

Borough Council of
**King's Lynn &
West Norfolk**



Communicating Waste & Recycling

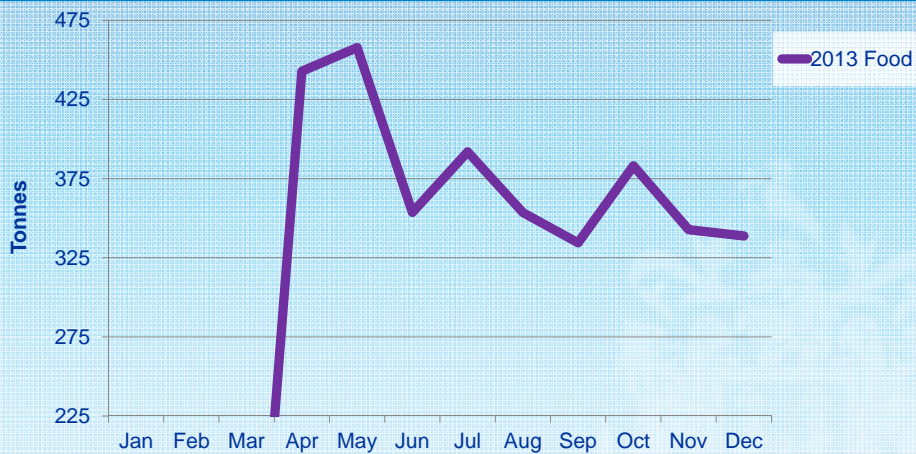


David Thompson

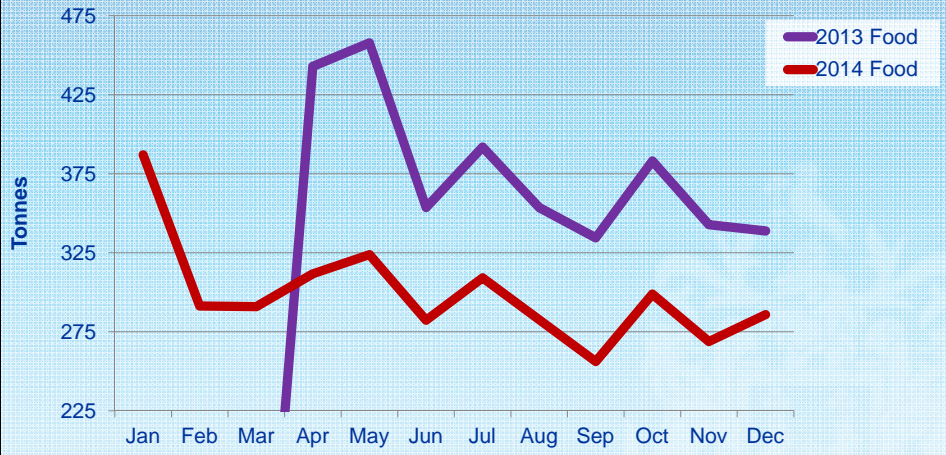
Waste & Recycling Department
Marketing & Development Officer
March 2016

