



Waste Aware Scotland

Introduction of Alternate Week
Residual Waste Collections

Exemplar campaigning strategy

Reduce Reuse Recycle let's get it sorted
www.wasteawareScotland.org.uk



1 Introduction

This case study provides recommendations for the effective planning and implementation of a fortnightly residual waste collection. Fortnightly residual waste collections are usually implemented alongside the introduction of enhanced recycling facilities.

A typical service might be comprised of:

- Fortnightly residual waste collection
- Fortnightly garden waste collection
- Fortnightly or weekly dry recycle collection

This case study assumes that a garden waste collection (seasonal or ongoing) and dry recycle collection operate in conjunction with the fortnightly residual collection.

2 Planning the campaign

The planning stage provides an opportunity to clearly identify the aim of the campaign. This is an obvious starting point, but can often be overlooked.

The principal aims of a campaign to support the introduction of fortnightly residual waste collections and enhanced recycling provision should be:

- To encourage maximum diversion of garden waste from the residual bin.
- To encourage maximum diversion of dry recyclates from the residual bin.

The achievement of these aims should reduce the required capacity of the residual bin and facilitate the implementation of a fortnightly residual waste collection.

2.1 Identifying and minimising risks

Several risks are associated with the introduction of fortnightly residual waste collections:

- Strong public objection to a reduced residual waste collection.
- Contamination of the garden waste and/or dry recycle collection container.
- Production of excess residual waste.

These risks can be minimised through effective planning.

2.2 Managing public concerns about the change to service

Public resistance towards a change to fortnightly residual waste collections can be expected. It is important to anticipate possible concerns during the planning stage and develop policies detailing how these concerns will be managed.



2.2.1 Provision of information

Steps can be taken to minimise and in many cases prevent concerns arising by providing householders with honest and clear information about the new service well before it is introduced.

The information provided should give clear details about the new service, and should emphasise the provision of new and improved recycling facilities, this point should be reinforced throughout the campaign strategy. It should also direct householders to sources of further information including opportunities to raise concerns or questions in person.

By developing a proactive, open and honest approach you can help to build public confidence in the new service at an early stage.

2.2.2 Public consultation

Opportunities should be provided for members of the public to discuss and raise concerns or questions about the new service before it is introduced.

It is important to select an appropriate venue and create the right type of environment for public discussions. For example, conducting several relatively informal information sessions in different community halls or at local shopping centres may be more beneficial than holding larger public meetings. It may also be useful to hold information sessions in conjunction with other community events, such as car boot sales or markets, as this will provide access to a wider audience who may not otherwise have taken the opportunity to find out more about the new service.

2.3 Preventing and minimising contamination of garden waste and/or dry recycle collection containers

Contamination of garden waste and/or dry recycle collection containers is likely to occur, particularly when the new service is initially introduced. In order to manage contamination effectively, a policy should be developed prior to the introduction of the service.

The contamination management policy should include:

- **Procedures for identifying contaminated containers** - Who will be responsible for identifying contaminated containers? Once identified, how will details about contaminated containers be recorded and communicated?
- **Procedures for uplifting contaminated containers** - Under what circumstances will contaminated containers be uplifted? Who will be given authority to arrange for contaminated containers to be uplifted? Who will be responsible for uplifting contaminated containers?
- **Procedures for removing recycling containers** - Under what circumstances will recycling containers be removed from householders who are contaminating on an ongoing basis and who are unresponsive to the support provided?



Procedures for communicating with householders who are contaminating - Different levels of support will be required depending upon the extent and frequency of the contamination problem. It is recommended that a structured support system should be developed:

Low level support (utilised where contamination is minimal)

A bin hanger or decal should be applied to the contaminated container, explaining why the container was not emptied and giving details of who should be contacted to arrange a collection after the contamination has been removed. An information leaflet may also be delivered to the householder if appropriate.

Medium level support (utilised where contamination is moderate)

In addition to a bin hanger or decal, a letter and information leaflet should be issued to advise the householder of the exact problem. Where staff resources are available, a visit to the household should be arranged.

