

**TO: JOINT WASTE DISPOSAL BOARD**  
**7<sup>th</sup> March 2024**

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**COMMUNICATIONS REPORT**  
**Report of the re3 Project Director**

**1 INTRODUCTION**

1.1 The purpose of this report is to brief the re3 Joint Waste Disposal Board on the Partnership's communications activities, since the last meeting.

**2 RECOMMENDATIONS**

2.1 **That Members note the contents of this report.**

2.2 **That Members approve a recommended launch date of the new recycling app as described in the paragraph 5.3.**

**3 ALTERNATIVE OPTIONS CONSIDERED**

3.1 None for this report.

**4 REASONS FOR RECOMMENDATION**

4.1 The purpose of the recommendation is to brief Members in relation to progress in delivery of communications activities.

**5 PROGRESS IN RELATION TO COMMUNICATIONS ACTIVITIES**

**Recycling App**

5.1 As Members recall, the replacement of the current app with the new Scrapp app, has been approved by the re3 Board at its June 2023 meeting. Since then, the re3 Marketing and Communications Officer has finalised the data sharing and personalisation requirements with the developers of Scrapp. This includes recycling advice at the kerbside, at the recycling centres and the locations of the bottle banks.

5.2 The re3 Marketing and Communications Officer has prepared the marketing plan and campaign assets with samples visible in the Appendix One. These include banners, social media cards, and posters ready to be displayed at the Recycling Centres and the councils' venues.

5.3 The new recycling app Scrapp has passed all necessary checks including Reading ICT teams, procurement and is currently under review by the legal team. Subject to the legal and Members approval, the re3 Marketing and Communication Officer is intending to launch the campaign w/c 11<sup>th</sup> March.

5.4 The app's main objective is to make recycling simple for everyone. With over 36.7 million products currently in the database, it enables users to scan product barcodes to offer instant, location-specific recycling guidance. The app encourages users to search for recycling guidance on items they are unsure of and provides easy access to all local waste services.

5.5 Simultaneously, re3 will be leading on the implementation of the bin notification feature.

The Scrapp technical team has engaged with the respective council IT officers to facilitate integration. Due to differences between each council, different solutions might be required.

- 5.6 In addition, re3 will be overseeing further development of the app, including the web search.
- 5.7 The app's performance will be measured by the number of downloads, scans, and searches. The reports from the dashboard will be shared with the respective teams and used to develop messages to help residents recycle correctly.
- 5.8 It has been negotiated that re3cyclopedia will remain available to residents during the transition period.

### **Foil Recycling Campaign**

- 5.9 The re3 Project Team has secured full funding of up to £5k from the Aluminium Packaging Recycling Organisation (Alupro) to run a campaign with the objective of raising awareness of foil and metal recycling across re3.
- 5.10 According to the most recent composition analysis, it is estimated that across re3 councils, 522 tonnes of foil are currently not captured.
- 5.11 The campaign activities will focus on targeting primary school children and social media audiences.
- 5.12 As part of the campaign, schools will receive a set of educational resources and information about the 'Fantastic Foil' competition. Schools will be encouraged to ask pupils to make sculptures using foil and submit their entries by mid-April with a chance to win attractive prizes.
- 5.13 An advert (Appendix Two) and editorial focusing on foil recycling will be published in the Primary Times magazine, delivered to every pupil in local schools.
- 5.14 In addition, re3 will run a social media engagement campaign. The promotional posts will be published on the re3 channels, and the audience will be able to win a hamper filled with items in aluminium and foil packaging.
- 5.15 Both competitions will be promoted via the re3 newsletter and sent to all subscribers.
- 5.16 In addition, foil recycling will be promoted at the Recycling Centres. Dedicated posters will be visible near foil recycling banks available at the sites.
- 5.17 Results of the campaign will be presented during the next Board Meeting.

### **Flexible Plastics Recycling – Service Expansion**

- 5.18 The re3 marketing and Communications Officer has closely worked with WRAP and the Flex Collect Project Team to oversee communications activities during the expansion of the service to Bracknell Forest.
- 5.19 Participating householders (~10,000 properties) have now received information (leaflet and letter) about the trial service via Royal Mail. The service will commence mid-March, when participating residents will receive instruction leaflet and a pack of two rolls of blue bags.

