

**SQ ENVIRONMENTAL TRUST FUNDED WASTEAWARE CAMPAIGN ACTIVITIES
YEAR 1 APRIL 2001 – MARCH 2002**

ACTIVITY	DESCRIPTION	START DATE	FINISH DATE	COST	YEAR	LEAD AUTHORITY
WASTEAWARE PROJECT OFFICER	Full time contractor to manage the WasteAware campaign as set out below:	Apr 2002	Mar 2003	£20,000	Year 1	HCC
HOME COMPOSTING DATABASE & INTRODUCTORY COMPOSTING BULLETIN	<p>Local Council experience shows that people who have bought home compost bins may cease to use them in time, due to a feeling of lack of support and knowledge.</p> <p>To help counteract this effect and to stimulate greater waste diversion, a regular flow of support information is vital. This support will be provided through regular postal bulletins and surveys.</p> <p>To initiate the project a database of all known Hertfordshire residents, owning a composter, will be compiled and utilised as a mailing list. The introductory bulletin may include a questionnaire which will ask people about their composter use and what support / information they would like.</p> <p>This activity will be complemented by a subsequent spring and autumn bulletin in 2002.</p>	April 2001	Dec 2001	£20,000	Year 1	HCC & Three Rivers District Council & EHDC All Councils to supply database of composter purchasers
'WASTE' PLAY FOR SCHOOLS	Over 140 schools applied to see Bozo & Zizi who have have since been commissioned to run the 'Get it Sorted' show in 30 schools (in all districts except EHDC) during November. A further 30 schools will receive shows between Jan & March 2002.	April 2001	July 2001	£12,500	Year 1	Watford Borough Council
POSTERS ON	Posters will be derived from the year 2000 WasteAware	April 2001	March 2002	£26,500	Year 1	Welwyn

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RCV'S	poster competition with the District winner appearing on the relevant District Council's Refuse Collection Vehicles – ensuring good local press coverage. Approximately half of the District Council Refuse Collection Vehicles will be available amounting to approximately 35 vehicles. The three colour posters, which will carry the SQET logo, will be displayed for a year.				and overlap into Year 2	Hatfield District Council
DEVELOPMENT/ UPDATING OF EDUCATION PACK	Ongoing development of the WasteAware Teachers Pack including updates to incorporate new waste figures, and teacher's lesson / format suggestions and improvements.	Sept 2001	December 2002	£13,000	Year 1 and overlap into Year 2	Hertsmere Borough Council Additional 3 WasteAware officers will be involved
POETRY COMPETITION	A repeat of the successful WasteAware poetry competition for primary and special needs schools.	January 2001	July 2001	£5,000	Year 1 & repeated in Year 2	Consultant & HCC
BUSINESS DIRECTORY	A directory of waste advice and organisation contact details for businesses in Hertfordshire. This will be published on the WasteAware internet site.	March 2001	July 2001	£2,000	Year 1 only, but long term use	Stevenage Borough Council / HCC All councils to collate local information
FREE WASTEAWARE MERCHANDISE	These WasteAware branded freebies will be given out at school visits, roadshows and festivals to ensure that WasteAware is taken into the home.	April 2001	March 2002	£3,500	Year 1 - but long term use	St Albans (tbc)
POSTER COMPETITION	A repeat of the WasteAware competition for primary, secondary and special needs schools – to design posters	September 2001	January 2002	£5,000	Year 1 and	Consultant and HCC

