

Waste and Recycling collections in 2021/2022

A cleaner and greener York through improved recycling collections

Objectives

Think residents understand the changes to the recycling collections, where and which households will be affected. Residents **know** that York is one of the top recycling LA's in the region, with the capacity to recycle more - the council prioritises their waste collection service and helps residents to recycle more. Know the benefits of online access.

Feel – residents feel they've been listened to and can shape how the plan is implemented, they feel they have been given plenty of advance notice, are able to plan ahead and prepare for the changes. Feel confident, willing and able to recycle. Feel that we're leaving the environment in a better place than we found it

Do – decrease the number of recycling complaints. Residents present the right bins at the right time and recycle more..

Strategy

Showcase good practice – increase visibility of our recycling and electric, more efficient recycling vehicles - Show what good looks like with cleaner, greener alternatives together with thanking the city for recycling more.

Target communications – tailor communications to the different areas. Improve accessibility to information online and a mix of on and offline communications. Target 'hard to reach' areas and communities and those with a low recycling rate through targeted comms and support.

Deliver a regular drumbeat – deliver communications in phases (preparation, transition and implementation) sharing information as early as possible, providing regular and repeated information consistently to build awareness and confidence and act as a reminder of what to do when.

Build advocacy – encourage the city to want to recycle more – to be the best city at recycling – through sharing regular updates and information with partners, ward members and communities. That we want to leave the environment in a better place than we found it.

PRIORITIES/HIGHLIGHTS

Phase 1: preparation

- 24 February– Cllr decision session report goes live
- virtual decision making session on 3 March 2021
- To issue PR, social media, web
- To start insight groups/ gathering – prepare engagement materials
- (17/03) 25 March Scrutiny – to determine options
- Usually done within 24hrs (so possibly Fri 26 March approval) Officer decision – Neil Ferris

Phase 2 – consultation

- To issue PR, social media, web on consultation
- Poss starting Monday 29 March TBC launch 6 week resident consultation
- In tandem with insight groups/gathering
- (12/05 go live) 20 May executive – setting the case and then confirmation of approach
- To issue PR, social media, web on Exec paper

Phase 3: warm up communications

- May/June Our City – explains when and why new bins are being delivered
- **Dec- Feb BIN DELIVERY!**
- To issue PR, social media, web on delivery and app
- Citywide/targeted surveys (insight gather)
- Tailored resident letter and giveaway reminder
- Advertising campaign June/July
- Social media boosted posts. June onwards
- Live Q&A Facebook: June/July
- Zoom Q&As with ward/parish cllrs and key stakeholders (June/July) or face to face if possible
- Door-to-door support via trained ward and parish cllrs

Phase 4 'Go live' transition

- July/August - Our City – explains what will happen from September

Phase 5 – implementation – likely to be 8-15 March 2022

Identify areas struggling and why with door-to-door survey

- Trained ward members support
- Tailored letters to areas which are struggling (mistakes)

Phase 6 – closing comms

- Share data, that we're on track to recycle/cost savings

Waste and Recycling collections 2021

OBJECTIVES

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Feel – have been given plenty of advance notice to plan ahead and prepare for the changes. Feel confident, willing and able to recycle.

Do – decrease the number of recycling complaints regarding sorting (i.e. less complaints). Residents present the right bins and recycle more. Recycling increases to 60% within the first year.

AUDIENCE

- Communities
- Residents (students, low recycling rates)
- Businesses (St Nicks, Yorwaste)
- Staff
- Partners
- Members (Ward cllrs and Parish)
- Hard to reach communities (eg. travellers)
- Target residents who get it wrong !
- Students returning in September

STRATEGY

1. Showcase good practice
2. Target communications
3. Deliver a regular drumbeat
4. Build advocacy

- Deliver communications in three phases, responding to resident insight:
1. Preparation (broadcast)
 2. Transition (tailored and targeted)
 3. Implementation (targeted)

IMPLEMENTATION

Target communications in two phases (transition and implementation)

