

MINUTES OF INFORMING AND ENGAGING OUR COMMUNITIES TASK GROUP

28 FEBRUARY 2019

PRESENT:

Members of the Group: Councillors Keeling (Chair), Bearne, Douglas, Claire Edwards, Gillias and Lewis

Officers: Matthew Deaves (Communication, Consultation and Information Manager) and Veronika Beckova (Democratic Services Officer)

7. MINUTES

The minutes of the meetings held on 21 June 2018 and 24 July 2018 were approved and signed by the Chair.

8. DECLARATIONS OF INTEREST

Councillor Lewis declared a general non-pecuniary interest by virtue of his involvement with the Rugby Bareboards Trust.

9. THE COUNCIL'S RECYCLING CAMPAIGN

The task group received an update from the Communication, Consultation and Information Manager on:

- (i) Behaviour change communications in Warwickshire
- (ii) Warwickshire recycling/waste collection data
- (iii) Recycling animation

The following briefing papers were circulated at the meeting and copies attached to the minutes:

- | | |
|----------------|---|
| Annex 1 | Presentation incorporating information provided in annexes 2 to 5 – given by the Communication, Consultation and Information Manager |
| Annex 2 | 'Which council does what?' leaflet |
| Annex 3 | 'Waste Behaviour Change Communications in Warwickshire' briefing paper |
| Annex 4 | Leaflet providing information on: <ul style="list-style-type: none">• Lifeline Independent Living Service• Garden Waste Collection Service 2019/20• Which bin?• Council Tax online |

The 'Warwickshire Kerbside Waste Composition Analysis' carried out by MEL Research was briefly introduced at the meeting and subsequently circulated to members of the task group via email. The document was not available for publication with the minutes.

The following main points were made during the update:

Which council does what?

The following point was minuted at the inaugural meeting of the task group on 21 June 2018:

'Rugby Borough Council, being a two-tier authority, could cause confusion for members of the public with regards to responsibilities of each authority. Members felt that a breakdown of responsibilities for a parish council, Rugby Borough Council and Warwickshire County Council would be useful to residents. The Communication, Consultation and Information Manager informed the task group that this can be addressed with appropriate graphics via social media and reposted on a regular basis.'

As a result of the minute, a leaflet providing an overview of responsibilities of Rugby Borough Council and Warwickshire County Council was designed by the Communications Team. A copy is attached at Annex 2 to the minutes.

The leaflet was available in various formats (JPG, PNG and PDF). Upon request, a print format of the leaflet could be provided if there was a genuine need (smaller quantities of A4 and/or A5 print size). An A1 poster was on display in the town hall's foyer.

The leaflet was mainly aimed to be used through social media. It was available for reuse and could be shared with voluntary organisations and parish councils for inclusion in their newsletters.

The task group requested for the leaflet to be circulated to all councillors.

Waste Behaviour Change Communications in Warwickshire

A copy of the briefing paper is attached at Annex 3 to the minutes.

The task group was informed that the recycling talks were delivered by the Warwickshire Waste Partnership Communications Team to primary schools as part of the curriculum. The Communication, Consultation and Information Manager was unable to confirm whether any of the talks were delivered in Rugby.

The findings of the waste composition analysis showed that Rugby compared extremely well to the rest of the county and had the lowest contamination levels across waste collected, recycled and composted.

The Communication, Consultation and Information Manager highlighted that the waste composition analysis does not show any evidence of successful behaviour change communications.

Recycling Animation

The short animation film developed for the recycling campaign (shown at the meeting) was anticipated to launch in the next two weeks.

The digital campaign aimed to evidence behaviour change in Rugby. It would be delivered through multiple channels and focus on the web animation which would be placed using commercial algorithm.

It was anticipated that the animation would launch without **subtitles**. English and Polish subtitles would be added at a later date.

The principle method for **delivery** of the digital campaign was YouTube followed by Facebook and Instagram.

The success of the campaign would be **measured** via the different urls used:

- Leaflet circulated with council tax bills – /whichbin
- Animation – /recycling

A leaflet, attached at Annex 4 to the minutes, would form part of the annual Council Tax bill. At the time of the meeting, the production and print of the leaflet was completed. Going forward, the new bin characters would be featured on all relevant literature.

The **radio** campaign would run alongside the digital campaign. A commitment to two blocks of radio promotion was made following which a review would be carried out.

The animation would be sent to **schools** to form part of the education package. The Rugby Art Gallery and Museum has a comprehensive list of contacts which could be utilised.

The **cost** of the campaign was covered within an existing budget. The animation was fully licensed to Rugby Borough Council. No further costs were anticipated.

Shorter animations featuring individual bins and names for the bin characters (possible completion with schools) were under **consideration**.

A member of the task group felt that the presentation given at the Warwickshire Waste Partnership Conference on Wednesday 13 February 2019 would be of a benefit to the task group. A copy of the presentation would be requested from the relevant officers and if available, circulated to members of the task group.

A member informed the task group that the 'Great British Spring Clean' national campaign was due to launch on 22 March. As it was a national campaign, there may be a benefit in launching the recycling campaign at the same time.

10. PROGRAMME OF WORK AND DATES OF FUTURE MEETINGS

The next meeting of the task group will be held on Thursday 14 March at 6pm where the task group would discuss the draft review report, draw up conclusions and form recommendations.

