

## **Report for the Waste Strategy Development Group**

**Monday 22 January 2001**

### **WasteAware campaign update and Waste Strategy education and awareness raising**

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#### **1. Purpose**

1.1 The purpose of this report is to:

- i) Inform the Waste Strategy Development Group (WSDG), as requested, of the extent of past, current and planned WasteAware activity and to seek WSDG's support for a new way to co-ordinate future campaigning activity.
- ii) Inform the WSDG of current and planned waste strategy education and awareness raising activity.

#### **2. Background**

2.1 The foundations of how WSDG would manage its communications were laid when it agreed its communications strategy last year. Prior to work starting on the waste strategy, WasteAware was launched to raise public awareness of the household waste problems facing the county and to encourage changes in individual behaviour. The campaign continues and there is a considerable campaigning activity planned for the next two years. This report sets out past, current and future WasteAware activity.

2.2 The WasteAware campaign is very closely linked to the development of the waste strategy. A critical element of the strategy is the need for the public to understand why they are being asked to change their approach to dealing with their waste – the public need to understand the problem before they take action. Although a number of steps are already being taken to inform the public about the waste strategy (which are detailed below), WasteAware is and will continue to be the principle vehicle of communicating the need for change.

#### **3. WasteAware update**

3.1 Since its launch in April 1997, WasteAware has successfully raised the profile of waste management across Hertfordshire, with over one fifth of Hertfordshire's residents now being aware of the campaign and many others aware of the problems facing the county.

3.2 This high level of awareness has been achieved through the County and District Councils working jointly with a wide variety of sectors of the community,

from schools to local interest groups. Activity to date has been geographically widespread and diverse in nature. Appendix B.4-12 summarises the extensive promotion and coverage achieved since 1997.

3.3 The District Councils have campaigned in many areas to raise awareness of waste issues through WasteAware. Concerted effort has been made particularly with community and school group talks and competitions, roadshows and exhibitions, home composting promotions, leaflet distribution, and the issuing of articles in local and council press. Full details are given in Appendix B.4-12

3.4 Hertfordshire County Council has contributed through a number of routes including securing core funding for Countywide promotion such as the WasteAware internet site, the production of recycling, waste prevention and home composting leaflets. The County Council has also co-ordinated press releases in Hertfordshire's local papers and produced articles for the County Council's newspaper, delivered to every home in the County.

3.5 To move the campaign forward, MORI were commissioned in September 2000 to investigate the impact of WasteAware so far. The results from this survey provided useful quantitative data against which a future campaign plan could be devised. Through a process of review and examining areas of success to date, the participating members of the HTCOA WasteAware Sub Group, together with Hertfordshire County Council Communications Unit, have now formulated a suggested Work Programme to take WasteAware further into the community over the next two years.

3.6 The Programme (set out in Appendix B.13-17) has been structured to give the maximum perceived cost benefit and impact. Funding for the majority of the activities contained within the plan is also being sought through the Landfill Tax Credit Scheme to minimise any financial input required from the authorities.

3.7 To ensure the successful management of the future WasteAware Work Programme and to encourage even distribution of workload amongst the WasteAware Partnership, it is felt that a higher degree of overall co-ordination is required. It is therefore proposed by the HTCOA WasteAware Sub Group that a method is sought to project manage the campaign over the next two years and beyond. This overarching co-ordinator post will need delegated authority to ensure consistent involvement by all partners and timely delivery of projects. This function could be delivered in a number of ways, for example as an additional post or a consultant. There is potential to fund such an activity through landfill tax credits thereby alleviating any cost burden to the County or District Councils.

#### **4. Waste strategy publicity**

4.1 Publicity to raise awareness for the need for a waste strategy began in April last year following the joint authority seminar to hear the findings of the consultants. Further publicity – targeted at the media – followed as the joint authority process was put in place over the summer and as WSDG agreed specific milestones, such as the

50% recycling target. All councils have been encouraged, and will continue to be encouraged, to publicise the initiative and waste issues more generally.

