



## 1.0 Background

### Identify where you are

This section looks at the information you need to gather to assess your current position and carry out a situational analysis (the next stage of the strategy development process). To help you identify where you are you need to start with your local authority's own information resources and gather basic demographic information about your area and the people who live there. Then, you need all the relevant information about the recycling and waste management services (current and proposed) which are available to the public together with up-to-date information about their performance as well as their targets. As you gather this information you should be asking yourself how it will help you understand:

- The area and the people living in it – who they are, how old they are, where they live, what types of houses they live in, what their lifestyles are
- How well they use the local recycling and waste management services
- What are their barriers to recycling

Once you have gathered all the information you can internally you should look further afield to see if there is other information or research that might be useful to you. The final stage is to review all the information to see what it tells you and to identify if there are any gaps in your knowledge that need to be filled.

Even if you know your local area, you should complete this first stage because it will give you the factual evidence you need develop your strategy, provide baseline information on which you can set targets and help you make the case for the communications budget you need. It will also set the context for those reading your plan (such as members or external partners) who may be less familiar with the overall district.

The elements of this stage are outlined over the next two pages.

### 1.1 Demographics of your area

Start by gathering information about your local authority and describing it – its location, geography, population profile, housing types and amounts, urban/rural mix, areas of deprivation and local environmental quality. Include any other relevant demographic information you think is relevant.

Your colleagues in the waste and recycling department will have knowledge of the specific areas they work in and your local authority will also have a wealth of statistical information on its local population, the economy, levels of deprivation, affluence and housing. Departments that might be able to help you include: education, housing, planning, strategic or corporate services and social services. There may be other local organisations, such as your local Primary Care Trust, which can be excellent sources of information about the local population. You can also access national demographic information through the Office for National Statistics (ONS). Draw on all sources to produce an accurate picture of your local authority in order to help you develop your communications plan.

**For detailed information about gathering demographic and socio-economic information – see Becoming an Expert No1.**

## 1.2 Current and proposed services

The next stage in your baseline information gathering is to summarise your current and proposed recycling and waste services. Include all information pertinent to:

- All relevant waste management facilities and services covering all material streams
- Collections types and frequency, drop-off facilities, services for other waste streams
- Relevant collection policies (closed lid, compulsory recycling etc)
- Include other relevant information as required

This information forms the basis of what you need to be able to communicate to people whether you are providing standard service information, launching a new service, raising awareness of services, motivating people or preventing waste. You may use the information selectively in your communications eg service leaflets focussing on kerbside collections or include everything, for example on your local authority website.

**For more information about which services to list and why - see Becoming an Expert No2.**

## 1.3 Waste data and targets

Then you need to look at your council's recycling and waste management data and targets, namely:

- The service performance information you gather, how it is gathered and how often it is gathered
- Current and past service performance figures
- Waste service and statutory targets

Understanding this information will help you set targets by giving you the context for your communications and telling you what needs to be achieved and by when.

**For more information about local authority information and waste data - see Becoming an Expert No3.**

## 1.4 Research

Consider whether any other research and information may be available and useful, such as:

- Your authority's corporate strategy
- Information from any previous communications campaigns undertaken by your authority
- Relevant operational research undertaken by your authority, for example participation rates, waste composition analysis etc
- Any reports or research conducted for your council by external parties such as waste management consultants or WRAP (eg WRAP's Local Government Services team)
- Research or case studies from other organisations eg WRAP or other local authorities
- Other relevant research eg by Defra, WRAP etc.
- Feedback from collection and other front line staff
- Helpline enquiry information

As you gather the information, identify any knowledge or information gaps and undertake research to fill any gaps, for example whether you need to:

- Conduct any further research into operational performance eg participation monitoring
- Conduct research into peoples' issues and barriers specific to your area. For more information on WRAP's barriers research, see **Becoming an Expert No8**.

### **CASE STUDY: The value of research**

#### **When it upgraded its recycling facilities, the London Borough of Bexley found that purpose-built flats had a lower rate of recycling waste than low-rise accommodation.**

The council decided to run a campaign to overcome the problems associated with recycling in blocks of flats. To provide information to tackle the communications issues data was gathered about residents' attitudes, behaviour, ideas and barriers.

Surveys looked at how many residents used the recycling service and communal bins. Focus groups discussed the barriers to recycling and waste management issues highlighted by the surveys.