CHAIR

Informing and Engaging Our Communities Task Group

28 February 2019

Update from the Communications,
Consultation and Information Manager



Waste behaviour change communications



Warwickshire Waste Partnership

- 2.5FTE based at WCC
- 9500 email subscribers (cf 15000 for Rugby)
- 728 “Slim your bin” participants
- 8 recycling talks in schools
- 5542 “In to Win” participants across Northamptonshire and Warwickshire
- 1030 Facebook followers
- 795 twitter followers



District/borough comms

- Support Partnership campaigns
- SDC year of social media promotion



Behaviour change

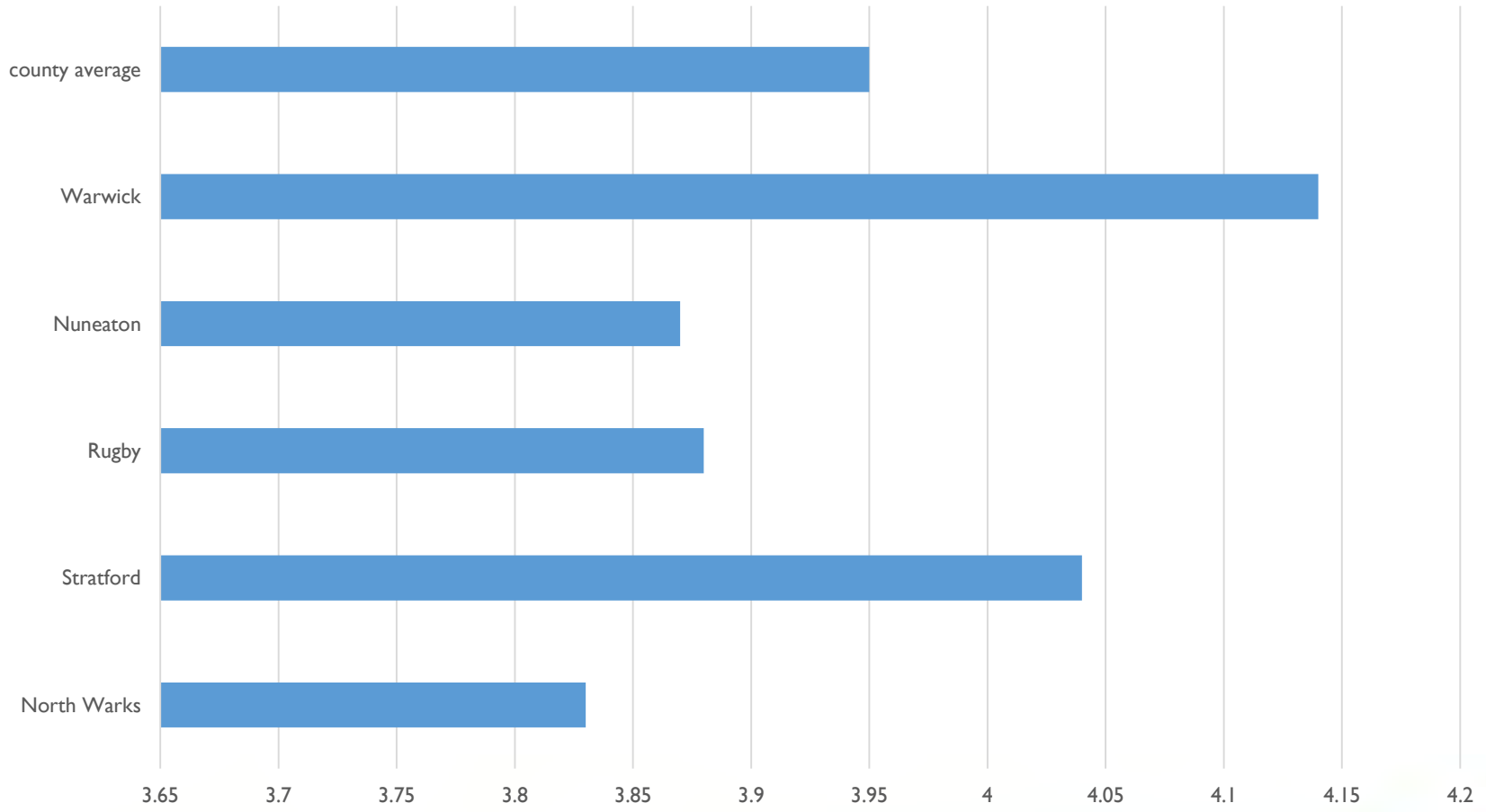
- All metrics are “inputs” or “outputs”
- No measurement of behaviour change