- Target areas of York and provide tailored letter to each resident (in groups per area, collection, change) thanking them for their support and patience and providing a reminder count-down
- Send a tailored recycling newsletter to every household in York (AND through Our City) explaining the changes
- Create web page that provides triage to target information
- Launch a tailored app that allows residents to receive targeted information
- Improve the contents and accessibility of online information and promote it's access across multi platforms (web, mobile etc)
- LIVE facebook Q&As
- Zoom briefings for Ward/Parish cllrs
- Zoom briefings for different collection groups/areas by invitation
- Target letters to residents who get it wrong during implementation

Showcase good practice in two phases (transition and implementation)

- Conduct resident surveys in each phase and use to inform communications
- Develop look and feel for the communications – with a call to action framed as thanking the city for recycling more
- Create process graphic to show the waste and recycling process, how more efficient and environmentally friendly the new process will be
- Create or use a waste app to promote digital calendars
- Promote electric vehicles and give them characters on social media (like baby gritter)
- Create social media animation showing process and benefits with PR, post decision
- Use case studies of our front line services and the work they do
- Use photo stories to show different ways to recycle and process in practice
- Use case studies and benefits in advertising campaign thanking city for coming together to recycle more
- Train waste collectors to act as customer friendly ambassadors

Build advocacy in three phases

- Create and update a partner pack
- Train ward members in how to be street walkers
- Create photo/film content that can be easily shared thanking the city for recycling more
- Answer social media quickly and friendly (like twitter gritter)

Deliver a regular drumbeat in three phases (preparation, transition and implementation)

Promote weekly tweet showing how recycling increasing against other As

Use members update to provide weekly update of programme progress

Use resident newsletter to share how much more recycling and how could do more

Share process in Our City

EVALUATION

Door to door surveys gathered before and during the changes. Positive coverage in the news. Positive feedback from residents via social media. An increase in recycling rates and amount of household waste being collected and sent to Allerton Park

Audiences	Channels (see separate costings proposal)
<p>Residents</p> <p>Split into:</p> <ul style="list-style-type: none"> • Students living off campus • Hard to reach (target areas known to have low recycle rates) • Hard to reach (disengaged) <p>Those not affected as much or at all:</p> <ul style="list-style-type: none"> - Communal bins - St Nicks - Assisted collections 	<ul style="list-style-type: none"> - High education - York College, Universities (living off campus) - Door-to-door surveys throughout the campaign. - Local media - Direct mail/letters - Our City - Direct e newsletters – families and residents - Forum groups, such as parent groups, York Mumbler, Yorkie Dads etc - Webpages - York FIS - Libraries - Direct mail (through local tracing team) - Schools (if parents) - Employers - Targeted paid for/boosted social media (targets wards/areas of York) - Facebook live Q&As - Bus stop posters/ward noticeboard posters / advertising campaign?
<p>CYC staff</p>	<ul style="list-style-type: none"> - Direct weekly emails - CYC website - Social media (organic and paid) - Local media - Hazel Court posters, screens and frontline newsletter - Waste staff trained in 'customer services' (like the London Underground staff did for London 2012)
<p>Businesses/employers</p>	<ul style="list-style-type: none"> - Partner packs - MIY/CYC business newsletter - York BID/Chamber of Commerce - Webpage - Social media - Local media - Local authority leads

Recycling and waste comms

If the Executive recommendation
is approved

Reduce. Reuse.
RECYCLE

Build confidence and provide support to councillors - plenty of advance notice to plan ahead and prepare for the changes.



- **Think** residents understand the changes to the recycling collections, where and which households will be affected. Residents **know** why we're postponing the rollout of changes to coincide with the Government consultation. That York is one of the top recycling LA's in the region, with the capacity to recycle more - the council prioritises their waste collection service and helps residents to recycle more. Know the benefits of online access.
- **Feel** – have been given plenty of advance notice to plan ahead and prepare for the changes. Feel confident, willing and able to recycle.
- **Do** – decrease the number of recycling complaints. Residents present the right bins at the right time and recycle more.



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Build confidence and provide support: Before and during the consultation

6 week consultation:

- Over 7,000 responses
- Over 22,000 comments
- Independent focus groups

Waste and recycling

[Home > Waste and recycling](#)



Check your waste collection dates, the types of waste we collect at your address, and where to put your containers for collection.

