

Case study: Worcestershire and Herefordshire partnership

Communicate a new or enhanced recycling service
across two counties in a cost effective way

Where can I recycle other items?
You can recycle items such as furniture, batteries and electrical items by taking them to recycling sites, re-use organisations and charity shops where they will be re-used or recycled.
To find your nearest recycling site contact us using the details below.



For more information on recycling please visit:
www.wyreforestdc.gov.uk/recycling

Or call:
01562 732928

For more ideas on how to prevent waste visit
www.wastemissionimpossible.org.uk

This document can be made available in other languages and alternative formats (large print, audio tape, computer disk and Braille) on request from our Customer Service Centre on telephone number 01562 732928

75% recycled
This guide is made from 75% recycled paper.

This guide is funded by WRAP (the Waste and Resources Action Programme). WRAP helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.

Supported by
worcestershire
county council



Wyre Forest
District Council

recycle
for Wyre Forest

The issue

WRAP were approached by the partnership consisting of six waste collection authorities, one unitary authority, one disposal authority and Severn Waste Services.

The purpose of the communications campaign was to promote changes to the recycling services across the two counties. A standardised kerbside recycling collection service was introduced across all authorities in the partnership and where the full recycling scheme was already in place the service was enhanced to allow collection of more materials for recycling. The reason for this change was the opening of a new Materials Reclamation Facility (MRF) in Herefordshire and Worcestershire, called EnviroSort.

All residents, who receive a kerbside collection, were communicated with but the authorities introduced the changes at different times between November 2009 and July 2010. Developing and implementing an integrated communications campaign to explain the service change was essential.

The issues were:

- Developing and implementing a partnership approach across all of the authorities, including getting political and officer buy-in.
- Ensuring a cost effective communications campaign was delivered by pooling the budgets of each of the partners and making the best use of WRAP support.
- Introducing and maintaining consistent messages about the new service across all authorities so that all residents in the two counties received consistent information.

Key facts

- **Significant cost savings and waste diversion** from landfill were achieved.
- **Partnership** project between waste collection, waste disposal and unitary authorities standardising the materials collected at the kerbside.
- By using **standard design** templates across the partnership, all of the local authorities were able to deliver consistent, localised messages to their residents and achieve financial efficiencies.
- **320,000 households** at a total cost of £264,426; 81 pence per household.

The approach

WRAP worked closely with the partnership to develop a communications strategy to introduce the new service. A timetable of activities was agreed taking into account the various timescales for implementing the changes by each of the authorities.

Informational and motivational messages were used to encourage people to recycle more, more often. The campaign included:

- An A5, eight page **recycling guide** localised for each partner, including information about service changes specific to the authority and information about what happens to the materials once collected.
- A **recycling calendar** to inform households which week was recycling week,
- **Bin stickers** were updated to include the new materials which could be collected at the kerbside
- The above three items were delivered to every household in a **branded envelope**, about a month before the service commenced.
- **Recycle Now material stream icons** were used to show what materials can be recycled through the kerbside collection.
- A **website template** was developed using the agreed branding. The partners then added their own collection information, while maintaining consistent messages and adhering to the design guidelines agreed by all of the local authorities.
- **Press advertisements** were used. These were tailored for each of the partners and reinforced the communications messages being sent out by other methods.
- A **postcard** was delivered to households in three of the partner authorities. These provided information about the changes and were sent out before Christmas as an interim measure because the authorities' recycling collection services didn't change until April 2010.
- The **livery** on recycling collection vehicles was updated to reinforce the messages about the introduction of the new service.

- The **livery** on recycling collection vehicles was updated to reinforce the messages about the introduction of the new service.



Laura Blackwell, Herefordshire Council:

"The support...we have received from WRAP over the past couple of years has been an integral part of our promotional activities. We ended up with very high quality materials to promote the new EnviroSort facility, which has resulted in praise from our local residents about the information contained within them."

Sue Horrobin, Redditch Borough Council:

"After receiving...support from WRAP for publicity of the new EnviroSort facility with the introduction of the new materials such as waxed cartons and thick card, we would like to say how well the project went. It was great that all of the authorities across Hereford and Worcestershire worked together with WRAP to promote the changes as this resulted in clear consistent messages across the whole of the two counties, as well as sharing of resources and maximum efficiency!"

Anna Wardell-Hill, Bromsgrove Council

"Bromsgrove District Council views the WRAP...support as an essential element in our recent service changes. Working with our partners to ensure value for money allows greater economies of scale, consistent messages throughout the two counties and it also allows tasks to be shared between officers."

Key lessons

- A clear and comprehensive Recycling Guide, used by all of the partners, worked well for residents and ensured a **good level of customer satisfaction** as well as consistent and coordinated information being delivered to households.
- Because all of the partners signed up to the **same objectives**, branding and communications it was possible to deliver a coordinated and consistent campaign with significant financial efficiencies.
- Having a **dedicated project manager**, working with a steering group, was essential to delivering the project on time and within budget. The project manager was given the authority to make decisions on behalf of all stakeholders based on the general consensus.
- **Clear, consistent** information used by all of the partners was critical to the successful introduction of the new service. This was because it was a complicated project to implement, involving many local authorities and a large number of households.

Partnership members: Worcestershire County Council and Herefordshire Council in partnership with Bromsgrove District Council, Malvern Hills District Council, Redditch Borough Council, Worcester City Council, Wychavon District Council, Wyre Forest District Council and Severn Waste Services.

- Through **careful negotiation and project planning** a large number of press advertisements were placed making efficient use of the budget available. This joint approach extended to the use of matching vehicle livery for all refuse/ recycling vehicles in Herefordshire and Worcestershire.
- **Councillors and senior management** commented on how pleased they were with the promotional materials produced.

The results

- Combined dry and organic recycling rate in **Worcestershire** for 2010/11 **increased by 4.9%**, from 38.3% to 43.2%. In **Herefordshire** the **increase was 9.8%**, from 30.2% to 40%.
- The **standardised new recycling service** was introduced across all of the authority areas in a cost effective way.
- Delivering the communications campaign in partnership resulted in **consistent messages, branding and design**.

More information WRAP

Emma Marsh
emma.marsh@wrap.org.uk

Worcestershire County Council
Viktoria Salisbury
VSalisbury@worcestershire.gov.uk

While steps have been taken to ensure its accuracy, WRAP cannot accept responsibility or be held liable to any person for loss or damage arising out of or in connection with this information being inaccurate, incomplete or misleading. This material is copyrighted. It may be reproduced free of charge subject to the material being accurate and not used in a misleading context. The source of the material must be identified and the copyright status acknowledged. This material must not be used to endorse or used to suggest WRAP's endorsement of a commercial product or service. For more detail, please refer to our Terms & Conditions on our website: www.wrap.org.uk

Waste & Resources Action Programme

The Old Academy
21 Horse Fair
Banbury, Oxon
OX16 0AH

Tel: 01295 819 900
Fax: 01295 819 911
E-mail: info@wrap.org.uk

Helpline freephone
0808 100 2040

www.wrap.org.uk

