

# DBA Design Effectiveness Awards 2010 - Environment

Project Title: Waste Collection and Recycling campaign  
Category: Environment  
Sub-category: n/a  
Client Company: South Oxfordshire District Council  
Design Consultancy: Ferrier Pearce  
Current Date: June 2010



**Your bin collection is changing for good.**

Starting from 4 October 2010

The Vale of White Horse District Council is bringing you a new bin collection service to help you recycle more and reduce the amount of waste going to landfill.

The new service will mean you get a weekly collection of food waste from a small bin and fortnightly collections of rubbish and recycling from wheeled bins on alternate weeks.

You will also be able to recycle more items than before including cardboard, mixed plastics and Tetra Paks such as milk or juice cartons.

You will soon be getting more information about these changes but in the meantime more details can be found on our website [www.whitehorsedc.gov.uk](http://www.whitehorsedc.gov.uk)



Recycling Food waste Rubbish



 For more information on the new service please visit [www.whitehorsedc.gov.uk](http://www.whitehorsedc.gov.uk)

## Executive summary

South Oxfordshire and Vale of White Horse District Councils commissioned Verdant and Ferrier Pearce to help deliver a communications campaign that would explain and promote the adoption of the new waste collection service being introduced to help increase recycled domestic waste.

The Councils realised that to ensure the waste collection service was adopted effectively, and the amount of recycled material increased, homeowners would have to embrace both the new collection service and the reasons for the changed arrangements.

This was achieved by informing all households of the new service in advance of the new bins being delivered and through a process of ongoing environmental education ensuring acceptance of the need to recycle more domestic waste.

The calculated value of the project to the client is based on savings made on fines that would have been paid on rubbish sent to landfill and the payments made to the Council for the amount of dry waste recycled.

In the first four months 4,000 tonnes of waste have been diverted from landfill saving the Council £160,000 in fines and 12,000 tonnes of dry recycled waste have earned the Council £480,000 in recycling credits.

This equates to a return on investment of over 450%.

Recycling rates increased from 38% to 70% in first 8 months of the new waste collection service being introduced. Recycling rate is currently running at approximately 70%. By comparison the top council in the 2010 DEFRA recycling league table was recycling at a rate of 61%.

Shona Ware, Communications Manager for the Council, said of the information marketing material and communications strategy: "We were particularly impressed by the Ferrier Pearce bid because it was such a fresh approach. There has been such a lot of material produced around issues of waste and recycling that it would have been easy to stick to the tried and tested. But Ferrier Pearce gave us something totally new and eye catching."

306 words

## Project overview

### Outline of Project

South Oxfordshire District Council commissioned Ferrier Pearce to work with the new waste contractor, Verdant, and help deliver a communications campaign that would explain and promote the adoption of a completely new waste collection service that was being introduced to help increase the quantity of domestic waste being recycled by homes in South Oxfordshire and Vale of White Horse. The campaign is to be implemented by the neighbouring Vale of White Horse District Council in the Autumn of 2010.

### Description

To help segregate recyclable material, especially food and garden waste, homeowners were provided with a new set of waste specific bins. These supported the rescheduled fortnightly collection of recyclable and non-recyclable rubbish, plus the new weekly collection of food waste.

The information material design and supporting communication strategy introduced the brand new waste collection service, highlighted the benefits of the new service, explained the new collection calendar and emphasised the importance of separating waste and recycling.

### Overview of market

At the time of the project a number of councils had been criticised for being aggressive in their implementation of recycling and waste separation campaigns. This 'Big Brother' attitude had created nationally negative press and damaged the cause of resident wasted recycling. Therefore we were careful to avoid this pitfall and developed a very different approach.

### Project Launch Date

The new waste collection and recycling service launched in South Oxfordshire on 8 June 2009.

### Size of Design Budget

The budget of £110,000, across both Councils, was allocated for the campaign. In addition, the Councils' waste contractor, Verdant, provided £30,000 for a branded events trailer that was used on a series of road shows around the region.

## Project overview

### Outline of Design Solution

Working with the Councils and Verdant, Ferrier Pearce designed a suite of uniquely branded marketing materials, which aligned with the South Oxfordshire District Council's corporate identity and engaged with their target audience.

South Oxfordshire residents had an exemplary record when recycling and any campaign had to recognise these existing efforts whilst encouraging the use of the new food and garden waste collection opportunities.

Ferrier Pearce recommended that rather than adopt the formal and sometimes authoritarian messages used by other councils when introducing and policing residential recycling programmes a more friendly approach be adopted. As a result the messaging and graphics were developed and designed to create a sense of fun and local community support.

Based upon the nationally recognised Recycle Now iconography, which was formatted to create imagery unique to the campaign, the visual messages were supported by familiar and friendly language that informed and encouraged rather than instructed homeowners how to use the new waste collection and recycling service.

