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**Report to Council**

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**Date of Meeting: 29 June 2023**

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**Subject: Household Waste and Recycling Communications and Engagement Plan**

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**Report by: Strategic Director (Place)**

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**1.0 Purpose**

**1.1** On 18 May 2023 the Council approved a report proposing the following changes to its waste and recycling collection policy.

- to introduce a new grey wheeled bin to households for the separate collection of paper, card and cardboard for recycling and for this bin to be emptied 4 weekly.
- to retain the existing blue wheeled bin for the separate collection of metal cans, plastic bottles, pots, tubs and trays and cartons for recycling and for this bin to be emptied 4 weekly.
- to empty the existing green wheeled bin for non recyclable waste 4 weekly.
- 3 weekly garden waste collections remain unaltered.
- weekly food waste collections remain unaltered.

**1.2** The changes are being introduced to reduce carbon emissions, by prompting behavioural change amongst residents, driving improvements in recycling performance and resulting in a reduction of non-recyclable waste arising.

**1.3** At the May Council meeting Members recognised the importance of communications and engagement with householders and asked that Officers return to this meeting with a follow up report and strategy. The Communications and Engagement Plan is to be found at Appendix A.

**2.0 Recommendations**

**2.1** The Council notes the Communications and Engagement Plan at Appendix A and all the communications and engagement activities and actions described in this report.

### 3.0 Considerations

- 3.1** The Waste service will lead on the production and delivery of the communications and engagement plan for the service change, as well as the development of all communications and campaign materials. They will be supported by an Officer from Zero Waste Scotland (ZWS) who has previous experience of working for a local authority undergoing a similar service change for the equivalent of 1 day a week for as long as is required at no cost to the Council. There will also be input from the in-house communications team who will assist with the delivery of internal and external communications as outlined in the strategy.
- 3.2** ZWS have created a range of leaflet templates and toolkits to help local authorities communicate with households specifically about changes to waste and recycling collection services that relate to the implementation of the Code of Practice (CoP) for Household Recycling in Scotland and to the reduction of frequency of residual waste collections. The Council will fully utilise this support, meaning that demand for the in-house communications team resource will be kept to a manageable level.
- 3.3** The campaign will promote recycling and ensure clear and concise information is available to help communities understand the impending service changes. The strategy will involve using all channels to reach diverse audiences, including web, social media, and direct communication with individuals and community organisations. This will include attending local meetings and events in order to directly engage with residents about the new service, answering any queries that arise.

### 4.0 Communications

- 4.1** A list of printed materials to be produced as part of the communications campaign can be seen listed in Table 1. The two main forms of direct communication with all residents are the 'warm up' flyer and the 'pre launch' booklet and calendar, both of which will be delivered through the letterbox of every domestic address in the county.

**Table 1**

<b>Items</b>	<b>Date</b>
Generic A5 flyer for use at events etc.	June
Pull up banners – different ones promoting new grey bin, new collection frequencies and food waste recycling	June
'Warm up' flyer in branded envelope directly delivered to households	July
Green bin sticker attached to lid – A5 size with message 'no food waste or recyclables in this bin'	August
Grey bin 'Paper, card and cardboard recycling' sticker – A5 size attached to inside of lid	August
Vehicle livery – vinyl stickers to be attached to side of bin wagons	August
'Pre launch' booklet and calendar in branded envelope directly delivered to households	September
Blue bin sticker attached to lid – A5 size with message 'plastic bottles, pots, tubs and trays, metal cans and cartons only in this bin'	October

**4.2** The 'warm up' flyer will take the form of a generic letter in a branded envelope which makes it clear that it contains important information about the waste and recycling collection service, intended to encourage the householder to open it. It will explain the impending changes to the service and when they are due to happen. It will tell the householder to expect a new grey bin to be delivered to their address in August/ September and what it is to be used for and also for them to expect further information and a calendar listing new collection dates from October to be posted through their door in September.

**4.3** The 'pre launch' booklet will be a 16 page A5 full colour publication and will be an adaptation of a booklet already in use promoting existing recycling services. It will be updated to include reference to the new grey bin and the new collection frequencies of the different bins, as well as promoting the food waste collection service. The calendar will show the dates on which every individual address has to put out their different bins and food caddy for collection from October.

