

**Communications questionnaires received for the
Environment Committee's investigation:**

**Why Do Recycling Rates Vary So
Widely Across London?**

October 2011

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LONDON ASSEMBLY QUESTIONNAIRE

WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Dear Colleague

Over the last eight months, Gareth Bacon AM has led on an inquiry on behalf of the Environment Committee examining factors that may influence recycling rates in different areas of London.

Recycling rates vary considerably across the boroughs and London's overall performance is below the national average. That said, London has made considerable efforts over the last decade resulting in a fourfold increase in recycling rates since 200/01.

One of the main streams of work for this inquiry is to look at what local factors contribute to recycling and how they might be modified to improve performance. We are keen to gather more information and views on the role communications has to play and would appreciate your assistance by way of completing the enclosed questionnaire. There are five questions.

Responses to the questionnaire and any additional comments will not be attributed in the final report. However you should be aware that completed questionnaires may be published as part of the evidence base to the inquiry, and may be subject to requests for information under the Freedom of Information Act 2000.

More information on the inquiry, including the scope and terms of reference can be accessed at <http://legacy.london.gov.uk/assembly/envmtgs/2010/jul15/item11.pdf>

We would be grateful for your response by Thursday 28 April.

Yours sincerely

on behalf of
Gareth Bacon AM

LONDON ASSEMBLY QUESTIONNAIRE

WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: London Borough of Barnet

Officer contact name and no: Michael Lai (020 8359 7435)

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	Adverts in local Barnet Press and Times newspapers, bus shelter and JC Decaux posters, posters in libraries, vehicle liveries on refuse and recycling collection vehicles, "shelf talkers" in local supermarkets promoting compostable bags.
PR	<i>Eg. Media relations via radio, press, TV and online</i>
	Press releases, promotional videos on YouTube.
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i>
	Leaflets are delivered to flats when they have new or additional recycling facilities installed, sent to new residents through council tax mailings, and are available in libraries and key council buildings and at community festivals and roadshows. Flats doorknocking programme in 2006. Articles in Barnet First council magazine and At Home housing ALMO magazine.
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Attendance at community festivals, roadshows, participation in campaigns including Love Food Hate Waste and Recycle for London, and attendance and talks at resident/community group meetings.
Online	<i>Eg. Council website</i>
	Council website with comprehensive range of pages on waste recycling and waste prevention. Facebook and Twitter accounts and council YouTube site.

2. **What is the annual spend for communications and outreach work to promote recycling?**

Budget for 2011/12 is £37k.

3. **Is this a dedicated budget? If not how is the expenditure attributed?**

Yes.

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4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

The annual budget has decreased for 2011/12 by £66k from 2010/11 levels. In the previous 2 years there was no change in annual budget.

5. **Has the change impacted on recycling performance? Please say how.**

It is too early to assess the impacts of the above reduction in budget.

6. **Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.**

Budgets may continue to be under pressure. The seven constituent boroughs of the North London Waste Authority are working to identify opportunities for joint communications that would deliver some economies of scale, although these opportunities are likely to be for generic campaigns such as waste prevention and Love Food Hate Waste.

Please add any additional comments:

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: London Borough of Bexley

Officer contact name and no: Graham Mollison 020 3045 4630

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	Adverts on the sides of waste and recycling collection vehicles and street cleanings caged vehicles, road side banners/banners in reuse and recycling sites, JC Decaux boards, local news paper& Primary Times adverts.
PR	<i>Eg. Media relations via radio, press, TV and online</i>
	Articles in Bexley (Council) Magazine, press releases, sponsorship of Green Pages in the News Shopper (local paper), Bexley Council staff emagazine, School Waste Action Club news letter.
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i>
	3 recycling advisers who help residents with their recycling, annual Recycling and Waste Guide delivered to circa 78,000 properties, kitchen caddy stickers, poster campaigns sent to schools, libraries, community centres & doctors surgeries etc, bin tags, library book sponsorship, letters and welcome cards sent to new residents along with recycling/waste guides.
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Recycling Focus Group, Schools' Waste Action Club, Recycling Advisor's work, road shows throughout spring and summer, Nappachino events throughout the year, meet and greet staff at reuse and recycling sites
Online	<i>Eg. Council website</i>
	Council website, getcomposting.com for residents to buy compost bins, real nappy scheme on Real Nappies for London and Netmums

2. **What is the annual spend for communications and outreach work to promote recycling?**

Bexley Council has a budget of £50k per annum for advertising and sponsorship work. Staff cost are in addition to this.