A key finding was a lack of communication between the council and residents living in flats. Most council communications (via its quarterly magazines, website and the annual recycling calendar and recycling guide – along with adverts in the local free newspapers) were perceived to be insufficient. The focus groups highlighted the fact that:

- Local free newspapers were not distributed to flats
- The recycling calendars and guides were not relevant to flats
- Most residents in the targeted area did not have access to the internet in their homes
- Council magazines did not always have messages or articles about recycling

This was a major communications flaw for a low performing socio-demographic group and the Council developed its communications accordingly.

WRAP Local Authority Communications Case Study: London Borough of Bexley  
[http://www.wrap.org.uk/downloads/BCLF\\_Bexley\\_15.09.08.d1c101e4.5864.pdf](http://www.wrap.org.uk/downloads/BCLF_Bexley_15.09.08.d1c101e4.5864.pdf)  
<http://www.wrap.org.uk/lpa>



**For more information about conducting research on recycling issues** – see WRAP's good practice guide to monitoring and evaluation provides detailed step-by-step guidance on a range of suitable research techniques.

[www.wrap.org.uk/monitoringandevaluation](http://www.wrap.org.uk/monitoringandevaluation)

## 1.5 Funding and Support

Depending on what you need to achieve, your communications will require funding - as a rule of thumb, you should aim for a budget figure of around £1.00 per household for standard communications. For communicating major service changes or more intensive communications activities for "hard to engage" residents, £1.50 to £2 per household is more realistic. You may need to do some initial research now to identify potential sources of funding and support:

- Find out how much funding previous campaigns had and where the funding came from – this will give you a good idea of what you might expect to get for your budget
- Look at internal budgets (possibly spread across your council) and the types and amounts of support (financial and other resources) available from other council departments and teams

- If you don't know already, find out about your council's budgetary decision making processes and deadlines
- Investigate possible external funding sources eg WRAP

**For more information about sources of funding and support - see Becoming an Expert No4.**

## 1.6 Planning your Communications

The following section shows an extract from a typical communication plan to show how the background could be developed and written.

### 1.0 Background

#### 1.1 General

Moving Forward Council (MFC) is located in the midlands and covers an area of 214 square miles. It is responsible for the provision of recycling and waste collection and disposal services to approximately 40,000 residents living in 16,140 households. The district is a predominantly rural area with the population split approx 50:50 between rural and urban dwellers.

#### 1.2 Demographics Employment

Compared to national figures, there are very few minority ethnic communities in the district although there has been a recent influx of eastern Europeans seeking employment in the building materials industries located in the district.

#### 1.3 Waste & Recycling Collections

Current waste and recycling services provided to households include:

- Alternate weekly collection of residual waste using black 240 litre wheeled bins.
- Alternate weekly commingled recycling collection of food and drink cans, aerosols, plastic pots, tubs, tray and bottles, newspapers, magazines, drink cartons including Tetra Pak, mixed glass and cardboard using blue 240 litre wheeled bins;
- Alternate weekly mixed garden and food waste collections using brown 240 litre bins. No kitchen caddies have been provided to householders;
- Four HWRC sites, collecting: glass, batteries, scrap metal, cans, waste oil, oil filters, wood, paper, card, landfill waste, fluorescent light bulbs, plastic bottles, textiles, green waste and white goods; and
- Six unmanned recycling bring sites, collecting: glass, cans, paper and textiles.

Kerbside collections are not always made on the same day of the week and there are 52 different collection combinations. There are no proposed changes of service to the household kerbside schemes, the HWRC sites or the recycling bring sites.

#### 1.4 Treatment and Disposal

Organic waste is processed in an in-vessel composting unit. Mixed dry recyclables collected at the kerbside are taken to a materials recycling facility (MRF) where the materials are sorted and sent for reprocessing. Currently the council pays a gate fee of £40/tonne, but this will become an income of £20/tonne from the start of the new contract next financial year.

Approximately 10,000 tonnes per year of residual waste is taken to a 'dirty MRF' 25% of which is recyclable 25% made into solid recovered fuel and 50% landfilled. Currently there is no charge but from the start of the new contract a gate fee of £100/tonne will be introduced. Waste is also collected on separate rounds from commercial organisations and from schools. This is disposed of as residual waste which is transferred to the dirty MRF.

## 1.5 Performance Indicators

MFC achieves good recycling rates with around 53% of waste diverted from landfill in 2012/13 as a result of the blue (27%) and brown bin (26%) collections. The council estimates further 20% or so can be diverted from landfill in 2013/14 as additional recycling and SRF from the 'dirty MRF' operation.