#### **4.4 Council website**

A list of FAQs (frequently asked questions) about the new service was posted on 18 May after the Council decision. The front page of the website has also been updated in order to highlight the service changes.

#### **4.5 Press Releases**

A press release was issued on 18 May after the Council decision. It was also posted on the website. Further press releases will follow as we move towards implementation.

#### **4.6 Digital and Social Media**

The Council's corporate Twitter and Facebook accounts and the Waste service's Twitter account are being used to post frequent messages in the lead up to and after the start of the new service in October.

#### **4.7 Vehicle Livery**

It is intended to install vinyl stickers on both sides of the 4 waste collection vehicles (bin wagons) that service the more urban areas of the county, promoting the new service. These will act as moving billboards. The 4 food waste collection vehicles already have livery that promotes that service.

#### **4.8 Internal Communications**

It is important that Council staff, many of whom are resident in the county, clearly understand the service changes and why the Council is making them, so that every member of staff can act as an ambassador for the service. This communication will be achieved through the intranet i.e. Connect and the Connected staff magazine. Those staff who physically deliver the waste and

recycling collection service have been, and will continue to be, regularly briefed by the Waste Team Leader about the impending changes.

## **5.0 Engagement**

### **5.1 Community gala days:**

It is intended that Waste Officers will have a stand at each of the following events where they will be available to answer any questions from residents about the upcoming service changes:

- Dollar Gala 3rd June
- Menstrie Gala 10<sup>th</sup> June
- Tillicoultry Gala 18<sup>th</sup> June
- Clackmannan Fun Day 24<sup>th</sup> June
- Alva Games 8<sup>th</sup> July
- Tullibody Fun Day 15<sup>th</sup> July
- Tillicoultry Community Week 6-13<sup>th</sup> August

The above is a list of events that Officers are currently aware of. If and when further events are identified, particularly in areas not represented above such as Sauchie and Alloa, then contact will be made with the event organisers requesting permission to attend.

At each event Officers will have with them blue and grey bins containing appropriate recyclable items, as well as food caddies and liners to issue and will be available to provide practical advice about how householders can make the new service work for them.

### **5.2 Supermarkets**

Officers will make contact with the supermarkets in Alloa i.e. Asda, Tesco, Morrison's, Aldi and Lidl seeking permission to staff a similar stand in their car park with the intention of engaging with shoppers who are Clackmannanshire residents about the new service.

### **5.3 Libraries**

The Waste service has made contact with Libraries and the plan is for unmanned displays to be placed in the libraries and Community Access Points (CAPs) across the county, promoting the forthcoming changes to waste and recycling collections.

### **5.4 Community Council meetings**

A Waste Officer attended the Joint Community Council Forum meeting on 25 May at Alva Academy and made a PowerPoint presentation about the new service, which was followed by a lengthy discussion. At the same time an offer was made by the Waste service to attend individual Community Council meetings, as per the following schedule.

**Table 1**

<b>Community Council</b>	<b>Meeting routine (all evenings)</b>
<b>Alloa</b>	Last Tuesday of the month Not June, July and December
<b>Alva</b>	2nd Monday in Alva Trust Not July August or December
<b>Clackmannan</b>	21 June in the Town Hall - confirmed
<b>Dollar</b>	3rd Monday in the Academy
<b>Menstrie</b>	2nd Tuesday in the Church Hall Not July or August
<b>Muckhart</b>	Wednesday in the Coronation Hall (6 times per year)
<b>Sauchie Fishcross</b>	2nd Monday in Sauchie Hall, not July, August & December
<b>Tillicoultry Coalsnaughton Devonside</b>	2nd Tuesday in the Ben Cleuch Centre. Not July
<b>Tullibody, Cambus, Glenochil</b>	n/a

## 5.5 Schools

The Waste team will work collaboratively with the Education service to engage with school children about recycling, which can be an effective way of stimulating behaviour change amongst parents and carers. The Waste team will seek to work with Eco Schools co-ordinators within schools to develop fun ways of learning about waste and recycling and the impacts that this has on our environment. A number of ideas could be explored including running competitions for pupils. The intention is to utilise childrens' so called 'pester power' to encourage recycling conversations and prompt behavioural change in the home.