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3. Is this a dedicated budget? If not how is the expenditure attributed?

Yes

3. Has the annual spend increased or decreased in the last 3 years, by how much?

The budget has remained the same during 2009/10, 2010/11 and for 2011/12. Previously in 2008/09 the annual spend was higher due to a change in service.

5. Has the change impacted on recycling performance? Please say how.

N/A

6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

Not currently, promotional and education work is seen as a cost effective way of increasing recycling and reducing waste. The cost of this work is small in comparison to the costs associated with waste collection and disposal.

Please add any additional comments:

LONDON ASSEMBLY QUESTIONNAIRE

WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: London Borough Of Camden

Officer contact name and no: Ann Baker (020 7974 8998)

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<p><i>Eg. Radio, press, TV, outdoor, mobile</i></p> <p>To promote service changes we have regularly made use of adverts in the local press, bus stop posters, lamppost banners, vehicle livery and promotion on our public website. Some key examples of services that we have used these advertising methods for include the borough wide introduction of plastics recycling kerbside collections in 2006, the change to a co mingled service in 2008 and the introduction of a food waste collection in 2010. These methods are also used for some of our seasonal activities such as Christmas tree recycling and home composting initiatives.</p>
PR	<p><i>Eg. Media relations via radio, press, TV and online</i></p> <p>We have not directly (as a council) paid for television or radio time but we have offered our services as interview subjects to media outlets such as BBC London Radio and London tonight to discuss recycling and waste news in order to gain free promotion of our services and activities.</p>
Direct marketing techniques	<p><i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i></p> <p>In recent years recycling staff have conducted both door to door canvassing and leaflet distributions. In previous years we had engaged Royal Mail for leaflet drops but this practice was phased out due to costs and resources</p>
Community engagement	<p><i>Eg. Roadshows, workshops, resident meetings</i></p>

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	<p>Between May 2005 and June 2011 our recycling section had a dedicated Waste and Recycling Advisors team to conduct community engagement and outreach work across Camden. This team's role was to work with schools, community groups and residents to increase participation in waste minimisation services. Some of the activities carried out included, recycling and compost road shows and Give and Take Days. The team would also visit schools, youth clubs and residents associations to spread the message. The team also ran an education centre located in the household waste and recycling centre. Schools and community groups can make trips to the education centre for interactive workshops and tours of the CA site. As part of our schools engagement we created an education pack targeted at key stage 1&2 pupils and produced 2 promotional videos for schools and community use.</p>
Online	<p><i>Eg. Council website</i></p> <p>We have a large online presence on our public website; www.camden.gov.uk/recycling</p> <p>Our pages reflect the current campaigns we are running and key services we are promoting. Camden also has a dedicated channel on youtube and our section has several 'how to' videos uploaded to promote recycling and waste minimisation.</p>

2. What is the annual spend for communications and outreach work to promote recycling?

Over the last 4 years the average annual communications spend to promote recycling (not including staff costs) has been around £40K per year. Last year this rose to £75K as we had a major service re-organisation and food waste service to launch which required borough wide promotion.

3. Is this a dedicated budget? If not how is the expenditure attributed?

This budget is dedicated and is now held by our communication team who prioritise how the money is spent but with a strong input from the service area.

4. Has the annual spend increased or decreased in the last 3 years, by how much?

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Apart from the rise in the last financial year to a one off £75K spend the £40K allocation remained the same for the previous 3 years.

5. Has the change impacted on recycling performance? Please say how.

Year on year our recycling rates over the last 3 years are as follows:

2007/8: 27.12%
2008/9: 28.27%
2009/10: 29.75%

The figures for the year just gone have not yet been finalised yet but we expect to reach around 32% (this in part will be due to the one off increase in the communications budget.)