Background Food Waste

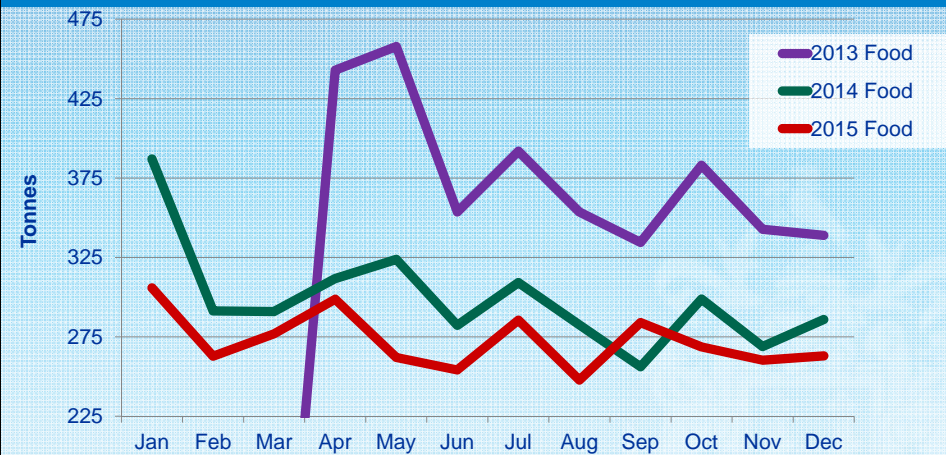
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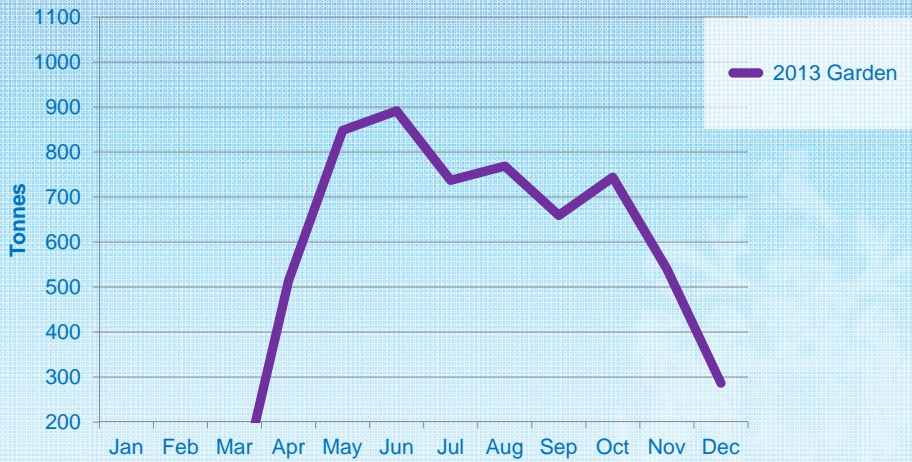
Background Food Waste



