

The Vale of Glamorgan Council

Cabinet Meeting: 2nd July 2018

Report of the Cabinet Member for Neighbourhood Services and Transport

Revised Waste Management Strategy: The Future Collection Arrangements for Waste and Recycling

Purpose of the Report

1. To advise Cabinet of the outcome of the public consultation exercise and the submission of the capital bid to Welsh Government as part of the Collaborative Change Programme in respect of the proposed recycling and waste changes.
2. To seek approval to implement the 'collections blueprint' across the Vale of Glamorgan and develop the Council's Waste Strategy through to 2025.

Recommendations

1. That Cabinet approves the full implementation of the 'collections blueprint'; namely a source separated collection service, subject to receiving capital support from Welsh Government and addressing any equality impacts associated with the service changes.
2. That Cabinet approves the implementation of alternative recycling bags and boxes as detailed in the report and summarised from the public consultation results in readiness for the proposed service change.
3. That Cabinet approves the Restricted Residual Waste Policy and the communication plan.
4. That Cabinet notes the increased costs of the co -mingled recycling contract 2019-2021 including the use of reserves to fund the additional cost.
5. That Cabinet approves retrospectively the temporary engagement of Cardiff City Council's Waste Transfer Station.
6. That Cabinet approves withdrawing charges for food waste bags and caddies and dry recyclable boxes and bags.
7. That authority is delegated to the Director of Environment and Housing Services in consultation with the Head of Finance and the Cabinet Member for Neighbourhood Services and Transport to accept the anticipated capital grant from Welsh

Government's Collaborative Change Programme to implement the requirements of the 'collections blueprint'.

8. That authority is delegated to the Director of Environment and Housing Services in consultation with the Head of Finance and the Cabinet Member for Neighbourhood Services and Transport to procure all necessary vehicles and containers and expenditure up to design stage for the proposed construction of a Waste Transfer Station necessary for the revised collection service and accept any associated tenders.
9. That a further report is presented to Cabinet to approve the construction of a Waste Transfer Station on completion of the detailed design.
10. That Cabinet refers this report to Scrutiny Committee (Environment and Regeneration) for their consideration.
11. That section 14.14 of the Council's Constitution (urgent decision procedure) be authorised for recommendations 5 and 6.

Reasons for the Recommendations

1. To ensure that the service is compliant to current legislation and remains economically and environmentally sustainable
2. To ensure the most effective way of participating in a source separated dry recycling collection service is selected.
3. To ensure that residual waste restrictions are appropriately managed and communicated and that consideration is given to householders where necessary.
4. To ensure Cabinet is suitably informed of the current situation with regards to the economic market in respect of recycling material and that the costs pressures attributed to the service area are noted.
5. To ensure continuity of service and to capture the economic advantages of using Cardiff City Council's Waste Transfer Station.
6. To assist residents with the implementation of restricted residual waste and achieve optimum recycling participation.
7. To enable the phased introduction of the proposed service changes to commence from 1st April 2019 through to 1st April 2020.
8. To enable the implementation of a source separated collection service with the necessary infrastructure.
9. To ensure Cabinet considers the proposals prior to constructing the Waste Transfer Station.
10. To provide the Environment and Regeneration Scrutiny Committee with an opportunity to consider the details of this report.
11. To permit the communication strategy for restricted black bags to start immediately to allow the maximum time for residents to understand the system and to source any new receptacles required. To permit the prompt retrospective agreement for the interim short term contract arrangements for waste transfer.

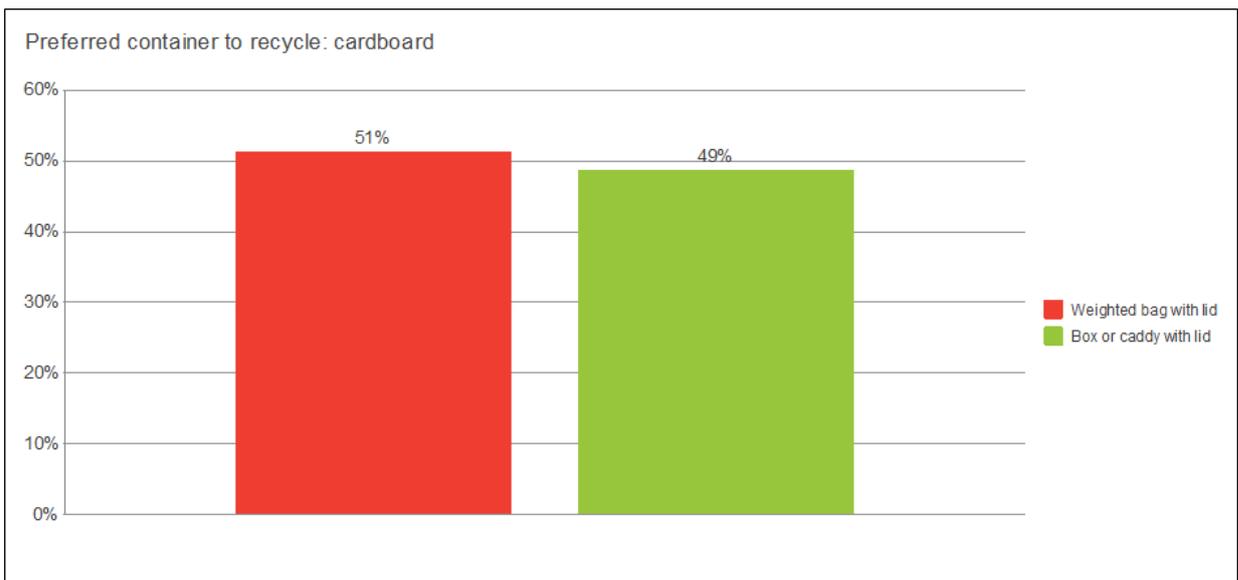
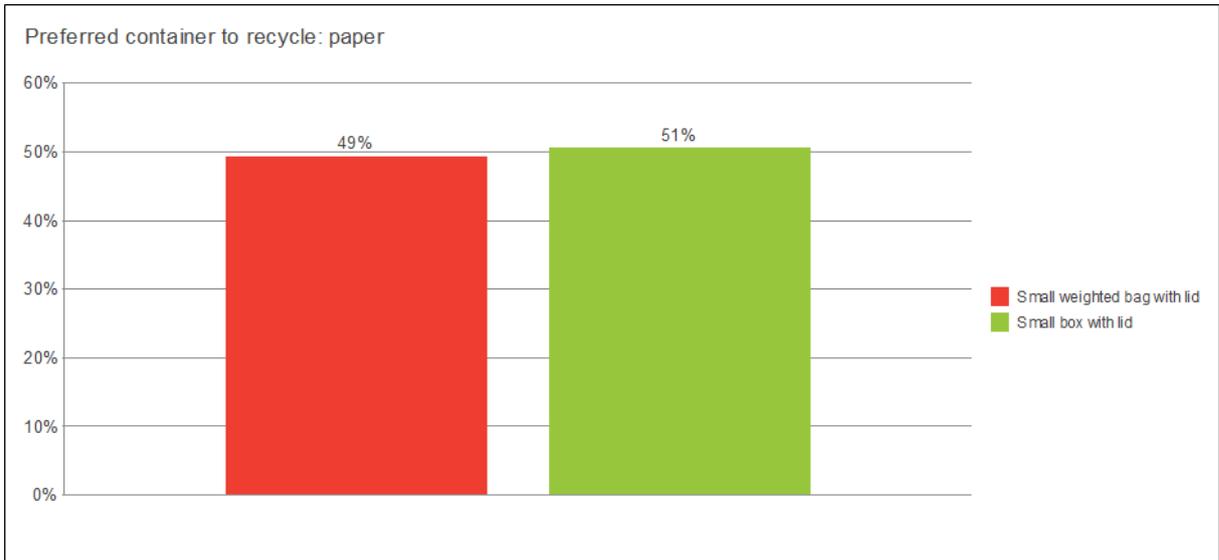
Background

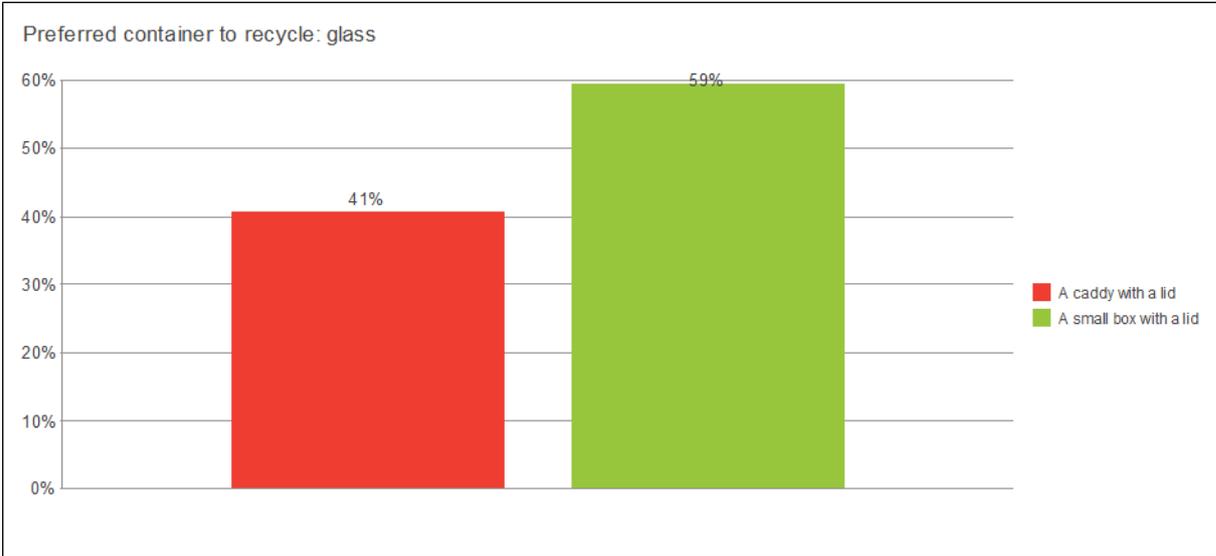
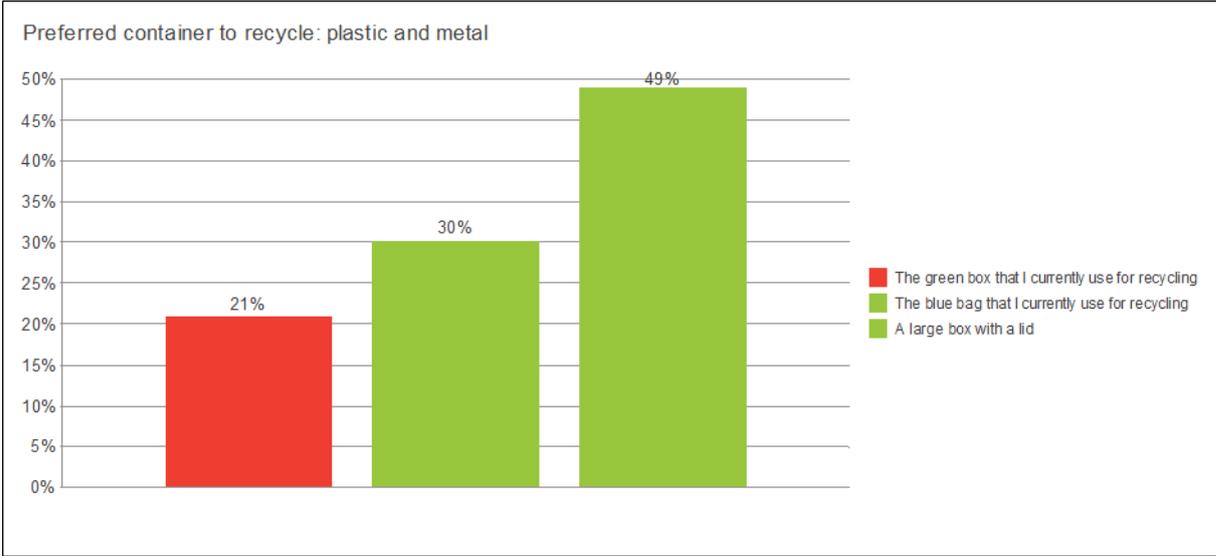
3. Cabinet on the 19th February 2018 (minute no. C235 refers) approved the implementation of a source separated recycling service subject to receiving capital funding from Welsh Government and obtaining the views of residents through a public consultation exercise.
4. The consultation intended to capture the views of residents and to identify the types of containers households would prefer to use to enable effective participation in a source separated recycling collection service namely the “collections blueprint”.
5. The consultation also identified the circumstances where the Council will need to consider additional residual waste provision prior to implementing a restricted “2 bags per fortnight” system, scheduled for 1st September 2018.
6. The report also approved delegated authority for awarding the Council's Processing of Co -mingled Recyclable Materials Contract from 2018 – 2021. On tender and subsequent award of the contract, the global recycling market took a down turn influenced by the restrictions imposed by China which has had a significant impact on the value of recycle.
7. Whilst awarding to the most economical supplier the global implications of China's decision to reject elements of mixed recycling has created an additional cost pressure of £570,000 per annum.
8. As a result, the service area budget has been increased by £140k and the remaining £430,000 is currently funded from reserves but it is only available for 2018/19. In 2019/20 there will be an additional cost pressure to maintain this contract.
9. The previous report also approved the procurement of a temporary Waste Transfer Station (WTS). As a result of delays engaging the temporary arrangement, it has been necessary to retain the use of the WTS located at Cardiff Council's Lamby Way Depot.
10. It was more economically viable to retain the service directly with Cardiff City Council than through the successful processing contractor (G.A.E. Smith (Holdings) Ltd T/A Casepak). It is anticipated that this arrangement will be resolved by the end of August 2018 and that the successful temporary WTS supplier will be finally operational.