4.2 WSDG has already agreed to commission a display to tour council buildings across the county which will be supported by a leaflet and poster to explain to members and the public the background to the strategy. The current WasteAware logo has also been developed to reflect the relationship between WasteAware and the development of the strategy. The County Council council tax leaflet which is distributed to all households in the county in March will also carry information on the link between rising household waste volumes and the council tax.

4.3 A system to co-ordinate a response to letters received by members and officers of WSDG has been put into place. The purpose is to ensure that a consistent response is made and to spot developments and trends in public concern and opinion.

## **5. Recommendations**

5.1 The WSDG is recommended to:

- i) Support the principle of creating of a WasteAware Co-ordinator whose brief would be to work towards achieving a co-ordinated and consistent approach to WasteAware activity across the county.
- ii) Endorse the proposed work programme (as set out in Appendix B.13-17)

## WASTEAWARE CAMPAIGN ACTIVITY APRIL 1997 TO JANUARY 2001

### Broxbourne Borough Council

Broxbourne has no WasteAware projects to report.

### Dacorum Borough Council

Start Date	Finish Date	Promotion of WasteAware
May 1997	May 1997	Council Open Day (purpose built A2 posters)
March 1998	March 1998	Sale Day (home composters)+ leaflets
November 1998	November 1998	Media editorial launch rECOlllect (kerbside Recycling)
January 1999	January 1999	Christmas Tree Recycling
February 1999	February 1999	Media editorial launch rECOlllect (kerbside recycling)
March 1999	March 1999	Bronze award (Aylesford Newsprint) media promotion
April 1999	April 1999	Trio Reclamation Vehicles Media promotion/newsletter
September 1999	September 1999	Environmental Fair
January 2000	January 2000	Christmas Tree Recycling
March 2000	March 2000	Media editorial launch rECOlllect (kerbside recycling)
March 2000	March 2000	Yellow pages recycling
March 2000	March 2000	Buy Recycled launch
June 2000	June 2000	Berkhamsted Environmental School Fair
September 2000	September 2000	Environmental Fair
October 2000	October 2000	Going Green Waste Month
January 2001	January 2001	Christmas Tree Recycling
		<b>Use of WasteAware Logo</b>
1997	Quarterly Ongoing	Dacorum Digest
1997	Monthly Ongoing	Dacorum Grapevine
January 1999	Ongoing	4 Reclamation Vehicles Refuse Sacks
March 1998	Ongoing	Leaflets Home compost/recycling/waste prevention
1998	Ongoing	Registration Form/calendars rECOlllect (kerbside recycling)
January 1999	Ongoing	Dacorum Notice Boards
1999	Ongoing	Education Recycling Waste Packs and letters
		<b>Future WasteAware Campaigning</b>
		Business cards to feature WasteAware logo.

### East Hertfordshire District Council

Start Date	Finish Date	WasteAware Activities
June 1998	June 1998	Insight into Industry - EHDC in partnership with a local garden

		centre, ran six workshops with students from 2 Hertford secondary schools. Students were asked to create a display to sell garden products whilst informing the customer about the WasteAware campaign.
Autumn 1998	Autumn 1998	Schools Poster Competition, 'Can you persuade more people to recycle' - This competition ran during the first half of the autumn term, 1998. The competition was promoted as a WasteAware initiative, and all schools were issued with a supply of 'I am WasteAware' badges to stimulate interest.
March 1999	March 1999	Awareness Mailouts - An information leaflet, branded with the WasteAware logo, was sent to all local businesses with waste minimisation and recycling information via the businesses rates demands. A WasteAware information sheet was also sent out with the Council Tax to all residents, informing them about the campaign with tips on reducing waste.
1999	1999	Wheelie Bin Stickers - Stop and Think! WasteAware stickers were applied to all wheelie bins in the Districts in 1999, reminding people to 'think before you bin.'
1999 & 2000	Ongoing	Schools Plays – In 1999 EHDC organised 'Bottlebusters' in the district for 10 schools. In 2000 EHDC ran 2 weeks (19 schools) of 'Get is Sorted' with comedy clowns Bozo and Zizi. Around 4000 children have benefited to date from the WasteAware branded shows
1997	Ongoing	Home Composting Service - The WasteAware logo is included on the order form and on any other promotional material. The compost bin has a sticker applied to it to thank customers for being WasteAware
1997	Bi-annually Ongoing	East Herts Link – The Council magazine, regularly carries a WasteAware feature. The magazine is produced twice a year and it distributed to all households in the district.
1998	Ongoing	Recycling Banks - The WasteAware logo is included on all new recycling banks in the district.
1998	Ongoing	WasteAware Gifts - EHDC gives away WasteAware frisbees, badges and pencils at all publicity events.