High level support (utilised where contamination is severe or medium level contamination persists)

A household visit is recommended as soon as possible after the contaminated container has been identified (preferably within 24 hours). In extreme cases, a repeat visit before the next collection date may also be beneficial. Information leaflets should be issued during the visit.

2.4 Preventing and minimising the production of excess residual waste

The production of excess waste (i.e. more than one residual bin full per household per fortnight) may occur when the residual waste collection frequency changes to fortnightly. A clear policy, very similar to that which is adopted for contaminated containers, should be established for dealing with excess waste. A closed lid policy, which states that all residual waste must be contained within the residual bin with the lid closed, can realistically be achieved where comprehensive recycling facilities are available.

In addition to advice about recycling, householders will also benefit from information about how they can reduce both the volume and quantity of residual waste.



3.1 Phase 1: Teaser

The teaser phase should take place between four and six weeks prior to the introduction of the new service. The length of teaser required varies depending upon the size of the roll out and whether similar systems are already operating in the local authority area. The first introduction of a new service to a local authority and/or larger roll outs (over 15,000 households) require a longer teaser phase than smaller roll outs taking place when the service is already operating in parts of the local authority.

3.1.1 Recommended campaign materials

- Information circulars
- Frequently Asked Questions guides
- Waste prevention information leaflets
- Bin decals
- Press adverts
- A4 posters, 6 sheets or advertising trailers

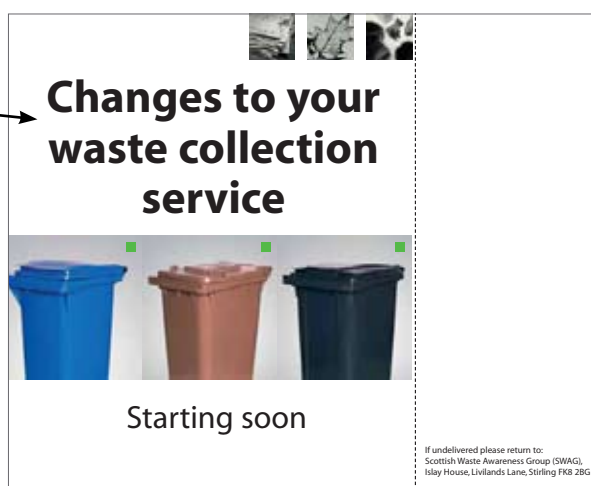
3.1.2 Recommended communication messages

- Information circulars

The information circulars should contain basic information about how the service will operate, including information about the materials accepted for recycling and the change in collection frequency of the residual bin, information should emphasise the provision of new and improved recycling facilities. Sources of further information should also be provided, whenever possible a contact number, email address and website address should be provided to make sure it is as easy as possible for householders to access information and reassurance about the new service.

Waste Aware Fife teaser information circular - front

Highlights the
change to service.





Waste Aware Fife teaser information circular - back

Provides detailed information about the changes to service.

SCOTTISH EXECUTIVE

Your new kerbside recycling and waste collection service

You will soon be provided with a **BROWN BIN** to allow you to recycle your green garden waste. Please continue to use your Blue Bin to recycle your paper and cardboard and your Grey Bin to dispose of your household waste that cannot be recycled.

Changes to your collection
Fife Council is introducing a new kerbside recycling service to your area. This will help to decrease the impact we have on the environment by reducing the amount of waste going to landfill sites and encouraging recycling.

This means changes to the way your waste is collected.

Your Blue Bin will be emptied **every two weeks**. Your Brown Bin will be emptied **every two weeks** between March and November and **every four weeks** between December and February.

As this new service allows you to recycle more of your household waste, your Grey Bin will be emptied once every two weeks.

Recycling Points have been provided to allow you to recycle even more of your household waste such as cans, glass and plastic bottles. Recycling Points are conveniently located at most local supermarkets and car parks.

Full details of your new collection service will be provided before this change in service takes place.

What happens next?
Your Brown Bin will be delivered in the next four weeks. More information, including start dates for your new service, a Brown Bin sticker and a collection calendar, will be delivered with your Brown Bin.

For more information, please call the Recycling Helpline **08451 55 00 22** email waste.aware@fife.gov.uk or visit www.fifedirect.org.uk/wasteaware

Fife Council **Reduce Reuse Recycle** let's get it sorted **Waste Aware Fife**

www.wasteawarescotland.org.uk

Printed on 80% recycled paper.

