



## Marketing and Communications Plan 2019-2020

The 2019/20 re3 Marketing and Communications Plan builds on the activities commenced in the 2017/18 and driven by the two core principal themes of the re3 Strategy: 1) achieving 50% recycling and reuse rate by the 2020 and 2) reducing the net cost of waste. The plan is in line with objective 'M' of the re3 strategy 2018-2020, namely that 'Communication Activities for re3 will be coordinated by the shared Marketing and Communications Officer and will support the re3 partnership in speaking as one on relevant waste issues'. This plan also incorporates some themes indicated in the Resources and Waste Strategy (RWS) 2018 which is currently the subject of four Government consultations.

The re3 Strategy 2018-2020 had indicated the need to support residents with information which can help them to recycle more and avoid waste. This should include prevention - using less material in design and manufacture and promoting re-use. Whilst this plan is primarily concerned with recycling it is important to consider all stages of the waste hierarchy in order to look at how the recycling and composting elements fit within the whole of waste management.

## Current Status of Recycling in re3

All three councils currently collect mixed dry recyclables including paper, card, tins, cans, plastic bottles, plastic pots, tubs, trays, foils and tetrapaks. Residents can recycle garden waste at the kerbside (paid service) or at the Recycling Centres. In April 2019 Wokingham Borough introduced food waste collections for the kerbside residents. All residents are also able to recycle glass and textiles via recycling banks and have access to two Recycling Centres. In the recent user satisfaction survey, re3 recycling centres received a high satisfaction rate from its users - 98%. In addition, Recycling Centres offers reuse scheme to residents. This initiative allow residents to drop off unwanted items that are then donated to charity (Sue Ryder) or to the local organisation (Precycle) who then redistribute goods to other charities or developing countries.

Since 2018, re3grow compost is on sale at the Recycling Centres. This high quality product is made from 90% re3 recycled garden waste and it is offered to residents for a purchase. This initiative proves to be very successful and appreciated by the residents.

In 2018/19, the provisional recycling rates were: Bracknell Forest - 39.36%; Reading Borough – 31.43% and Wokingham Borough – 40.08%.

## Compositional Analysis

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In February 2019, re3 commissioned a compositional analysis of the residual waste. Results shows that overall, 9.6% of the residual waste collected at the kerbside could have been recycled by regular household collections. This equates to 7, 015 tonnes per annum or 0.8kg/hh/wk. An additional 5, 815 tonnes per annum consists of textiles and glasses that residents could easily recycle at either bring banks, HWRC's or charity shops.

**Table 3 – Major residual waste materials (% by weight)**

WASTE MATERIALS % BY WEIGHT	READING		BRACKNELL		WOKINGHAM		re3	
	KERBSIDE	FLATS	KERBSIDE	FLATS	KERBSIDE	FLATS	KERBSIDE	FLATS
RECYCLABLE PAPER	1.11%	1.46%	1.68%	2.42%	2.10%	2.80%	1.68%	1.93%
RECYCLABLE CARD & CARDBOARD	1.90%	2.97%	1.46%	5.71%	2.28%	2.72%	1.96%	3.85%
RECYCLABLE METALS	1.56%	6.14%	1.46%	3.76%	1.33%	1.97%	1.43%	4.87%
PLASTIC BOTTLES & CLEAR CONTAINERS	3.45%	7.91%	3.44%	4.77%	3.07%	3.59%	3.28%	6.37%
GARDEN WASTE	0.70%	2.02%	3.31%	0.71%	0.57%	0.92%	1.27%	1.46%
TEXTILES	4.43%	15.48%	4.12%	2.21%	2.62%	8.85%	3.56%	10.31%
GLASS BOTTLES & JARS	5.12%	9.81%	3.93%	5.84%	4.19%	3.83%	4.42%	7.80%
NAPPIES	4.65%	2.90%	5.51%	4.86%	7.41%	3.75%	6.07%	3.65%
FOOD WASTE	41.39%	29.92%	41.78%	34.69%	38.84%	35.89%	40.37%	32.19%
OTHER RESIDUAL WASTE	35.69%	21.39%	33.32%	35.02%	37.60%	35.67%	35.95%	27.56%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

## Key Activities for 2019/20

A number of key activities will form the basis of the 2019/20 plan. The plan builds up on the achievements of the previous plan and continues to use developed resources and tools.

