

OXFORDSHIRE WASTE PARTNERSHIP – 26 JANUARY 2007

WRAP Recycle for Oxfordshire Campaign Update

Background

1. The Oxfordshire Waste Partnership has been awarded a total of £435,719 from the Waste and Resources Action Programme to embark on a 18 month recycling campaign, to raise awareness and increase participation in recycling schemes across the county.
2. 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.
3. 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 and leaflets for specific hard-to-reach groups. 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.
4. Cherwell District Council is the lead authority for the campaign, and the County Council are the accounting authority. A project manager based at Cherwell is managing the campaign. It is being delivered through the Projects Group and regular project steering meetings.
5. The project was delayed because there were some issues in getting WRAP's Funding Agreement signed. These issues have now been resolved and the agreement has been signed, however the delay will result in some projects starting significantly later than planned. This update details the progress on the campaign to date.

Pre-campaign monitoring and evaluation

6. Pre-campaign participation monitoring, waste analysis surveys, and committed recycler surveys have been carried out by consultants. A waste analysis and a proportion of committed recycler surveys are yet to be carried out in the City, this is to allow an initiation period for the new scheme so that data is not skewed.
7. The consultant's reports are expected by the end of February.

Press releases

8. A press release template has been drawn up and approved by WRAP. Press releases will be written and sent out from Cherwell once all partners have approved the copy.

Design agencies and upcoming projects

9. A design agency was chosen based upon pitches from several companies in December. However, the company could not be notified of their tender's success until the funding agreement was signed. The agency, DNA, have now been awarded the contract and work is starting on the design elements of the campaign.
10. Due to the funding agreement delays, the majority of the work for year one will now have to be concentrated between January and March. All year one projects must be completed and paid for by 31st March 2007. The immediate work will be on:
 - Collection container stickers,
 - New residents packs,
 - WODC's collection calendar, and
 - Bring site stickers.

Newsletter

11. As part of the campaign, residents will be updated through regular newsletters. The first newsletter articles are due out in some of the council magazines in the next few months.

Recycle for Oxfordshire Logo

12. WRAP funded the campaign as 'Recycle for Oxfordshire' and as agreed when the bid was submitted, the Recycle for Oxfordshire logo forms the central part of the campaign design. As such it will be the only logo appearing on the majority of things produced. This is a requirement of WRAP in order to get the funding. The table below lists which logos will be used for the elements of the campaign.

Logo	Projects
Recycle for Oxfordshire only	Bring site stickers, collection container stickers, taxi and bus livery, recycling trailer livery, events merchandise, reusable shopping bags.
Recycle for X District	Collection calendars, flats leaflets, flyer/posters for hard to reach groups.
Recycle for Oxfordshire, Recycle for X District and District logo	New resident pack - Recycle for Oxfordshire only on the folder, but the District specific inserts can have their own Recycle for X logo. The individual insert with the District contact details can have the District logo on.

As part of the campaign, regular press releases and newsletter articles will be produced. The press release template contains all six council logos. Therefore, whilst council logos will not appear on everything produced, the link between a residents' Local Authority and the campaign will still be evident.

Recommendations

13. There are no recommendations from this update.

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