The suite of marketing information material included:

- An introductory leaflet for residents
- A instructional pack, including collection calendars
- Website compliant downloadable leaflets
- Feature pages on the Council's website
- Feature articles in the Council's resident newspaper
- Regional road shows
- Local press adverts
- Pop-up displays
- An events trailer supplied by Verdant
- Road show posters
- Events giveaways
- Vehicle liveries installed by Verdant
- Bin stickers
- Green waste information leaflet

All the material specified for the campaign was chosen on the basis of its environmental sensitivity.

Suppliers were selected for their proximity to the client to reduce road miles and, in turn, the activity's carbon footprint. All paper-based marketing materials were printed on 100% recycled stock using vegetable based inks and were delivered by Verdant personnel as part of the existing waste collection service.

All the literature was designed to be compatible for web use and downloadable from the Council's website.

319 words

## Summary of Results

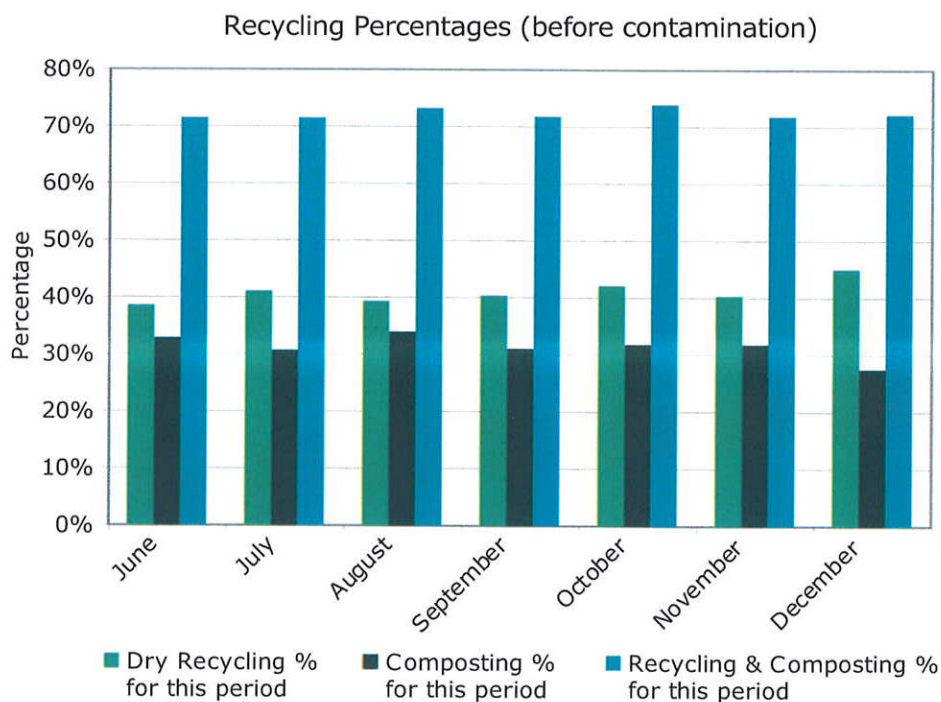
Since the new service launched the Authority's recycling has increased and composting rate has almost doubled. In 2008/09 it was recycling just 38% of all waste collected, which then ranked it 124 out of 394 councils on the Government's official league table. South Oxfordshire District Council's primary objective, to be satisfied by the new waste collection service supported by the resident engagement campaign designed and implemented by Ferrier Pearce, was to increase this total recycling figure. Figures now show recycling at an impressive 70% of all waste by diverting over 4000 tonnes from landfill. The top Council recorded a recycling rate of 61.55% in the 2008/9 league table. Based on South Oxfordshire's current figures this would put the Council amongst the country's top recyclers.

One of South Oxfordshire District Council's key objectives was to encourage residents use of the new food and garden waste collection service.

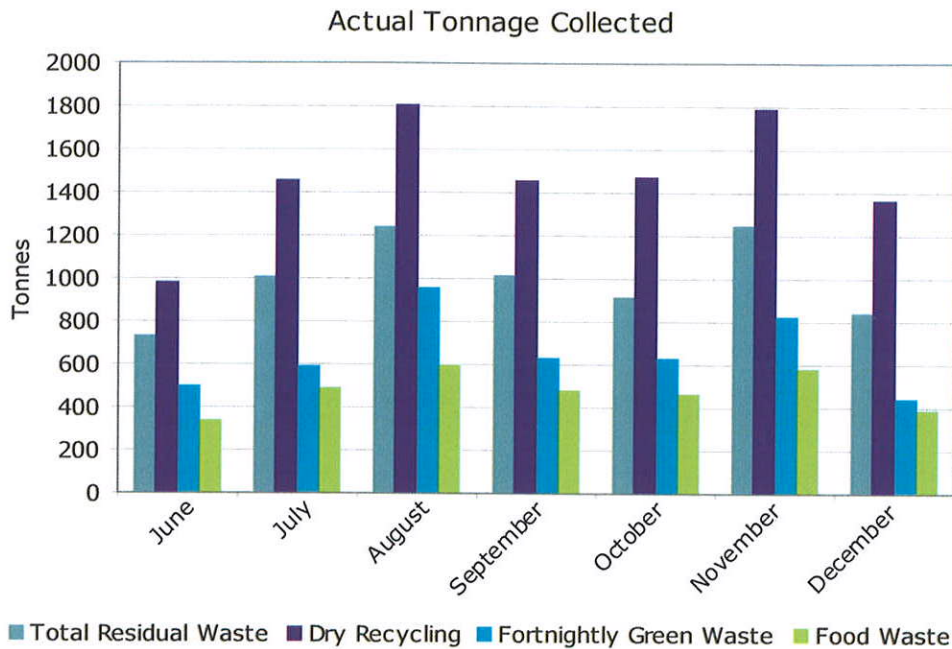
Based on Government's league table compost recycling has already more than doubled in South Oxfordshire. In 2006 - 07 only 6% of waste was composted and in 2009 this figure was 13.5%