MFC already exceeds its 2020 50% recycling target. However, residual bins still contain significant amount of material, which could be captured through the kerbside dry recycling collection scheme. Similarly, organic waste can still be found in some residual waste bins. The new contractual arrangements, from next financial year, make it attractive to reduce the amount of residual waste sent to the dirty MRF and increase the amount sent for recycling.

## 1.6 Capture Rate of Recyclable Materials

Capture rates for different materials from the Waste Dataflow submission) are:

■ Glass	32.3%
■ Paper & Card	62.6%
■ Mixed Metals	33.8%
■ Textiles	3.4%
■ Plastics	24.6%
■ Compostables	54.7%

No analysis of the organic collection has been carried out and it is difficult to establish how many households use the brown bin to recycle their food waste, however it is generally felt that there are significant amounts of food waste remaining in the residual waste bin which could be recycled.

Contamination does not seem to be an issue on either brown or blue bin collections. Contamination in the blue bin collection is estimated to be between 3-5% and seems to be material, which might be recyclable but is not accepted at the MRF.

## 1.7 Participation

No surveys have been carried out of set out or participation rates of the blue and brown bin collections. There is, however, anecdotal evidence of low performance in certain areas of the district.

## 1.8 Budget

MFC has a budget of approximately £1/household for recycling promotions and there is an opportunity to bid for additional capital funding to help improve recycling performance.

## 1.9 Recent Promotions

Few promotions are carried out to encourage householders to recycle and are limited to:

- A collection calendar, which is mailed out to all households in August of each year. Dates run from September to August;
- A leaflet delivered when the blue bin scheme was introduced 9 years ago;
- An instructional leaflet when brown bins were introduced 4 years ago;
- The website which explains the collection and disposal methods is significantly out of date; and
- Inaccurate and out of date vehicle livery showing what can be put in the recycling collections.

## 1.10 Promotional, Advertising and Media Mechanisms

External advertising opportunities include:

- Weekly local newspapers, with which MFC have a very good relationship;
- Council newspaper published twice a year;
- Vehicle livery on collection vehicles and signage at bring and HWRC sites; and
- Council website.

### 1.11 Availability of Distribution Mechanisms

Available distribution mechanisms for promotional material to householders are:

- Door to door leaflet delivery by Royal Mail;
- Walksort delivery by Royal Mail; and
- Delivery using agency staff.



## Becoming an Expert No1: Gathering demographic and socio-economic information

Your communications might need to communicate with all those living within your local authority area, specific sections of the population (eg affluent families, young professionals, new families, students etc) or people living in particular geographic areas (eg particular housing estates, neighbourhoods, towns or villages, specific council wards or collection rounds). Whichever it is, you need to gather as much demographic and socio-economic information about your local householders as possible including:

- Number of people/number of households
- Age/gender profile
- Social grade/income levels
- Religion/ethnicity
- Housing types - proportion of each and distribution
- Rural/urban split
- Life stages of residents (students, young and single, new families, mature families, elderly)
- Levels of car ownership/use of public transport
- Levels/areas of deprivation

This information can be gathered from a variety of sources.

### Sources of demographic information

#### Your local authority

Your own local authority will have a wealth of statistical information on its local population, the economy, levels of deprivation, affluence and housing. Departments that might be able to help you include:

Waste management Housing Planning Strategy and planning	Social services Education Research
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There may be external sources such as your local Primary Care Trust that can be excellent resources for information about the local population.

#### Office for National Statistics (ONS) <http://www.statistics.gov.uk/default.asp>

This website gives access to the 2001 census statistics, commentaries, profiles and downloads from the Office for National Statistics, together with details of forthcoming releases. The ONS website has a number of reports and search facilities across all kinds of government statistical information:

- **Social Trends** draws together social and economic data from a wide range of government departments and other organisations to provide a comprehensive guide to UK society today and how it has been changing

■ **Regional Trends** is a comprehensive source of official statistics for the regions of England, Wales, Scotland and Northern Ireland. The report includes demographic, social, industrial and economic data

The information is based on the last census carried out in 2001 so may be dated.

**Neighbourhood Statistics** <http://neighbourhood.statistics.gov.uk/dissemination/>

This site can be used to view or download local area statistics for wards or local authorities in England and Wales on a wide range of subjects including population, crime, health and housing. It is searchable by postcode, town, city, local authority area (borough/district or ward), or region.