Relevant Issues and Options

11. The public consultation exercise commenced 17th April 2018 and closed on the 1st June 2018. The methodology used to capture resident's views was an online survey, which was promoted via the Council's website, social media channels and an advert in the local newspapers.
12. Additionally, there were 15 road shows held across the Vale of Glamorgan (Appendix A) which provided residents an opportunity to consult directly with officers and discuss the service proposals and the options that are likely to be available.
13. There were a total of 6,066 responses to the consultation survey. This represents a rate of return of over 10% of all households in the Vale. This is the highest response rate recorded for a consultation exercise in recent years. The full report is attached (Appendix B).
14. As there will be a requirement to collect separately paper, glass, cardboard and have a mixed receptacle for metals and plastic, residents were asked what containers they

would prefer to use to participate in a an alternative service namely a source separated collection service. This was reflected in the survey and the results are presented as follows:

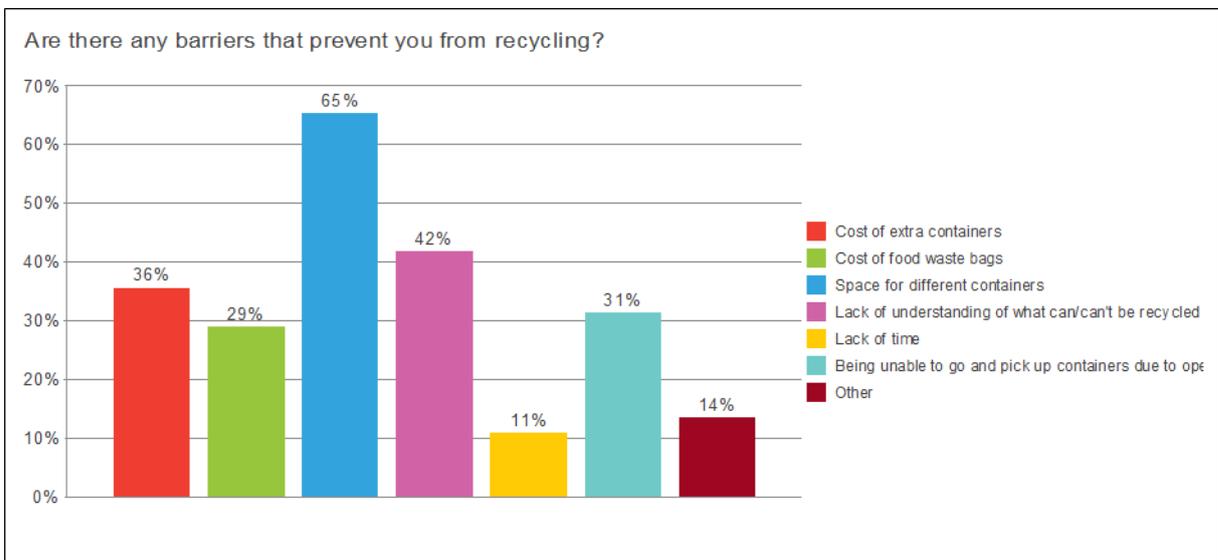




15. In respect of the types of containers that residents would prefer to receive, the returns were evenly balanced. Therefore it will be necessary to retain the current option of either blue bags or boxes with residents able to choose their preferred option.
16. During the road shows, several residents expressed their concerns about the size of the existing containers, particularly residents that lived on their own. Residents suggested that they would prefer to utilise a sub divided box so to reduce the number of containers necessary where there is a limited amount of recycling for collection.
17. This way a small quantity of recycling may be contained with 1 or 2 containers but when sub-divided it will significantly assist single occupancy household's especially elderly residents that produce small quantities of dry recycling and those that may have limited space.
18. The consultation also highlighted a high level of recycling participation with the residents that engaged with the survey. Of these respondents they did not feel that

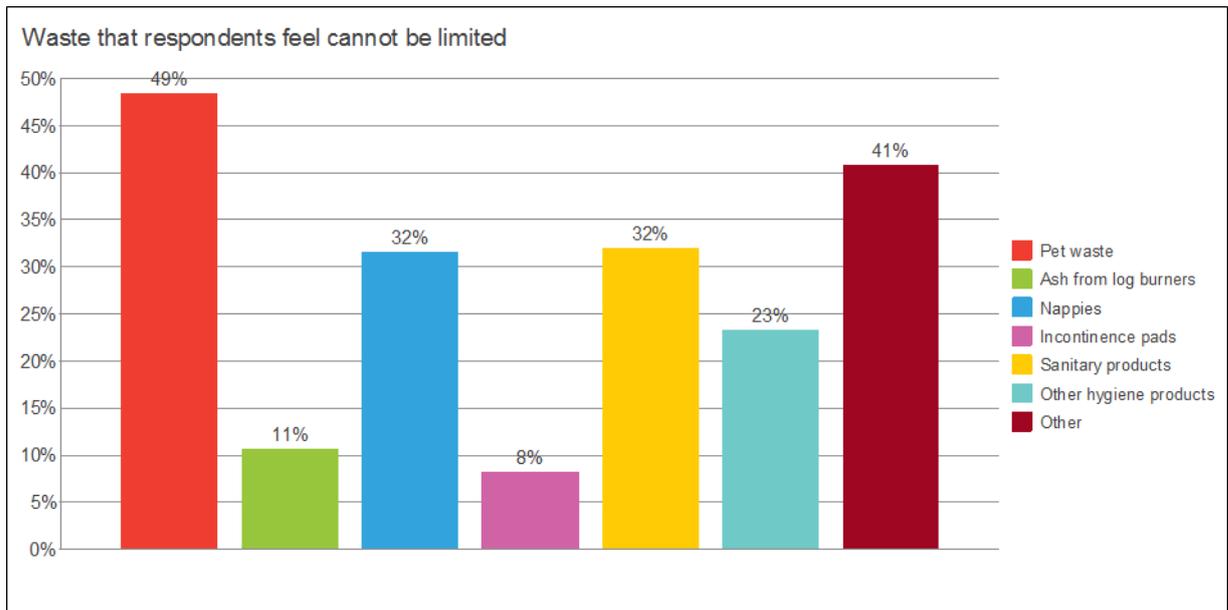
any additional promotion in respect of improved literature and communications would encourage them to recycle more, considering that 81%-99% of recycle currently being recycled.

19. It could be assumed however that the remaining residents that did not participate could benefit from the support of promotional material to increase overall participation.
20. The consultation also highlighted the barriers to recycling. Space featured the highest for residents with 65% of respondents expressing this as their primary concern. Other concerns were lack of understanding of what can be recycled (42%), cost of extra containers (36%), access to containers (31%) and cost of food bags (29%).
21. The report also analyses the 'barriers to recycling' across the different types of households in the Vale and the results are similar with 'space for containers' consistently ranked the highest, 'lack of understanding' the second barrier followed by 'cost of containers'. The full results are displayed as follows:



22. It is suggested that when procuring containers consideration be given to those that can be stacked for space saving and that consideration should also be given to withdrawing charges for bags and boxes to actively encourage and promote recycling.
23. To ensure that barriers are removed for lack of understanding, Waste Resource Action Programme (WRAP) have produced a communication plan (Appendix C) for the service changes and together with the Council's project team, have engaged 'Recycle for Wales', who have assisted Councils across Wales to implement the 'collections blueprint'. Cabinet is requested to agree this communication plan.
24. Additionally when respondents were asked about what information would be useful on the web site and through social media, information relating to bank holidays and periods of severe weather were quoted. To resolve on going issues around bank holidays the service area intends to revert back to collecting on bank holidays as of August 2018 which will minimise inconvenience to residents prior to the proposed service changes being implemented.
25. Also with the development of the digital strategy there will be options available to introduce various messaging services, in order that communication during adverse weather can be improved.

26. In respect of the proposed residual waste restrictions due to be implemented from 1st September 2018, the consultation report also asked residents what types of waste they considered cannot be limited within 2 bags per fortnight. The results are as follows:



27. The chart suggests that pet waste is the primary concern (49%) followed by other waste (41%), nappies (32%), other sanitary products (23%), hygiene products (23%), ash (11%) and incontinence pads (8%). Interestingly 65.8% of respondents advised that they would be able to limit their waste to 2 bags per fortnight.

28. The proposed restrictions on residual waste also consider exemptions that will cover all hygiene products if necessary and additionally ash and some pet waste. It will be necessary to analyse in more detail 'other waste' and some pet waste which may be able to be processed organically through the Council's green waste service.

29. To allocate additional residual waste provision the service area intends to temporarily employ wardens before and after the implementation date to assist and, where necessary, visit customers to assess their waste and various requirements. Qualifying residents will receive branded purple bags free of charge to be placed out with their normal black bags.

30. A leaflet explaining the changes will be distributed to every household in the Vale of Glamorgan (Appendix D) the first week of August. It also details how to apply for any exemptions.

31. Additionally this will be accompanied by a wide range of communications as detailed with the communication plan and summarised as follows:

Internal

- Briefings/training with staff;
- Briefing/training with call centre staff;
- Messages/email from Operations Manager.

External

- Leaflets/direct mail to householders;

- Posters and displays for use in public areas;
 - Information stickers/tags on recycling and waste receptacles;
 - Roadshows/events;
 - Community meetings/presentations;
 - Media releases;
 - Digital: website, social media channels (Facebook and Twitter), videos/animation;
 - External advertising e.g. outdoor advertising, radio, social media.
32. A copy of the Restricted Residual Waste Policy is attached (Appendix E) which includes details of the restrictions, the use of wheeled bins and dustbins, exemptions, education and enforcement and changes to the Household Waste Recycling Centre (HWRC's).
33. Included in the Restricted Residual Waste Policy are changes to the HWRC's. These include a requirement to remove recyclables from black bags before they can be disposed of at the sites.
34. If residents arrive on site with unsorted waste, they will be given the option to either sort their black bags in a designated area or leave the site to sort the contents, prior returns.
35. It will be necessary to implement these changes to prevent waste from the kerbside being diverted to the HWRC's. It also encourages more householders to recycle. (Will there be an additional charge from the contractor to enforce this?)
36. With the remaining detail of the consultation report, it is suggested that Cabinet note the contents and that the service area explore a more detailed analysis of the results through the newly formed project board consisting of the Leader of the Council, the Cabinet Member for Neighbourhood Services and Transport, the Managing Director, the Director of Environment and Housing, the Head of Legal Services and the Head of Finance.
37. A capital bid has been submitted to Welsh Government's Collaborative Change Programme (CCP) to financially support the new waste infrastructure required, to introduce a source separated dry recycling collection service namely the 'collections blueprint'. The capital support as stated in the report of 19th February 2018 will be required to support the purchase of vehicles namely Resource Recovery Vehicles (RRV's), all necessary containers and the construction of a Waste Transfer Station (WTS) including all necessary plant and equipment.
38. A decision from WG in respect of the capital bid is expected by the end of July 2018. If this is approved it is proposed that the Council implement the collections blue print as follows:
- Vale area eg. Cowbridge, Rhoose, Llantwit Major - 1st April 2019
 - Barry - 1st September 2019
 - Penarth - 1st April 2020

Resource Implications (Financial and Employment)

39. The results of the WRAP report forecast revenue savings in the long term. However due to the recent increase in cost for treatment of recyclate it is unlikely that the 'collections blueprint' will provide any future cashable savings within the waste

management budget. It is estimated that changing to the 'collections blueprint' is the most economically viable option for the future and will provide a certain degree of mitigation against future cost increases within the recycling market. Additionally, the Blueprint creates further employment opportunities as it requires more staff operationally than the existing service.

40. The move to the 'collections blueprint' is subject to receiving full capital grant from Welsh Government to fund all capital costs for the 'up to' 3 year implementation programme. The outcome of our grant application should be known in July 2018.
41. There would be a financial implication of £48,000 to reintroduce free recycling containers for the dry and food waste services. Free food waste bags are currently provided to households on an annual basis however they are limited to 3 rolls per household who participate in the food waste scheme. The proposal suggested would remove this cap. Initially containers and bags will be purchased from the WG Capital Grant and we could aim to purchase enough stock for the 'up to' 3 year programme. There will be some contribution to the above cost from savings generated from lower processing costs when less black bags are produced and more recycling is processed. It is difficult at this time to quantify this saving due to the constantly changing waste markets, though it would not cover the full £48k increase cost. Therefore funding will have to be found for the purchase of bags and boxes after the first 3 years of operation.
42. £230k has been set aside within the Neighbourhood Services Reserve to assist with the cost of employing wardens during 2018/19 but there may be future revenue implications during 2019/20 if some temporary staff need to be retained to assist with the implementation of the 'collections blueprint'.

Sustainability and Climate Change Implications

43. An integrated waste strategy that prioritises minimisation, re-use and recycling and generates energy from waste will contribute to the principles of sustainable development when pursued through an innovative and productive economy that delivers new employment opportunities. By using resources more efficiently through waste prevention and high reuse and recycling rates, material security is improved and dependence on primary resources from outside the UK is reduced.
44. WG wish to develop the economic, social and environmental wellbeing of people and communities using ecological foot-printing measures to reduce environmental impact. The management of our waste is responsible for around 15% of Wales' ecological footprint. Improving recycling performance is therefore a positive action in reducing this impact.

Legal Implications (to Include Human Rights Implications)

45. The Waste Framework Directive, Article 11(1)) advises Member States to "take measures to promote high quality recycling and to this end, set up separate collections of waste where technically, environmentally and economically practicable and appropriate to meet the necessary quality standards for the relevant recycling sectors". Subject to Article 10(2) of the Directive, by 1st January 2015 separate collection shall be set up for at least, paper, metal, plastic and glass and this requirement was transposed into UK legislation by The Waste (England and Wales) (Amendment) Regulations 2012.

Crime and Disorder Implications

46. There are no crime and disorder implications associated with this report, although there are risks to the Council if it fails to comply with the 2011 Regulations as this could ultimately result in it being subject to criminal proceedings by the Regulator, Natural Resources Wales, and being subject to a fine.