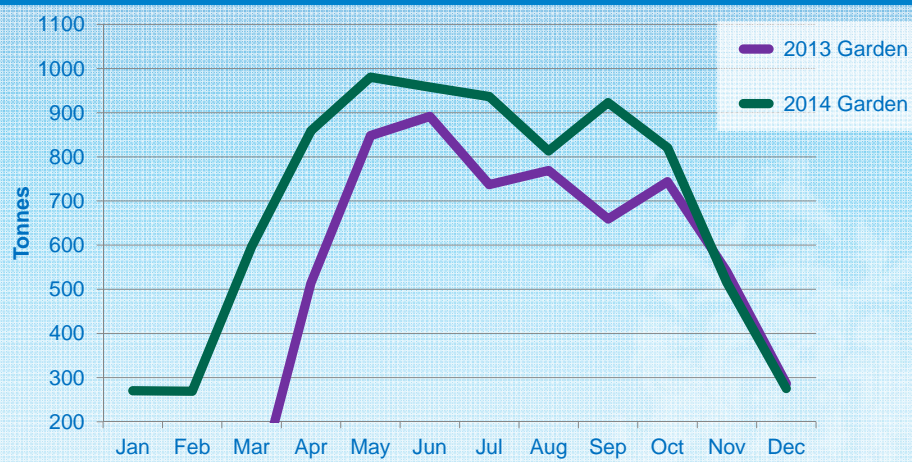
Background Food Waste



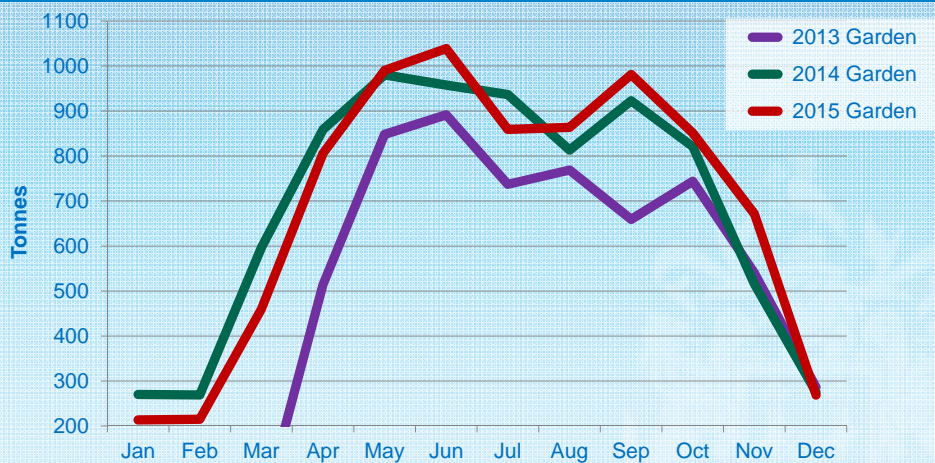
Background Garden Waste



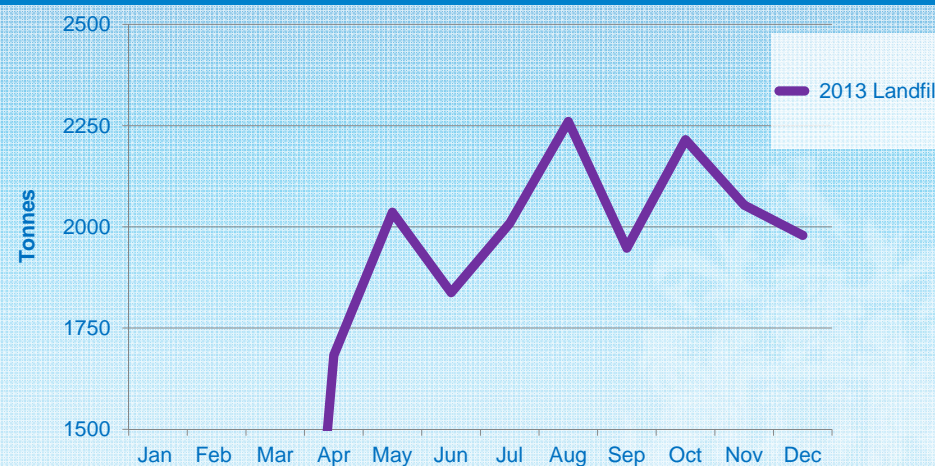
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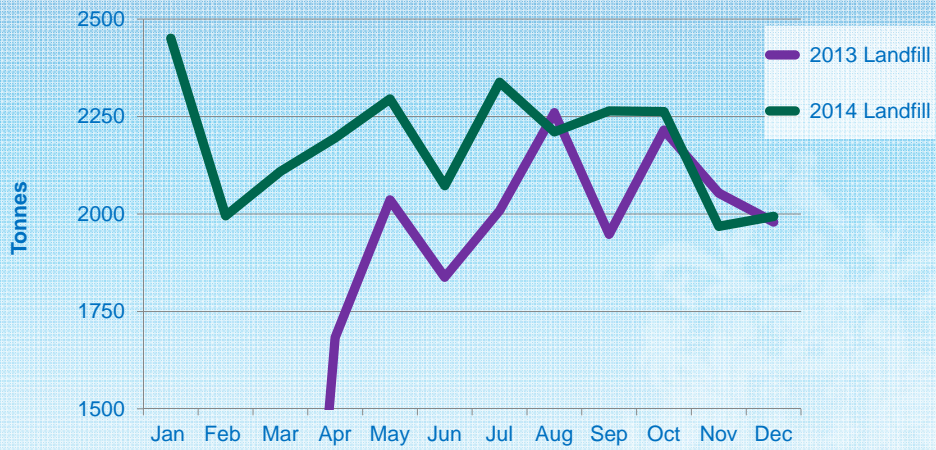
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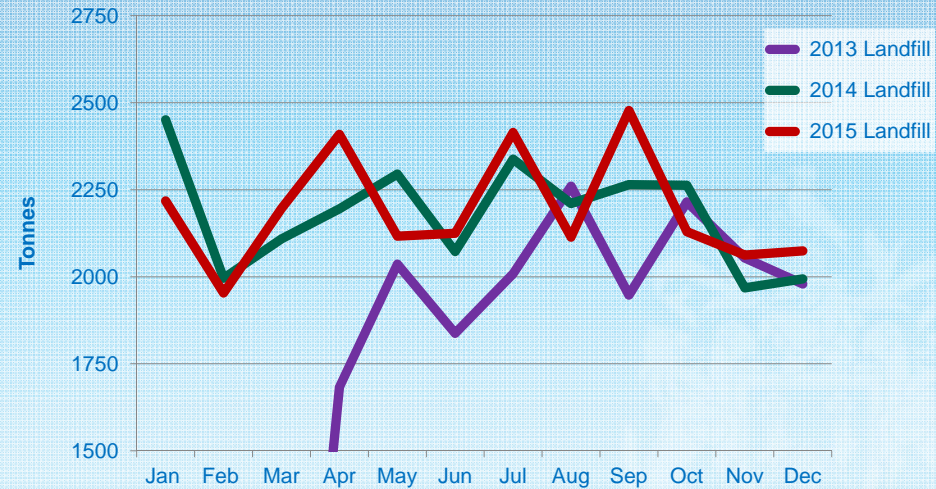
Background Landfill Waste