- 5.20 Simultaneously, participating householders located in Reading Borough have now received the third “nudge leaflet”. The leaflet aims to remind residents about the trial service and target materials to increase participation.
- 5.21 In addition, participating householders were invited to complete the survey to help us gather more learnings and were informed about the possibility to test prototypes of containers that aim to make plastic bags and wrapping easier.
- 5.22 Communications activities continue on the social media networks via closed Facebook group and Next Door app.
- 5.23 **re3grow compost**
- 5.24 re3grow compost is made from recycled garden waste collected across re3 Councils.
- 5.25 In the previous financial year, between April 2023 to February 2024, a total of 9,106 bags of re3grow compost were sold generating income of £36,556. The income received covers the cost of production and administration within the re3 Project Team and FCC.
- 5.26 For the upcoming financial year, a new stock of 10,000 bags has been ordered.



### Reuse Pop Up Shops

- 5.27 The re3 Project Team has been collaborating with the contractor to arrange a series of Reuse Pop Up events organised at the Recycling Centres sites. The schedule has been presented, with the first two events happening on 20<sup>th</sup> April and 15<sup>th</sup> of June, at Smallmead, Reading and Longshot Lane, Bracknell sites respectively.
- 5.28 The events will enable residents to purchase goods previously deposited at the

Recycling Centres. Items will range from bric-a-brac, books, bikes, small WEEE and furniture. All required items will be inspected for example electrical items will be PAT tested before being placed for sale.

- 5.29 The upcoming events are in line with the proposed drafted Reuse & Repair Strategy, presented in a separate report.

### **Recycling awareness communications**

- 5.30 The following topics were included in recent social media communications: links to the virtual tours, information on changes to the acceptance of DIY waste, coffee cups recycling at the Recycling Centres, battery recycling as well as updates on local Repair Cafes events.
- 5.31 The fourth annual Food Waste Action Week will take place on 18th - 24th March 2024. The theme this year is 'Choose what you'll use' and the campaign is a week of action which brings the nation together to save time and money by making the food we already have go further. We will make use of WRAP's campaign assets and guidance on the re3 channels.

## **6 ADVICE RECEIVED FROM ADMINISTERING AUTHORITY**

### Head of Legal Services

- 6.1 None for this report.

### Corporate Finance Business Partner

- 6.2 None for this report.

### Equalities Impact Assessment

- 6.3 None.

### Strategic Risk Management Issues

- 6.4 None

### Climate Impact Assessment

- 6.5 None.

## **7 CONSULTATION**

### Principal Groups Consulted

Not applicable.

### Method of Consultation

Not applicable.

### Representations Received

Not applicable.

Background Papers

None for this report

Contacts for further information

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Appendix One

**Scrapp** | re3  
zeroing in on waste

See how to sort your waste the right way!

Download on the App Store  
GET IT ON Google Play

Collection Points  
Search this area  
Howard Street  
Dropoff location for Howard  
Get Directions

Guidance See a problem?  
Toothpaste  
Beaphar

General Waste  
Tube  
Other Plastic  
Please place the tube in the general waste bin, as it is not recyclable in your area.

