

Waste / Environmental communication summary

In the past 12 months the main communication focus has been on the roll out of the new service from June 2017. The channels used to communicate the changes were, a leaflet and calendar delivered to every household, new vehicle livery, regular press releases published, social media posts and radio adverts, posters and banners in public buildings, a new micro website was developed to host the information on waste services, engagement work in schools was carried out by the Gregory Brother's Roadshow and ADA Recycling Waste Workshops. The messaging these channels conveyed were the restriction of refuse sacks, new recycling containers and how to use them, the garden waste collection service and the new AHP collection service.

From April 2018, we have worked with Kier to reissue a calendar to every household which included an instruction leaflet on how to use Kier's online portal for waste services. All households receiving an AHP collection service received additional information on re-registering for the service. These activities have been promoted on the council's social media platform, by press release and radio advert.

Press release, radio adverts and social media have been used to promote the garden waste service, food waste collections and the Agrivert AD plant, CRCs – including the STEER bike reuse social enterprise scheme, AHP collections and reusable nappies. We have also used these channels to thank residents for the efforts they have made in embracing the new collection service and the improvement in recycling rate. We will continue to promote these messages and others regularly throughout the year.

Recently, we have been working with Kier and V2C to improve the communal collections at Wildmill. This has included installing extra recycling stations, moving some stations to improve access, rebranding the bins by changing the lid colours and providing new stickers, new leaflets and calendars were produced for the area and were hand delivered by Education Officers with a covering letter and map. This gave an opportunity for the Education Officers to speak to as many local residents as possible. Bilingual signage has been produced for the recycling stations and extra signs will be used in other communal areas across the borough. The work has been completed for Glanffornwg and Tairfelin and this has been promoted in the press and on social media. The improvements for Maesyfelin and Tremgarth are due to be completed by the end of the summer and will be promoted at that time.

During, September, October and November we will be working with WRAP Cymru and Kier to make improvements to food waste collections in lower performing areas. This will include a participation monitoring exercise, door-knocking and publicity campaign. The publicity will include leaflets for target areas, leaflets, poster and banners for public buildings, adverts for press, radio and social media and new vehicle livery which will have food waste messages and information. There will be a school engagement project as part of the campaign which will be launched in the January and following the campaign we will promote 'Love Food Hate Waste' messages.

Other school engagement work will include the ADA Recycling Workshops which will be carried out in the Autumn term and the Gregory Brother's Roadshow which will be carried out in the During Term.