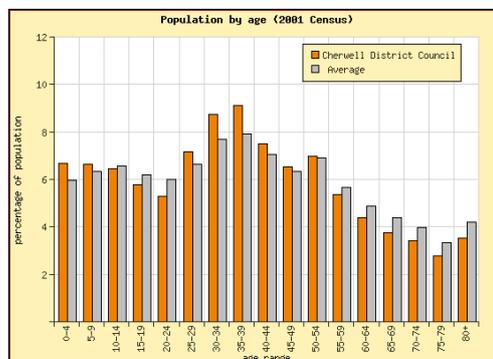
Examples of neighbourhood statistics available:

Key figures for 2001 Census: Key Statistics Age Structure Cars or Vans Communal Establishment Residents Country of Birth Economic Activity - All People Economic Activity - Females Economic Activity - Males Ethnic Group Health and Provision of Unpaid Care Hours Worked Household Composition Household Spaces and Accommodation Type Households with Limiting Long-term Illness and Dependent Children Industry of Employment - All People Industry of Employment - Females Industry of Employment - Males Living Arrangements	Lone Parent Households with Dependent Children Marital Status National Statistics Socio-economic Classification - All People National Statistics Socio-economic Classification - Females National Statistics Socio-economic Classification - Males Occupation Groups - All People Occupation Groups - Females Occupation Groups - Males Qualifications and Students Religion Rooms, Amenities, Central Heating and Lowest Floor Level Tenure Travel to Work Usual Resident Population
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Again, this information is based on the last census carried out in 2001 so may be dated. You should check any information you obtain to see whether it looks accurate and whether there is any more recent information that supports or updates it.

**Up My Street** <http://www.upmystreet.com/>

A commercial website, Up My Street lets you search and compare basic information about a specific postcode, city, town, district or region. By entering the postcode of an area Up My Street can give you various pieces of useful information such as a full neighbourhood profile or comparison of the local population to the national average:



Up My Street uses ACORN profiling data and is not as detailed as ONS but does provide useful and quick overviews of population data for an area. ACORN (A Classification Of Residential Neighbourhoods) is a geodemographic classification system that is in widespread use by UK local authorities. It is provided by the CACI

company and uses audience segmentation – a process of dividing a varied and diverse range of people into smaller groups with broadly similar characteristics or needs. For more information about audience segmentation and profiling (including geodemographic systems such as ACORN and MOSAIC) see Section 4 and Becoming an Expert No8.

### **National Readership Survey (NRS) social grade definitions (UK)**

The NRS social grade definitions have been used for decades, mainly for audience profiling and targeting by the media, publishing and advertising industries. They have become established as a generic reference series for classifying and describing social classes. These social grades are used in the Neighbourhood Statistics site.

<b>social grade</b>	<b>social status</b>	<b>occupation</b>
<b>A</b>	Upper middle class	Higher managerial, administrative or professional
<b>B</b>	Middle class	Intermediate managerial, administrative or professional
<b>C1</b>	Lower middle class	Supervisory or clerical, junior managerial, administrative or professional
<b>C2</b>	Skilled working class	Skilled manual workers
<b>D</b>	Working class	Semi and unskilled manual workers
<b>E</b>	Those at lowest level of subsistence	State pensioners or widows (no other earner), casual or lowest grade workers

### Using demographic information

This information is valuable to the communications planning process for a number of reasons:

- It enables you to develop a deeper understanding of your main target audience – the people living in your local authority
- It will help you take a completely fresh look at your local authority area and ensure you are not overlooking anything significant
- It might reveal important characteristics that had not been recognised previously
- The information might give you insights which might lead to new ideas for communication messages or activities to target specific groups or areas

As you gather your demographic information you should cross-reference as much of it as possible to build up a series of 'layers' that will give you an overall 'picture' of your local authority and the people living in it. For example:

- Start with a map of your local authority and note the key features – population centres (towns, villages, particular housing estates), rural or open areas (countryside, parks etc), industrial or retail areas
- Next, look at the statistical information you have and see what it tells you about the people living in your local authority (age structure, economic activity etc). Also consider household types, living arrangements and any and all other information that helps you understand the lives of people living in your local authority. This information is particularly useful if reviewed on a ward by ward basis so that local variations show up
- As you go along, compare your information to national averages and neighbouring local authorities – you are looking for any marked differences which may highlight unusual or even unique characteristics of the local population – characteristics that your communications may need to take into account in order to improve its chances of success eg wards with higher than average BME population or people living in flats
- Finally, list the main features and characteristics of your local authority, highlighting anything significant





**Other issues**

- Are there any planned changes to your services? If so, what are they and what is the timescale for their introduction?
- Where does all the material you collect for recycling go? What happens to it and what is it used to make?
- Are any recycled products used by your local authority? What are they and where are they?
- What does your council do to recycle the waste it generates through its own activities eg office waste, food waste or green waste from parks?