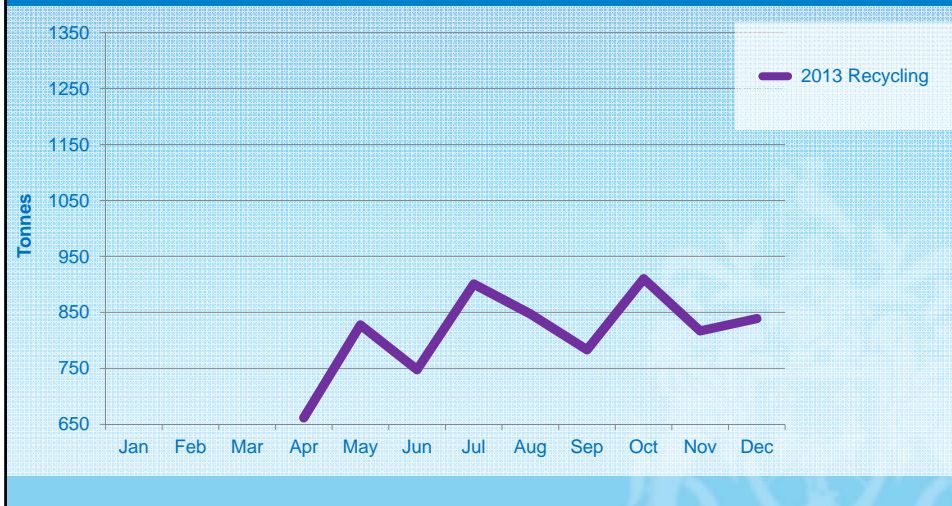
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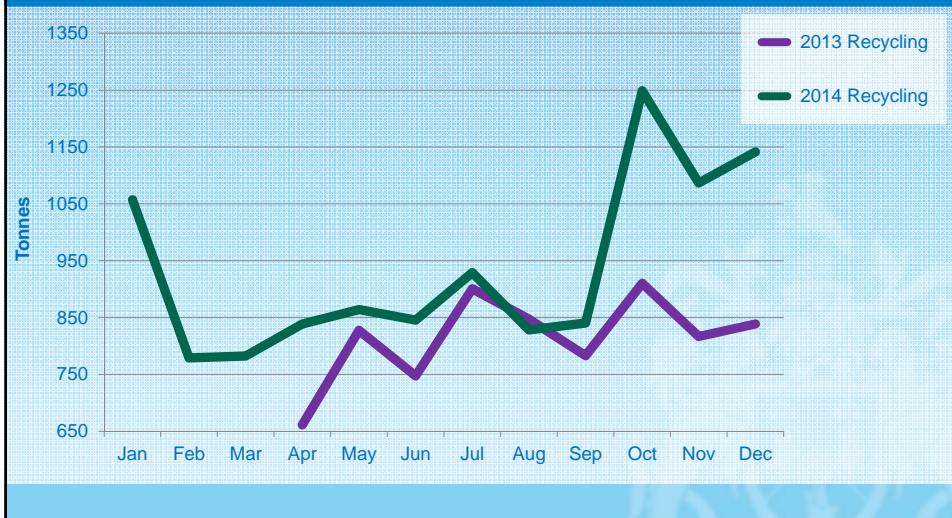
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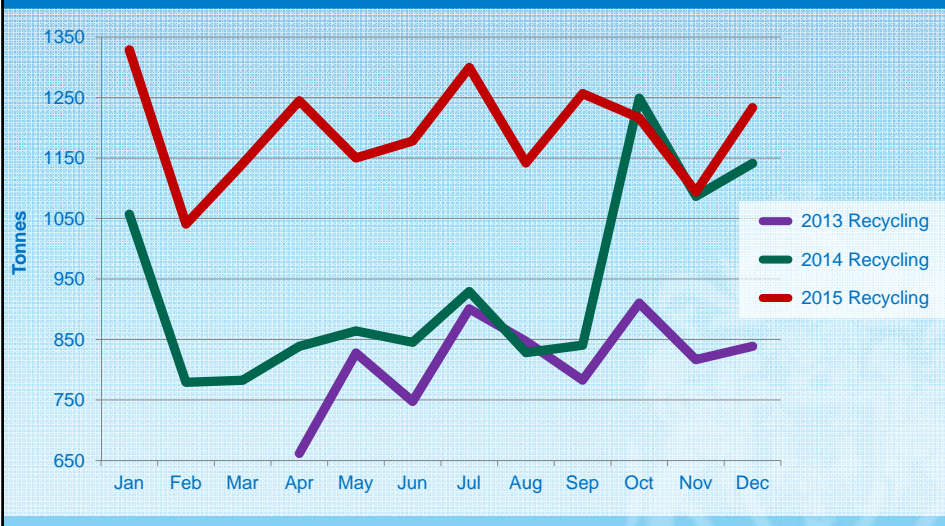
Background Recycling Waste