Recycling improvements survey

We want to hear your views on current waste collections and what we can do to help people recycle even more. At a time when the focus on improving our environment has never been more important, we want to explore how we can collect recycling in a way that minimises our impact on the environment, improves the service on offer for residents and maximises our opportunity to recycle.

Complete [the Recycling Changes survey online](#) and tell us your views.

Waste and recycling coronavirus information

[Household waste collections](#)

[Changes to how we collect](#)

FEEDBACK

RECYCLING AND GREEN WASTE: Before and after

Before:



After:



Reduce. RECYCLE

Waste collection calendar example

Week	Waste Collected	Recycling Collected
Week 1	Household waste	Paper/card
Week 2	-	Glass/tins and plastics
Week 3	Household waste	Garden waste
Week 4	-	Paper/card
Week 5	Household waste	Glass/tins and plastics
Week 6	-	Garden waste
Week 7	Household waste	Paper/card
Week 8	-	Glass/tins and plastics
Week 9	Household waste	Garden waste

Please note the recycling collections could be in any order (i.e. week order) but the principle is the same

Reduce. Reuse. RECYCLE

Residents are doing a fantastic job of recycling in York, but could we help you do more?

Reduce. Reuse. RECYCLE

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www.york.gov.uk/waste

<https://twitter.com/CityofYork>

City of York Council

45.1K Tweets
Here are 7 ways you can get closer to nature from Tees, Esk and Wear Valleys NHS Foundation Trust. Mental Health Awareness Week.
[@teww.nhs.uk](#)

City of York Council @CityofYork · 23h

Last chance to have your say! We've had over 5,500 responses so far.

We're looking at making some changes to recycling collections, to help you recycle even more.

This simple survey takes 5mins to complete. york.gov.uk/consultations and closes today (11 May).

RECYCLING AND GREEN WASTE: Before and after



Build confidence and provide support: social media



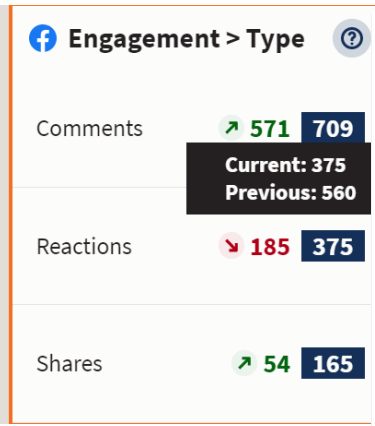
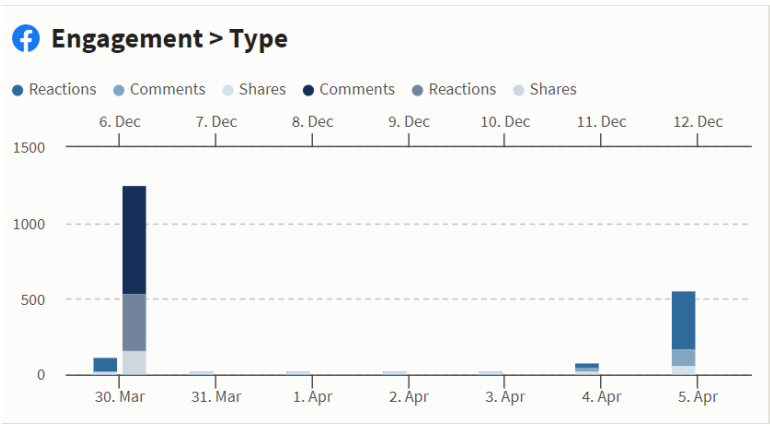
City of York Council

45.1K Tweets

facebook



DATE	MESSAGE	REACTIONS	COMMENTS	SHARES
City of York Council Mar 30, 12:34	We're looking at making some changes to recycling collections, to help you recycle even more 🌱 Household waste (black bins) is not affected. We want to hear what you think! 🗨️ This simple survey takes 5mins to complete. 📄 www.york.gov.uk/consultations - closes on 11 May The graphics explain what the...	120	407	235



Chloe Laversuch @ChloeLaversuch · May 10

This is how the recycling collections could change - there will be no change to black bin collections 📄

(Pics from the council's survey)