Waste composition analysis

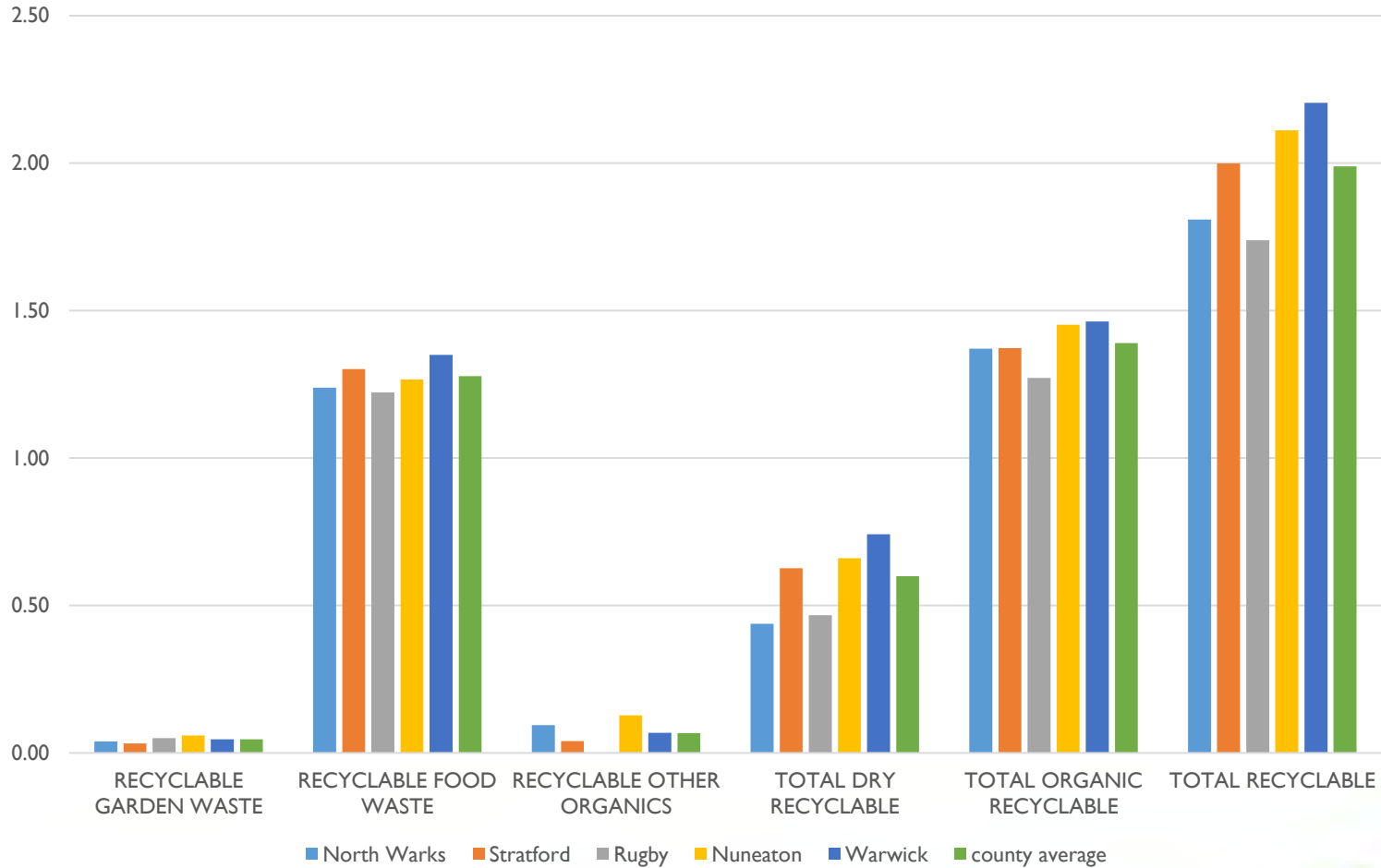
- WCC commissioned analysis carried out by MEL Research Ltd
- Statistically relevant, weighted results
- Conducted October 18
- Presented December 18
- Published January 19