6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

The programme of cuts and the drive to make savings has already changed the way Camden works and will continue to do so in the future. Camden has centralised all its communications work which means that all jobs must be project managed in-house to reduce costs and the use of external agencies and designers. The monthly council publication (Your Camden) was discontinued and a streamlined 4 issue per year magazine is being planned in its place. All communications spend and activity will be tightly monitored and this will mean less opportunity to promote in traditional ways (adverts in local papers, producing new printed material) and a focus on more cost effective methods such as online campaigns and joint projects with other boroughs.

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: LB Ealing

Officer contact name and no: Catherina Pack, 020 8825 9902, packc@ealing.gov.uk

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	Monthly Council magazine (now quarterly)
	Local press releases
	Local radio
PR	Town centre banners
	<i>Eg. Media relations via radio, press, TV and online</i>
	Local press, radio and local community online forum relations good (articles printed/posted)
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to-door canvassing, exhibitions</i>
	Leaflet distribution, e.g. changes to collection days
	Leaflets on request via contact centre
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Roadshows in main town centres
	Events, e.g. for Compost Awareness Week (compost giveaway and master composter workshop)
	School visits/assemblies
Online	<i>Eg. Council website</i>
	Council website up to date

2. **What is the annual spend for communications and outreach work to promote recycling?**
Approximately £56k
3. **Is this a dedicated budget? If not how is the expenditure attributed?**
Dedicated budget is available for specific projects, however general communications are part of overall waste management budget.
4. **Has the annual spend increased or decreased in the last 3 years, by how much?**
General budget has decreased by approximately £20k, this does not include project specific communications, which are separate
5. **Has the change impacted on recycling performance? Please say how.**

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Recycling performance has continued to increase, communications have been attributed to particular projects, and are therefore still taking place

6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

Potentially. There are changes to communications methods locally, e.g. monthly magazine (good value for money and reaching a high audience) will be quarterly.

Please add any additional comments:

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: Greenwich

Officer contact name and no: Andrew Chambers 02089214635

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	Press
PR	<i>Eg. Media relations via radio, press, TV and online</i>
	Press
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i>
	Door to door; leaflets; recycling pack to new residents
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Resident group meetings; Great Get Together events
Online	<i>Eg. Council website</i>
	Website info

2. **What is the annual spend for communications and outreach work to promote recycling?**
£65k
3. **Is this a dedicated budget? If not how is the expenditure attributed?**
Not dedicated, but approximately £50k of above budget spent on direct and indirect promotion of recycling
4. **Has the annual spend increased or decreased in the last 3 years, by how much?**
No change
5. **Has the change impacted on recycling performance? Please say how.**
As above - no change. However, recycling performance has been affected by increased quality requirements on recycled waste. In consequence, more money and resources have been spent in seeking to improve the quality of the collected stream rather than on increasing its overall level.
6. **Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.**
No plans to reduce spend at this stage.

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Please add any additional comments: None

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: LB Hackney

Officer contact name and no: Rachael Riding, Recycling Officer, 0208 356 4920

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	Local press, including ethnic press, have used outdoor and mobile advertising in the past.
PR	Media relations via local press, including ethnic press TV and online
Direct marketing techniques	Leaflet distribution, door-to door canvassing, exhibitions/roadshows
Community engagement	Roadshows, workshops, resident meetings
Online	Council website, Greener Hackney Facebook and Twitter pages

2. **What is the annual spend for communications and outreach work to promote recycling?**

£55k

3. **Is this a dedicated budget? If not how is the expenditure attributed?**

Yes, it is a dedicated budget

4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

Last year's communications budget was £80k, therefore it has reduced by £25k.

5. **Has the change impacted on recycling performance? Please say how. The impact of a reduced communications budget is hard to quantify. In terms of the recycling rate it has remained quite static from last year to**

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this but this could be down to a number of factors including the amount of waste generated.

6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

Yes, our communications budget has already been reduced for this year by £25k.