### Hertfordshire County Council

Hertfordshire County Council has raised £180,000 funding from the Landfill Tax Credits Scheme for countywide and district specific WasteAware projects. A further £200,000 has been pledged for 2001/2002.

Start Date	Finish Date	WasteAware Activities
April 1998	Redesign April 2000. Ongoing	First production of the Recycling Directory – Quarterly Revisions and Production. This outlines 'Hertfordshire's Waste Problem' and contains WasteAware tips for reducing and re-using waste together with details of Hertfordshire recycling collection points.
April 1998	Ongoing	Dunk the Junk 'Waste Basketball' game for use by DC's and HCC at summer shows and special events
May 1998	May 1998	Advertising in North West Hertfordshire Community Magazine
June 1998	Reprint December 2000	Production of Home Composting Stickers carrying WasteAware Message. These stickers are adhered to all subsidised home composters that are sold in Hertfordshire (over 16,000)
June 1998	July 1998	Newspaper advertising - 10 Hertfordshire newspapers carried film

		style straplines with a 'waste' slant
July 1998	Ongoing	Erection of 3 x perspex display cabinets at all 19 Household Waste Sites (HWS). These cabinets were erected solely for the purpose of displaying WasteAware posters.
August 1998	Ongoing	Start of poster advertising at HWS.
August 1998	August 1998	Production of wheeled bin 'Stop and Think' stickers for relevant district councils (approx. 100,000 distributed in NHDC & EHDC)
Summer 1998	Summer 1998	Weekly radio advertising on Oasis and 1017 radio
November 1998	Reprint March 2000	Production of recycling, home composting and waste prevention leaflets for HCC and DC's (40,000 leaflets issued)
December 1998	Ongoing	Production of 'Smash the Trash' waste game for use by DC's and HCC
May 1999	December 2000	The Hertfordshire County Council 'Sustainable Bus Experience' incorporated WasteAware information
Autumn 1999, 2000	Annual, Ongoing	Hertfordshire poetry competition for Primary and Special Needs Schools
June 2000	November 2000	Display of winning 'WasteAware poems' in a poster format at all HWS, and associated press coverage
September 2000	Ongoing	Establishment of the WasteAware internet site – <a href="http://www.wasteaware.org">www.wasteaware.org</a>
October 2000	November 2000	MORI public opinion survey and report for WasteAware used for benchmarking the progress of WasteAware campaigning
October 2000 / February 2001	Bi – annual, ongoing	HWS Container Advertising. 3m x 1m posters are being displayed on the side of HWS containers. These will be visible when the containers are being transported or when stationary at HWS
November 2000	Quarterly, ongoing	Quarterly display of new WasteAware Posters at Hertfordshire HWS
Winter 2000		Schools poster competition for all Primary, Secondary and Special Needs schools
2000	2000	Facilitation of Bottle Buster (glass recycling play) visits to schools in Hertfordshire (approx. 50 schools).
2000	Ongoing	Preparation of WasteAware displays for Waste Strategy Seminars and Waste Strategy Open Hearings
2000/2001	Ongoing	Involvement in the development of an educational pack for all Hertfordshire primary schools
October 1999, 2000	Ongoing	WasteAware press releases for National Waste Awareness Month
October 1999, 2000	Ongoing	WasteAware press release for Buy Recycled Month
December '97, '98, '99, 2000	Ongoing	WasteAware press release on Christmas Waste
Autumn 2000	Ongoing	A 'WasteAware' article has appeared in the first two issues of Herts Direct. This is circulated to every home in Hertfordshire.
		<b>Use of WasteAware Logo</b>
April 1997	Ongoing	The WasteAware logo features on all letters from the Waste Management Unit
April 1997	Ongoing	The WasteAware logo appears on recycling scheme signage at all Household Waste Sites