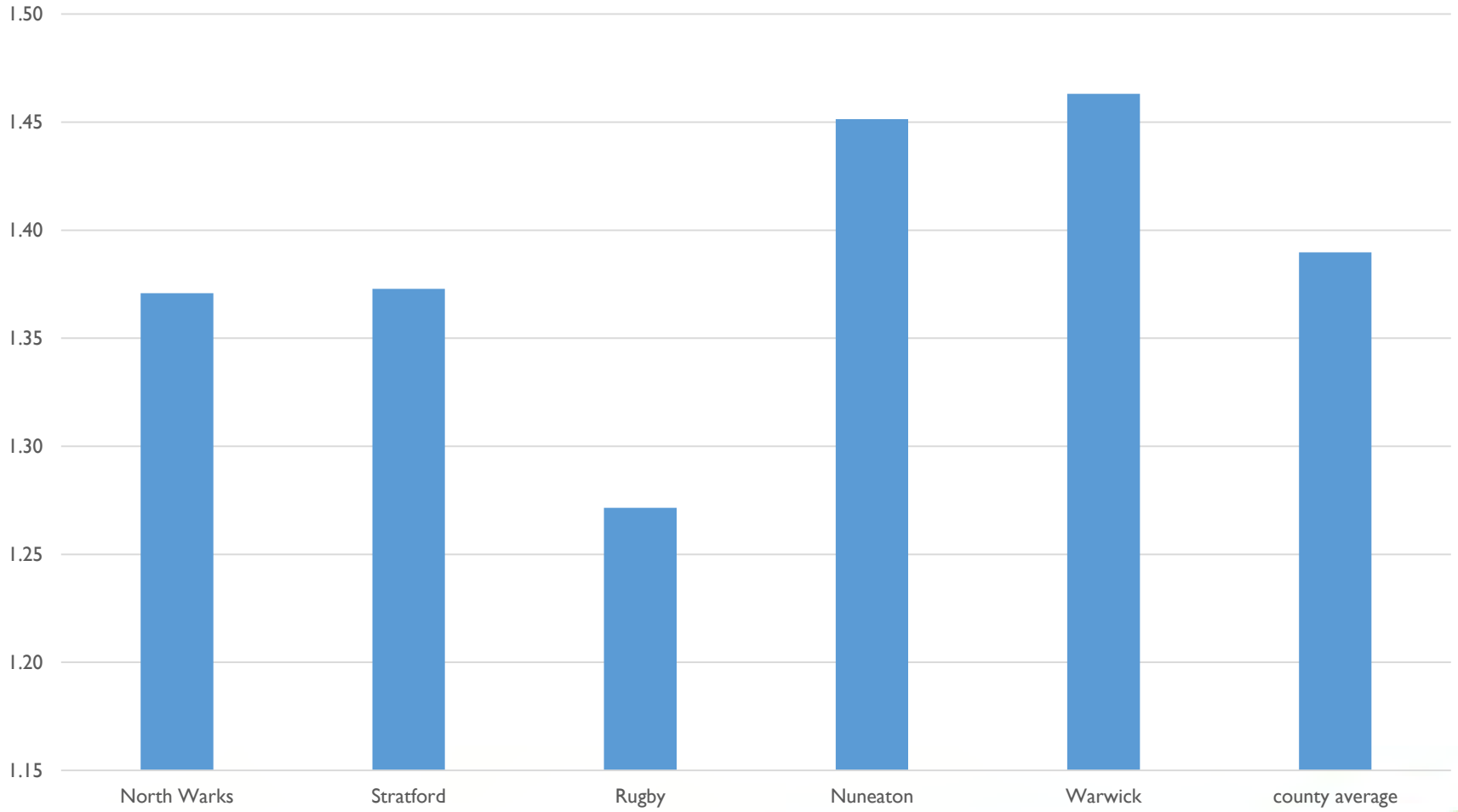
Waste generation rates



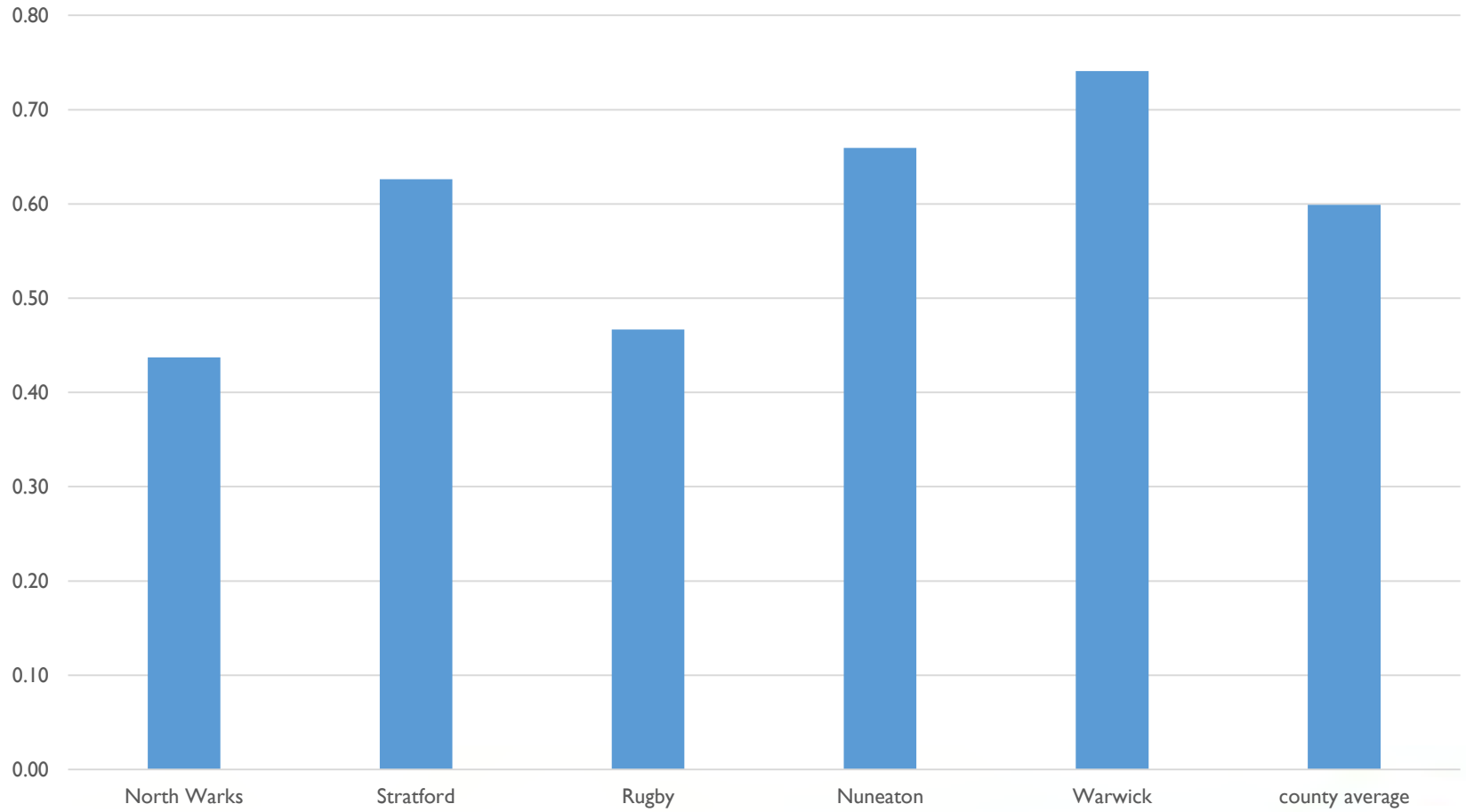
Contaminants in black bin



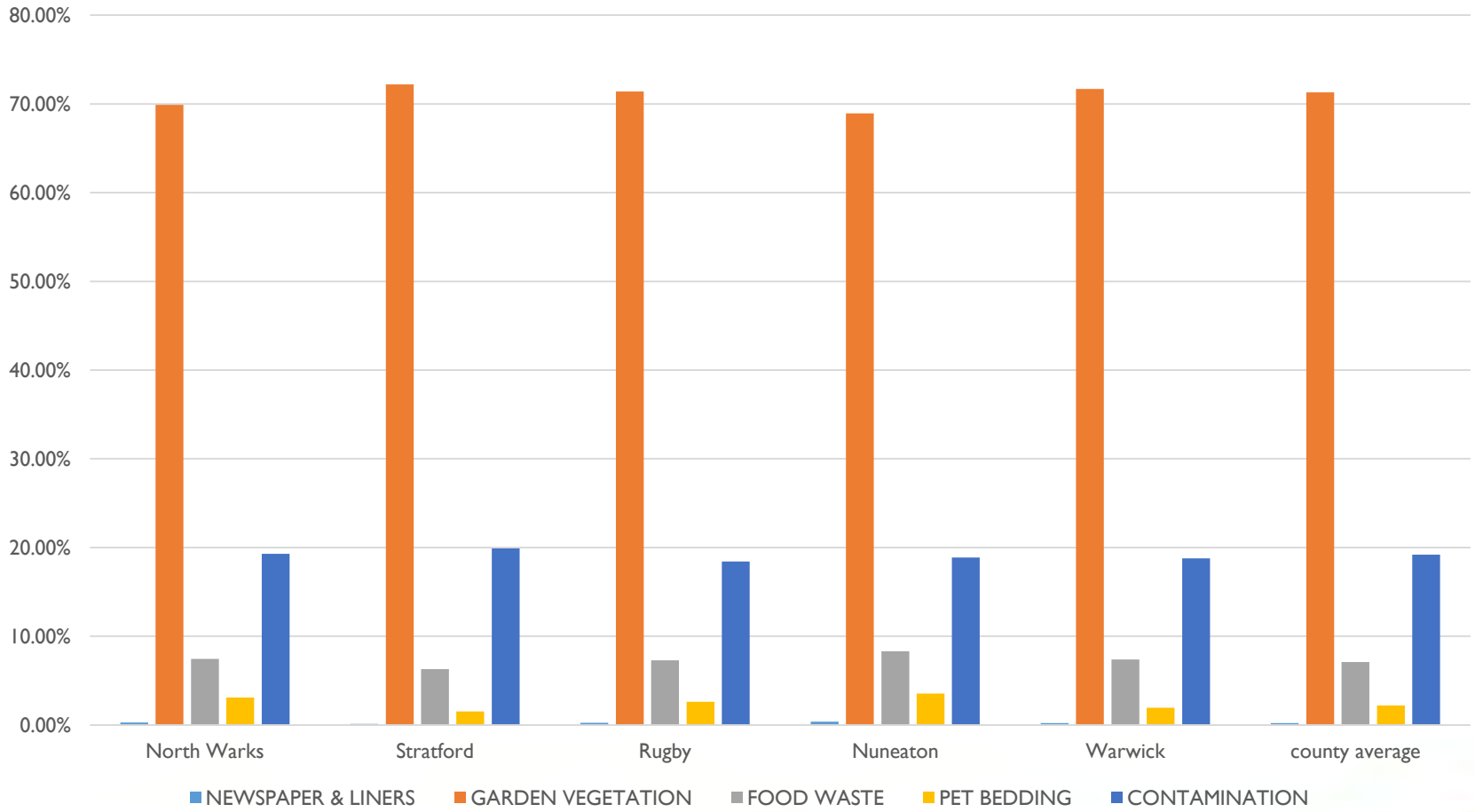
Green waste in black bin



Dry recyclable in black bin



Composition of green bin



Behaviour change?

- The waste compositional analysis does not show any evidence of successful behaviour change communications



RBC campaign

- Aims to evidence behaviour change in Rugby
- Multi-channel approach
- Focus on web animation, placed using commercial algorithm





Which council does what?

Annex 2

Getting in touch with the right people, the first time, makes life that bit easier.

To help, here are some of the things that Rugby Borough Council can help with, and what Warwickshire County Council is responsible for.



Rugby Borough Council

- Waste and recycling collections
- Fly-tipping, litter and graffiti
- Parks, play areas and open spaces
- Anti-social behaviour
- Council car parks
- Council tax
- Council housing
- Homelessness
- Cemetery and crematorium services
- Benefits
- Sport and recreation
- Arts and heritage
- Taxi, alcohol and event licensing
- Pollution, food safety, health and safety
- Planning
- Visitor services and marketing

www.rugby.gov.uk



Warwickshire County Council

- Roads and pavements – including street lights, traffic lights, potholes, gritting, roadworks and residents' parking permits
- Hunter's Lane recycling centre (tip)
- Children's and adult social services
- School place planning, admissions, meals and transport
- Disabled parking (blue badges)
- Libraries
- Trading standards
- Fostering and adoption

www.warwickshire.gov.uk



Waste behaviour change communications in Warwickshire

Report to the Informing and Engaging Communities Task Group

28 February 2019

Introduction

Waste and recycling behaviour change communications are led by Warwickshire County Council on behalf of the Warwickshire Waste Partnership. There are 2.5 full time equivalent communications officers working on waste communications in Warwickshire.