Recycling collection calendar example

Week	Waste Collected	Recycling
ek 1	Household waste	Paper
ek 2	-	Glass/tins
ek 3	Household waste	Garden
ek 4	-	Paper
ek 5	Household waste	Glass/tins
ek 6	-	Garden
ek 7	Household waste	Paper
ek 8	-	Glass/tins
ek 9	Household waste	Garden

the recycling collections could be in any order (week order) but the principle is the same

Below are examples of the proposed change:

RECYCLING AND GREEN WASTE: Before

Before:

After:

+260L increase per collected every 3 years

Reduce. RECYCLE

City of York Council
Mar 30, 12:58

We're looking at making some changes to recycling collections, to help you recycle even more 🌱 Household waste (black bins) is not affected. We want to hear what you...

10

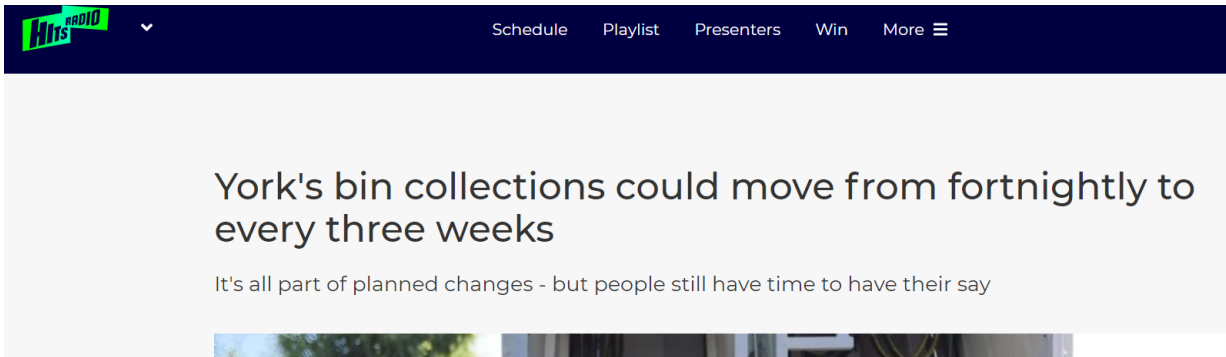
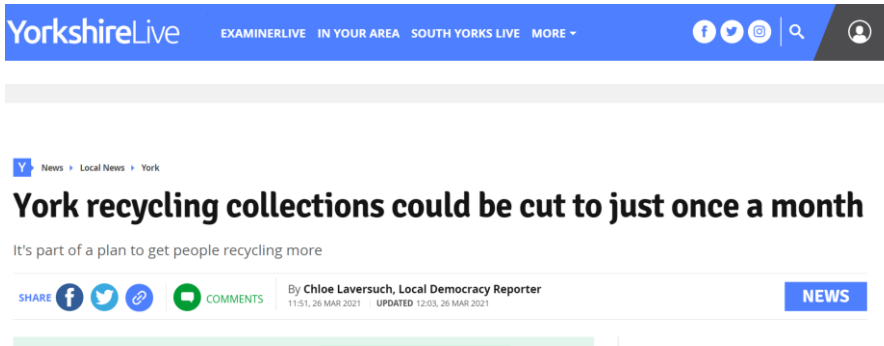
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Build confidence and provide support: media



Huge response to planned changes to York recycling – with bigger bins and fewer collections



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Build confidence and provide support: next steps post consultation

- PR to thank everyone for their feedback, that even if we postpone the roll out of new containers their feedback is incredibly valuable and will be used. PR to include next steps
- Web content refreshed
- Executive meeting PR, social (ahead of 20 June)
- Social media



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Build confidence and provide support: next steps post Executive



Information packs (can be printed for libraries and West Offices) to include:

- FAQs
- Postcards
- Posters

Also update through:

- Regular email updates
- Virtual briefings
- Live Facebook Q&As
- Social media updates
- Our City



Build confidence and provide support: some of the next steps for the changes



- Communications direct to residents
- Working with ward members to support them and provide advance information
- Printed communications
- Direct mail
- Advertising campaign – social media, broadcast, print and digital
- Stakeholder packs
- Marketing campaign including things like postcards and boosted social media



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