

Appendix 4

Communications, Engagement and Marketing Plan for Waste Improvements Project – Short Term

Objective:

To inform residents that we are replacing the black recycling boxes with weighted waterproof recycling bags

Key messages:

- Our recycling services are not changing, we will still collect in the same way and on the same day, but waterproof recycling bags will replace the black boxes
- The new recycling bags are waterproof, which will keep the recycling material dry and allow more of our collections to be recycled
- Recycling wet paper is not as simple as it used to be, moisture affects the quality of recycling paper and wet paper often cannot be recycled
- The market for recycled paper has changed, forcing up the standard of recycled paper required by the companies who buy it from us
- We have an ambitious goal to drive up our recycling rates and can only achieve this if we can recycle all paper and card which is not possible if it has a high moisture content
- Here's how to do it – details of solution

Target audiences

1. Members
2. Town and parish councils
3. All borough residents

Communications and engagement methods	When
Members Media release and FAQs sent to all members prior to launch	September/October
Leaflet design & printing <ul style="list-style-type: none"> • Work with Digital Solutions on leaflet design and printing • Design – 1 week • Printing – 1 week • Royal Mail – 3 to 4 weeks 	September/October
Pre-launch information campaign <ul style="list-style-type: none"> • Direct mail to every house in the borough <ul style="list-style-type: none"> ○ FAQs ○ How to use the new recycling bags ○ What to do with old black boxes • Web pages with info • News release • Connect • Social media (WBC and wider groups) 	October/November

<ul style="list-style-type: none"> • Notification to all members and town and parish councils • Notifications to disability and other hard to reach groups 	
<p>Launch</p> <ul style="list-style-type: none"> • News release • Connect • Social media (WBC and wider groups) • Notification to all members and town and parish councils 	One week before product delivery starts
<p>Delivery</p> <ul style="list-style-type: none"> • Letter/Info sheet with bags <ul style="list-style-type: none"> ○ What to do with old boxes ○ FAQs on wet paper ○ How to use new recycling bags ○ What you can/cannot recycle ○ Tips on increasing your recycling ○ Why recycling is important 	Product delivery
<p>Ongoing promotion</p> <ul style="list-style-type: none"> • Every other week social media reminders • Every other week Connect general news newsletter • Every other week Connect waste/recycling newsletter 	Following launch, throughout delivery period and first month of use
<p>Increasing recycling rates campaign</p> <ul style="list-style-type: none"> • Target food waste, electric and electronic equipment, plastics, paper/card, glass, textiles • Weekly topic for Social media and eNewsletter campaign to increase recycling rates • Monthly media releases • Work with national campaign WRAP – campaigns Wokingham Recycles; Don't bin it, bring it; Recycle Now 	Launch December/January and ongoing