Behaviour change communications

The team has highlighted the following in their update to the December meeting of the Warwickshire Waste Partnership:

- There are around 9500 subscribers from across the county to the “Warwickshire Recycles” email list, receiving regular updates on waste and recycling. This compares to around 15,000 subscribers to Rugby Borough Council’s garden waste collection service who we are able to email about related matters.
- The “Slim Your Bin” 4-week behaviour change training programme has recruited 728 participants from across Warwickshire in two years. The campaign asks participants to report on various activities such as litter picking, checking they’ve used the right bin etc through a web portal to win points and rewards. There is no verification that the submitted activities have occurred.
- The team delivered recycling talks to 8 schools in Warwickshire in the autumn terms.
- 5542 households have signed up to the In to Win programme, run by Daventry District Council on behalf of Northamptonshire Waste Partnership and delivered across Warwickshire and Northamptonshire. Rewards can be used at one of eighteen different organisations in Northamptonshire, but Warwickshire participants are limited to using rewards at Warwick Castle or as an “All for One” voucher.
- The team regularly use social media, with 1030 followers on Facebook and 795 on twitter.

While these communications are identified as “behaviour change”, the Partnership has not published any evidence linking these outputs to the Warwickshire Waste Partnership’s strategic objectives to reduce the amount of waste generated and increase the proportion of waste recycled or composted. Reported measures are based on participation and activity, rather than waste reduction, recycling or composting rates.

In addition to these Partnership communications, borough and district councils in Warwickshire have promoted their own campaigns. Most districts and boroughs limit their activity to supporting the Partnership activity (above), but Stratford District Council has recently completed its first year of a social media campaign promoting recycling, with a detailed focus on what material goes in which bin.

To understand whether these behaviour change campaigns have had any impact it is necessary to consider data showing the amount of waste collected, recycled and composted.

Waste composition analysis

Warwickshire County Council commissioned waste compositional analysis of waste presented by households across the county. Three samples of 50 households were taken in each Waste Collection Authority. Households were selected from a range of demographic profiles across the County; so the results from each survey could be weighted to provide an annual picture of the residual waste being collected within individual Waste Collection Authorities, as well as across the County. This was carried out for both residual waste and bio waste.

The analysis was undertaken by MEL Research Ltd using accepted methodology to produce statistically relevant weighted results to allow comparison across all authorities and smooth out potential for seasonal variation. The findings were presented to the Warwickshire Waste Partnership in December 2018 and published in January 2019.

North Warks	Stratford	Rugby	Nuneaton	Warwick	county average
3.83	4.04	3.88	3.87	4.14	3.95

Table 1: Residual waste generated (kg/hh/wk)

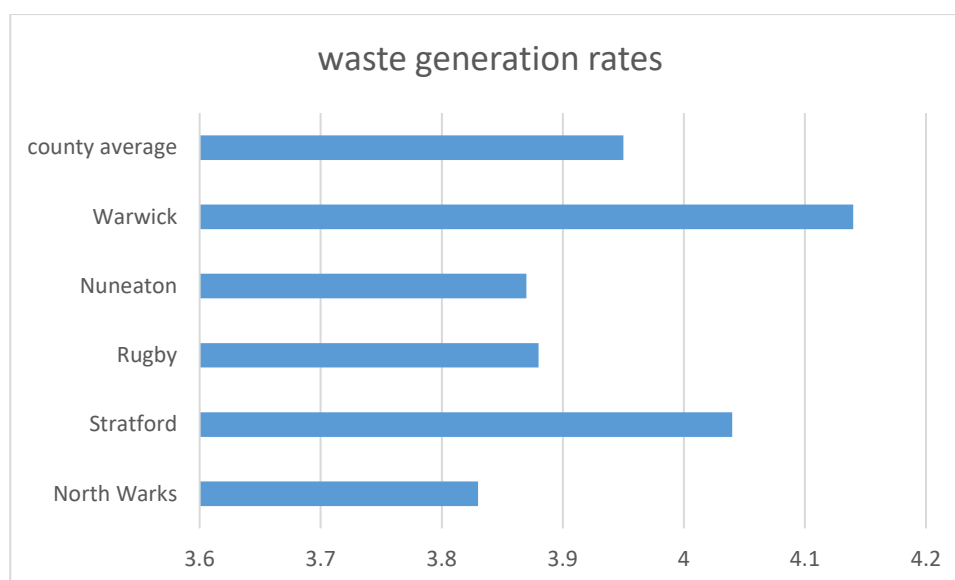


Chart 1: Residual waste generated (kg/hh/wk)

	North Warks	Stratford	Rugby	Nuneaton	Warwick	county average
RECYCLABLE GARDEN WASTE	0.04	0.03	0.05	0.06	0.05	0.05
RECYCLABLE FOOD WASTE	1.24	1.30	1.22	1.27	1.35	1.28
RECYCLABLE OTHER ORGANICS	0.09	0.04	0.00	0.13	0.07	0.07
TOTAL DRY RECYCLABLE	0.44	0.63	0.47	0.66	0.74	0.60
TOTAL ORGANIC RECYCLABLE	1.37	1.37	1.27	1.45	1.46	1.39
TOTAL RECYCLABLE	1.81	2.00	1.74	2.11	2.20	1.99

Table 2: Contaminants in black bin (kg/hh/wk)