## Hertsmere Borough Council

<b>Start Date</b>	<b>Finish Date</b>	<b>WasteAware Activities and Coverage</b>
1998	1998	Stop & Think stickers for bins
March 1998	March 1998	Potters Against Waste bin stickers (Potters Bar area only)
July 1998	July 1998	Literature regarding the expansion of kerbside paper recycling scheme
June 1998 & February 1999	Ongoing	Educational play/activity tours to schools – Cycler and Bottlebusters
1997	Annual Ongoing	Save the Children press coverage - money raised through recycling
1997	Annual Ongoing	Christmas Environmental Fair, Borehamwood
May 2000	May 2000	Litter bins incorporating can recycling facility, Borehamwood
September 2000	September 2000	We're Not Waste billboard on both sides of 1 refuse vehicle
2000 / 2001	Ongoing	Involvement in development of an educational pack for all Hertfordshire Primary Schools (lead authority)
November 1998	Ongoing	Leaflets on waste minimisation, recycling and composting distributed through civic buildings etc.
1997	Annual	Home composting initiatives x3 - launch press coverage, leaflets, posters.
1997	Annual	Home composting roadshows
1998	On going	Stop & Think detail on all refuse sacks
1997	Ongoing	Information displays in buildings, e.g. waste month, composting, spring clean, blue bags.
1997	Ongoing	Talks to interested schools / community groups
1997	Ongoing	Regular articles in Hertsmere News - Council newsletter
		<b>Use of WasteAware Logo</b>
September 1999 – ongoing if scheme expands	Ongoing	Display of logo on boxes trialled as collection receptacle on kerbside paper recycling scheme
1997	Annual Ongoing	Easter refuse collection notices to all households & newspaper adverts
1998	Annual Ongoing	Logo displayed on kerbside recycling bags
1997	Annual Ongoing	Christmas refuse collection notices to households & newspaper adverts

### North Hertfordshire District Council

Start Date	Finish Date	WasteAware Activities
1998	1998	Stop and Think! WasteAware wheelie bin stickers were applied to all wheelie bins in North Hertfordshire.
September 1999	September 1999	Hitchin Environment Show – circus and green roadshow. WasteAware was promoted at this roadshow.
2000	Ongoing	Recycling messages on the side of refuse collection vehicles. These also feature the WasteAware logo
		<b>Use of WasteAware Logo</b>
August 1999	Ongoing	WasteAware logo on the side of refuse collection vehicles
1997	Ongoing	All relevant documentation features the WasteAware logo

### St Albans City & District Council

Start Date	Finish Date	Use of WasteAware Logo
1997	Ongoing	The WasteAware logo is featured on kerbside collection boxes within the new recycling collection rounds
		<b>Future WasteAware Promotion</b>
March 2001		WasteAware logo is featured on St Alban's web site