Equal Opportunities Implications (to include Welsh Language issues)

47. There are no equal opportunity implications as a result of this report as collection is offered equally at the kerbside to all householders. An Equalities Impact Assessment (EIA) would be required as there would be a significant service change, and this is reflected in the recommendations.

Corporate/Service Objectives

48. This report links to the Corporate Plan and Well Being Outcome W02: An Environmentally Responsible and Prosperous Wales and the relevant Objective is O4 "Promoting Sustainable development and protecting our environment" with relevant reference to ER16 which states "Develop and implement a waste reduction strategy and remodel our waste infrastructure to increase participation in recycling, reduce the growth of municipal waste and meet national targets".
49. High quality material is also likely to support retention of material within the Welsh and UK economies – resulting in social and economic benefits in line with the objectives of the Well-Being of Future Generations (Wales) Act 2015.

Policy Framework and Budget

50. This is a matter for Executive decision by Cabinet.

Consultation (including Ward Member Consultation)

51. As this is a Council wide matter no individual ward member consultation has been undertaken.

Relevant Scrutiny Committee

52. Cabinet 19th February 2018 (minute no. C235) – Revised Waste Management Strategy – The Future Collection Arrangements for Waste and Recycling.

Background Papers

Colin Smith – Operational Manager Neighbourhood Services [Operations]

Contact Officer

Colin Smith – Operational Manager Neighbourhood Services [Operations]

Officers Consulted

Committee reports – Legal
Matthew Sewell – Visible Services Accountant

Responsible Officer:

Miles Punter – Director of Environment and Housing

Appendix A – Vale of Glamorgan Road Shows

Date	Time	Location
Wednesday 18th April 2018	5:30pm - 8:30pm	St Donats Hall Arts Centre
Friday 20th April 2018	10am - 2pm	Llantwit Major, TBC
Monday 23rd April 2018	10am - 2pm	Cowbridge Town Hall Car Park
Wednesday 2nd May 2018	4pm - 7pm	Rhoose Library Car Park
Tuesday 1st May 2018	10am - 2pm	Barry Kings Square
Friday 4th May 2018	10am - 2pm	Penarth Pier
Tuesday 8th May 2018	10am - 2pm	Barry Island
Friday 11th May 2018	8am - 12pm	St Athan Village Community Centre
Saturday 12th May 2019	9am - 12pm	Morrisons Car Park Barry (By Recycling Bins)
Tuesday 15th May 2018	4:30pm - 7:30pm	St Brides Major Primary School
Wednesday 16th May 2018	2pm - 4pm	Ham Lane East, Llantwit Major
Thursday 17th May 2018	5pm - 8pm	Murch Community Centre, Dinas Powys
Saturday 19th May 2019	9am - 12pm	Room 1, Kymin, Penarth
Sunday 20th May 2018	6:30am - 2pm	Sully Car Boot Sale
Thursday 24th May 2018	10am - 2pm	Penarth Town Centre
Tuesday 29th May 2018	9am - 2pm	Barry King Square - Flying Start Fun Day



Changes to Recycling and Waste Collections - Consultation Report

17 April – 01 June 2018

Background

The current waste and recycling collection system is not sustainable. The Council is proposing to move to a source separated recycling collection in order to:

- Comply with the Welsh Government recycling and waste collections blueprint;
- Increase participation in recycling in order to meet the next statutory recycling target of 70%; and
- Operate a more sustainable model which is likely to generate income to contribute to the cost of service delivery.

On 19 February 2018 the Council's Cabinet approved a public consultation exercise to capture the views of residents in respect of the methods used to participate in a source separated dry recycling collection service.

Methodology

The consultation ran from 17 April 2018 until 01 June 2018. The main method for collecting responses was an online survey, which was promoted via the Council's website, social media channels and promoted in the local newspapers.

Officers also ran a roadshow of drop-in events, where residents could come along to discuss the proposals and raise any concerns or queries. These events took place at various locations, throughout the Vale of Glamorgan and were also advertised on the Council's website, though social media and adverts were placed in local newspapers.

Results

There were 6,066 responses to the consultation via the online survey. This is a 10% response rate of all households in the Vale of Glamorgan. This is the highest response rate recorded for a consultation exercise in recent years.

The first section of the survey asked respondents about themselves. Respondents were asked to provide their postcode, this was to ensure that responses were received from Vale of Glamorgan residents.

Respondents were also asked what type of household they lived in. This was to allow a better understanding of barriers to recycling due to household type. The breakdown of responses is:

- 25.5% Terraced House
- 32.7% Semi-detached house
- 32% Detached house
- 4.1% Flat or apartment block
- 0.1% Caravan
- 5.1% Bungalow; and
- 0.5% Other

Respondents were then asked how many people lived in their household, this was to allow further understanding of the amount of waste each household produces. 53.1% of respondents stated that 1 – 2

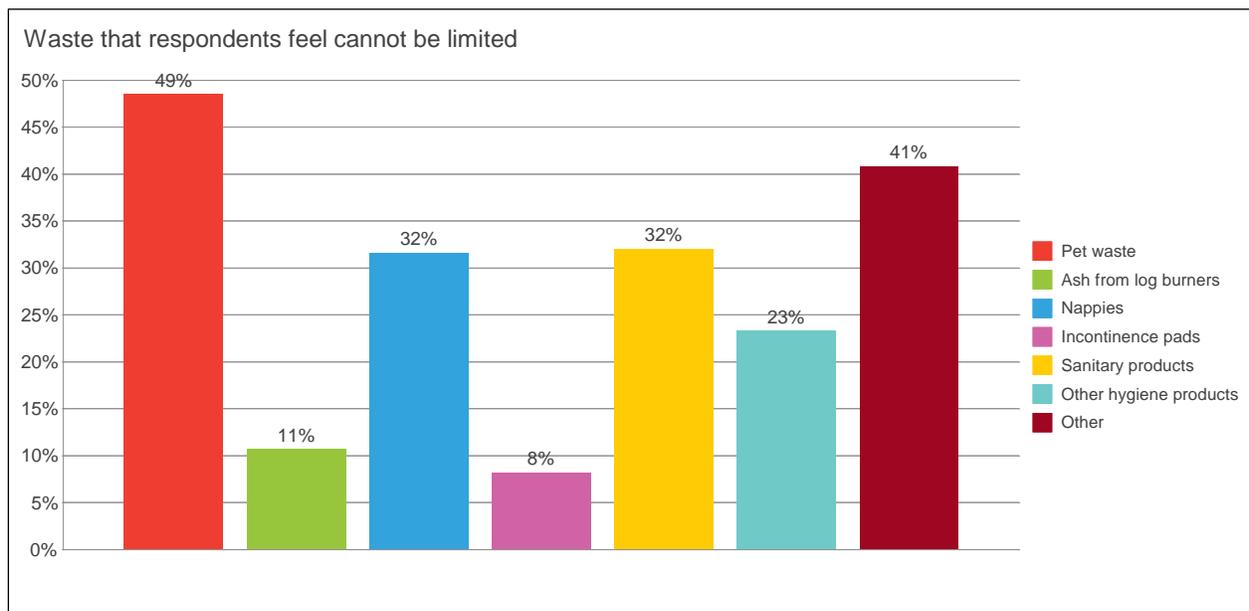
people live in their household, 38% of respondents stated that 3 – 4 people live in their household, 8.2% stated 5 – 6 people and 0.7% stated 6+.

The final question in this section asked respondents whether they currently had an assisted collection, this would provide further consideration of respondents needs. 13.9% of respondents confirmed that they have an assisted collection.

The next section asked respondents about their waste and recycling. 61.5% of respondents stated that they put out 2 or fewer black bags of waste per fortnight, on average. 31.9% of respondents put out between 3 – 4 bags per fortnight and 6.6% put out 6 or more bags.

When asked if they would be able to limit their black bag waste to two bags per fortnight 65.8% of respondents said yes.

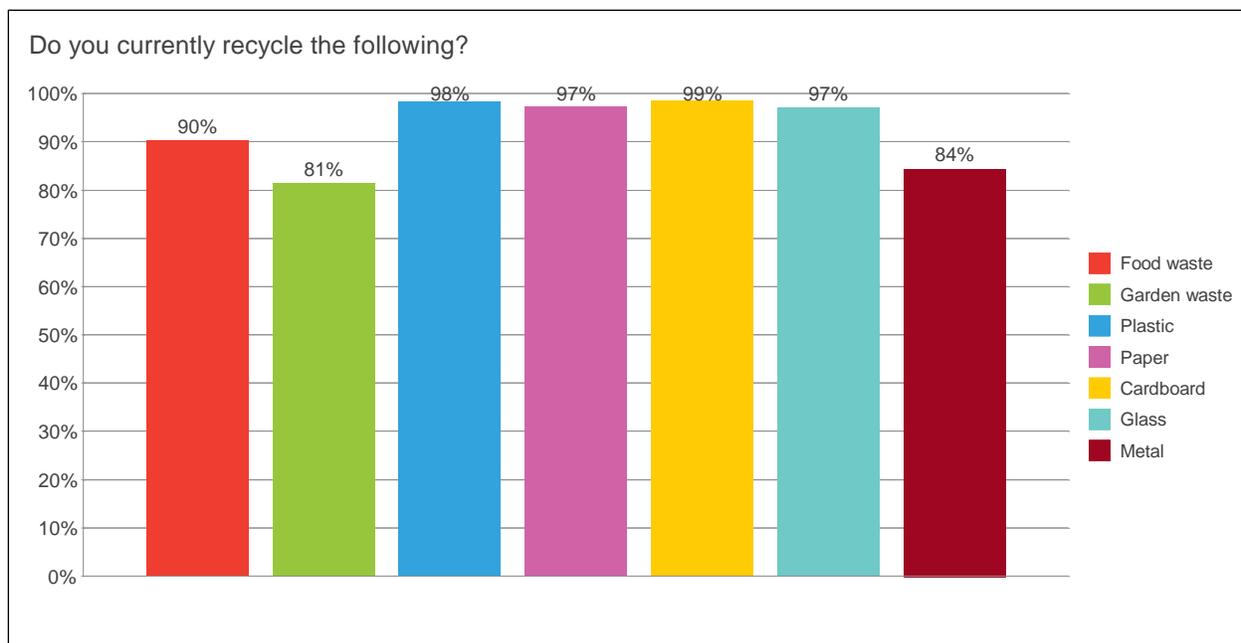
The 34.2% of respondents who did not feel that they could limit their waste were then asked if there were any items that they could not limit. The chart below shows the items that were listed and the percentage of respondents who felt that they could not limit this waste, this was a multi-choice question.



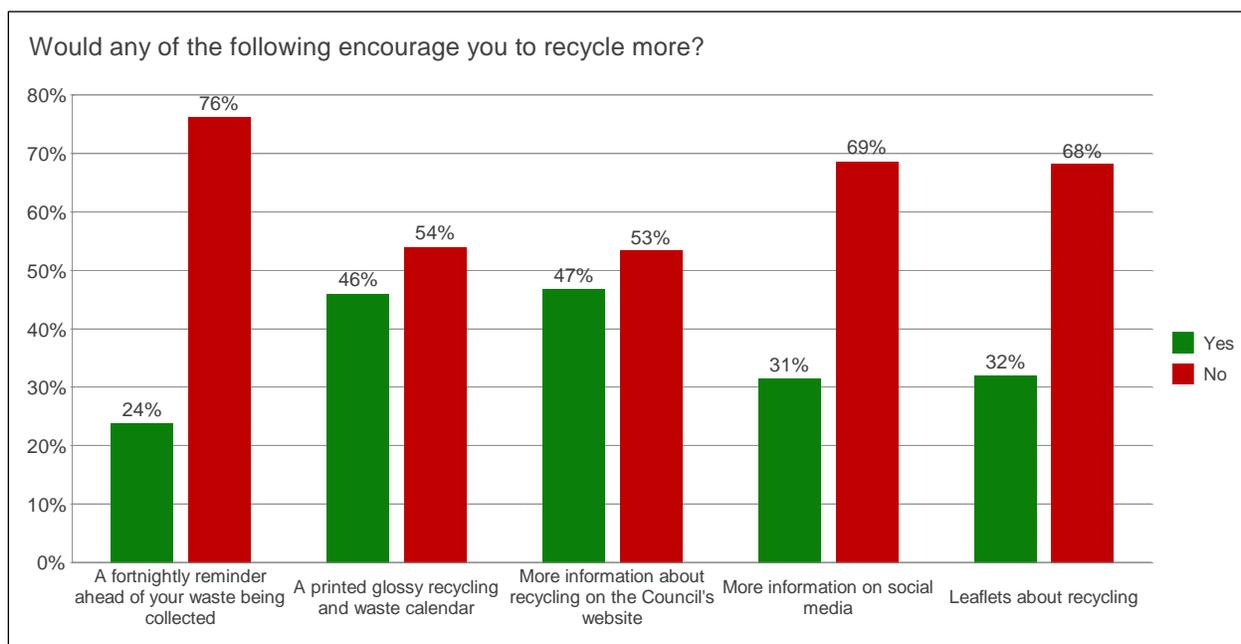
When asked to specify what other items could not be limited the vast majority of respondents stated 'non-recyclable packaging'. Some respondents listed textiles and other materials that can be recycled at HWRCs. Some stated that due to a lack of space they are unable to recycle and therefore place everything in black bag waste.

The next question asked respondents if the Council were to provide an additional allowance for these items would they then be able to limit their waste to two black bags per fortnight, 49.5% (1,011) of respondents said yes and 50.5% (1,031) said no.

The next question asked all respondents if they currently took part in recycling services. The chart below shows their response. This was a multi-choice question where respondents were asked to tick all that applied.



Respondents were then asked if any additional services that the Council could offer would encourage them to recycle more. The chart below shows how they responded.