### Selected activities and achievements of 2017/2018

- Information campaign following introduction of plastic pots, tubs and trays in 2018. The activities undertaken included distribution of leaflets to each households, advertising, social media and increased public relations activities. All has proven to be successful in reaching a large number of residents and resulted in 42% increase of plastic recycling across the re3.
- In March 2017, re3 commenced sales of re3grow compost. The product was advertised via re3 and the Councils channels and received a very good coverage and feedback of residents with all available bags sold within the 8 weeks.
- The 'Lotta Bottle' glass campaign has been completed with 4% increase of tonnages collected. Winning groups received a shared fund allowing many of them invest in the projects that contributes to the increase in recycling or greener environment. re3 held competition to name glass recycling trucks that are being used to promote glass recycling; names were incorporated with the vehicle livery design. The competition received a well spread coverage in the media.

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- To increase awareness re3 featured on a number of media outlets including BBC Breakfast/BBC News and regional outlets ITV News Meridian/BBC Radio Berkshire/Get Reading/ Bracknell News/Wokingham Paper. There was a triple increase of mentions of re3, enabling the local community to further understand what was recyclable in their area and gaining further recognition for re3.
- In September 2018, re3 engaged in the National Recycle Week campaign, providing set of templates materials to be used by the councils' comms teams. During the Recycle Week, public tours to the MRF were introduced. The tours were fully reserved prior the event and were followed by exceptionally positive feedback from the attendees.
- In October 2018, re3 introduced re3cyclopedia app that aims to help residents to recycle more and better. The app has been downloaded by 4,500 residents and its popularity is growing.
- In December re3 launched a campaign on foil in cooperation with the local takeaways. 50,000 lids were attached to the meals with a message that foil trays can be easily recycled from home. The campaign was launched with photocall with Councillors and promoted on social media and in local press. The campaign also included social media competition where ~20 entries were noted. We are unable to compare the volume vs similar period of previous year as foil tonnages were not recorded separately from other types of aluminium prior to the introduction of the kerbside foil recycling service, however the composition analysis of the residual bins suggest that they are still a fair amount of foil left to be captured.
- re3 Marketing and Communications Officer put a great effort in expanding reach of re3 social media channels. Regular and engaging content allowed for significant increase in followers (~250% on Facebook alone).
- re3 website has been redesigned to provide greater user-friendly content and information. The content is being cross-promoted on the social media on a regular basis.

## Key activities for 2018/2019

### 1. Boosting plastic recycling in targeted areas.

Plastic remains a material that many residents find confusing when it comes to what can and cannot be placed in the mixed dry recycling bin. According to the compositional analysis, there is a considerable potential to divert significant amounts of recyclable plastic waste at the kerbside (0.29kg/wk/hh) out of the residual waste stream that equates to approx. 2,900 tonnes per annum. Capturing additional plastic materials has also financial benefits to the Partnership.

In addition, non-recyclable plastic (film, black plastic) represent the second major stream of items (after food) in the residual bins (0.92kg/wk/hh), that equals to 7,300 tonnes per annum. Reducing single use plastic (especially non-recyclable) can have significant impact on the residual tonnages. There is currently a very favourable environment and social responsibility to promote plastic reduction initiatives which on one hand reduce the waste, at the same time improve recycling habits.

This data suggests that, although we can see considerable amounts of extra plastic coming through the system, we have not reached all residents yet. There is also an urgent need to produce more [A waste management partnership between Bracknell Forest, Reading and Wokingham Borough Councils.](#)

targeted information for the occupants of flats. With this in mind a focussed campaign will be undertaken to target these materials in specific locations (and flats) in order to boost recycling. This may include following activities:

- Developing awareness via an advertising campaign across Boroughs and in targeted areas in cooperation with the Waste Officers;
- Using consistent messages and developing recycling guide to clear confusion of plastic items. The leaflets drops and activities to be handled in the targeted areas.
- Providing practical tips or means to store recycling (flats).
- Producing two articles on plastic recycling journey and tips.
- Social media campaigns (ie. quiz, competitions)
- Overseeing production of the MRF video that illustrates the high quality processes at the heart of the re3 partnership and focuses on the benefits of recycling
- Promoting re3yclopedia app as a handy means of avoiding recycling confusion and as a portal to services.
- Promoting non-re3 recycling drop off points across the area ie. TerraCycle schemes, reusable cups, refill stations, reusable nappies schemes to support local waste self-sufficiency

## **2. Promoting glass and textiles recycling in targeted areas**

The amount of textiles and glass discarded in the residual bins has increased across the re3. These two materials are of the highest volume of currently recyclable materials, especially amongst occupants of flats.