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	around Hertfordshire waste problems and solutions.				overlap into Year 2	
WASTEAWARE INTERNET SITE	Design improvements to the WasteAware Internet Site.	Jan 2001	Dec 2001	£2,000	Year 1	HCC
WASTEAWARE DIRECTORY – QUARTERLY UPDATES	Continuing quarterly updates (six) of the WasteAware Directory. The directory includes tables of District and County Council recycling points that need frequent amendments - acts as information source for residents without internet access.	July 2001	Dec 2002	£2,000	Year 1 through to Year 2	HCC
COMPOSTING STICKERS (15,000)	Printing of 15,000 composting stickers. These stickers will be applied to subsidised home composting units sold by Hertfordshire Councils.	March 2001	December 2002	£1,600	Year 1 through to Year 2	HCC
BRANDING OF KERBSIDE RECYCLING BOXES BRANDING OF BINS AND BAGS	Branding of all future kerbside recycling boxes with the WasteAware logo to raise the profile of the WasteAware campaign. Messages on wheeled bins and refuse sacks to promote awareness of the waste issues Hertfordshire faces.	April 2001	Dec 2002	£7,000	Year 1 through to Year 2	EHDC
TOTAL YEAR 1 COST				£100,100		

PROPOSED WASTEAWARE CAMPAIGN ACTIVITIES 2002 – 2003
YEAR TWO (April 2002 – March 2003)

ACTIVITY	DESCRIPTION	START DATE	FINISH DATE	COST	YEAR	RESOURCE
WASTEAWARE PROJECT OFFICER	Full time contractor to manage the WasteAware campaign as set out below:	Apr 2002	Mar 2003	£20,000	Year 2	1 Person
WASTEAWARE LEAFLET UPDATE	<p>a) Update and printing of 10,000 recycling leaflets. These recycling leaflets are district specific. The leaflets explain what materials can be recycled, give recycling tips and advise on recycling points.</p> <p>b) Update and printing of 15,000 home composting leaflets. This is a Countywide leaflet, that gives the reasons for home composting, explains how to home compost and has a compost problem solver.</p> <p>c) Update and printing of 15,000 waste prevention leaflets.</p> <p>All leaflets would display the SQET logo and would be distributed from community buildings including libraries, council buildings, at festivals and roadshows and on request from the public.</p> <p>The present set of leaflets would be withdrawn.</p>	Feb 2002	Sept 2002	£5,000	Year 2	HCC
CONTAINER SIDE POSTERS	<p>Display of posters on Household Waste Site waste containers. There are approximately 255 waste containers in Hertfordshire. Each container will hold three posters. The dimensions of the two side posters are 3m x 1m and the back poster 2m x 1m. The posters are visible on site and more predominately from the road when the containers are transported to disposal, waste transfer and recycling sites.</p> <p>There will be two issues of the posters. The first set will display waste messages and the second set will be the winners from the Year 1 Poster Competition. Each set will appear on the containers for six months.</p>	August 2001	September 2002	£50,000	Year 2	HCC

ACTIVITY	DESCRIPTION	START DATE	FINISH DATE	COST	YEAR	RESOURCE
SPRING COMPOSTING BULLETIN	The type of information provided will be guided by the 'Introductory Bulletin Survey'.	March 2002	May 2002	£12,500	Year 2	HCC & Three Rivers District Council
AUTUMN COMPOSTING BULLETIN	The information provided will be guided by the 'Introductory Bulletin survey' and will have relevance to composting during autumn and winter.	August 2002	October 2002	£12,500	Year 2	HCC & Three Rivers District Council
HWS DISPLAY CABINET POSTERS	Quarterly display of posters (1m x 1.5m) in display cabinets at all 19 of Hertfordshire's Household Waste Sites. There are a total of 52 poster display cabinets throughout the County.	Jan 2002	Dec 2002	£30,000	Year 2	HCC
WASTEAWARE SURVEY	A repeat survey of the 2000 WasteAware Mori Poll. This will be used to measure the success of WasteAware Campaign Projects in 2000/2001 and act as a feedback and project evaluation mechanism.	April 2002	April 2002	£23,500	Year 2	HCC
WASTEAWARE COMPETITIONS	Two competitions for primary, secondary and special needs schools in conjunction with the WasteAware Education Pack	September 2002	January 2003	£10,000	Year 2	Hertsmere
TOTAL YEAR 2 COST				£163,500		