## 5.6 Housing Providers

The Waste Team Leader has met with Tenancy Services within Housing to discuss how the key messages can be best communicated to tenants, including through Housing Officers. As a consequence he is due to attend a team meeting of all Housing Officers on 29 June.

Contact is also being made with the Clackmannanshire Tenants and Residents Federation and Sauchie Community Group with an offer to attend meetings or events in an effort to raise awareness of the impending changes amongst tenants.

A similar approach will be made to the Housing Associations in the county including Paragon, Ochil View and Kingdom.

## 5.7 Customer Contact Centre

It is anticipated that the service change will lead to an increase in telephone calls to the Council, particularly during key stages of the service change. An additional staff member will be recruited to work within the Customer Contact Centre on a 3 month fixed term contract, commencing in advance of 'go live' with the new service. It is intended that this will provide the capacity to deal with all additional calls generated by the service change.

## 6.0 Financial Summary

6.1 The report to Council on 18 May set out the implementation costs of the new waste and recycling collection policy, together with anticipated savings that would offset those costs. The communications and engagement activities set out in this report will be delivered within the existing Waste service budget.

6.2 The full financial implications of the recommendations are set out in the report. This includes a reference to full life cycle costs where appropriate. Yes ✓

6.3 Finance has been consulted and has agreed the financial implications as set out in the report. Yes ✓

## 7.0 Exempt Reports

7.1 Is this report exempt? Yes  (please detail the reasons for exemption below) No ✓

## 8.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

(1) **Our Priorities** (Please double click on the check box )

Clackmannanshire will be attractive to businesses & people and ensure fair opportunities for all	✓
Our families; children and young people will have the best possible start in life	<input type="checkbox"/>
Women and girls will be confident and aspirational, and achieve their full potential	<input type="checkbox"/>
Our communities will be resilient and empowered so that they can thrive and flourish	<input type="checkbox"/>

(2) **Council Policies** (Please detail)

## 9.0 Equalities Impact

**9.1** Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations?  
 Yes  No

**10.0 Legality**

**10.1** It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes

**11.0 Appendices**

**11.1** Please list any appendices attached to this report. If there are no appendices, please state "none".

**Appendix 1 – Waste and Recycling Communications and Engagement Plan**


**12.0 Background Papers**

**12.1** Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered)  
 Yes  (please list the documents below) No

**Author(s)**

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**Approved by**

NAME	DESIGNATION	SIGNATURE
Pete Leonard	Strategic Director (Place)	







# **Waste & Recycling Communications & Engagement Plan**

June 2023

# Contents

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## Introduction and background

With the looming ban on sending waste to landfill (31 December 2025), Scotland's local authorities need to encourage residents, business and communities to recycle as much waste as possible to limit the amount of waste being incinerated.

The Council achieved a recycling rate of 55.4% in 2019 (pre COVID) and 48.6% in 2020 (during COVID). The recycling rate for 2021 is c50% (post COVID). These figures include kerbside collections, glass and textiles collected at bring sites and recycling at Forthbank Recycling Centre.

The Council would like to increase overall recycling rates further and reduce contamination in household recycling collections.

Current recycling includes:

- A [blue bin](#) collected every 2 weeks for paper, cardboard, metal cans, plastic bottles, pots, tubs and trays and cartons.
- A [grey caddy](#) collected every week for all types of food waste.
- A [green bin](#) for material that currently cannot be recycled. This is collected every three weeks, unless your property has a special collection arrangement.
- A [brown bin](#) collected seasonally every 3 weeks for garden waste. This service requires purchase of a permit.
- Communal [glass recycling points](#) are available throughout Clackmannanshire.

Prior to the 2023/24 budget being set, Waste Services submitted a report to Council which outlined a number of options for proposed changes to the Council's household waste and recycling collection service which are designed to prompt behavioural change amongst residents, to drive an improvement in recycling performance and reduce carbon emissions.

The proposed changes will make sure we are compliant with the Code of Practice for Household Recycling in Scotland and future-proof it against further anticipated legislative and policy changes. The Council agreed to adopt the following proposed changes to its household and recycling collection service.