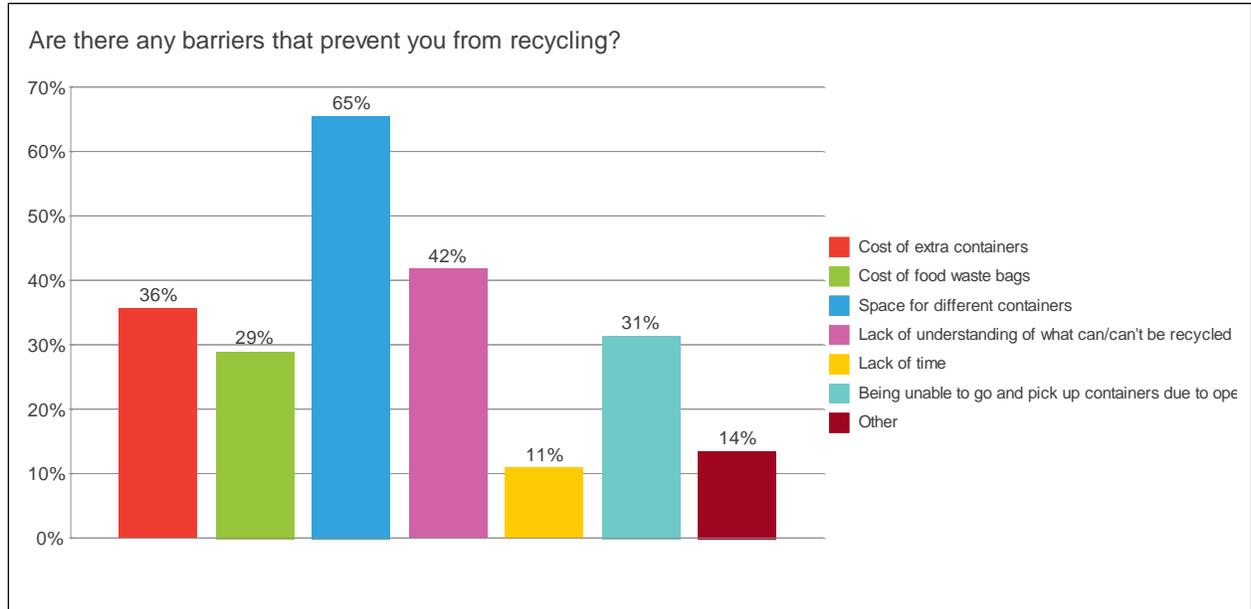
Surprisingly, respondents did not feel that any additional services as offered above would encourage them to recycle more.

When asked what information would be useful to be shared on the website and social media 39% of respondents made suggestions. The majority of suggestions were around:

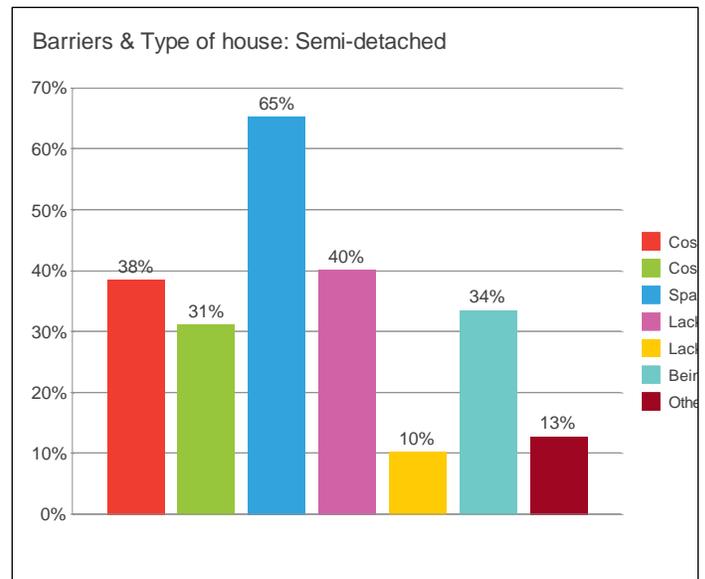
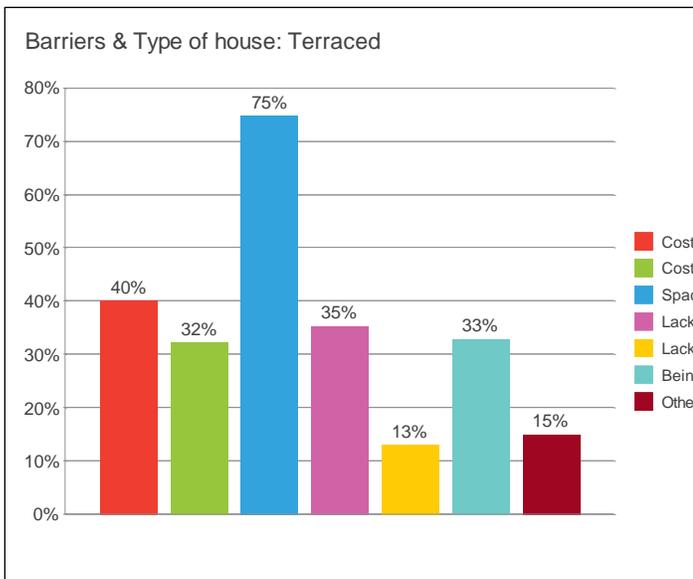
- More information on what can and can't be recycled – examples of materials, instructions on which containers to use for which items;

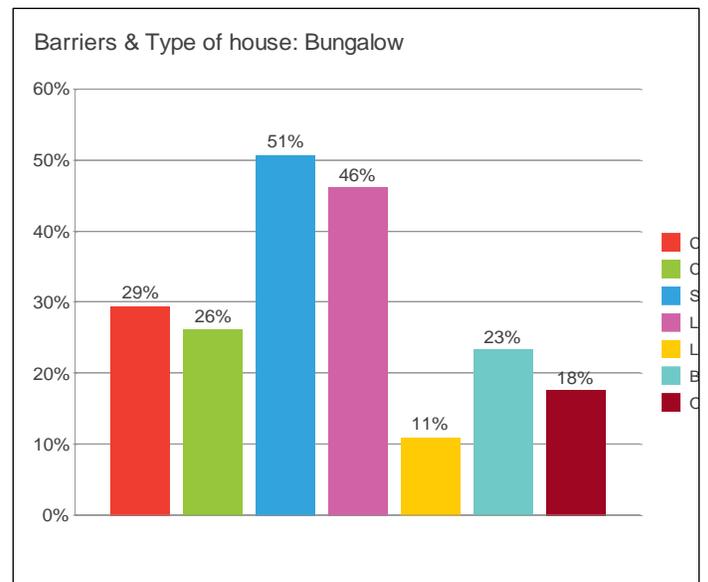
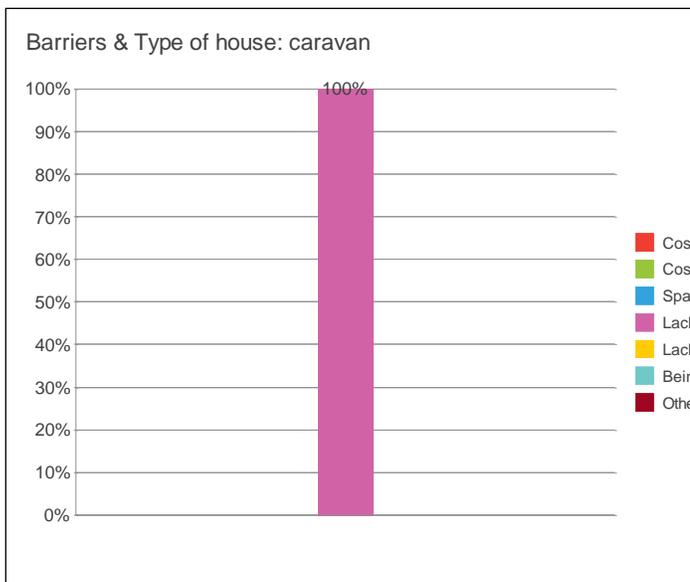
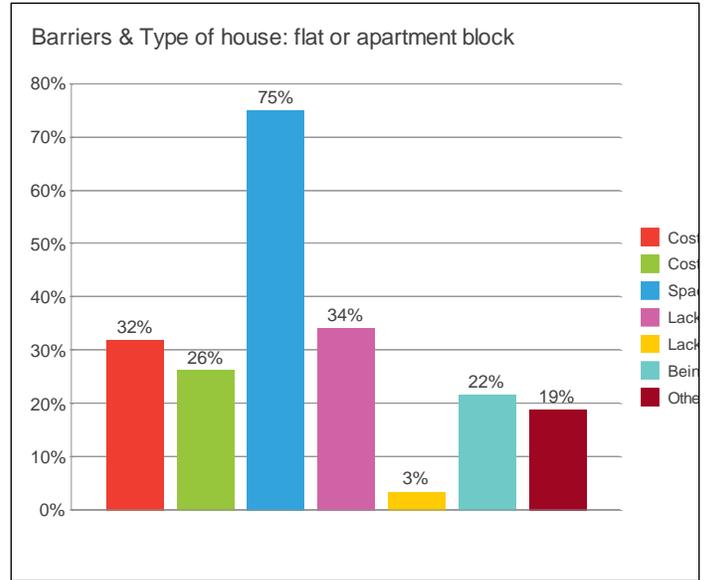
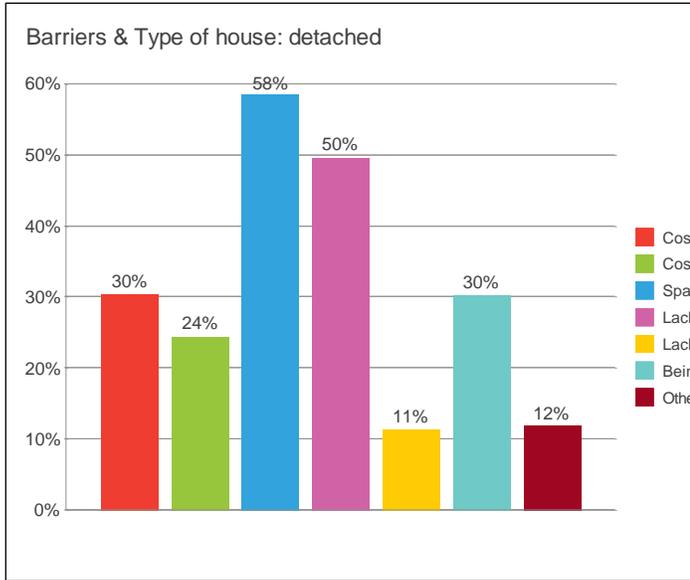
- Collection dates – what can be recycled and when; and
- Changes to services due to bank holidays or severe weather.

Respondents were then asked if there are any barriers to recycling at present. The chart below shows how they responded. This question was a multi-choice question.



65% of respondents stated that 'space for different containers' is a barrier to recycling. This question was then analysed by the type of household that respondents stated that they live in. The charts below show responses by type of household.

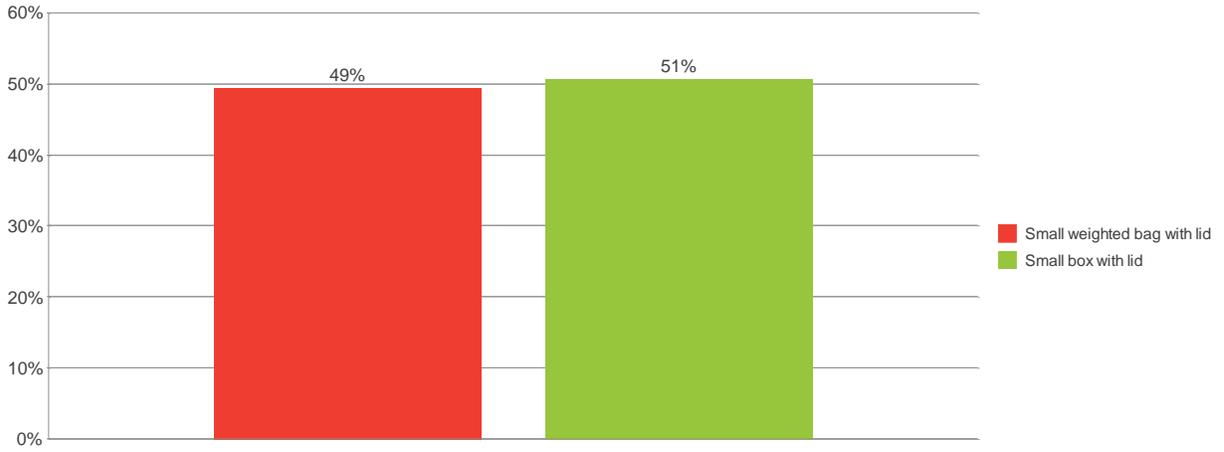




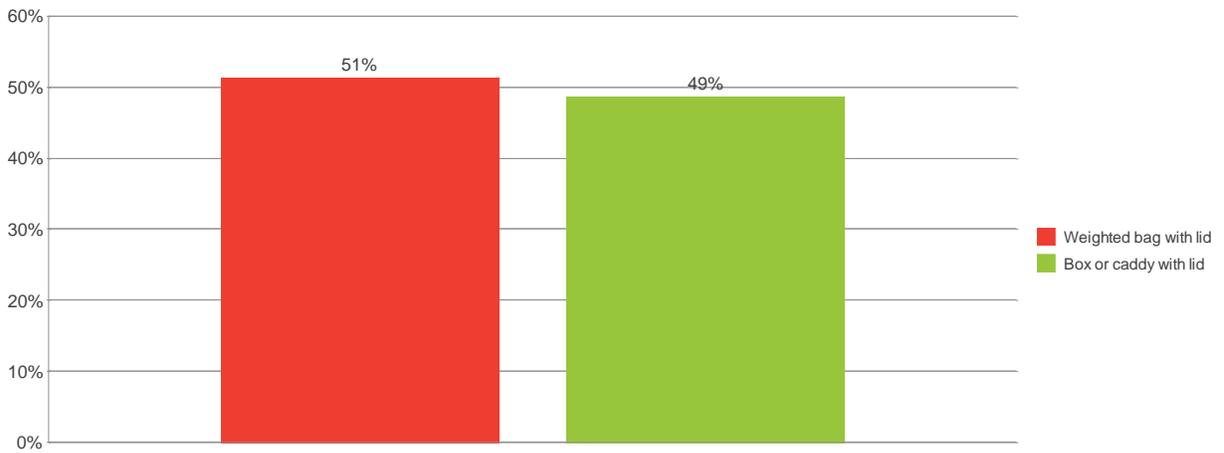
‘Space for containers’ was consistently ranked highest amongst barriers to recycling. ‘Lack of understanding’ is the second barrier listed by most households, followed by ‘cost of extra containers’.