Sources of further information are provided.

- Frequently Asked Questions guides

A Frequently Asked Questions guide should provide comprehensive details about the new service. This information is likely to be in greatest demand during the main campaign phase, but should also be available during the teaser phase.

Waste Aware Argyll & Bute Frequently Asked Questions guide

Contact information

New Recycling and Refuse Collection Service Trial

This leaflet answers some of the questions you may have about your New Recycling and Refuse Collection Service.

You can contact the area office on **01496 301301** if you have further queries.

Who will receive the new trial Recycling and Refuse Collection Service?
The service will be introduced throughout Kilmory and Jura.

Why has the Recycling Service been expanded?
To increase the amount of recyclates (materials that can be recycled) that we collect and reduce the amount of waste sent to landfill. There are three main reasons for doing this:

- Much of the waste we produce is a resource that can be recycled or composted.
- We will have a limited amount of engineered landfill space at the Gartleck site by Bownmore.
- Landfilling waste is becoming more expensive. As well as

increases in landfill tax, the Council face large fines under Scottish Executive and EU legislation if they fail to significantly reduce the amount of waste sent to landfill.

Recycling your waste:

- Reduces the need for landfill.
- Saves the Earth's resources - making products from recycled materials means using less raw materials.
- Saves energy and reduces the risk of climate change - making products from recycled materials uses less energy than making them from new materials. Additionally materials such as paper, food and garden waste, when left to breakdown in landfill, produce methane which is a greenhouse gas.

What can I recycle using the New Recycling and Refuse Collection Service?
A blue bin including a red bag, allows you to recycle cardboard, paper, cans and plastic bottles. A brown bin allows you to compost garden waste or a home compost can be provided instead.

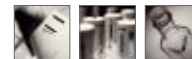
I don't want a brown or a blue bin or a home compost, do I have to have one?
If you don't want to participate in the new service your green bin will still only be collected once every two weeks.

Why can't my green bin be collected weekly?
Your waste is still being collected, but we will now collect different materials on alternate weeks. The alternative to this would be an increase in the number of refuse collection vehicles and crew required, which would be an increased cost to the local authority.

Isn't keeping my waste for 2 weeks in my green bin before collection a health hazard?
Your green bin can safely store two weeks of waste before being emptied. Practical experience from other local authorities has shown that there are no health issues with the system, providing that simple rules are followed:

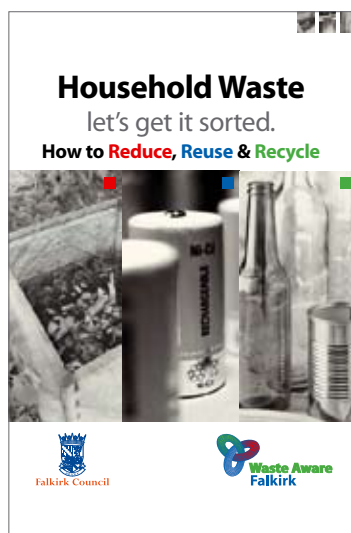
- Securely tie food waste in bags before putting it in your green bin or leave a bit of old newspaper in the bin base to soak up any liquid.
- Keep the lid of your green bin shut.
- If possible store your bin in a shaded area.
- To ensure that your waste is collected as frequently as possible please make every effort to put your green bin out once every two weeks on the appropriate day.

Detailed answers are provided in response to questions about the service



- Waste prevention information leaflets

The introduction of an alternate week residual waste collection will make householders more aware of their residual waste. As a result there is likely to be an increased demand for information about how to reduce and reuse as well as recycle. Waste prevention information leaflets should include details about easily accessible waste prevention options and may also be used to signpost householders to additional recycling facilities such as local recycling centres and points. This information may be provided as a separate leaflet or as part of a larger information guide.