- To introduce a new grey bin to households for the separate collection of paper, card and cardboard. This will be emptied every 4 weeks.
- The blue bin for the collection of metal cans, plastic bottles, pots, tubs and trays and cartons will be emptied every 4 weeks.
- The green bin for non recyclable waste will be emptied every 4 weeks.

- Garden waste collections will remain 3 weekly.
- Food waste collections will remain weekly.

The Council submitted a successful application for funding to the Recycling Improvement Fund to make the proposed changes.

The changes will support the Council in trying to help the Scottish Government achieve the following targets:

- Minimum of 70% recycling of **all** (not just household) waste by 2025.
- Minimum of 60% recycling of household waste by 2020, progressing towards 65% municipal waste target by 2035 in line with EU targets.
- 33% reduction of food waste, against a 2013 baseline, by 2025.
- 15% reduction of all waste, against a 2011 baseline, by 2025.
- Maximum 5% of all waste to landfill by 2025.
- Biodegradable waste to landfill ban by 01 January 2026.

## Waste and Recycling Objectives

To deliver an efficient recycling service with the aim of lowering carbon emissions to assist the Council in reaching net zero emissions for its operations by 2040 and increasing recycling rates. The waste team will:

- introduce a new grey wheeled bin to households for the separate collection of paper, card and cardboard for recycling

- change the frequency of collections to the following:

- A grey bin for paper, card and cardboard - every 4 weeks.
- A blue bin for plastics, metals and cartons - every 4 weeks.
- A green bin for non-recyclable household waste - every 4 weeks.
- A brown bin for garden waste - every 3 weeks (seasonally).
- A grey caddy for food waste - every week.

## Communications Objectives

Objective	Timeline	Measurement
To ensure all householders are aware of and understand the service change	By 29/09/2023	Number of letters delivered
Reach and respond to our target audience using social media and directing them to the FAQs page	Between 18/05/2023 and 29/09/2023	Impressions on social media (goal - 50k), Engagement rate on social media posts (goal - 20%), FAQs page impressions (goal – 9,000)
To ensure all householders know the new collection dates	By 29/09/2023	Number of calendars delivered
Increase awareness of correct use of recycling bins	By October 2024	Recycling rates (modelled to increase by 10%)

## Key Messages

Key messages will be aimed at people understanding the changes to the recycling service as well as increasing awareness of what each bin is for and why recycling is important. These messages will be taken from Recycle for Scotland/ Zero Waste Scotland (ZWS) so that we are consistent with the rest of Scotland.

### Your waste and recycling services are changing in October.

We are making improvements to your recycling and waste services so we can reduce carbon emissions, increase the efficiency of recycling in Clackmannanshire and help to move Scotland closer to more consistent recycling across the country.

You will receive a new grey wheeled bin for the separate collection of paper, card and cardboard which will be emptied every 4 weeks.

The existing blue wheeled bin will still be used for the collection of metal cans, plastic bottles, pots, tubs, trays and cartons and will be emptied every 4 weeks.

The existing green wheeled bin for non-recyclable waste will be emptied every 4 weeks.

Garden waste collections are not changing.

Food waste collections will continue to be weekly.

Why are we making these changes?

The changes we are making to waste and recycling collections will:

- lower carbon emissions
- improve the efficiency of recycling by keeping the paper, card and cardboard clean and dry, making it fully recyclable and increasing its value
- reduce the amount of contaminated recycling that goes to landfill
- help meet Scottish Government recycling targets in the future
- provide more consistent recycling across Scotland making it easier for everyone to recycle
- reduce the need to sort the two types of recycling which will save the Council money that will be put towards other services.

Headline message	Sub message	Call to action
Your waste and recycling services are changing in October	You will receive a new grey wheeled bin	Use your new bin for paper, card and cardboard recycling
	The frequency of collections is changing	Use your new calendar from October

### Toolkits to use for this key message

Reduced frequency toolkit - <https://www.zerowastepartners.org.uk/collections-133/>

Service change toolkit - <https://www.zerowastepartners.org.uk/collections-159/>

- **Don't let your good recycling go to waste**

Please make sure you put the right material in the right bin.

We supply the following bins to households.

- A grey bin for paper, card and cardboard that we collect every 4 weeks.
- A blue bin for plastics, cans and cartons that we collect every 4 weeks.
- A green bin for non-recyclable household waste that we collect every 4 weeks.
- A grey caddy for food waste that we collect every week.
- A brown bin for garden waste that we collect seasonally every 3 weeks. This service requires a permit.