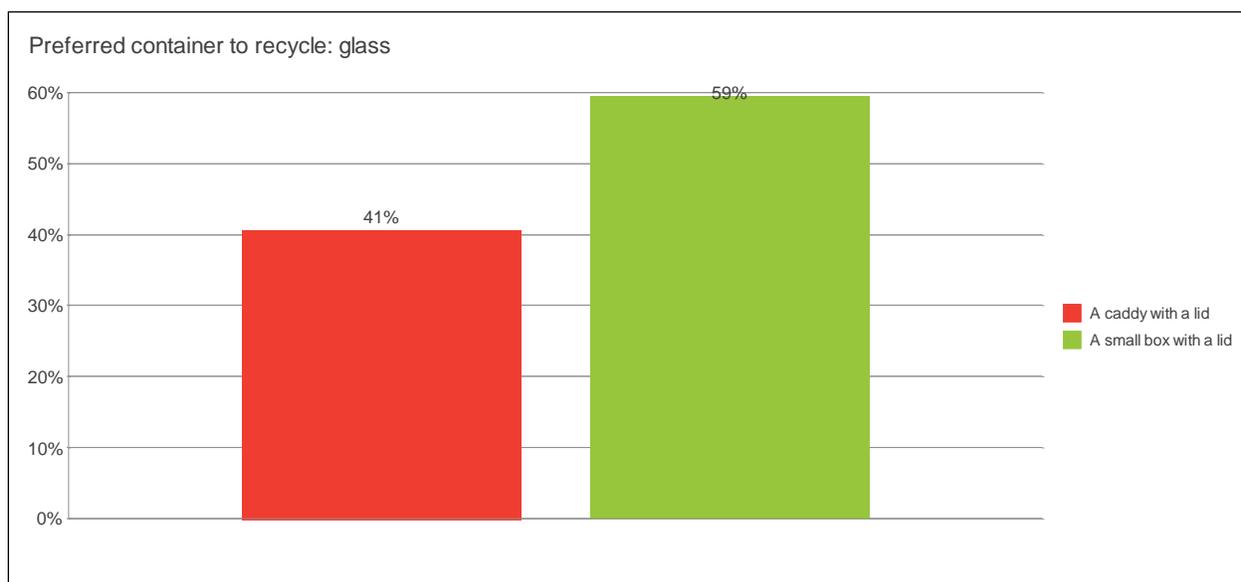
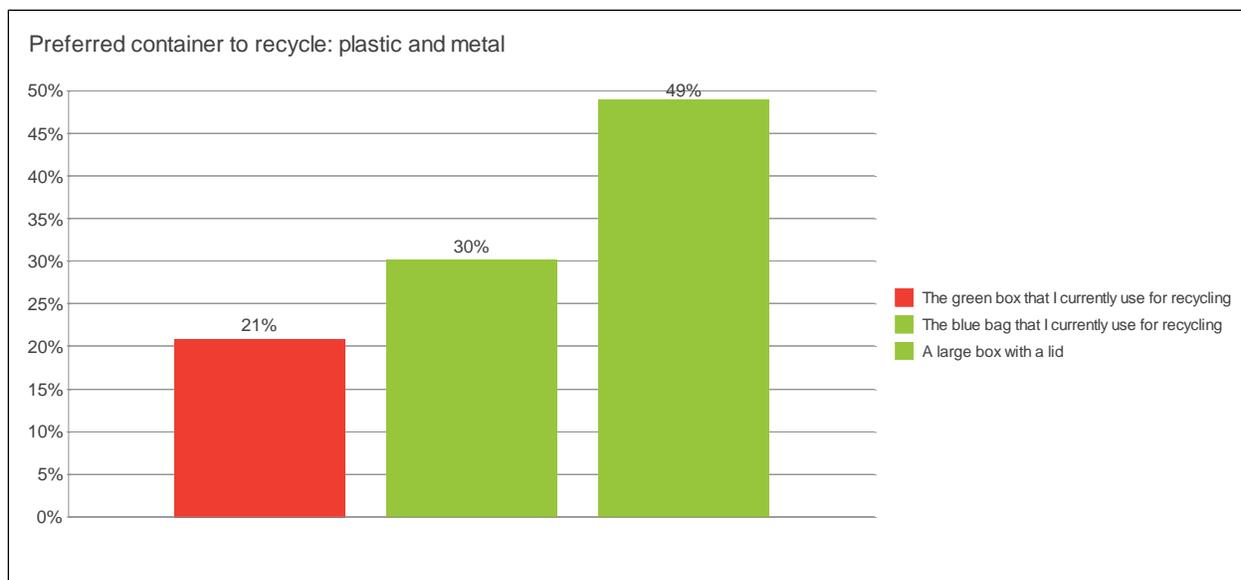
The next section asked respondents which containers they would prefer to use to recycle paper, cardboard, glass, metal and plastic going forward. The charts below show their responses.

Preferred container to recycle: paper



Preferred container to recycle: cardboard





For the majority of materials, with the exception of cardboard, boxes with lids would be preferred over bags. However, the results are very close. For example, 2,784 respondents would prefer a small weighted bag to recycle paper compared with 2,850 who would prefer to use a box.

Next respondents were asked if they were likely to keep separate containers inside their home to the ones that they would put out for collection. As with the previous questions on containers, only a small majority 55.5% said 'yes', compared with 44.5% who said no.

Respondents were asked to suggest any containers that had not been mentioned. 30% of respondents made suggestions. The majority of suggestions were around:

- Stackable containers;
- Single use bags; and

- Wheelie bins;

A number of comments also concerned storage. Some examples of comments include:

‘Stackable containers with: lids, front access, pleasing colour, pleasing labels, and could be used indoors or outdoors would meet everyone’s needs.’

‘I currently use recyclable, clear plastic bags which fit in a dustbin to keep material out of the way and out of the rain. This prevents empty boxes/ other bags littering the roads causing a driving hazard especially on windy days’

‘Wheeliebins, nothing with an open top... none of the options above are suitable’

‘stackable boxes are useful for those who lack storage space’

Finally, respondents were asked if they had any other comments or suggestions regarding the proposals. As above, a number of comments raised concerns with storage. Some also suggested that limiting families to two black bags of waste per fortnight could increase fly-tipping. A number of comments were also made regarding providing containers. Some concerns were raised regarding a reduction on recycling due to the changes.

Conclusion

It is clear from the response rate that this is a topic that a number of people care about. It is also evident that residents in the Vale of Glamorgan are committed to recycling. Concerns have been raised that need to be addressed. Providing the right containers to suit the majority of needs is likely to have a big impact on the success of these changes. There are concerns about limiting the number of black bags and how this will be policed. This report highlights the main concerns and comments that have been raised, however a more detailed analysis needs to be undertaken in order to address concerns and facilitate these changes.

Integrated Management System	Ref MR208	
WRAP Report Portrait Wales		
Version: 2.0	Date: June 2018	Page 1 of 26



VALE OF GLAMORGAN COUNCIL

COMMUNICATIONS PLAN

Waste and Recycling Service Changes

Date: June 2018

This document provides the supporting evidence and analysis for the proposed communications to support the roll out of Vale of Glamorgan Council's planned waste and recycling service changes

Document reference:

Communications Plan, 2018

Written by: Natasha Poole

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1.0 Background

1.1 General

The Vale of Glamorgan Council (VoGC) is a local authority in South Wales. It borders Cardiff, Bridgend and RCT. It is a largely rural County, interspersed with the main towns of Barry and Penarth.

VoG has a population of approximately 128,891 living in 56,000 households. VoG is responsible for the provision of council services including the collection of recycling and waste from domestic premises.

The Welsh Government's current waste strategy "Towards Zero Waste" has set a challenging target to recycle/compost 70% recycling/composting of municipal waste by 2024-25. To help achieve this, the following statutory recycling targets have been set for all local authority collected municipal waste.

Target for:	2019/20	2024/25	2050
Minimum levels of preparing for reuse and recycling/composting (or AD) (note: these targets form part of the proposed Waste (Wales) measure 2010.)	64%	70%	Zero Waste Nation

In addition, there is also a set of waste, re-use, recycling and composting targets outlined in the Waste (Wales) Measure 2010 and the Local Government (Performance Indicators and Standards) Order 2010.

VoGC's currently has a recycling rate of 65.3% (2016/2017) however there are concerns that this may slip back under the required 64%. As a result, in order to achieve and maintain the statutory target of 64% in 2019/20, VoGC is planning two phases of services changes over the next two years.

- **Phase 1 September 2018** – restricting residual waste at the kerbside and introducing bag splitting at the HWRC
- **Phase 2 April 2019 – 2020** – three staged rollout of source separated dry recycling across: The Vale, Barry and Penarth.

WRAP will be supporting VoGC under their Collaborative Change Programme (CCP) and have helped to develop a mobilisation plan to implement these changes.

CCP has been set up by the Welsh Government to support Welsh LAs in meeting their statutory recycling targets and to progress the implementation of the 'Collections Blueprint'.

CCP is delivered by WRAP, which is also responsible for the delivery of Recycle for Wales (RfW)) and works in consultation and collaboration with LAs to deliver a range of bespoke projects tailored to their needs and requirements.

1.2 Existing recycling and waste services

VoGC provides the following in-house recycling and waste collection services for householders:

- Fortnightly residual waste collections – using black bags provided by householders. A kerbside box is also available on request for the collection of nappies;
- Weekly food waste collections - using internal food waste caddies (5 litre) and external food waste bins (23 litre);
- Weekly co-mingled recycling – using a kerbside box or reusable hessian sack; Materials collected include: cardboard, paper, glass bottles and jars, food and drink cans and plastics (including film); and
- Fortnightly garden waste collection between April and the end of September. A ring and request service is available thereafter.

The following services are offered by arrangement:

- A chargeable bulky waste collection service
- An assisted collection to residents who are unable to place containers/bins at kerbside; and
- Trade waste services – both residual and recycling.

1.3 Planned changes to waste and recycling services

WRAP CCP, produced a detailed Collections Options Report in 2015 – 2017 which proposed a series of collection options on how to increase the recycling rate in VoGC. As a result, the following service interventions were agreed:

- September 2018/19 - restrict residual waste at the kerbside by limiting the number of black bags collected to two per household, per fortnight, with provision for large families and other certain circumstances (to be determined through the consultation) and the introduction of bag splitting at HWRCs. VoGC are currently finalising the details of their enforcement policy to support the service change; and
- April 2019 – April 2020 - introduction of a weekly source separated recycling system in 2019/20 subject to the build and completion of a waste transfer and bulking station in Barry. This will mean that paper, card, plastics, metals and glass will all be collected in separate containers. As a result, VoGC will need to provide householders with new containers. This will be rolled out in 3 stages as follows:

Stage 1 - The Vale in April 2019;
Stage 2 - Barry in September 2019; and
Stage 3 - Penarth in April 2020

These changes will need to be clearly communicated to residents to ensure they understand how to participate fully with the services.

1.4 Consultation Survey

An [online survey](#) and series of roadshows were launched on 17th April 2018 which encourages householders to feedback their views and opinions on the planned service changes. The survey will run for 6 weeks until 1st June. This includes:

- Establishing how much waste householders produce;

- Determining how they feel about the proposed residual restriction;
- Determining householders current recycling behaviour including barriers to recycling; and
- Determining householders recycling container preferences.

The results will be shared with the VoGC's Cabinet to agree the final policy for the service changes and used to help shape communications and engagement with householders as part of the planned service changes.

1.5 Review of Household Waste Recycling Centres (HWRCs)

WRAP CCP, produced a detailed report in 2017 which reviewed operations at the Council's two HWRCs and suggested options for how to improve these sites, both in terms of safety and performance. The following interventions were agreed:

- Splitting of residual bags at the HWRCs;
- Introduction of a re-use shop at the HWRC in Barry; and
- Improvements to the movement of traffic at the HWRC in Barry;

VoGC plans to introduce the splitting of residual bags at the HWRC's in September 2018 to coincide with the restricting residual service changes.

1.6 Trade Waste Service

In the longer term, VoGC is also planning a review of their trade waste service which will lead to the development and delivery of a communications campaign to raise awareness of services amongst new and existing commercial organisations. This is not included within the scope of this plan.

1.7 Communal Collections

Where there are current communal residual and recycling collections, either by necessity or just due to historical reasons, VoGC wardens will visit these sites throughout June and July 2018 to determine if communal collections are still required. If not, a letter will be delivered to the relevant householders informing them that a kerbside collection will be introduced from their property from their next collection day. These areas will be monitored by wardens as necessary.

1.8 Research

WRAP carries out an annual [Recycling Tracker Survey](#) that gathers evidence on consumers' current attitudes, knowledge and behaviour in relation to recycling. It includes a representative sample for each of the nations including Wales. The 2017 survey found that there is potential to further improve the recycling habits of most households and as a result, increase capture and recycling rates.