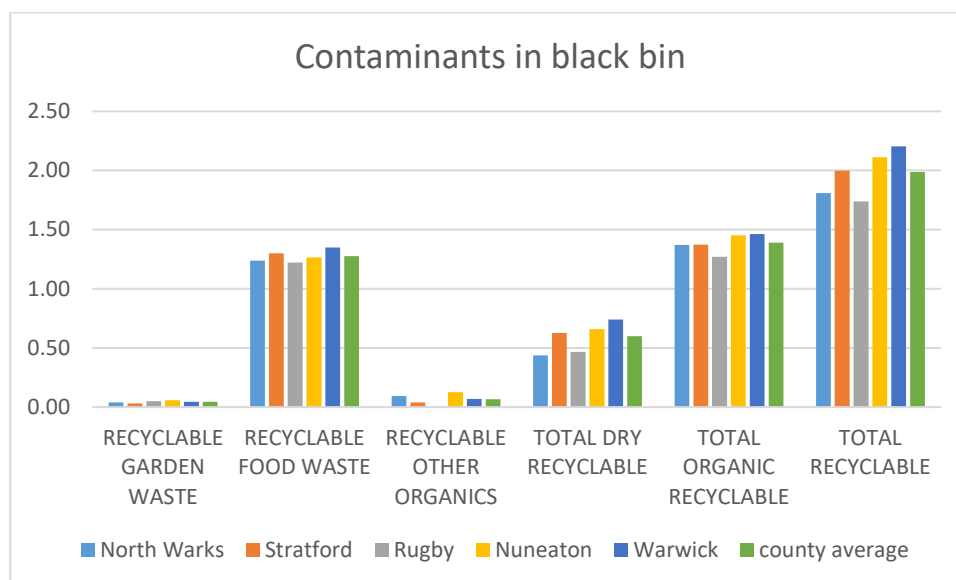


Chart 2: Contaminants in black bin (kg/hh/wk)

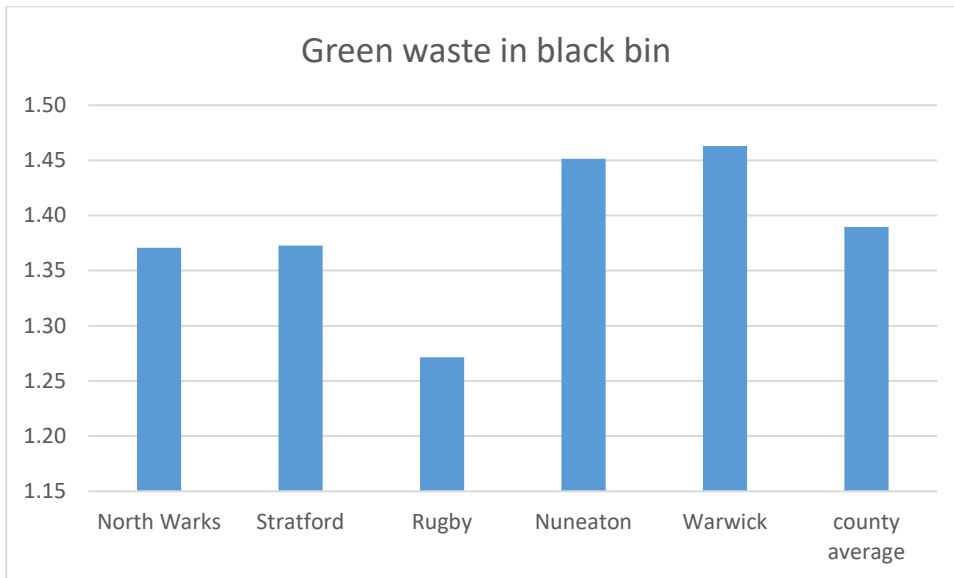


Chart 3: Green waste in black bin (kg/hh/wk)

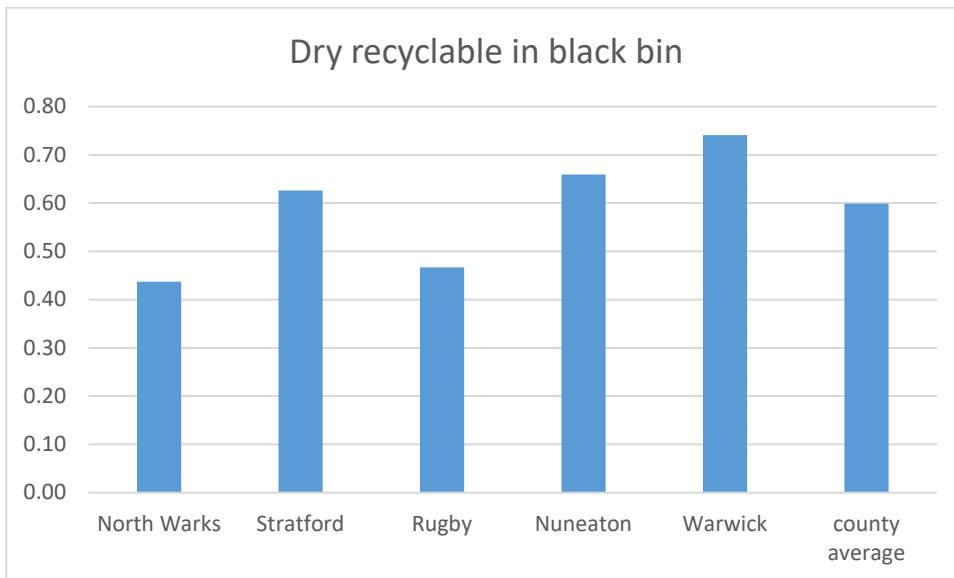


Chart 4: Recyclables in black bin (kg/hh/wk)

	North Warks	Stratford	Rugby	Nuneaton	Warwick	county average
NEWSPAPER & LINERS	0.28%	0.10%	0.25%	0.39%	0.20%	0.20%
GARDEN VEGETATION	69.88%	72.19%	71.41%	68.92%	71.71%	71.32%
FOOD WASTE	7.45%	6.28%	7.30%	8.29%	7.39%	7.08%
PET BEDDING	3.10%	1.54%	2.61%	3.52%	1.93%	2.20%
CONTAMINATION	19.29%	19.89%	18.43%	18.88%	18.78%	19.20%

