

OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE

30 MARCH 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 Total spend for Quarter 3 (October-December) £23,527.83 – now fully paid by WRAP
Total projected spend for Quarter 4 (January-March) £184,521 – to be submitted 31st March

This is in line with WRAP's target and will mean that we spend to budget for Year One of the project.

- 3.2 As stated in the January report to OWP, the delays in signing the funding agreement had significant consequences on the progress of the project. However, that issue has now been resolved and the various projects are back on track.

Monitoring and evaluation – There were reliability issues with participation survey data recorded in Cherwell District Council. The monitoring company (MEL) re-surveyed Cherwell, and also one round within The Vale of White Horse. The new results are more consistent with expectations and do not contain any data anomalies. The final reports for all three stages of the monitoring and evaluation have been approved and will be delivered before the 31st March. Draft reports and raw data have been given to the partners for their reference until the final reports have arrived.

4 Areas Affected

- 4.1 All the following projects are currently in various stages of print and production. Where the final product may not arrive until April, printers proofs will be provided for financial claiming purposes.

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Countywide projects:

Calico reusable bags – 15,000 have been delivered to Redbridge WRC to await fulfilment. The remaining 12,000 will be delivered in April

Events merchandise – a variety of merchandise has been ordered, for delivery by 31st March

Storm banners – for use at outdoor events, to be delivered by 31st March

Taxi livery – two branded taxis are on the road in Banbury and Oxford city but will of course cover the whole county. The taxi drivers will be given a leaflet to hand out to passengers, once they have been given a briefing at OCC

Collection container stickers – each District will receive instructional stickers for their recycling containers before the 31st March

New residents pack – each District will receive 1,000 packs. This will not arrive from the printer until after 31st March, but WRAP have agreed to accept a printers proof as evidence of work carried out.

Bring bank signage – each District has received stickers or metal signs for bring bank areas

Newspaper adverts – a series of adverts have been booked, covering various publications across the County.

District specific projects:

West Oxfordshire – collection calendar will be delivered before 31st March

Cherwell – leaflet for recycling in flats has been delivered

Oxford City – BME targeting. For this project, Eileen Robinson has organised a street performance on the Cowley Road (31st March, 10am-4pm) and has produced leaflets and posters to hand out.

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.

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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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