Specific findings for Wales include:

- Householders in Wales being identified as the best recyclers;
- Wales has the highest %age of households who recycle items by any means of any region in the UK;

- Wales has the least %age of households who put items in the general rubbish when their council collects them for recycling;
- Levels of householders' confidence in Wales of what can and cannot be recycled are higher than in other regions;
- Positive attitudes to recycling are highest of any region in the UK;
- The top two sources of knowledge for householders about recycling are council leaflets and website:
 - The local council remains the “go-to” point for searches about recycling, with websites being by far the most used at 68% and telephoning is second at 15%; and
 - The top five reasons for searching council websites in Wales for recycling information are: collection days and times, collection days and times in holiday periods, disposing of bulky items and finding out what can and cannot be recycled at the kerbside.

It is clear from these findings that householders in Wales are very receptive to recycling their waste and the preferred methods of communication are leaflets from the council and the council website. This should be taken account of when developing the communications to support the service changes. Leaflets should include clear instructional information on how to participate with the services and should signpost householders to the VoGC waste and recycling web-pages which must be kept up to date.

1.9 Existing communication channels and communications to date

The following communications channels are available to the Council to use to inform householders of the revision of the services.

Internal

- Briefings with crews, members and relevant staff;
- Briefing with call centre staff; and
- Messages/email from Operations Manager.

External

- Leaflets/direct mail to householders;
- Posters and displays for use in public areas;
- Information stickers/tags on recycling and waste receptacles;
- Roadshows/events in community areas – VoGC has a dedicated trailer for this;
- Community meetings;
- Media releases;
- Digital: website, social media channels (Facebook and Twitter), videos/animation; and
- External advertising e.g. outdoor advertising, radio, social media.

Communications to date

VoGC has not formally communicated with residents since the last service change (food waste) approximately 6 years ago. They do however, have up to date waste and recycling web-pages and regularly use social media to share information with residents.

Communications issued to date to support the planned service changes include:

- Local press coverage of the Cabinet agenda and proposed service changes;
- Press releases issued on:
 - 20th Feb – following the cabinet report, introducing changes, letter from cabinet member - issued to local papers, Wales Online, BBC and on website, shared on Facebook and Twitter; and
 - 18th April: launch of online consultation survey.

In addition, VoGC is looking to develop a video with residents to reinforce what residents can recycle and can't recycle. This involved putting a request out through via social media to determine if any householders would be interested in participating in the production of the video. An overwhelming response was received with approximately 200 people wanting to be involved.

1.10 Funding and support

WRAP will provide project management support for the communications elements of the project which will include:

- The development of a communications plan and activity schedule;
- Guidance and advice on the use and integration of the Recycle Now/Recycle for Wales resources; and
- Copywriting, design and print support.
- WRAP CCP will also investigate the provision of support to distribute materials.

1.11 Budget

VoGC has no budget for communications and is dependent on WRAP CCP support. They will however, cover the cost of all translations needed to support the communication deliverables.

2.0 Situational Analysis

VoGC's currently has a recycling rate of 65.3% (2016/2017) however there are concerns that this may slip back under the required 64%. In order to achieve and maintain the target and taking into consideration the outcomes from WRAP's Collections Options Report (1.3) and HWRC Review (1.4) VoGC is introducing the following service changes over the next two years (2018 – 2020).

- **Phase 1 – September 2018.** Introduction of restricted residual collections across the area and splitting of residual bags at HWRC's; and
- **Phase 2 – April 2019 – April 2020.** Introduction of a weekly source separated recycling at the kerbside rolled out in 3 stages: 1). April 2019 - rural areas, 2). September 2019 – Barry area* and 3). April 2020 – Penarth area of VoG*. This is subject to the build and completion of a waste transfer and bulking station in Barry.

The current householder consultation will help VoGC determine the types of containers needed to support this service along with other operational requirements. These are documented in the separate project plan.

WRAP will be supporting VoGC with the implementation of these phases by providing both operational and communications support as part of CCP.

Promotions will be undertaken using relevant available communication channels and will focus on the following:

Phase 1 Communications

Ensure householders understand that their restricted residual collections are changing, why, when, what this means for them and what they need to do. It will remind householders of the recycling services and additional services such as bulky waste and nappy collections to help ensure they have sufficient capacity to manage their waste effectively. In addition to providing details of the new bag splitting system being introduced at HWRCs.

Phase 2 Communications

Provide householders with details of the new dry recycling containers and how to use them – reinforcing what can and can't be recycled. In addition to information on the food and garden waste services and a collection calendar to show the frequency of the recycling and residual collections.

3.0 Aim & Objectives

3.1 Aims

The aims of this communication plan are to:

- Provide details of the communications needed to inform VoGC householders of the planned service changes between September 2018 and 2020; and
- Increase resident awareness and participation in the recycling services to achieve and maintain the statutory recycling target of 64% by the end of 2019/20.

3.2 Objectives

Short term objectives – End of July 2018

Phase 1

- To develop and deliver a communications campaign by the end of July 2018 to inform householders of the planned restrictions to residual waste and HWRC bag splitting.

Medium to long term objectives – March 2019 – March 2020

Phase 2

- To develop and deliver a communications campaign to inform householders of the move to source separated dry recycling collections and relevant changes to collection day as follows:
 - Rural residents by the end March 2019;
 - Barry residents by the end of August 2019; and
 - Penarth residents by the end of March 2020.

4.0 Target Audiences

External audiences

- All VoGC households.

Internal audiences

- Members, crews, frontline and helpline staff; and
- All other relevant VoGC staff.

5.0 Branding, campaign tone, messaging & behaviour

5.1 Branding

WRAP CCP will work with VoGC to design and develop relevant communications to support the service changes. This will help maintain consistency across communications and aid recall and recognition amongst householders. Recycle for Wales (RfW) branding, templates and resources will be used where relevant. Consideration will also be given to how the Recycle Now brand is used on the restricted residual communications as this will predominantly focus on residual waste not recycling however, where recycling is mentioned it will be included

A design agency will be used to develop the communications and a design brief will be developed outlining all the requirements. This will enable a suite of communications to be created using the Recycle for Wales look and feel but tailored to VoGC services. PDFs and InDesign files of all the design work will also be provided.

In order to comply with the Welsh Government's bilingual policy communications *all* copy will be translated into Welsh. A 'tilt and turn' approach will be used to ensure information is presented in both Welsh and English.

All communications material will adhere to the VoGC's corporate communications guidelines and plain English policy. VoGC's corporate logo and relevant web page address will be included on all communication materials.

5.2 Campaign tone

The tone of the communications will:

- Provide consistent messaging to avoid confusion regarding the service changes;
- Include positive messages and not be blaming or negative;
- Be consistent about the look and tone of voice;
- Make it easy for people to act; and
- Thank them for participating.

Communications materials will be signed off by the waste and recycling team and following the agreed process documented in **Appendix 1**.

5.3 Information and messaging table

The information and suggested messaging outlined below will be used to develop the communications detailed in sections 6.0, 7.0 and 8.0.

Phase 1 Communications – Restricting Residual and HWRC Bag Splitting		
Phase 1 Restricting residual Applied to: <ul style="list-style-type: none"> • Leaflets • Pull Ups • Posters • Stickers • Targeted emails • Social media/PR • Website • Livery • Internal communications 	Primary message <i>Changes to your black bag collections</i> <i>Instructional messaging</i>	<ul style="list-style-type: none"> • What the changes are and when they are happening; • Reasons why the residual restriction is being introduced and enforcement; • How residents can manage the changes e.g. using the existing weekly recycling services, assisted collections, extra allowances for large families, nappies/AHP, disposal of ashes. etc.; • Information regarding residual waste also being restricted at HWRCs; and • Where to go for more information and help.
Phase 1 - HWRC bag splitting Applied to:	Primary message <i>Changes at your HWRC</i>	<ul style="list-style-type: none"> • What the bag splitting means for householders, why and when it is happening; • What materials can be recycled at the

<ul style="list-style-type: none"> • Leaflets • Pull Ups • Posters • Targeted emails • Social media/PR • Website • Livery • Internal communications 	<p>Instructional messaging</p>	<p>HWRCs;</p> <ul style="list-style-type: none"> • Sorting of waste to make recycling at the site easier; • How the bag splitting be enforced; and • How to find out more information.
<p>Phase 1 – Additional Bags Guide</p> <p>Applied to:</p> <ul style="list-style-type: none"> • Leaflets • Social media/PR • Website • Internal communications 	<p>Primary message</p> <p>Your guide to using additional bags</p> <p>Instructional messaging</p>	<ul style="list-style-type: none"> • How to use the additional bags to show you have permission to use them; • How to get more bags and stickers; and • Where to get help if needed.
<p>Phase 2 Communications - New source separated dry recycling service</p>		
<p>Phase 2 – New dry recycling service</p> <p>Applied to:</p> <ul style="list-style-type: none"> • Leaflets • Targeted emails • Social media/PR • Website • Internal communications 	<p>Primary message</p> <p>Changes to your recycling service</p>	<ul style="list-style-type: none"> • Introducing the new recycling services; • Reasons for the change; • Explaining what equipment householders can expect and when; • Timescales and what happens next; and • How to find out more.
<p>Phase 2 – New dry recycling service</p> <p>Applied to:</p> <ul style="list-style-type: none"> • Leaflets • Pull Ups • Posters • Stickers • Targeted emails • Social media/PR • Website • Internal communications 	<p>Primary message</p> <p>Guide to your new recycling services</p> <p>Instructional and motivational messaging</p>	<ul style="list-style-type: none"> • What the changes mean for householders and when they are happening – including collection day changes; • Reasons why the changes are being introduced – focus on local and environmental benefits; • How the changes will be enforced • What materials can and can't be recycled from around the home; • Top tips; • How to get more recycling boxes/bags if householders need more; • Other applicable services available to householder's bulky waste, HWRCs etc); and • Collection calendar for both recycling and

		waste services.
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5.4 EAST framework and behaviour change

There are many behaviour change theories however, this plan draws on the EAST framework¹ which was developed by the Behavioural Insights Team (UK Government) in 2012. It works on the premise that if a behaviour needs to be encouraged it should be made Easy, Attractive, Social and Timely (EAST).

This framework will be used to help develop promotional activities to encourage recycling behaviour change. A more detailed description of the EAST framework is provided in **Appendix 2**.

6.0 Generic Communication Activities

This section focuses on the communication activities that will be used to help maximise the impact and reach of waste and recycling communications. It details the communications that will be used to support the service changes and help to increase residents' awareness and knowledge of the collection services available whilst also encouraging usage and participation.

VoGC currently manages a series of communications including: **website, social media, PR, call centre, member, crew and warden briefings, and internal promotions**. These will need to be maintained on an everyday basis and enhanced to support the specific communication activities being delivered to support phases 1 and 2, detailed in sections 7.0 and 8.0 respectively.

6.1 Website

VoGC's waste and recycling web pages are a key means for householders to find information about the council's waste and recycling services and will be updated as required to accurately reflect the services offered. In addition, all communications will include the website details.

Tactics

- Liaise with web team over scheduling updates and amends to support phases 1 & 2;
- Investigate the use of web banners to promote the service changes throughout July and August 2018;
- Investigate the creation and use of a direct URLs that signpost people directly to information on the waste and recycling pages e.g. www.valeofglamorgan/blackbags and www.valeofglamorgan/recycling this can also help supporting monitoring and evaluation;
- Develop copy and content based on messaging in section 5.3 - sign off; and
- Upload information and update pages throughout campaign periods (phase 1 & 2).

¹ EAST, The Behavioural Insights Team: http://38r8om2xjhh125mw24492dir.wpengine.netdna-cdn.com/wp-content/uploads/2015/07/BIT-Publication-EAST_FA_WEB.pdf

6.2 Social media & videos

VoGC regularly used social media (Twitter and Facebook) to communicate messages to householders. This channel will be used to support phases 1 and 2 campaigns both pre, during and post implementation.

In addition to informing householders of any collection issues and ad hoc promotions when they would be beneficial to achieving the recycling objectives e.g. National Recycle Week (September 2018).

At this stage VoGC will focus on using the social media as a channel to push information out about the campaign but should also consider reviewing which householders are using social media and investigate paid for options to target social media to these groups.

VoGC are in the process of developing some videos with householders about what can and can't be recycled in their homes. This will generate some really useful 'peer to peer' content which would be ideal for social media.

Recycle Now has a whole series of social media resources and animations about recycling that can be downloaded from the [WRAP Resource Library](#). These will particularly relevant for the phase 2 campaign. WRAP CCP has also developed videos to support recycling changes for other councils which could be easily adapted. These will be considered as part of the communication activities.

Householders who engage with VOGC's social media channels will be signposted to the waste and recycling pages to minimise calls to the call centre.

Tactics

- Develop content plan, copy and imagery for social media posts based on messaging in section 5.3 – sign off;
- Resize relevant imagery (e.g. pull ups and posters) for use on Twitter cards (600px x 316px);
- Investigate options to develop a recycling video (based on previous campaigns); and
- Schedule content throughout July and August 2018.

6.3 PR

VoGC has long established relationships with the local media and has already issued press releases about the planned service change and consultation exercise. VoGC will continue to inform local media groups about the service changes, planned communications and key messages to maximise reach and coverage across the county.

Tactics

- Develop pre-launch, implementation and post launch media releases - sign off;
- Provide a summary of the key benefits, messages and supporting facts and figures to support the roll; and
- Provide the media with copies of the leaflets and showcase the householder videos, especially for phase 2.

6.4 Roadshows and events

Roadshow and events are very popular with local residents. VoGC is planning to organise a series of roadshows in main shopping areas and areas with a high footfall for phases 1 and 2. This will provide council representatives with the opportunity to talk directly to householders on a one to one basis about the planned service changes, request recycling containers, discuss the additional services and answer any queries.

The council currently uses a roadshow vehicle which contains internal panels. New boards will be created for the panels based on the communications being developed to support phase 1. These can be used to promote information on phase 1 as required. Copies of the leaflets will also be handed out to support phase 1 and 2 service changes where relevant.