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Background Recycling Waste



Waste & Recycling Department Activity



- Bin Calendars redesigned to be more customer friendly
- Christmas calendars redesigned to include recycling tips
- Bagged waste calendars redesigned to reduce waste
- A4 recycling bin stickers
- Additional pages on website to marry with Norfolk Waste Partnership Wrap campaign
- Meeting with NCC and UEA to discuss behaviour change.



Partnership Activity

- **Norfolk Waste Partnership**
 - Exhibition stand – recycling around the home
 - Almost 300 'Leave it Loose' recycling bags
 - Advertising on bus backs, radio, posters, print advertising and a video game
 - 50 Acorn group 3 residents (poor recyclers) – face-to-face questionnaire and given recycling bags for behaviour change
- **Developing statistical model to improve messaging through community networks**
- **Recycling Rewards Scheme.**



Future Issues

- New rounds (NCC landfill changes) – new calendars etc.
- New Council Website
- New recycling targets
- Circular economy – emphasis on reducing rather than recycling
- Food waste
- Contamination
- Recycling Rewards scheme
- Tribalist – Network Monitoring.



Recycling Rewards Scheme

- DCLG Fund bid - £272,606
- Contractor - Local Green Points
- Rewards – Money, vouchers etc.
- Community rewards
 - Local or national charities
 - Schools, parks, playgrounds etc.
- Web based - Individual rewards
- Presentation to E&C Panel in August 2016
- Target related bonus
- Includes rollout to other 6 Districts in year 2
- West Norfolk brand.



Network Data Insight

- Contractor - Tribalist
- Networks of local connections through social media, blogs, news media etc.
- Regular data harvesting – dynamic real time info
- Cluster into themes, issues and key hub points
- Identify key issues before they become formal complaints
- Feed out key messages or service problems
- Data analysis of complaints through an automated triage system
- Monitoring tool for Recycling Rewards Scheme.



Any Questions?