

Appendix 2

Recycling Communications – High Level Plan

As an overarching principle of these communications where viable digital communications should be favoured over physically producing materials. This is not only more cost effective but is also more sustainable and is in keeping with the overarching messages that run through each of these work streams.

It will also be important to depoliticise this and make it clear that these are decisions based on environmental concerns, sector specific knowledge and best practice from around the UK. The fact that the decisions were made by a cross party working group is significant and should feature in this messaging just as it did in the messaging for the waste consultation.

The communication activity will be backed up by school engagement sessions which carry the same messages to pupils as part of the regular work undertaken by the waste team.

Work Stream	Aims	Key Message and channels	Indicative cost
Work with Thurrock businesses to help eliminate the use of Single Use Plastics and unnecessary packaging	Change the attitude and behaviour of local businesses on the issues around single use plastic and unnecessary packaging	Building on the exiting plastics recycling campaign to encourage residents and council staff away from using single use plastic <ul style="list-style-type: none">• Emphasise the importance of recycling plastics properly• Educate residents and council staff of which packaging should be avoided and the harm it can do to our local environment• Educate residents on the excellent alternatives which exist and emphasise their use ie bags for life; reusable straws, reusable water bottles etc	£500 social media advertising spend

		<p>Campaign will be largely conducted online through social media. This is a cost effective way to deliver this message and is in keeping with the overall aims of the campaign itself</p>	
<p>Increase reuse from the Household Waste and Recycling Centre and support the Third Sector</p>	<p>Emphasis the reuse of many items which might be thrown away but with the right skills and outlook could be returned to use in a new home</p>	<p>This campaign will involve engaging with the third sector and can leverage many of their communications channels</p> <p>Again digital channels will be key to this – they provide the best way to give advice and tips on how to upcycle items and showcase the finished results achieved by local craft groups</p>	<p>No significant cost associated – will use existing channels and emphasise digital and social media communication</p>
<p>Increase recycling to 45% by 2025 and 50% by 2030</p>	<p>To encourage residents to recycle more and recycle properly. To give them the information they need to recycle effectively and efficiently</p>	<p>This will be at the core of all communications activity and messaging around this will form part of all recycling campaigns.</p> <p>Key to this will be ensuring residents have access to clear and concise information about which bin and waste stream types of waste should be disposed of in and understand when each stream will be collected from their property.</p> <p>This should build on mail-outs sent as part of the consultation but would be best suited to be communicated digitally.</p> <p>A good way to do this would be to work with waste crews to produce videos and images in which they explain how contaminated waste streams affect them and what residents can do to help.</p>	<p>Low cost – could be some small cost for production of videos</p> <p>Some spend for social media advertising could be required</p>

		This builds on the clear trust we have seen residents have in waste crews following their shows of appreciation and affection throughout the coronavirus pandemic	
To ensure that all waste that cannot be reused or recycled is sent for energy recovery, reduce household waste to landfill to less than 3% and reduce the CO2 footprint of the Waste Service	This will give residents a clear idea of the significant role they can play in helping the environment by making sure as little of their waste goes to landfill as possible	This should link closely with the recycling campaign and follow its look and feel. Again digital communication will be at the core of this and the use of videos, produced in conjunction with waste processors, would be a good way to make this point by showing the journey of waste	Some cost for the production of a video
Possible changes to collections regimes	To provide residents with the information they need to understand collection regimes and the days on which their household collections are scheduled to take place. This will also need to educate residents on how to use food recycling caddies and the correct ways. The campaign will also need to help residents understand why this is taking place and demonstrate how these changes are part of a bigger environmental picture in which they can play a part.	This is the most significant area of work and will require the most significant resource and campaign. It should target residents and aim to reach them through all channels: <ul style="list-style-type: none"> Digitally – significant digital campaign backed by digital resources to help residents self-serve in answering any queries they might have around collection days or which bin an item should be disposed of in Information included in the council tax leaflet which goes out in March – this is sent to every home in the borough and is an excellent opportunity to deliver a broad message that change is coming and why Distributing a calendar and possibly a fridge magnet, which residents can keep as a handy reference of when 	Cost of replacing bin lorry adverts – circa £20,000 Cost of mail-out to borough addresses £10,000 plus production cost of materials which would be circa £5,000 Some spend for social media advertising App development/purchase costs are unknown and require specific research

		<p>their collections are due and the right way to recycle. This calendar should be shared online and in libraries with print copies available to those that require them</p> <ul style="list-style-type: none">• Advertising on bin lorries. Each bin lorry has a large poster slot on each side. This provides an excellent opportunity to advertise these changes on the very vehicles that collect the waste. These vehicles travel down every road in Thurrock and are highly visible• The possibility of developing or sourcing a waste app which residents can install on their smartphones exists. This could remind residents when their collection is due and provide useful information about recycling and waste disposal• Engaging with the local media to encourage them to run regular guides and tips to help Thurrock residents to recycle more efficiently <p>Alongside this, briefing packs will be delivered to all members detailing the changes, the advantages these changes offer and how the decision to make the changes was arrived at.</p> <p>Information about the changes can also be given to children at school engagement sessions to take home to parents.</p>	
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