The council is in the process of purchasing a new roadshow vehicle, but this is unlikely to be available for use until Phase 2. Once ready, this will be branded with the agreed look and feel and include internal promotional panels.

Tactics

- Develop copy and content for the roadshow boards – sign off;
- Design bilingual boards in accordance with trailer panel measurements;
- Once final design agreed in English translate into Welsh;
- Produce boards and deliver to VoGC;
- Develop a roadshow location rota, along with a timetable of staff to man the roadshows; and
- Attend events, record number of attendees and requests for containers and additional services.

6.5 Call centre (C1V)

C1V is a prime means of contact for residents to request services or report issues. The call centre number will be included on all communications, in a dedicated contact section to ensure householders are aware of how they can find out more about the service changes.

Tactics

Call centre staff will be:

- Regularly briefed pre, during and post campaign implementation to keep them informed of progress;
- Provided with copies of any promotional material that is being delivered to householders; and
- Provided with an FAQ crib sheet so that they can answer queries correctly and consistently.

6.6 Briefings for Members, crews, HWRC operatives and wardens

VoGC will provide member briefings on planned campaign activity along with examples of communication materials where relevant.

Collection crews and HWRC operatives are on the front line of service delivery and it is critical that they are informed of the standard of service expected, initiatives being introduced, and promotions being undertaken.

They will be informed using toolbox talks, face-to-face meetings and newsletters in advance of any promotions.

Wardens will also receive specific training as they will be visiting householders directly and it is essential that information about the service changes, especially the additional services, is communicated correctly and consistently.

Tactics

- Prepare material for Member briefings;
- Prepare materials for crew and HWRC operatives;
- Prepare materials for wardens;
- Develop quick reference – FAQ sheet; and
- Schedule and deliver relevant briefings.

6.7 Internal communications and promotions

It is essential that the communications team regularly engage and update senior management and operational colleagues about progress with the planned communications to ensure they are kept fully up to date. Fortnightly emails should be provided to relevant staff summarising key activities coming up along with details of any artwork being developed.

There are approximately 2000 staff and 47 elected members working for VoGC. All staff and members should be encouraged to act as 'champions' for the services by demonstrating a good understanding, of how to use the services provided, the benefits, relevant local facts and figures and the importance of consistent messages to the public. Messages will be distributed using all available channels.

Tactics

- Apply service change posters (as detailed in sections 7.6 and 8.5) to internal notice boards;
- Issue internal monthly emails to 'all staff' to keep them informed of the planned service changes and progress – showcasing examples of the promotional materials where relevant;
- Where relevant, add information and updates on the service changes to the Council's intranet.

7.0 Phase 1 – Restricted Residual and HWRC Bag Splitting

The generic communications referred to in section 6.0 will also be applied to phase 1. These will be reviewed in line with the planned service rollout.

7.1 Introduction to the planned service changes

There has been no significant communication to residents about the waste and recycling services for at least 6 years.

VoGC has already issued a press release to communicate the planned service change and is also in the process of consulting with householders over the proposed changes using an online survey and through a series of roadshows. The results of which will help inform the communications and collection receptacles needed for the roll out of phase 2 (source separated dry recycling service).

Due to time and cost restrictions VoGC will not be able to issue a formal introductory communication to each household. However, they will issue another press release, update their website and use social media to inform householders of the outcomes of the consultation and reinforce the planned service changes and implementation dates.

Tactics

- Develop and issue a press release to inform stakeholders of the outcomes of the survey and next steps – sign off;
- Liaise with the corporate communications team to develop relevant social media posts to communicate the outcomes of the survey and in conjunction with the press release; and
- Liaise with the web team to update the relevant waste and recycling pages with updates about the outcomes of the survey.

7.2 Letter and instructional leaflet - restricted residual collections & HWRC bag splitting

A letter from the council, along with an instructional leaflet, will be developed and delivered to all householders during July 2018 to inform people that from 3rd September 2018 they will be restricted to putting out only two black bags per household, per fortnight. In addition, this will provide information on the proposed bag splitting at HWRCs and additional services available. This will provide sufficient time for householders to prepare themselves for the changes e.g. request nappy collections and request additional recycling boxes and help them manage their waste more effectively.

VoGC will need ensure that it has sufficient stock of receptacles in readiness for an increase in demand following the promotion.

Tactics

- Develop copy and content for letter, leaflet and envelope, based on messaging in 5.3 – sign off;
- Design an A5, 8pp, tilt and turn instructional leaflet (4pp Welsh – 4pp English);
- Design a C5 envelope (bilingual);
- Once final design agreed in English, translate into Welsh;
- Print 58,000 letters and envelopes;
- Print 65,000 leaflets (58,000 for direct delivery the remaining 7,000 for use at roadshows/events and as spares);
- Book delivery slot with agreed distribution agency
- Deliver letters, leaflets and envelopes to agreed location ready for packing and distribution;
- Deliver 'by hand' using agreed distribution agency. Regular updates will be provided throughout the distribution period including a back-checking process to ensure the leaflets have been delivered; and
- Review stocks of recycling receptacles

7.3 Targeted Email

VoGC has an established database of approximately 22,000 householders. This provides an ideal opportunity to send them an email about the planned changes and signpost them to the waste and recycling web-pages for more information.

Tactics

- Develop email content based on messaging in section 5.3 – sign off;
- Once final design agreed in English, translate into Welsh; and
- Issue emails in July and August 2018.

7.4 Extra Bag Instruction Leaflet and Sorry We Missed You Cards

Householders can request an additional bag allowance by calling the contact centre. A member of the team will then screen residents to determine if they qualify for an additional bag allowance. If yes, they will be presented with two options:

Option 1 – if the request is straightforward e.g. the householder requires additional bags for the disposal of adult nappy products residents will be granted an allowance which will be recorded and documented. These residents can then collect their additional purple bags along with an instructional leaflet from the Civic Centre.

Option 2 – if the request is more complicated, a warden visit will be organised. This will enable the warden to talk directly to the householder about how to manage their waste and agree an extra bag allowance with them. These residents will also be provided with instructions on how to use the additional bags.

The 'purple bags' will demonstrate to crews that households have permission for more than the 2-bag limit.

Sorry we missed you cards will be produced so that wardens can leave these with householders that are not in when organising visits and signpost them to where they can get additional information and help.

Tactics

- Develop copy and content for the 'extra bag allowance' leaflet and sorry we missed you card- sign off;
- Design an A5, 2pp, bilingual tilt and turn leaflet providing instructions on how to use and sticker additional bags;
- Design an A6, double sided, bilingual 'sorry we missed you' cards;
- Once final design agreed in English, translate into Welsh;
- Print 5,000 leaflets and deliver to VoGC;
- Print 1,500 cards and deliver to VoGC; and
- Issue to wardens for use with householders.

7.5 Restricted Residual – Two Bag Limit Sticker

Following the launch of the service change a 'two bag limit' sticker will be developed and applied by crews or wardens to residual bags if householders put out more than two bags for collection. The stickers will signpost residents to the webpages to help them find out more about what they can do to manage their waste more effectively e.g. additional services, recycling etc.

The design file for the sticker will also be made available so VoGC can print stickers them in the future.

Tactics

- Design full colour, UV proof, A6 bilingual 'two bag limit' sticker – sign off;
- Once final design agreed in English, translate into Welsh;
- Print 40,000 two bag limit stickers, on rolls and deliver to VoGC offices; and
- Apply stickers using crews and wardens.

7.6 Pull Up Banners

Pull up banners are an effective way to promote key messages and information in high footfall public locations for example: council offices, local community/leisure buildings and corner shops (if possible). They can also be used to support roadshows and events.

Pull up banners will be designed as part of the planned suite of communications and will circulate to relevant locations.

Tactics

- Develop copy and content for the banners to relate to VoGC services – sign off;
- Design banners, 2 bilingual designs (1 restricting residual & 1 HWRC bag splitting);
- Once final design agreed in English, translate into Welsh;
- Produce and deliver banners to VoGC;
- Agree a location rota to ensure banners are circulated to relevant community areas to promote and support campaign activity; and
- Circulate banners using wardens.

7.7 Posters

Create posters for use across the county to promote the planned service changes. The wardens will be responsible for putting the posters up.

Tactics

- Develop copy and content for the posters to relate to VoGC services – sign off;
- Design A2, A3 and A4 posters, 2 bilingual designs (1 restricting residual and 1 HWRC bag splitting);
- Once final design agreed in English, translate into Welsh;
- Print: 15 restricted residual posters and 10 HWRC A2 posters, 40 restricted residual posters and 10 HWRC A3 posters and 40 restricted residual posters and 10 HWRC A4 posters;
- Deliver posters to VoGC; and

- Agree locations and use Wardens to put posters up.

7.8 Waste Vehicle Livery

Vehicle livery is an excellent mechanism to promote key messages and information and provides good value for money as the vehicles are constantly travelling around the area and act as mobile external advertising.

Tactics

- Develop copy and content for the livery – sign off;
- Design livery panels, 2 bilingual designs (1 restricting residual & 1 HWRC bag splitting);
- Once final design agreed in English, translate into Welsh; and
- Produce and install panels on vehicles at VoGC depot.

7.9 HWRC Leaflet

A specific leaflet will be developed for distribution at the household waste and recycling centres in Barry and Llandow to explain the 'splitting' of residual bags. The leaflets will be distributed during July and August by site staff and also made available using a leaflet dispenser. Site staff will require careful training to support this intervention.

Tactics

- Develop copy and content-based messaging in 5.3 – sign off;
- Design an A5, 4pp, bilingual tilt and turn leaflet;
- Once final design agreed in English, translate into Welsh;
- Print 5,000 leaflets (2,000 per site + spares) and deliver to VoGC; and
- Purchase 10 leaflet dispensers.

8.0 Phase 2 – Source separated dry recycling service

The generic communications referred to in section 6.0 will also be applied to phase 2. These will be reviewed in line with the planned service rollout.

Phase 2 will focus on the introduction of a weekly source separated dry recycling service at the kerbside and will replace the existing co-mingled recycled service. The weekly food and garden waste services will continue as normal.

The service will be rolled out in 3 stages:

- Stage 1 - The Vale in April 2019 (communications to be issued Feb – March 2019);
- Stage 2 - Barry in September 2019 (communications to be issued July – August 2019); and
- Stage 3 - Penarth in April 2020 (communications to be issued Feb – March 2020).

A consultation is currently underway to determine the container preferences of householders for this new recycling service. This will be completed by the end of the May and VoGC will then agree a final implementation plan. The outcomes will be communicated to residents through the local press, website and

social media. The new service is dependent on the build and completion of a new waste transfer and bulking station in Barry.

Flats and areas where there are communal collections will be assessed and may be provided with an individual style of collections (e.g. using box frames or wheeled bins) – as a result individual leaflets may need to be designed for these areas. This will be confirmed once the collections policy is finalised.

The proposed communication activities to support the rollout, outlined below, will need to be reviewed nearer the date of introduction along with timescales.

8.1 Introduction to source separated recycling

A simple introduction/teaser flyer should be developed to explain the service changes and what householders can expect e.g., new containers and following the outcomes of the consultation, any options for registering container preferences, timescales and how to find out more information. If container preferences are an option, the leaflet will need to be delivered at least 6 weeks prior to the start of the service to enable VoGC to deliver the requested containers.

This will follow the same look and feel as the restricted residual leaflet but with a focus on recycling and include the Recycle for Wales brand and use of CGI imagery and Recycle Now templates.

Tactics

- Develop content and copy based on the messaging in section 5.3 – sign off;
- Design an A5, double sided bilingual flyer;
- Once final design agreed in English, translate into Welsh;
- Print – TBA. This will depend on the number of households in each of the rollout areas e.g. The Vale, Barry and Penarth;
- Distribution – TBA. Consideration will be given to mailing this out with the Council Tax information.

8.2 Instructional leaflet to source separated recycling and collection calendar

This leaflet will explain how householders use the new recycling containers, encourage them to participate in the service and recycle materials from around the home. The leaflet will focus on what can and can't be recycled in the containers and also remind householders about the food and garden waste collection services. A separate collection calendar will also be included so householders understand the frequency of collections for both waste and recycling. These will need to be tailored to collection rounds.

Tactics

- Develop content and copy based on messaging in section 5.3 – sign off;
- Design an A5, 8pp, bilingual tilt and turn leaflet;
- Design and print bilingual A5 2pp calendars – number of versions will depend on collection rounds. Consideration needs to be given to how to best develop the collection calendars especially if collections are not on the same day of the week e.g. fortnightly residual waste collected on a different day to fortnightly garden;
- Print – TBA – this will depend on the number of households in each of the rollout areas e.g. The Vale, Barry and Penarth; and

- Delivery of instructional leaflet and relevant calendar by the crews/wardens along with the new containers.

8.3 Targeted Email

VoGC has an established database of approximately 22,000 householders. If possible, this should be reviewed to determine if the details can be segmented by area e.g. The Vale, Barry and Penarth to support the rollout stages. Emails can then be targeted accordingly.

Tactics

- Develop email content based on messaging in section 5.3 - sign off;
- Once final design agreed in English, translate into Welsh; and
- Issue email to rollout areas as agreed.

8.4 Pull up banners

As phase 1, pull up banners will be used in high footfall public locations for example: council offices, local community/leisure buildings and corner shops (if possible). They can also be used to support roadshows and events.

Tactics

- Develop copy and content for the banners to relate to VoGC services – sign off;
- Design recycling service banner 1 x bilingual design;
- Once final design agreed in English, translate into Welsh;
- Produce 8 x banners and deliver to VoGC;
- Agree a location rota to ensure banners are circulated to relevant community areas to promote and support campaign activity; and
- Circulate banners using wardens.

8.5 Posters

Create posters for use across the county to promote the new recycling services. The wardens will be responsible for installing the posters.