This latter information (recycled products and council recycling performance) may be useful for persuading some target audiences to start recycling or put more effort into their recycling because they can see that you are doing your bit as well.



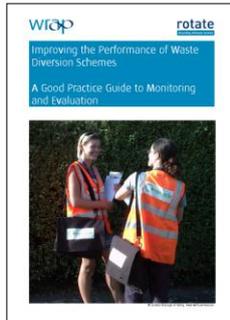
### Becoming an Expert No3: Local authority information and data

You should review any relevant information and research that your LA has already gathered such as:

Waste monitoring data	<p>Tonnages, both recycle and residual e.g. overall tonnages, materials/container specific tonnages and tonnages by round to compare them and identify areas for improvement</p> <p>Participation/set out rates e.g. to identify rounds with lower performance</p> <p>Waste compositional analysis</p> <p>Capture rates - can highlight if you need to improve the collection of specific materials</p> <p>Contamination rates - number of kerbside boxes rejected due to the wrong materials or percentage of contamination reported by MRF</p> <p>Numbers of container requests/bulky uplift requests</p> <p>Other, please specify</p>
Communications campaigns	<p>Campaign reports and monitoring and evaluation information from previous communications e.g. how successful was it, what worked, what didn't and why?</p>
Attitudinal Information	<p>Attitudinal surveys (market research surveys) of local people showing the number of committed recyclers, their claimed behaviour, satisfaction levels and barriers to recycling</p> <p>Feedback from canvassers and fieldworkers</p>
Crews and other frontline staff feedback	<p>Anecdotal information and feedback from council staff can be very useful in highlighting potential issues eg recycling performance of certain rounds/areas or access issues in particular areas/types of housing. However, factual evidence should be gathered to substantiate any information from these sources.</p>
Call centre enquiries	<p>Calls to telephone helplines should be examined as they could provide information about householder issues and concerns for example: missed collections, complaints, or container requests.</p>
Best Value Performance Indicators (BVPI) Survey	<p>BVPIs provide a rounded view of local authority performance delivery. They are designed to:</p> <ul style="list-style-type: none"> <li>■ Enable central government to monitor progress over a period of time</li> <li>■ Allow authorities to compare their performance against that of their peers</li> <li>■ Provide residents with information about the performance of their local authority</li> </ul> <p>Local authorities in England also undergo a series of surveys which ask citizens and other users of specific services about their satisfaction with the services provided by their LA. Surveys are carried out either by post, face-to-face, by telephone or using citizens panels. These are conducted every three years.</p> <p>For more information see:  <a href="http://www.communities.gov.uk/localgovernment/performanceframeworkpartnerships/bestvalue/bestvalueperformance/">http://www.communities.gov.uk/localgovernment/performanceframeworkpartnerships/bestvalue/bestvalueperformance/</a></p>

Your local authority will measure and record its waste management and recycling data on a regular basis for performance reporting. Find out what information is collected, how it is collected and how frequently. To be of use in monitoring communications you should aim to have operational monitoring data available on a monthly basis where possible.

Review all the data and information you have collected from the types of sources listed in the table above and identify whether there are any gaps. If your current information gives insufficient detail, is too broad or potentially highlights an underlying issue that needs investigating you should consider undertaking additional research to fill in the gaps in your knowledge. Depending on what gaps have been identified, the additional research could be carried out in-house by staff or contracted out if you have the budget. Funding and other types of help and support may be available from external sources (eg WRAP) for some types of research – contact WRAP'S Local Government Services Team for further information. Contact Alison Day on 01295 819661 or email [LASupport@wrap.org.uk](mailto:LASupport@wrap.org.uk).



For further information about monitoring waste operations and communications see the WRAP monitoring and evaluation toolkit – “Improving the Performance of Waste Diversion Schemes”. This good practice guide gives detailed step-by-step guidance on a range of monitoring techniques.

[www.wrap.org.uk/monitoringandevaluation](http://www.wrap.org.uk/monitoringandevaluation)



## Becoming an Expert No4: Identify potential sources of funding and support

It is useful to identify potential sources of support, resources and funding from a variety of internal and external sources right from the start of your communications planning process. For example, people, teams or departments:

- With available budget and/or resources
- With a direct interest in the success of your communications plan and who may want to help you
- That work in the areas or with the communities you want to target
- With useful knowledge about the areas or communities you want to target

The list below gives you an idea of some of the potential sources of help and support – it is by no means exhaustive and every local authority area and campaign will be different.