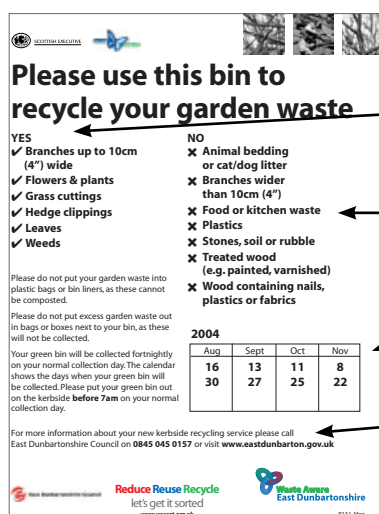


Reduce, reuse and recycle campaign icons should be used as part of waste prevention information leaflets.

Bin decals should be produced for all recycling collection containers and should provide information about what materials should and should not be placed in each container.

Particular attention should be paid to highlighting the key contaminants.

Waste Aware East Dunbartonshire garden waste decal



Materials accepted in this bin

Key contaminants

Collection dates

Contact information



Waste Aware East Renfrewshire paper bin decal

Materials which are accepted in this bin and key contaminants

Contact information

- Press adverts

Press adverts should be used to reinforce the information that is provided in the teaser information circulars. Separate press adverts can also be used to publicise public information sessions or meetings about the new service.

Waste Aware Aberdeenshire teaser press advert

The headline highlights the change to service to draw attention to the advert.

Basic information is provided about the service using sub headings to break up and simplify the text.



- A4 posters, 6 sheets or advertising trailers

A4 posters, 6 sheets or advertising trailers should be used to ensure that the teaser phase communication messages reach as many people living in the relevant area as possible. These materials should reinforce the key messages, as detailed above.

Aberdeen City teaser 6 sheet

A campaign statistic is used to highlight demand for the service which is soon to be provided.

Contact details are provided

Separate A4 posters can also be used to publicise local information sessions.

Falkirk Council mobile awareness vehicle poster

When	Where	What time

Details of local information sessions should be well publicised to ensure that a thorough consultation takes place.



3.2 Phase 2: Main

The start of the main campaign phase should coincide with the introduction of the new service. Communications messages should emphasise the provision of improved recycling facilities to counter possible concerns about the reduced residual waste collection frequency.

3.2.1 Recommended campaign materials

- Information leaflets
- Press adverts
- A4 posters, 6 sheets or advertising trailers
- Information displays
- Contamination bin hangers, decals or cards
- Visiting cards

3.2.2 Recommended communication messages

- Information leaflets

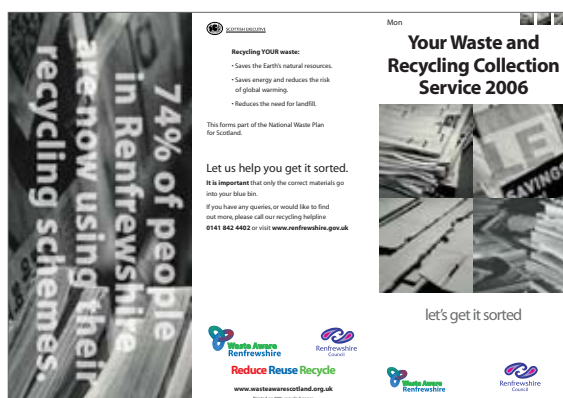
The information leaflets delivered with the new recycling containers should provide comprehensive details about the new service. The leaflets may take the form of a visual guide, or a more traditional leaflet.

Perth and Kinross vis guide



← Pictures are used to clearly show the containers used and materials that should be placed in each bin.

Renfrewshire information leaflet



Basic information leaflets focus more on text than pictures to explain recycling services.



- Press adverts

Press adverts should be used to reinforce what materials can be recycled as part of the new service, and may be used to advise householders of their first new collection dates.

East Ayrshire main campaign press advert



The primary campaign icons are used to re-inforce the materials that should be recycled.

- A4 Posters, 6 sheets or advertising trailers

As with press adverts, A4 posters, 6 sheets or advertising trailers should be used to reinforce the key campaign messages. It is important for householders to be presented with the key campaign messages in different formats, as people respond differently to different forms of communication. Using various different media helps to ensure that as many people as possible will be exposed to and understand the key campaign messages.