Table 3: Composition of green bin (%)

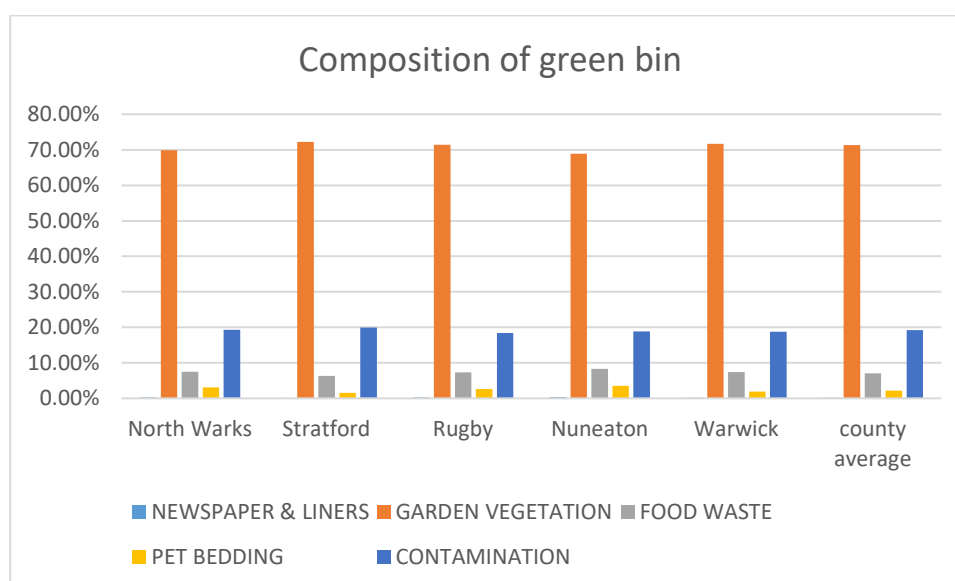


Chart 5: Composition of green bin (%)

Analysis

The charts show that, despite the absence of any recent communications to borough council residents beyond those sent to all county residents, the contamination rate is low and scope for behaviour change is low.

The data shows that there is no clear link between the Warwickshire Waste Partnership behaviour change communications and behaviour change. The data further shows that the move to a chargeable garden waste service has not increased the amount of contamination in the black refuse bin and that the contamination rate is favourable compared to other districts and boroughs.

Nevertheless, contamination does increase costs and any behaviour change that can be evidenced from any future campaign will result in both an evidenced reduction in the amount of waste collected or an increase in the amount recycled or composted, and savings to either the waste collection authority, the waste disposal authority, or both.

Conclusion

To maximise the learning from the campaign it is proposed that a completely different approach is taken, and that none of the methods used above are repeated. This will mean that there will be guaranteed learning points from the campaign, whether or not any behaviour change is evidenced.

The proposed behaviour change campaign should report on the following measures:

- Total waste collected (provides baseline to which following measures can be indexed in case where total waste collected rises)
- Amount of dry recyclable in black bin (change in quantity is evidence of behaviour change)
- Amount of compostable waste in black bin (change in quantity is evidence of behaviour change)

Lifeline

Independent Living Service



Peace of mind 365 days of the year

Lifeline is a personal alarm scheme ideal for anyone in the Rugby Community who wants the security of a 24 hour a day, 365 days a year emergency helpline. It is perfect for anyone who:

- Lives alone and wants to feel more secure
- Has health issues
- Has a disability
- Is at risk of falling
- Is living in a vulnerable situation

And if we are unable to reach one of the registered contacts our team will respond in person offering complete peace of mind.

Lifeline products and home trial

For full details on products and prices please visit our website

www.rugby.gov.uk/rbcpeople

01788 579706

or email home@rugby.gov.uk



Make this your last Council Tax bill received by post

Did you know that you can receive your council tax bill by email instead of by post? You will receive the same information that we send by post, but you'll have it a few days earlier and will help us save paper and postage – and money too.

And, while online you can use other online service such as to check your council rent account, update your details, report a missed bin or report fly tipping – at any time of the day and from anywhere in the world.

Sign up to receive your next council tax bill by email and see what else you can do online at

www.rugby.gov.uk/online



Garden waste collection service 2019-20

Which bin?

Getting the right waste in the right bin helps the environment and reduces the amount of waste sent to landfill. And, it saves the council money, too.



SIGN UP NOW and get your garden waste collected until March 2020

Subscriptions to the garden waste collection service end in March 2019.

If you want a garden waste collection service from April 2019, you must opt-in.

The service costs £40 for the year, running from April 2019 to March 2020. You can opt-in at any time, but there are no discounts for part-year subscriptions.

www.rugby.gov.uk/gardenwaste
(01788) 533335

BLUE-LID RECYCLING BIN

Aerosols
Aluminium foil
Cardboard
Cartons
Glass
Paper
Plastic packaging
Tins, cans and metal lids

NO PLASTIC BAGS

GREEN GARDEN WASTE BIN

Garden waste
Food waste
Hay/straw from pet bedding

NO PLASTIC BAGS

BLACK RUBBISH BIN

Expanded polystyrene
Food waste
Medical and personal waste
(no sharps or clinical waste)
Nappies
Pet waste
Plastic bags, films and
flexible plastics

For more information on what happens to your waste, and which materials can go in which bin, see

www.rugby.gov.uk/whichbin