### Stevenage Borough Council

Start Date	Finish Date	WasteAware Campaigning
1997	Ongoing	<b>Stevenage Day each June promotes the town's recycling facilities and WasteAware.</b>
1997	Ongoing	<b>Articles in Council monthly publication promoting WasteAware</b>
1999	Ongoing	<b>Support for joint campaigns such as Slim Your Bin and Buy Recycled</b>
		Use of WasteAware Logo
1997	Ongoing	<b>Logo used on leaflets promoting recycling, composting, paper collections and monthly advert in local press.</b>
		Future WasteAware Activities
		<b>Future plans include greater use of WasteAware publicity and promotional material, and, focusing on the WasteAware campaign as the vehicle for promoting waste minimisation and recycling in Stevenage.</b>

### Three Rivers District Council

Start Date	Finish Date	WasteAware Promotional Activities
1997	Quarterly	An article on waste minimisation goes in most copies of Three Rivers Times (published quarterly). Always gives WasteAware logo and number.
1997	Ongoing	Various displays at events including Council's own Environment Day and local parish events promote WasteAware (have used 'Smash the Trash & Slam the Junk')
1998	Ongoing	Send out WasteAware leaflets on recycling, waste reduction and

		composting to all libraries, CABs, parish offices etc. Also have own leaflet on waste reduction.
1997	Ongoing	Trade Refuse information packs contain WasteAware logo.
1997	Ongoing	Pack issued to new residents explaining our services have WasteAware logo.
2000/2001	Ongoing	Involvement in the development of an educational pack for all Hertfordshire primary schools
		<b>Use of WasteAware Logo</b>
1997	Ongoing	The refuse/recycling calendars, delivered to every household during November of each year, all have WasteAware logos on them
1997	Ongoing	The letters to householders wishing to go on recycling scheme and/or have compost bin contain WasteAware logo and number.
1998	Ongoing	'Don't Bin It Box It' calendars delivered to all households in 1998 contained logo.
1998	Ongoing	All recycling boxes have WasteAware logo on them
1998	Ongoing	All compost bins given to residents have sticker with WasteAware logo and number on them.
1999 Abbots Langley 2000 Rest of District	2000	Letters sent to all householders in explaining that in order to encourage waste minimisation TRDC would be reducing number of black sacks contained both WasteAware logo and number.
May 2000	Ongoing	Hertfordshire's Waste Problem leaflet, displayed in Civic Buildings
June 2000	Ongoing	Glass Consortium banks have WasteAware logo on them.
2000	Ongoing	Three Rivers District Council nappy leaflet contains logo.

## **Watford Borough Council**

### **Summary of Watford Council's WasteAware campaigning**

At the local events listed below, displays and activities (such as WasteAware badge-making and 'Smash the Trash') have publicised WasteAware and the logo. The initiative has also been promoted during recycling talks for local community groups.

WasteAware leaflets and pencils have been distributed at events and Council outlets and mailed in response to public enquiries. In addition Recycling team letterheads and several Watford Council information leaflets and questionnaires have included the logo.

We have advertised WasteAware via recycling/composting/waste prevention articles in local newsletters and the local press e.g. our Green Zone community newsletter, the Council newspaper 'Watford Today', the Watford Free Observer and the Watford Leader. Watford has also promoted the initiative in conjunction with national campaigns such as 'Real Nappy week' and 'Buy Recycled'.

The campaign has also been publicised in several of the Council's public corporate reports such as the Best Value Performance Plans of '99-2000 and 2000-01, 'Moving Forward Quality of Life' 2000, the Sustainable Economic Development Strategies of '99-2000 and 2000-01 and the Local Agenda 21 Strategy 2000.