Scottish Borders A4 poster



A4 posters can be adapted to provide space for detailed locally relevant information



- Information displays

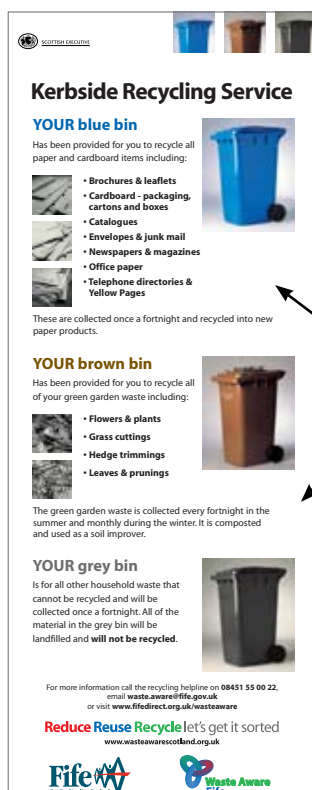
Information displays form an important part of the campaign promotion at the local community level. Displays should contain key information about the service and should be suitable for use in a variety of different venues. An example of a Waste Aware Fife display is provided in figure 1.

- Contamination bin hangers, decals or cards

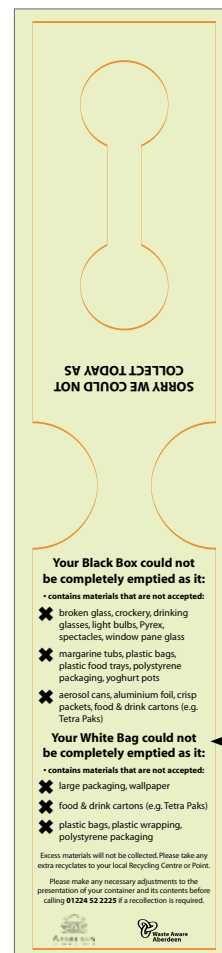
Contamination bin hangers, decals or cards should be produced for use as part of the contamination management policy, as detailed in Section 2.3. An example bin hanger is provided in figure 2.

Figure 1: Waste Aware Fife display

figure 2:



Detailed information is provided about the service



Information about contaminants is provided



- Visiting cards

Visiting cards should be produced for use as part of the contamination management policy, as detailed in Section 2.3.

Waste Aware Falkirk visiting card

Householders are encouraged to make contact to discuss their waste and/or recycling problem.

3.3 Phase 3: Follow up 1

The follow up 1 phase of the campaign should be used to feed back initial results and provide further, more specific information about the service.

3.3.1 Recommended campaign materials

- Information circulars
- Press adverts
- A4 posters, 6 sheets or advertising trailers
- Information displays



3.3.2 Recommended communication messages

- Information circulars

The follow up 1 information circulars should thank householders for their efforts and feed back initial results. Additional information about common contaminants, the availability of additional recycling containers or any changes to the service (e.g. expansion to accept additional recyclates) can also be included.

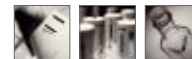
Waste Aware Clackmannanshire follow up 1 information circular



A thank you message is used to provide feedback and stimulate further participation.



More information is given about a potential contamination problem.



- Press adverts, A4 posters, 6 sheets or advertising trailers

Press adverts, A4 posters, 6 sheets or advertising trailers should reinforce the campaign messages that are communicated via the information circulars.

Waste Aware Clackmannanshire press advert



Thank you messages should be communicated as widely as possible and should include contact details for those wishing to receive further information.

- Information displays

The information displays produced as part of the main campaign phase should be updated with good news stories. This will help to encourage continued participation in the service, and can include feedback on increased recycling rates and/or participation levels.

Waste Aware Moray information display



Tonnage increases in recycling can be fed back instead of percentages. It is useful to put this information in to context by providing a fact such as the one used in this display.

