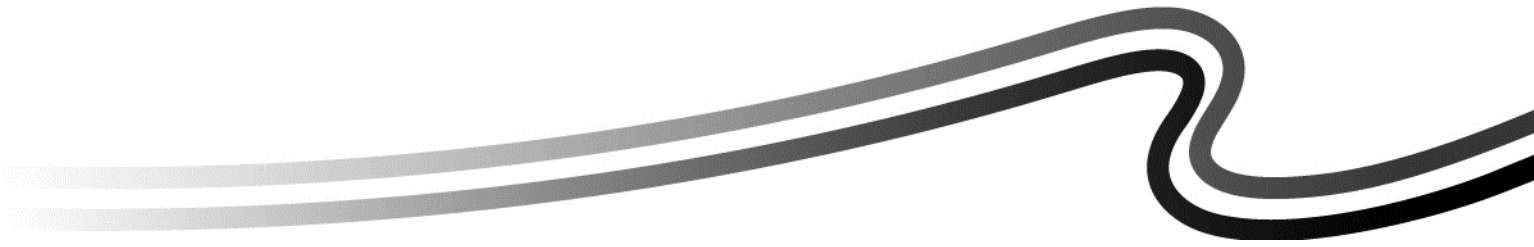
We want to introduce stickers on all recycling bins, reminding people of what can and can't be recycled.

### **Website**

We will signpost people to the West Sussex website, but we will also make sure that our information on our website is informative and useful. We will also utilise our web advertising opportunities on our website.

### **Initiatives**

We will use our council magazine to reach households directly. In the spring issue we have produced a four page pull out, setting the scene and looking at every day



activities and what can be recycled throughout the day. 63,000 copies are produced. Further issues will be used to promote the further stages of the campaign.

### **Email newsletter**

We currently have over 8,000 people subscribed to our email newsletter and so we will make use of this throughout the campaign.

### **Internal communications - partner organisations**

We will approach partners and ask if they will include our information within their communication channels.

### **Schools**

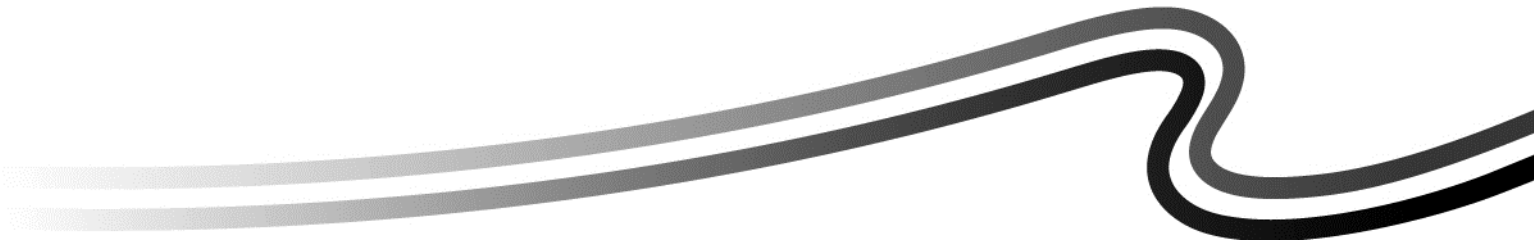
Working with our own youth engagement officers and the waste minimisation officers, we will raise awareness of the importance of recycling within local schools. We will also directly contact them to ask if they will take part in 'recycling week'.

### **Advertising opportunities**

We will utilise our own advertising spaces to promote key messages and we will also explore advertising opportunities with other media outlets, including newspaper and radio.

### **Recycling road show - stage two**

Recycling week was originally planned for June, which we thought was the perfect time to make a real impact within our local communities. This has now been moved to September because of the EU referendum. Instead, we have decided to organise



a recycling road show in July to carry our high impact activities, including those that are likely to attract media attention.

Key to this is the involvement of our councillors, local supermarkets, partners, the university, schools, the media and community groups.

### **Recycling week – September – stage three**

We want councillors to treat the week as they would when they prepare for an election – getting out in their community and encouraging everyone to take part. Councillors would also help to pack bags in supermarkets, while talking to shoppers about recycling. They would literally be out on the ‘campaign trail’. We also plan to work with other partners such as Stagecoach, the University, College, Theatre, The Novium Museum and Pallant House Gallery etc. We will combine this with social media, promotional material and information packs. We will tour the district, utilising our leisure centres, our farmers’ markets, car parks, libraries and other community focal points. The University has already said that it would be keen to get involved and that they will help us reach their 5,000 students. We will also contact all local schools and ask if they will get involved in recycling week. This could involve running a competition to create a piece of art out of recycling, or designing a poster with key messages that could be displayed in the Novium Museum.

A key part of this will involve our local media organisations and giving them the sound bites, images and interviews that they need.



## **Garden waste – stage four**

We will heavily promote our garden waste service as soon as the functionality on the website is up and running. This will involve many of the promotional and communication tools already identified, including a big push in initiatives and offering a promotion of three months free to new customers. We will also directly target those areas where our crews are already operating to try and increase membership of the service. This would also involve directly communicating with our existing customers and offering incentives to refer a friend. This will be promoted alongside our recycling activities and events.

## **Targeted campaign – stage five**

This would be two-fold. Firstly, it will be about targeting hotspots, such as flats and other key areas to increase recycling rates. Secondly, it will be about targeting key areas to encourage them to use the garden waste service – especially areas where we already have customers. We will also work closely with local businesses, schools, the college, the university and other key establishments.

## **Online promotion – throughout the campaign**

We will encourage people to sign up to our services online at [www.chichester.gov.uk](http://www.chichester.gov.uk) throughout the campaign, using our 'save time, do it online' strapline. We will also use social media to constantly promote our messages and utilise 'boosting' to reach people across our district.