Please add any additional comments:

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: London Borough of Hammersmith and Fulham
Officer contact name and no: Chris Noble, chris.noble@lbhf.gov.uk, 0208 7534785

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples*
Advertising	<i>Adverts in local newspapers, newspaper wrap arounds, digital screen audio/visual adverts in doctors surgeries/council receptions etc, advertising on vehicle sides</i>
PR	<i>Press releases</i>
Direct marketing techniques	<i>leaflet distribution, door-to door canvassing, use of contamination cards</i>
Community engagement	<i>Roadshows, workshops, resident meetings</i>
Online	<i>Council website, video on you tube, twitter, Council intranet features, Council e-newsletter</i>

*Please note this refers to communications channels utilised in 2010/11.

2. **What is the annual spend for communications and outreach work to promote recycling?**

In 2010-11 this was approx £25,500, but £13,300 was funded by WRAP so overall spend £12,200

3. **Is this a dedicated budget? If not how is the expenditure attributed?**

No – funded from departmental communications and advertising budget, there is not a dedicated ‘recycling communications’ budget.

4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

Expenditure increased from 2009/10 to 2010/11. It is difficult to attribute expenditure specifically to recycling campaigns.

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5. Has the change impacted on recycling performance? Please say how.

Recycling rates decreased between 2008/9 and 2009/10, but have increased slightly in 2010/11. It is always difficult to quantify the impact of communications activities on recycling performance due to the range of socio-economic factors that influence it. However, we believe the communications activities carried out in 2010/11 will have had an impact on halting the decline in performance and increasing the recycling rate. This is especially important for LBHF which has a very transient population, making consistent provision of recycling information even more important.

6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

It is likely there will be less money available for communications in future years. This makes the availability of external funding even more important to allow us to continually provide information to our residents

Please add any additional comments: As stated above, it is difficult to relate recycling performance to communications activities. However, even where money is being spent on communications and recycling performance is not improving, what is often forgotten is that if that recycling communication did not take place, the recycling rate would probably have decreased. Constant drip-feeding of information is required, especially in areas with high transient populations.

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: Islington Council

Officer contact name and no: Matthew Homer 020 7527 5152

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	No paid advertising
PR	Quarterly newspaper (Islington Life)
Direct marketing techniques	Leaflet distribution, bus stop posters
Community engagement	Roadshows
Online	Council website, Facebook group and page, blog

2. **What is the annual spend for communications and outreach work to promote recycling?**

No fixed budget. Generally approx £30k pa.

3. **Is this a dedicated budget? If not how is the expenditure attributed?**

No. Budget is found within overall budget according to need.

4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

Decreased by approximately 50%

5. **Has the change impacted on recycling performance? Please say how.**

Not quantifiable, but rate has flattened.

6. **Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.**

Yes. There is greater scrutiny and nervousness about communications spend and more concern about perception of spend, even where there is a business case.

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Please add any additional comments:

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: Lambeth

Officer contact name and no: Kevin Crook 020 7926 8973

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	Normally none. For the launch of the Waste Strategy (4 April 2011) we used free JCD boards and installed Agripa panels on all refuse & recycling vehicles
PR	<i>Eg. Media relations via radio, press, TV and online</i>
	Yes, via the press office
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i>
	Yes – extensively, all examples
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Yes – extensively – all examples
Online	<i>Eg. Council website</i>
	yes

2. **What is the annual spend for communications and outreach work to promote recycling?**

Previously £20,000. For the Waste Strategy comms. plan approx. £120,000.
From 2011/12 onwards there is no budget.

3. **Is this a dedicated budget? If not how is the expenditure attributed?**
Yes, it was a dedicated budget.

4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

No change, but the budget has now been removed.

5. **Has the change impacted on recycling performance? Please say how.**
N/A.

6. **Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.**

The publicity budget has been removed. At present the outreach team is still extant, but savings in one form or another from the team are required in 2012/13 and this might mean posts are cut.