3.4 Phase 4: Public consultation

The specific issues that need to be investigated during the consultation phase of a campaign to support the introduction of a fortnightly residual waste collection service include:

- Focussed questions about use of kerbside recycling facilities, for example:
 - What materials are being recycled?
 - How often are recycling containers being presented for collection?
 - Have any problems been identified with the recycling element of the service?
- Focussed questions about the use of Recycling Centres and Points, for example:
 - What materials are being recycled using Recycling Centres and Points?
 - How often are Recycling Centres and Points being used?
 - How far are users travelling to use Recycling Centres and Points?
- Focussed questions about the residual waste collection, for example:
 - What materials are being disposed of in the residual waste bin?
 - How full is the residual waste bin when presented for collection?
 - Are householders aware of any actions that they could take to reduce and reuse waste?
 - Do householders understand the reasons for the change to collection frequency?
 - Are householders satisfied with the frequency of collection of the residual waste bin?

3.5 Phase 5: Follow up 2

The follow up 2 campaign phase should feed back positive results and focus on reminding householders about what they can recycle using the service provided. The key messages should be determined by findings from the public consultation phase. More information may be required about the range of a certain type of recyclate that is accepted, e.g. textiles includes pairs of shoes, bags, belts and bedding, in addition to clothes.

The 'thank you' message used as part of the follow up 2 phase should highlight that the majority of people in the area are recycling. This helps to motivate those who are using all aspects of the service, and encourages those who are not participating fully.

Although householders will have been provided with information about the materials that can be recycled throughout the campaign, this message should be reinforced and expanded upon as users become increasingly familiar with the service and more able to understand and act upon additional information.

It is important that householders understand that the new service represents a permanent change, and re-emphasising the materials that should be recycled helps to reinforce this message.



3.5.1 Recommended campaign materials

- Information circulars
- Press adverts
- A4 posters, 6 sheets or advertising trailers

3.5.2 Recommended communication messages

- Information circulars

Information circulars should provide details about the key campaign message. The circulars can also be used to provide a new collection calendar where the timing is appropriate. See Figure 17.

Waste Aware Angus follow up information circular: front

Feedback and contact details are provided

Waste Aware Angus Follow up information circular: back

Provides details about the materials accepted for recycling.

- Press adverts

Press adverts should provide the same information as the information circulars, outlined above, excluding the collection calendar.



- A4 posters, 6 sheets or advertising trailers

A4 posters, 6 sheets or advertising trailers should be used to reinforce the campaign messages. These materials should create a strong visual impact.

Waste Aware East Dunbartonshire Follow up 2 press advert

**Over 20%
of waste in East
Dunbartonshire
is now being
recycled.**

Thank you for helping us to get it sorted.

For more details, please call our Recycling Advice Line
0845 045 0157 or visit www.eastdunbarton.gov.uk

East Dunbartonshire Council
Reduce Reuse Recycle
let's get it sorted
www.wasteawarescotland.org.uk
Waste Aware
East Dunbartonshire

A thank you message is provided to encourage ongoing and increased participation.



4 Ongoing promotion

Following on from the completion of the five phase campaign strategy, a strategy should be developed to promote the alternate week collection service on an ongoing basis. An annual burst of promotional activity is required to maintain high participation rates. More intensive promotional activity is required to support any changes to the system or service, or to expand the campaign by building in waste prevention messages.

4.1 Further campaign research

Further campaign research should be conducted to assess progress towards achieving the principle campaign aim (to encourage maximum diversion of garden waste and recyclates from the residual bin) and to identify the most appropriate ongoing promotional messages.

An analysis of the waste in the residual bin is recommended.. This allows for an accurate assessment of the different categories of waste remaining in the residual bin and the development of effective, targeted communication messages. Waste analysis can also be used to direct the development of appropriate waste prevention campaign messages. This may involve analysis of the garden waste and dry recycle collection containers in addition to the residual waste bin.

4.2 Ongoing promotional campaign messages

The end of the initial intensive five phase campaign provides an opportunity to review and update the principle aims of the campaign. It is likely that the aim of the campaign will become more specific, depending on research findings and the focus chosen for promotional messages, for example:

- To reduce the quantity of office quality paper present in the residual waste bin by x % and to reduce paper waste arisings by x%
- To reduce the quantity of glass bottles and jars present in the residual waste bin by x%
- To reduce the quantity of compostable food waste present in the residual waste bin by x%

Targeted promotional campaigns, such as those outlined above, should operate in conjunction with the ongoing dissemination of key information about the alternate week recycling and waste collection service, such as annual collection calendars and reminders about what materials should be recycled.