The more support you can secure the better your communications are likely to be. However, don't spread yourself too thin – focus on those groups and other sources of support that will be of most help to you. You will need different people or groups at different times so remember to keep everyone informed of progress and success as your communications progress (see Section 4 for more on stakeholders).

Internal	Support and resources
Waste management department	Staff time - working directly on the communications. Collection crews and other front line staff with first-hand knowledge of the issues in the field. Permanent recycling wardens or canvassing staff.
Communications/PR/marketing team, design & print unit	Professional communications staff who may be able to give you their time, advice or practical help e.g. media relations, leaflet design and printing, advertising etc.
Housing department	Council offices in campaign areas. Caretakers or wardens for residential properties such as high-rise. May be able to put editorial / advertising in tenants magazines or on rent statements. May also be able to add recycling information to new resident packs
Council Tax department	Comprehensive address list for all householders. May be a channel for distributing waste service information to new or existing residents. Staff will also know about any specialist mailing services used by the council.
Council telephone helpline staff	Taking general enquiries from the public. There may be a specific allocation for the waste department so additional resources may need to be negotiated should you require additional helpline call time such as when implementing a new service.
IT and council website management staff	Developing new or updating existing council recycling website information and advising on website development. Tracking visitors to the website.
Elected members	Support for your communications both internally to secure funding but also within the communities they represent – especially those representing target areas.
Education department	Practical support for waste education programmes in schools.
Community development	Practical support to help you understand particular communities and how best to communicate with them. May be able to identify local community groups for you to approach and work with. May have outreach workers who might be able to help deliver your message.
External	Support and resources

Internal	Support and resources
Waste management or recycling collection contractor	<p>Staff time to help with communications.</p> <p>Collection crews and other front line staff with first-hand knowledge of the issues in the field.</p> <p>May have responsibility for some of your communications, depending on their contract.</p>
Neighbouring local authorities	Sources of ideas and examples for communications activities.
Waste Partnership or Waste Disposal Authority	<p>Staff time working on wider regional campaigns.</p> <p>Co-ordination of activities over a larger area. Sources of ideas and good practice for communications. Economies of scale can be gained from partnership working.</p>
Private sector waste or recycling industry organisations	<p>Organisations like Alupro or British Glass may be useful sources of information and/or other support for local authority communications that help them meet their aims and objectives, for example, they may supply communications material for you to deliver locally in support of larger national recycling campaigns.</p> <p>The Reload Fund, run by European Metals Recycling, allows individual local authorities to apply for up to £60,000 for new and existing projects either wholly or partially devoted to metal packaging, including a maximum allocation of £10,000 for communication activities. The funds can be spent over a period of two years and tend to prefer capital projects that deliver practical improvements and long-term sustainability. For more information see: <a href="http://www.emrltd.com/reloadform.asp">www.emrltd.com/reloadform.asp</a>.</p> <p>The Yellow Woods Challenge is an environmental campaign for schools run by Yellow Pages, working in partnership with the Woodland Trust and local authorities across the UK. The Challenge aims to:</p> <ul style="list-style-type: none"> <li>■ Recycle old Yellow Pages directories and reduce demands on landfill</li> <li>■ Educate schoolchildren about the importance of recycling and conservation</li> <li>■ Support the Woodland Trust, the UK's leading woodland conservation charity</li> </ul> <p>For more information see <a href="http://www.yellow-woods.co.uk/">www.yellow-woods.co.uk/</a>.</p>
Community sector recycling organisations	Possible practical help and support for communications where they meet their aims and objectives. You may need to provide them with resources or funding for them to be able to do this.
Local community organisations	Possible practical help and support for communications. However, don't expect too much as their resources will be even tighter than yours. You may need to provide them with resources or funding for them to be able to deliver your message. A community sector approach may be useful for hard to engage groups and for waste minimisation messages.
WRAP	<p>WRAP's team of Recycling and Collections Advisors and the Community Partnerships team can provide expert advice and support on a wide range of technical waste, recycling and communications issues.</p> <p>Contact Alison Day on 01295 819661 or email <a href="mailto:LASupport@wrap.org.uk">LASupport@wrap.org.uk</a>.</p>
Other sources	Other sources of funding and support become available from time to time such as EU funding or Neighbourhood Renewal Funding. Be alert for these funds and apply if they are applicable and you meet the criteria.