Tactics

- Develop copy and content for the recycling posters to relate to VoGC services – sign off;
- Design A3 & A4 posters, 2 x bilingual designs;
- Once final design agreed in English, translate into Welsh;
- Quantity TBA;
- Deliver posters to VoGC; and
- Agree locations and use Wardens to put posters up.

8.6 Crew Cards

Crew information cards will be created, and a small quantity stored in the cabs of the recycling vehicles. These will be used as a customer service tool and enable crews to leave these with householders who want more information about the services.

Tactics

- Develop copy and content for the crew cards and sign off;
- Design crew card (85mm x 55mm);
- Quantity: TBA
- Deliver cards to VoCG; and
- Brief crews and distribute to crew cabs.

8.7 Contamination stickers

Once the new service has bedded in, VoGC will review the existing contamination stickers used on the co-mingled bins and determine if new stickers need to be created for the new service. If yes, these will need focus on the different materials being collected and the new containers. Once agreed, a template sticker will also be created so VoGC can print stickers inhouse in the future.

Tactics

- Review sticker requirements.

9.0 Activity Schedule

See the separate project plan for details of the activity schedule for phase 1.

10.0 Monitoring and evaluation

Monitoring of communications should be tailored to the activities and might include the following measures.

Restricted residual

- Did householders understand the communications – feedback from Wardens;
- Number of household enforcement actions taken against (stickering, s.46 notice and fines);
- Number and reasons for visits by wardens;
- Number of additional recycling boxes/bags requested/provided;
- Changes in residual waste tonnage collected pre-and post;
- Changes in tonnage of recyclables and food waste collected pre-and post-restricted residual waste enforcement; and
- Survey results and analysis from roadshows.

HWRC bag splitting

- Record the tonnage of recyclables and residual waste at the HWRC pre-and post-campaign;
- Number of bags split and how many contained materials which could be recycled either at the kerbside or at the HWRC. VOGC should consider purchasing scales to accurately measure the materials that can be recycled for the first 12 weeks of the bag splitting exercise; and
- Number of leaflets handed out.

Move to source separated dry recycling kerbside collections:

- Did householders understand the communications – feedback from Wardens;

- Number of household enforcement action taken against (stickering, s.46 notice and fines);
- Number and reasons for visits by wardens;
- Number of additional recycling boxes/bags requested/provided over and above those distributed;
- Changes in tonnage of recyclables and food waste collected pre-and post-restricted residual enforcement; and
- Analysis from roadshows.

General

- Were the communications material produced and delivered on time;
- Number of calls to C1V monitored monthly;
- Waste and recycling webpage and social media analytics; and
- Press coverage.

The communications team to carry out a monthly review and evaluation of the results and positive and negative aspects of the communications will be noted for future promotions. These measures will help determine the impact and reach of the campaign.

The communications team will ensure that all staff involved in monitoring have a clear understanding of waste, the services provided, systems in place and what VoGC are hoping to achieve and importantly why the recording of accurate data is so critical.

Appendix 1 - Sign-Off Procedure

General design principles and specific material required agreed with VoG and WRAP

First draft of design to be sent to WRAP:

amy.bowen@wrap.org.uk

WRAP to send to VoG Officers for comment:

ccsmith@valeofglamorgan.gov.uk

bthomas@valeofglamorgan.gov.uk

social@valeofglamorgan.gov.uk

Final draft for sign off prior to any printing or distribution to be sent to:

ccsmith@valeofglamorgan.gov.uk

Once agreed and signed off, a copy of marketing material to be sent to:

Executive Member; and

Contact Centre.

Appendix 2 – EAST - Behaviour Change Framework

There are many behaviour change theories however, this plan draws on the EAST framework² which was developed by the Behavioural Insights Team (UK Government) in 2012. It works on the premise that if a behaviour needs to be encouraged it should be made Easy, Attractive, Social and Timely (EAST).

This framework will be used to help develop promotional activities to encourage recycling behaviour change.

Make it Easy

- We have a strong tendency to go with the default or pre-set option, since it is easy to do so. Making recycling the default makes it more likely to be adopted;
- Making it easy for people to recycle can increase participation; and
- Making the message clear often leads to more action and breaking down the instructional "how to recycle" information into quick and easy steps will mean that people are more likely to do it.

Make it Attractive

- The communications materials should be attractive; and
- The benefits of recycling should be clear, and where possible the personal benefit should be demonstrated.

Make it Social

- Showing that most people undertake a desired behaviour, in this case recycle, encourages others to do the same.
- We're embedded in our social networks and those that we come into contact with shape our actions. Engaging key and influential organisations and individuals in VoGC and showing that they are recycling will encourage participation from others; and
- Encouraging people to make a public commitment to recycle food waste and dry recyclables will mean that they are more likely to participate.

Make it Timely

- We should prompt people when they are likely to be most receptive. Behaviour is generally easier to change when habits are already disrupted such as around major life events e.g. moving to a new house or key calendar dates;
- We are more influenced by costs and benefits that take effect immediately than those delivered later – campaign messaging should where possible highlight the immediate benefits of recycling; and
- There is a gap between intentions and actual behaviour. The suggested campaign messaging (section XX) takes account of these barriers and provides solutions that will help people to overcome them.

² EAST, The Behavioural Insights Team: http://38r8om2xjhh125mw24492dir.wpengine.netdna-cdn.com/wp-content/uploads/2015/07/BIT-Publication-EAST_FA_WEB.pdf

WRAP's vision is a world in which resources are used sustainably.

Our mission is to accelerate the move to a sustainable resource-efficient economy through re-inventing how we design, produce and sell products; re-thinking how we use and consume products; and re-defining what is possible through re-use and recycling.

Find out more at www.wrapcymru.org.uk

WRAP

wrapcymru.org.uk
[@WRAP_cymru](https://twitter.com/WRAP_cymru)

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Changes to your Household Waste Recycling Centres (HWRCs)

From 3rd September 2018

When visiting the HWRCs you will need to:

- 1 Sort recyclable from non-recyclable materials at home** so that when you visit the HWRCs you can place recycling in the correct bins. This will make your visit quicker and easier.
- 2 Open bags that you bring to the HWRC** to show our team that they do not contain recycling. If they do, you will need to sort them on site or return home to do this.
- 3 Also bring proof that you live in the Vale of Glamorgan**, for example, your driving licence or utility bill.

Only non-recyclable items will be allowed in the household waste skip.

A wide range of materials can be recycled at the HWRCs including:

 cardboard	 paper	 mixed glass bottles & jars	 household plastic packaging
 hard plastics	 green waste	 batteries	 small appliances
 large appliances	 fridges & freezers	 cooking oil	 books
 compact discs	 scrap metal	 carpet	 mattresses
 car batteries	 mixed textiles & clothes	 fluorescent tubes	 tvs & monitors

Changes to Your Black Bag Household Waste Collections

From 3rd September 2018



For information:

 www.valeofglamorgan.gov.uk/recycling

 c1v@valeofglamorgan.gov.uk

 01446 700111

Follow us on social media:

 Vale of Glamorgan Council

 @vogcouncil



Mae Bro Morgannwg yn ailgylchu
Vale of Glamorgan recycles

What is changing?

From 3rd September 2018:

- Households will only be able to put out a maximum of 2 black bags of household waste for collection every fortnight.
- Black bags of a standard size will need to be used. Extra-large bags such as wheelie bin liners will not be collected.
- Where additional black bags are put out, they will not be collected and enforcement action may be taken.
- Over Christmas and New Year the restriction will not apply. Details of this will be advertised closer to the time.

Your collection day will not change.



There will be no restriction to your recycling collections.

Please Note: We will no longer be able to collect waste from wheelie bins. However, household dustbins may be used instead to store your 2 black bags.



Why is it changing?

- The average number of black bags put out by households is 3 per fortnight.
- Around 60% of waste in black bags can be recycled.
- We currently recycle 64% of our waste, but need to reach 70% to meet the Welsh Government's recycling targets, or the Council may be fined.



This leaflet is printed on recycled paper.

What you need to do

✓ What you can recycle	
	Newspapers, magazines, card and cardboard
	Plastic bottles, tubs, trays and containers
	Glass jars and bottles
	Cans, tin foil and empty aerosols
	Food and drink cartons

✗ What you can't recycle	
Please put these items in your black bag	
	Nappies
	Wet wipes
	Polystyrene
	General waste

Need extra help?

If in your household you have:

- 6 or more residents.
- Nappies or adult hygiene products.
- Other waste that you can't recycle or limit to 2 bags.

You may apply for an additional bag allowance by calling **01446 700111**.

A member of our team will discuss your needs with you and a warden visit may be arranged.



Restricted Residual Policy

Introduction

1. It is the duty of the Vale of Glamorgan Council (VoGC) to arrange for the collection and disposal of household waste as stated in Section 45 and 48 of the Environmental Protection Act 1990 (EPA).
2. From the 3rd September 2018 VoGC will operate a policy of restricted residual waste, both from kerbside collections and at the Barry and Llandow household waste recycling centres (HWRCs).
3. This document details the policy.

Kerbside Residual Waste Restriction

- 4 The EPA (46(1)) permits Councils to require householders to place waste for collection in receptacles of a kind and number specified. On this basis a restriction on the amount of residual (refuse/black bag waste) is enforced within the VoG.
- 5 The following **RESTRICTION** is applicable within VoG:
 - a. Households are permitted to put out for collection **2** black bags of residual waste (refuse/black bag waste) per fortnight;
 - b. **Householders are to provide black bags** for residual waste collections, the Council is not able to supply bags to householders;
 - c. Each bag must be no larger than **1 metre in length and 750 mm** in diameter, oversized bags (such as wheelie bin liners) will not be collected;
 - d. Where householders leave additional black bags out for collection, they will not be collected, and the householder will be subject to VoGC's Enforcement Policy.
- 6 Use of **DUSTBINS AND WHEELED BINS**:
 - a. Use of wheeled bins are permitted for storage purposes only, on collection day householders must put their two bags on the kerbside for collection, and not the wheeled bin.
 - b. In place of wheeled bins, householders may use standard 'dustbin(s)' to store their black bags on the kerbside. However, the dustbin(s) must be of a standard size (80 to 90 litres) and the householder must still house their waste in black bags (maximum of two);
- 7 Note: The restriction only applies to residual (refuse/black bag waste), there is no restriction to the amount of recycling that householders put out for collection.
- 8 **Christmas Collections**: The restriction will not apply over the Christmas and New Year period. Details will be communicated locally nearer the time.

9 Exemptions:

- 10 If householders recycle all that they can within VoG's current services, but are unable to restrict the number of black bags that they put out for collection to two bags per week, they may apply for an exemption;
- 11 This may be for reasons such as;
 - they produce nappy/AHP waste;
 - they have 6 or more residents living in their household; or
 - other special circumstances.
12. To apply for an exemption, the householder should call C1V. An advisor will discuss the householder's needs over the phone, following which a house visit by a Waste Warden may be arranged.
13. The application of any exemption, including the number of extra bags that a householder may be permitted to put out for collection, will be at the discretion of the advisor/Waste Warden. The Warden will inform the householder of the number of extra bags permitted during their phone call/visit.
14. If an exemption is granted over the phone, the householder will be required to visit the Alps Depot in Wenvoe to collect bags (which will be single use bags, purple in colour), which they will use as their additional allocation.
15. If the exemption is granted in person by the Waste Warden, the Warden will supply the householder with the agreed number of bags.
16. Householders that have been granted an exemption may be required to re-register for the exemption periodically. VoGC will agree the required re-registration period with the applicable households at the point that the exemption is granted.
17. Where householders put out additional waste for collection as per the exemptions stated above, only the extra number of bags as permitted by the Waste Warden will be collected. Any other waste put out for collection above the householders' 2-bag limit will not be collected and the applicable education and enforcement procedure will be utilised by VoGC.
18. All waste and recycling must be placed out by 7am on the morning of collection to ensure collection.
19. **Education and enforcement of the restriction:**
20. VoG will educate householders about the requirements of restricted residual waste in the first instance. Enforcement will be used only for those householders and persons that have received prior education and guidance, which has then not been adhered to.

21. The following policy will be utilised when a householder places more than 2 black bags out on collection day:
- a. First occurrence: Additional bags will be left and stickered by crews. Householders will be asked to take the bags back in, remove recyclables and only place two bags out in future. No further enforcement action will be taken
 - b. Second occurrence: Additional bags will again be stickered and left by crews. The household will be subject to VoGC's Enforcement Policy.

HWRC Residual Waste Restriction and Proof of Residency

22. The following restriction applies in VoG:

- c. Unsorted black bag waste is not accepted at either the Llandow or Barry household waste recycling centres (HWRCs).
- d. Householders are instead required to sort all recyclable material from non-recyclable materials prior to arriving at the HWRCs.
- e. On arriving at the HWRCs, householders are required to place recyclable items in the relevant recycling container, and only non-recyclable items in the residual waste (refuse/black bag) skip.
- f. If a person arrives at the HWRCs with unsorted waste, they will be given the option to either sort their black bags in a designated sorting area at the site, or return home to sort their black bag waste.
- g. Any bags sorted on site must be sorted by householders, site staff will be able to provide guidance but will not assist with the sorting.
- h. The deposit of recyclable items in the residual skips will not be permitted.

23. Proof of Residency:

24. Any person visiting the HWRCs in the VoG will be required to produce proof of residency when requested by site staff (meet and greet staff or other).
25. Proof of residency will be taken to include items such as driving licence or utility bill with a Vale of Glamorgan address.
26. Those who are not able to produce proof of residency when requested, will be turned away from the site.

27. Education and enforcement:

28. Any person that leaves unsorted black bag waste at, or in the vicinity of, the HWRCs, will be considered to have committed the offence of 'flytipping' as per s34 of the EPA 1990, and will be subject to VoGCs Enforcement Policy.