- Social media campaign promoting recycling textiles (Love Your Clothes resources)
- Social media advertising on glass recycling, especially targeted residents living in flats
- Competition on social media involving glass recycling trucks

## **3. Reducing food waste and supporting the introduction of food waste where appropriate across the re3 area**

Consumable food and drink waste were seen to be the major, singular, constituent of the residual waste across re3 Partnership. Ranges seen were from 38.8% from Wokingham households to 41.8% in Bracknell households. Across re3 as a whole around 40.4% of all residual waste (3.5kg/hh/wk) is classified as food waste. Currently, only residents in Wokingham Borough can recycle food waste.

- Supporting Wokingham Borough in promoting benefits of food recycling (including advertising, ie. Lidvertise if agreed)
- Supporting introduction of food waste recycling across re3 when appropriate

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- Article and social media posts that provide the opportunities to reduce waste by meal planning, portioning, and labelling, freezing, cooking from leftovers as well as food sharing (OLIO app), donating;
- Distributing Love Food Waste Hate merchandise to promote food waste reduction
- Adding resources onto re3 website to help start composting at schools

#### **4. Promoting reduce and reuse behaviours including re-use scheme at Recycling Centres**

Government's Waste and Resources strategy highlights the benefits of reuse initiatives available through Recycling Centres. Residents currently can benefit from dropping off their unwanted items at the recycling centres to aid charity (Sue Ryder) or local organisation (Precycle), Green Machine as well as can use bag splitting to allow further recover their waste. In addition, Recycling Centres is used to promote circularity of garden waste through sells of re3grow compost. These initiatives have potential to become even more popular amongst residents, allowing us further divert our waste for reuse.

- Article and social media campaign promoting re3 reuse initiatives and partnership with Precycle, Green Machine, Sue Ryder;
- Poster promoting reuse initiatives at the Recycling Centres;
- Promoting the circular economy projects ie re3grow compost

#### **5. Engagement with community groups and high performing recyclers**

- Producing a digital news roundup (newsletter) focusing on reduce/reuse/recycling and growing the mailing list of individuals interested in receiving re3 newsletter
- Promoting alternatives to plastic at local events and working with plastic free community groups (ie. hiring reusable cups)
- Organising yearly public tours of the MRF during the Recycle Week and supporting ad hoc trips requested by the local groups.
- Making efforts in building a regional network of community groups that promote Plastic Free/ Zero Waste lifestyle that is supported and led by examples of the re3 Councils
- Exploring possibility of facilitating workshops dedicated to the waste reduction and recycling led by the local community groups leaders

#### **6. Reaching out to ethnic communities and supporting the respective waste teams in doing so.**

Following discussion with the Waste Officer, it has been decided to translate recycling leaflet into following languages: Polish, Urdu and Arabic. Non-English leaflets are used primarily by the Reading Waste Officers. In addition Polish leaflets were delivered to the ethnic shops and these resources are available on re3 website.

- Leaflets hand out near ethnic shops;

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- Social media advertising (non-English);
- 7. **Expanding reach of social media by effective use of topical news and campaigns initiated by partnering organisations**
  - Growing social media reach by producing regular and engaging content (responding to queries)
  - Developing social media content for each council and the re3 partnership that focuses on practical recycling tips
  - Develop seasonal communications campaigns (according to the environmental dates calendar and festive seasons);
  - Ongoing monitoring of topical issues;
  - Actively promoting campaigns developed by WRAP, Recycle Now, Love Food Hate Waste, Love Your Clothes, Alupro, Hubbub etc on the social media to accelerate campaigns and generate interest

#### 8. **Internal Marketing and Communications**

- Building re3 brand and regional leadership and effectively using internal communications channels to promote recycling and stakeholder engagement;
- Creating media opportunities for Councillors;
- Collaborating with the Comms team and providing them with regular social media content in line with the re3 activities calendar
- Overseeing production of the MRF video that illustrates the high quality processes at the heart of the re3 partnership and focuses on the benefits of recycling
- Keeping the new re3 website up to date and populating it with relevant content and educational resources especially for schools
- Effectively using council own channels to communicate with residents ie (community centres/libraries/newsletter) and populating Council notice boards and digital screens with recycling-themed adverts
- Promoting relevant information and messages at the Recycling Centres (display of leaflets and posters);
- Working with the FCC Environment to grow recognition of the re3 within the trade industry;
- Promote the corporate benefits (savings, performance improvements) of recycling at home to colleagues/employees.
- Prepare and deliver, with colleagues, promotional information for office/depot noticeboards etc.
- Identify internal links between waste performance and other services

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