

**OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE****25 MAY 2007****RECYCLE FOR OXFORDSHIRE UPDATE****1 Purpose of Report**

- 1.1 To update members on the progress of the Recycle for Oxfordshire campaign.

**2 Background**

- 2.1 The Oxfordshire Waste Partnership has been awarded a total of £435,719 from the Waste and Resources Action Programme (WRAP) to embark on an 18 month recycling campaign, to raise awareness and increase participation in recycling schemes across the county. The project started in October 2006 and will run until March 2008. The main objectives are to increase the amount of material recycled, decrease the amount sent to landfill, and to help ensure Oxfordshire meets the Government's recycling targets.
- 2.2 The campaign is made up of a series of projects, all designed to increase awareness of and participation in Oxfordshire's recycling schemes. The main projects are new resident packs, collection calendars, recycling container stickers, leaflets for specific hard-to-reach groups and the organisation of outdoor events and promotions. There will also be outdoor advertising in the form of billboards and bus and taxi livery. Thorough monitoring and evaluation will take place at the beginning and end of the project to assess the impact and progress made.

**3 Financial, Risk and Staff Implications**

- 3.1 The total spend for Quarter 4 (January – March) was £184,520. This is in line with WRAP's target and therefore left a zero underspend for Year One. WRAP are still processing the claim pack but expect the payment to be made shortly. Once Oxfordshire C.C have received the payment, the district councils will be reimbursed.

**4 Areas Affected**

- 4.1 All the projects listed in the previous report to OWP (Agenda item 15, 30<sup>th</sup> March 2007) were delivered as stated, with the exception of the Calico reusable bags. There has been a delay with production but the remainder of the order will be delivered as soon as possible. Please see today's separate presentation for details of other items delivered.
- 4.2 The main activity of the next two months will be the 'door stepping' project. As agreed by the terms of the funding, the campaign must carry out a door stepping project to reach a total of 20,000 households per district (10,000 in June and a further 10,000 in August approximately). The purpose is to give residents an opportunity to have any queries answered, to ensure they have all the necessary information and materials needed to participate in their kerbside scheme, and to generally promote the recycling message. A team of surveyors will talk to residents about any concerns, take orders for recycling containers and give away printed material or merchandise if the district councils request it. The surveyors will receive training specific to Oxfordshire's various kerbside schemes, and

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will of course follow the Market Research Society's Code of Conduct when dealing with the general public. The district councils' involvement will be deciding which households to survey, providing a list of frequently asked questions and answers, providing any printed material to give to residents, and ensuring that those who ordered recycling containers receive them. The door stepping project will be managed centrally with project partners receiving weekly updates.

### **5 Effect on Strategic Policies**

- 5.1 The Recycle for Oxfordshire Campaign supports the following policies within the Joint Municipal Waste Management Strategy:

Policy 3 - The Oxfordshire Waste Partnership will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services.

Policy 8 - The Oxfordshire Waste Partnership will encourage householders and businesses to separate waste for recycling collections by providing targeted information and awareness raising campaigns.

Policy 14 - The Oxfordshire Waste Partnership will develop methods of working together to improve the level of service through effective and efficient use of resources within Oxfordshire.

### **6 Options or Alternatives**

- 6.1 The delivery of the campaign forms a legal agreement with our funders, WRAP. Whilst changes can be proposed, any amendments to the content or timing of the campaign activities are subject to approval by WRAP.

### **7 Recommendations**

- 7.1 That the report is noted.

### **8 Reasons for Recommendations**

- 8.1 n/a

### **9 Contact Officer**

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