Communal glass and textiles recycling points are available throughout Clackmannanshire.

Headline message	Sub message	Call to action
Don't let your good recycling go to waste	Cleaner recycling means less landfill	Use your new bin for paper, card and cardboard and make sure it is clean and dry
		Rinse your bottles, cans and food containers

### Toolkits to use for this key message

Contamination toolkit - <https://www.zerowastepartners.org.uk/collections-132/>

## Barriers (as researched by ZWS)

Ease - it is often 'easier' to throw things away than recycle or reuse them, the incentives for consumers to recycle are weak and householders remain confused about what materials can be recycled.

Frequency – confusion towards different collection frequencies across the service and concerns around remembering which container to put out each week.

Capacity – concerns about current non-recyclable waste bin capacity and the prospect of stretching this to four weeks.

Inconvenience – the perceived 'inconvenience' of recycling – specifically the time and effort required in participating in all of the services.

Why bother? – a lack of understanding of the benefits of recycling.

Communications should therefore:

Be positive, promoting all of the services available and thanking householders for participating.

Explain the rationale behind the change, specifically environment benefits.

Include interesting information like the recycling journey.

Provide reassurance through waste analysis findings and address concerns like smell and vermin.

## Target Audience

Core target audience - householders (25,000) in Clackmannanshire.

Other stakeholders - community groups, elected members, Council staff, businesses, organisations, housing associations.

## Communications Activity

### External Communications

- Flyer to be used to issue at community gala days etc (see Appendix A)
- 'Warm up' letter to householders (07/2023)
- Recycling leaflet and calendar (09/2023)
- New web copy and FAQs (18/05/2023, 29/09/2023)

### Internal Communications

- Copy on Connect to inform staff (18/05/2023)
- Copy in Connected staff magazine (date tbc)
- Manager Cascade (22/05/2023)

### Community engagement

- Waste Services to attend community events

### Digital and social media

- Social media posts to promote key messages (19/05/2023 – 29/09/2023)

### Press

- Press release following Council decision (18/05/2023)

## Design and Branding

All design and print should be co-ordinated through the designer in the Communications Team. This will ensure corporate and ZWS brand guidelines are adhered to; allow best value to be achieved by using the Print Procurement Framework; and ensure other policies and procedures are complied with (e.g. around equality, data protection and copyright).

### Elements for branding

- Letter to residents containing information on the changes with branded envelope
- Social media images
- Information leaflet containing information on what goes in each bin

## Budget

This communications plan will be delivered in-house by existing employees. Waste Services will arrange payment for printing of materials, mail fulfilment and other activities directly.

## Other Resources

Zero Waste Scotland local authority communications guidance:

<https://www.zerowastescotland.org.uk/LocalAuthorityCommunicationsGuidance>

Zero Waste Scotland partner website:

<https://www.zerowastepartners.org.uk/>

**Appendix A**

Double sided A5 flyer being used at gala days and other events to promote service changes.

**recycle for Clackmannanshire**

Clackmannanshire Council | Comhairle Siorrachd Chlach Mhanann  
www.clacks.gov.uk

# Your new recycling service

**Grey Bin**  
Paper, card and cardboard

Will be collected every **4** weeks

Your new bin will delivered to you late summer with 4 weekly collections starting in October.  
Look out for more information through your door soon.

Find out more at [www.clacks.gov.uk/environment/faqwasteservicechange/](http://www.clacks.gov.uk/environment/faqwasteservicechange/)

We are making improvements to your recycling and waste services so we can reduce carbon emissions and increase the efficiency of recycling in Clackmannanshire.

**Food Waste Caddies**  
Cooked & uncooked food waste

**Blue Bin**  
Plastic bottles, pots, tubs, trays, cans and cartons

**Green Bin**  
Non-recyclables

**Brown Bin**  
Garden Waste

Still collected every week

Will be collected every **4** weeks from October

Will be collected every **4** weeks from October

Still collected every **3** weeks

**recycle for Clackmannanshire**

Clackmannanshire Council | Comhairle Siorrachd Chlach Mhanann  
www.clacks.gov.uk