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Please add any additional comments:

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: LB Richmond upon Thames

Officer contact name and no: Sara Walton, Recycling Manager, 020 8831 6361

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	No
PR	<i>Eg. Media relations via radio, press, TV and online</i>
	Yes – press releases via our corporate communications team
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i>
	Yes – leaflet distribution, door to door canvassing, exhibitions at council events, posters
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Yes – workshops and addresses at resident meetings on request
Online	<i>Eg. Council website</i>
	Yes – dedicated web pages of the service, link to pages of WLWA for waste minimisation and reuse

2. **What is the annual spend for communications and outreach work to promote recycling?**

Around £40k

3. **Is this a dedicated budget? If not how is the expenditure attributed?**

Yes

4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

It is the same

5. **Has the change impacted on recycling performance? Please say how.**

We are restricted in the media we can use for communications – public perceptions of wasting money on outdoor advertising such as lamppost banners. For 2010/11 we distributed 2 x A5 flyers – one to announce a service change and instruct service users on what can be recycled, one to announce the Easter and bank holiday collection day changes for 2011 (up to but not including Christmas/New Year 2012). We also sent out press releases.

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Difficult to say impact, but know that residents listen to negative stories in national media and believe what is said. We have recently been given the go-ahead to do doorstep canvassing in areas of low participation for the recycling service.

6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

As above – can not seem to be wasting money.

Please add any additional comments:

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: London Borough of Sutton

Officer contact name and no: Amy Harris, 020 8770 4196

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	Lamp post banners, posters at local libraries and other council owned buildings.
PR	<i>Eg. Media relations via radio, press, TV and online</i>
	Press articles, Council magazine articles, online news
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i>
	Leaflet distribution, targeted, door to door canvassing, stands at local events,
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Road shows, presentations at local residents groups, participation in national Recycling Week, doorstepping.
Online	<i>Eg. Council website</i>
	Council website, Sutton mobi,

2. **What is the annual spend for communications and outreach work to promote recycling?**

We have a £100k communications budget for promoting Street Scene Services (Parks, Highways, Street Cleansing and Waste Management). In addition to this there is £250k for a dedicated Waste Awareness Team.

3. **Is this a dedicated budget? If not how is the expenditure attributed?**

Yes there is a dedicated communications budget and Waste Awareness budget. The communications budget is allocated to individual teams according to need.

4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

There has been no additional decrease or increase to these budgets.

5. **Has the change impacted on recycling performance? Please say how.**

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N/A

6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

It is unlikely that our communications budget will change significantly in the near future as due to the programme of public expenditure cuts we will need to have the ability to communicate service changes to households and businesses across the borough.

A number of options have been put forward regarding our Waste Awareness team, including remove it, reduce it, merge it with Waste Strategy, share with Waste/ Street Cleansing Supervisors and change the role (i.e. to an enforcement role).

Please add any additional comments:

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Response sheet:

Borough: London Borough of Tower Hamlets

Officer contact name and no: Mandy Scharer / 020 7364 6743

1. What type of communications and outreach activities does your authority undertake to promote recycling? (please indicate using the table below)

Tower Hamlets is a borough with some unique challenges and opportunities that impact waste management services, for more detail please see the comments section below.

Tower Hamlets has an outsourced Communication, Education and Outreach Programme which works throughout the year promoting recycling in the community through events, work with schools, targeted doorknocking and pre-planned communications. The Council and Veolia Environmental Services work in partnership to deliver engagement activity and communications focussing on:

- Awareness raising across the diverse population,
- Increasing participation,
- Increasing capture rate,
- Reducing contamination,

all in line with the Communications, Education and Outreach Strategy.

Communication methods	Please specify examples
Advertising	<p><i>Eg. Radio, press, TV, outdoor, mobile</i></p> <p>A 'We Can Recycle More' campaign was launched in October 2008, which included bus sides, six sheets, lamppost banners, park banners, Agripa vehicle sides and a giant pink Mr Recycle More robot. The campaign had a large impact on increasing tonnages of recycling collected. Graph 1 below shows the peak in recycling during October 2008 caused by the campaign with a sustained increase in tonnage collected after that.</p> <p>Although significant improvements in the recycling rate were made during the 2008 campaign, the council still faced a huge challenge in increasing its recycling rate to 26% in 2009/10 and 32% in 2010/11.</p> <p>As a result, a high impact communications campaign was designed to support the ongoing service improvements to:</p> <ul style="list-style-type: none"> • Increase the number of households recycling (participation rates) • Increase the amount of material that households recycle (capture rates) • Reduce contamination of recycling