**Timetable of events from June 1998 onwards:**

<b>Start Date</b>	<b>Finish Date</b>	<b>WasteAware Activity</b>
From June 1998	Ongoing	Split Can Litter Bins – installation at Shop fronts
June 1998	June 1998	Green Zone local recycling display & composting promotion
July 1998	July 1998	Rainbow Festival – Recycling Best Value display
August 1998	August 1998	Woodside Ladies Club talk
August 1998	August 1998	Leavesden Green Open Day
September 1998	September 1998	West Watford Community Event - mini environment fair
November 1998	November 1998	Citizens Engagement Events /Roadshow <ul style="list-style-type: none"> <li>• Watford Fields School</li> <li>• St Luke's Church</li> <li>• Watford Leisure Centre</li> <li>• Westfield School</li> <li>• Bill Everett Centre</li> <li>• Meriden Community Centre</li> <li>• Gade House</li> </ul>
Winter 1998	Winter 1998	Scouts talk, St Mary's Church
December 1998	December 1998	Christmas recycling/refuse leaflets delivered
March 1999	March 1999	River Colne Clean-up Day – Recycling display
April 1999	April 1999	Introduction of new bottle banks for glass
May 1999	May 1999	Time Swap launch event, YMCA
May 1999	May 1999	Leggatts Fun Day
Summer 1999	Summer 1999	Composting Questionnaire delivered to all residents via Council newsletter
July 1999	July 1999	North Watford Show
July 1999	July 1999	Rainbow Festival –waste prevention display
July 1999	July 1999	Callowland Fun Day
August 1999	August 1999	Radlett Road Fun Day
Summer 99	Summer 99	Leavesden Green Fun Day
September 1999	September 1999	Mothers Union talk, St Peter's Church
December 1999	December 1999	Christmas recycling/refuse leaflets delivered
January 2000	ongoing	WasteAware pencil distribution
January 2000		Beavers talk, St Mary's Church
March 2000	March 2000	WBC display at HEF conference, Colosseum

April 2000	April 2000	Real Nappy Week display at One Stop Shop in conjunction with the 3 Counties Real Nappy Network
July 2000	July 2000	Rainbow Festival – waste prevention display
Summer 2000	Summer 2000	Harlequin Shopping Centre display
		<b>Use of WasteAware Logo</b>
Autumn 1999	Ongoing	WasteAware logo on Blue Bags
Summer 2000	Ongoing	WasteAware logo on new refuse collection and street cleansing vehicles
December 2000	Ongoing	Christmas refuse leaflets delivered
		<b>Future WasteAware Campaigning</b>
		Continue promoting the initiative as in previous years (as described in the table above) i.e. leaflet and pencil distribution, press releases, displays, events, activities, talks etc.
		Plan to display new pink WasteAware posters at community centres, events, Council reception areas etc.
		A pilot scheme to collect green waste for central composting from a trial area of households is planned to commence in Watford this year, providing sufficient funds are forthcoming. Publicity and receptacles would promote WasteAware.
		This year, Watford could potentially obtain new can recycling banks through the Herts Cans Consortium. These would display the WasteAware logo. Also Watford may trial foil recycling banks in future, which could potentially display the logo.
		Continued promotional work for the WasteAware subgroup i.e. distributing new freebies, organising and publicising school 'recycling' theatre visits, distributing a composting newsletter, promoting the education pack and a recycled fashion show for schools, etc.
		Plan to link Watford Council's website to the WasteAware website and include the logo.
		Forthcoming 'blue bag scheme' advert in a community football magazine, to be distributed at the stadium and at schools, will feature the WasteAware logo.

## Welwyn Hatfield District Council

Start Date	Finish Date	<b>WasteAware Activities</b>
2000	2000	Contributed to the funding of Bottle Busters
Spring 2000	Spring 2000	Funded teacher participation in the 'Teacher Education Pack Workshops'
November 1999	March 2000	Sold 10,000 compost bins under the Waste Aware banner, including 2 leaflet drops, newspaper adverts and council magazine.
		We are obviously involved in supporting the group's activities.
		<b>Use of WasteAware Logo</b>
October 2000	Ongoing	Twice a year we card the entire district on the kerbside scheme, with the Waste Aware logo.
Christmas 1999	One off	Christmas refuse sacks had WasteAware logo printed on them.
April 2000	Ongoing	New litter-bins have WasteAware printed on them.
		<b>Future WasteAware Activities</b>
		The council is seriously looking to fund an officer with the post name of WasteAware Officer for the next financial year.