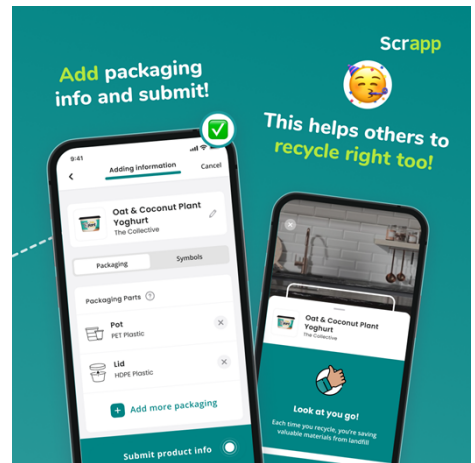
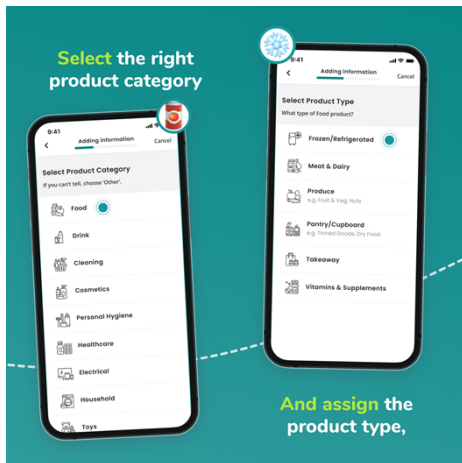
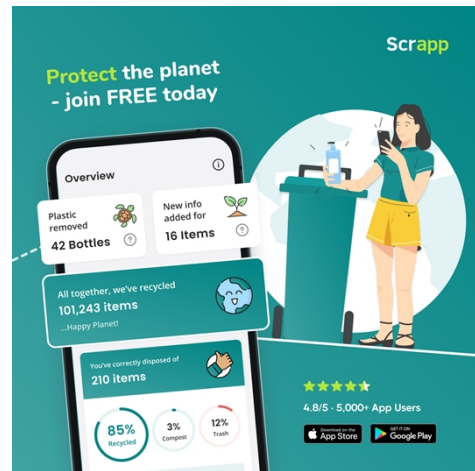
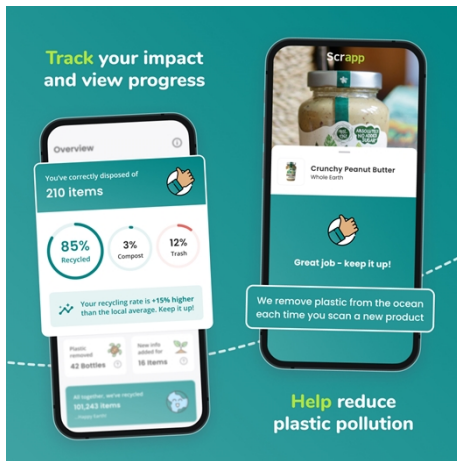
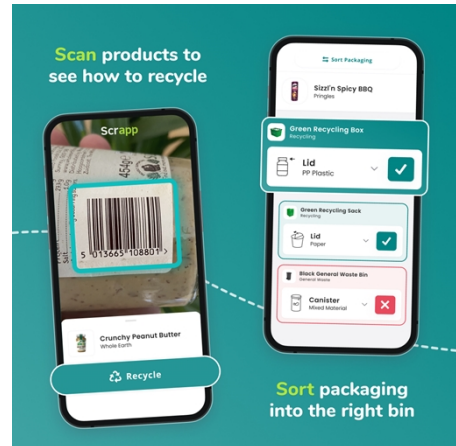
Recycling Bin  
Cap  
PP Plastic  
Reattach caps and rinse off any contents, before recycling.

**Scrapp**

See how to sort your waste the right way!

Download on the App Store  
GET IT ON Google Play

Crunchy Peanut Butter  
Whole Earth  
Tap to Recycle  
I'm not ready yet



Appendix Two



# FANTASTIC FOIL COMPETITION!

Create a sculpture from **ALUMINIUM FOIL ONLY** with the theme of **SPRING** or **NATURE**.

**HOW TO ENTER**  
Email a photo of your entry with your name & school to: [re3info@reading.gov.uk](mailto:re3info@reading.gov.uk)  
Closing date: 19th April.

**GREAT PRIZES TO BE WON**  
£100 each to the winning school in Bracknell Forest, Reading and Wokingham.  
£50 Prize to the runner up.  
**Pupil Prizes:**  
1st Prize: £20 voucher.  
2nd Prize: £15 voucher.  
3rd Prize: £10 voucher.

Download our fun activity sheet...

**alupro** **re3**  
COMPETITION ORGANISED BY THE ALUMINIUM PACKAGING RECYCLING ORGANISATION (ALUPRO) & RE3 WASTE MANAGEMENT PARTNERSHIP