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	<p>The campaign was re-launched in January 2011 (and is still ongoing) focussing on the materials that can be recycled, how to get pink recycling sacks and the main contaminant (food waste). It was made up of bus sides, six sheets, lamppost banners, park banners, Agripa vehicle sides, plasma screens at key locations in the borough (Idea Stores, One Stop Shops and Brick Lane), two press ads and web content. The design (below) reaches out to residents through its use of the main languages of the borough in the body of the images. It has been supported by PR and Outreach work at events, in schools and doorknocking.</p> <p>As the campaign is still underway and recycling stats for 2010/11 have not yet been audited, we don't have yet have solid data about the success of the campaign. However, anecdotal evidence suggests that pink sack delivery requests have increased by 1/3 and rejected loads of recycling have decreased by 79%. *</p> <p>The ongoing Communications, Education and Outreach programme over the last year and a half has also included targeted radio advertising during Ramadan on a local community radio station.</p>
PR	<p><i>E.g. Media relations via radio, press, TV and online</i></p> <p>PR activity is an ongoing part of the Communications, Education and Outreach programme:</p> <ul style="list-style-type: none"> ▪ Monthly green pages in the Council's paper East End Life (focussing on waste reduction, reuse and recycling) ▪ Regular press releases about Outreach work at schools and events ▪ Seasonal press releases (including Recycle Week, Compost Awareness Week and traditional seasonal activity) ▪ Press photo opportunities (such as prize givings, recycling stories and events)
Direct marketing techniques	<p><i>E.g. Leaflet distribution, door-to door canvassing, exhibitions</i></p> <p>Targeted doorknocking campaigns (for example contamination, relaunch of the food waste service on an estate, or service conversions) and design and distribution of service leaflets take place throughout the year.</p>

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	The next area of work for doorknocking resource will be delivery of an anti-contamination plan and estate based working.
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i> The Outreach Team works year round holding stalls at events, engaging residents through talks at resident board meetings and community groups, and organising waste reduction and recycling events (e.g. bring back days and swap events). The team also runs the Recycling Champions programme which engages residents and calls on them to promote recycling within their own networks and community.
Online	<i>Eg. Council website</i> The Council website has a dedicated waste and recycling section that covers all recycling and waste services and also points residents to the Recycle Now materials. Events, pr activity and campaign activity are highlighted on the site when relevant. Through the Recycling Champion programme, events and campaigns are also highlighted on some external sites.

2. What is the annual spend for communications and outreach work to promote recycling?

£ 5,000 Education Equipment Resources
£ 20,000 Communications

3. Is this a dedicated budget? If not how is the expenditure attributed?

This is a dedicated budget.

4. Has the annual spend increased or decreased in the last 3 years, by how much?

Remained consistent since the launch of the £1.5 million recycling improvement plan in 2008, which included the 'We Can Recycle More' campaign.

5. Has the change impacted on recycling performance? Please say how.

Yes, in 2007/08 Tower Hamlets Council had a household recycling rate of 13.73%, this doubled to 26.52% in 2009/10.

The January 2011 campaign is expected to have a large impact on participation, capture rates and contamination. The full impact of which may not be seen until later in 2011.

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6. Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.

In the past five months, resource has been focussed on targeting efficiency savings through communicating new services to residents (and the communications campaign). Once the efficiency work is complete the normal Communications, Education and Outreach programme will continue, but with a renewed focus on value for money and necessity of any spends.

Please add any additional comments:

Tower Hamlets has a number of unique challenges facing it that impact on waste management services and communications:

- **High population density:** Tower Hamlets has one the highest population densities in inner London. The population has grown rapidly and is predicted to accelerate further, outstripping growth in other inner London boroughs.
- **High proportion of flats within the Borough:** There are around 100,000 households in the borough. 76% of properties are purpose-built flats meaning there are a large number of private landlords that manage blocks of flats within the borough.
- **High levels of economic diversity:** The economic prosperity of Canary Wharf sits alongside areas of acute poverty. Canary Wharf contributed to average annual workplace earnings of almost £72,000, the second highest in the country, and yet 25% of households have an income of under £15,000. Tower Hamlets is ranked 4 (where 1 is the most deprived) out of the 354 local authorities in England.
- **High levels of ethnic diversity:** Tower Hamlets is one of the most ethnically diverse areas of the country. 57% of the population are Black Asian and Minority Ethnic (BAME) groups with 33% of the population classified as Asian or Asian British (Bangladeshi). 76 different languages are spoken.
- **A young population:** Tower Hamlets has one of the youngest populations in the country, with the largest percentage of 20-34 year olds, and nearly 30% of the population under 19.
- **High population turnover:** Based on the Greater London Authority's analysis of the average 2001–2006 population turnover rates turnover was 189 per thousand residents, nearly 19 per cent of the population.