Since rollout in early June, South Oxfordshire's recycling and composting rate has nearly doubled from its 2008 baseline of around 38% (in line with the England's current average rate of 37.6%).

South Oxfordshire's recycling rate averaged 70% for the seven months up to and including December 2009. During this time, with residents recycled a total of 18,904 tonnes of dry recyclables, green waste and food waste, and generated 7,256 tonnes of residual waste.



## Summary of Results



Return on Investment for the project has been dramatic. From a total expenditure of £110,000, the Council has saved £160,000 in fines from reduced landfill and earned £480,000 in recycling credits.

The total ROI is over 450%.

The impact on the environment has also been extremely positive, with over 4000 tonnes of waste diverted from landfill and 12,000 tonnes of dry waste being recycled.

A further measure of the communication strategy's ongoing success was the improved missed bin rate, which in the early days of the rollout, for 115,000 weekly collections peaked at 484 per 100,000, and is now running at less than 30 per 100,000 collections - a 99.97% hit rate.

Both Councils, Verdant and Ferrier Pearce knew the only way to win ratepayers' hearts and minds and persuade them to recycle as much waste as possible was by delivering a comprehensive communications campaign that ensured homeowners fully understood what was going to happen and when, and how they could make a real environmental difference.

It was important to continue this community engagement after the launch so that homeowners would appreciate the difference they were making.

The communications strategy built upon the Councils' existing recycling best practice and ensured all those affected by the changes embraced and used the new improved service.

The strategy and supporting design, based around the nationally recognised Recycle Now iconography, was market tested by Ferrier Pearce organised focus groups, to evaluate the design strategy and messages. The research findings resulted in minor changes to the planned deliverables but unanimously supported the friendly tone and language used in the marketing materials, which created a feeling of ownership of the new service by local residents.

It is clear from the impressive recycling rates now being achieved that homeowners not only understand but have also embraced the new scheme.

## Appendix

### Research resources

South Oxfordshire District Council.

### Other Influencing Factors

There were no other known influencing factors others than those listed in this document.



### Getting things right first time

It's not long now before your first collection from your new bins, so here's a quick reminder of what goes in each bin:

#### Recycling

Items should be loose and clean.



Please ensure all three bin lids are closed.

#### Grey bin

The rubbish you're left with after you've removed your recycling and food waste. You can use black bags inside this bin.



#### Food waste recycling



Please remember to check your calendar for the right collection day and the right week.

If you need a calendar please call us on 03000 610619



### How do I use my food waste caddy?

To get you started we've given you 50 biodegradable corn starch liners for your food waste recycling. If your liners are missing, please call the number on the back of this leaflet.

#### 1 Line your caddy with a corn starch bag and fill it with food waste.



#### 2 When it is full, tie the bag and put it in your bigger outside food bin.



You can buy more liners from most supermarkets, but please only use biodegradable cornstarch bags with the reference EN13432 on them and not plastic bags. Alternatively you can use one or two sheets of newspaper to line your caddy.

#### Things to remember...

Please do not put your house number on the bin. If you wish to put your house number on the bin, please use self-adhesive stickers that can be bought from most hardware stores.

Also if you are wondering what to do with your old green bins, if you want them they're yours to keep. Otherwise please look on the website or contact us for more information which will be available once the service starts in June.

## Appendix



# Recycling

**✓ Yes please**

- any paper and card including magazines and telephone directories
- all steel and aluminium food and drink cans
- aluminium of including food trays
- household plastic packaging including all plastic bottles, food trays, yogurt pots and margarine tubs
- all glass bottles and jars (any colour)
- aerosols
- food and drink cartons (Tetra Paks)
- plastic bags

Put these items loose inside the bin and preferably clear

**✗ No thanks**

- mirrors
- light bulbs\*
- batteries\*\*
- window panes, glass cookware (Pyrex), glasses etc
- chinwami
- children's toys
- polystyrene
- cling film
- food waste
- garden waste

\*Not for disposal at the Council's Community Recycling Centre.

Starts 8 June 2009

Tel: 03000 610610  
Visit: [www.southoxon.gov.uk/recycling](http://www.southoxon.gov.uk/recycling)





## Appendix