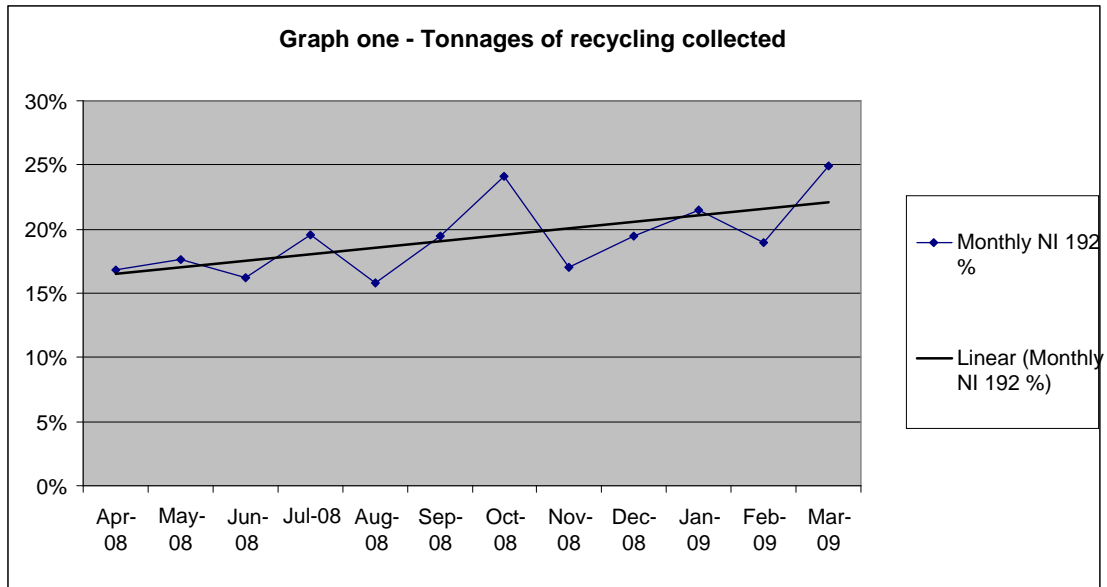
The Communications, Education and Outreach Strategy for the borough has been designed to overcome each of these specific issues.

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Information referred to above:

Graph 1 – Tonnage of recycling collected



Shots of the current campaign:



Aerosol execution



Pink sack execution



Contamination execution

*Other factors could also have contributed to these figures.

LONDON ASSEMBLY QUESTIONNAIRE

WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: Wandsworth

Officer contact name and no: Michael Singham (020) 8871 8506

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	No
PR	Yes- e.g. press releases, "Brightside" content (glossy Council publication dist. to all local households)
Direct marketing techniques	Yes- e.g. doorstepping (via "Recycle Western Riverside")
Community engagement	Yes- Eg. outreach stands (approx 25 annually)
Online	Yes- Eg. Council website

2. **What is the annual spend for communications and outreach work to promote recycling?** Don't know- most relevant activities are not directly costed e.g. space in BrightSide publication. However, the Council's Waste Service has an annual communications budget of £20,350. Wandsworth also enjoys the benefit of communications by Recycle Western Riverside (RWR) to the value of £87,000 annually.
3. **Is this a dedicated budget? If not how is the expenditure attributed?**
The Wandsworth budget covers recycling, refuse collection and street cleansing. The RWR budget covers waste min. and recycling.
4. **Has the annual spend increased or decreased in the last 3 years, by how much?** (No significant change)
5. **Has the change impacted on recycling performance? Please say how.**
N/a / Don't know- too many other factors at play.

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6. **Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.** I am not yet aware of any significant proposed cuts to these budgets.

Please add any additional comments:

Any assessment of how well different boroughs are performing should also look at:

- how well they are minimising waste (as many high recycling performers do so by e.g. attracting lots of garden waste into the system) and
- Costs- you would expect that those that spend more will achieve better performance but the authorities that provide an example for others to follow are those that achieve good performance at low cost.

This study should perhaps use the proposed “ready reckoner” tool for assessing carbon impacts of waste services to assess relative performance.

London’s performance should be compared with other big cities, not the rest of England.

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WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: Royal Borough of Kensington and Chelsea
Officer contact name and no: Mr. Jay Amies; 020 7341 5199

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	Local press.
	Outdoor as part of Recycle Western Riverside campaign.
PR	Occasional press releases and online bulletins.
Direct marketing techniques	Some leaflet distribution and door-to-door canvassing
Community engagement	Door knocking. Small roadshows and events (fetes, garden parties, street festivals, etc.), resident meetings.
Online	Dedicated web pages plus occasional bulletins.

2. **What is the annual spend for communications and outreach work to promote recycling?**
2010/11 = £39,810 (includes all printing/copying costs)
3. **Is this a dedicated budget? If not how is the expenditure attributed?**
Yes
4. **Has the annual spend increased or decreased in the last 3 years, by how much?**
2011/12 budget = £32,270
2010/11 = £39,810
2009/10 = £53,010
2008/09 = £51,720
5. **Has the change impacted on recycling performance? Please say how.**
It is difficult to say. Overall performance is up marginally but it will surely have impacted on recycling rates in those areas of the borough with particularly transient populations.

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6. **Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how. It already has (see 2011/12 budget)**

Please add any additional comments:

LONDON ASSEMBLY QUESTIONNAIRE

WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

Response sheet:

Borough: Royal Borough of Kingston upon Thames

Officer contact name and no: Wendy Pogson, Communications Officer, 020 8547 4709.

1. **What type of communications and outreach activities does your authority undertake to promote recycling?** (please indicate using the table below)

Communication methods	Please specify examples
Advertising	<i>Eg. Radio, press, TV, outdoor, mobile</i>
	Print ads, displays (pull-up banners), vehicle branding, and publicity literature sent to residents: service information booklets, flyers, posters, and letters.
PR	<i>Eg. Media relations via radio, press, TV and online</i>
	Press releases, radio ads, website banner links.
Direct marketing techniques	<i>Eg. Leaflet distribution, door-to door canvassing, exhibitions</i>
	An annual Recycling Newsletter, publicity literature (as above) contained in branded envelopes.
Community engagement	<i>Eg. Roadshows, workshops, resident meetings</i>
	Road shows, open days, on-site meet and greets with residents, resident surveys.
Online	<i>Eg. Council website</i>
	Council website.

2. **What is the annual spend for communications and outreach work to promote recycling?**

Marketing spend has been exceptionally higher in the past three years due to the introduction of new services – a new household recycling and composting service (2008) and a new recycling service for flats (2010).

Communications spend was approximately £25k. This year's projected spend is £15k.

3. **Is this a dedicated budget? If not how is the expenditure attributed?**

We have had a dedicated budget in recent years however this is due to change with the centralising of the corporate communications team.

Expenditure will be attributed based on the Council's corporate priorities, one of which is 'Protecting and enhancing the environment for us and future generations.'

LONDON ASSEMBLY QUESTIONNAIRE

WHY DO RECYCLING RATES VARY SO WIDELY ACROSS LONDON?

4. **Has the annual spend increased or decreased in the last 3 years, by how much?**

See question 2.

5. **Has the change impacted on recycling performance? Please say how.**

The intensive communications that we provided residents has had a positive impact on the borough's recycling and composting rate, which has nearly doubled since 2008.

6. **Will the current programme of public expenditure cuts affect communications and outreach spend? Please say how.**

A centralised communications budget will allow us to target communications more effectively and potentially reduce spend. This will be dependent on the introduction of, and changes to, the services we offer.

Please add any additional comments: