

## Appendix 1

Year 2017/18 (June 2017-06-27)

### **Action Plan 'Recycling Matters'**

*Long term behaviour change*

**A 12 month action plan to increase the percentage participation in Low performance areas within the East Cambridgeshire District Council Recycling Service.**

#### **What is meant by a low participation area?**

The term LPA is applied to geographic areas where there is a concentration of households which, for whatever reason, participate less in the recycling service(s) provided than households in other areas of the Authority (WRAP)

#### **What is low participation?**

Low levels of participation in recycling services overall resulting in low tonnages collected.  
Incorrect participation resulting in the wrong materials being presented and poor quality of recyclate collected.

Groups of 'low participation' households with similar housing, social or demographic characteristics are often referred to as:

**Hard-to-reach groups;** Sections of the population with whom it may be difficult to communicate the reason to participate in the service and/or the practicalities of using it.

**Hard-to-engage groups.** Sections of the population that are 'hard-to-reach' operationally. This may be due to their location or housing type e.g. high rise flats or an isolated rural area.

## Scheme method summary

Develop project message ‘Why is it important for you to recycle.’ Send two leaflets out to targeted areas six months apart. Work with stakeholders within community hubs to re enforce message. Utilise all available media. Carry out post survey after project completed. Review and Evaluate.

### 1 Main Targets

Objective	Target	Target Date	Progress
<p><b>Main objective</b></p> <p>Increase participation in identified LPAs to match the rest of the district. Reduce contamination. Increase participation in identified LPAs to meet recycling target. Ensure residents understand how to use their recycling services.</p> <p><b>Identify Low Performing areas within the district</b></p>	<p><b>Main Target</b></p> <p>Increase recycling rate by the end of the 12 month project period.</p> <p><b>Low Performing areas identified. List created.</b></p> <p><b>How has the list been created?</b></p> <p>It pays to recycle recording sheets (Participation/set out rates) Yield data (Tonnages, on rounds 1 to 5 and are lower than other rounds) Feedback from the recycling team (Feedback from crews/frontline staff)</p> <p><b>Community Hubs identified</b></p>	<p>August 2017 to August 2018</p> <p>June 2017</p>	<p>On going</p> <p>Complete</p> <p>Complete</p>

<p><b>Identify Community hubs:</b></p>	<p>Ely Community Centre, Larkfields Resource Centre High Barns, Ely, CB7 4SB Litteport Library, Town Hall, Victoria Street. Littleport. CB6 1LU. The Parish Rooms                   The Parish Rooms, High Street, Stretham,. Wilburton Village Hall (St Peters) 41 High Street, Wilburton,Ely. CB6 3RB. Soham Library, 7 Clay Street. Soham CB7 5HJ.</p>	<p>June 2017</p>	<p>Complete</p>
<p><b>Identify Stakeholders</b></p>	<p><b>Stakeholder engagement</b></p> <p>Police Residents Associations (Each area has its own culture) Housing Associations School assemblies</p>	<p>June 2017</p>	<p>Ongoing</p>

## 2 Actions and Initiatives

**OBJECTIVE:** Increase participation in low performing areas  
**TARGET:** Increase recycling rates in low performing areas

Proposed Action	Milestone Tasks)	Responsible Person	Partners to consult / engage	Target Date	Success Indicator	Progress
<i>Organise internal meeting with Council Officers who may be able to contribute assist with the project.</i>	<i>Arrange meeting</i>	<i>Nick Wyatt</i>	<i>Jo Brooks Dave white Lewis Bage Nick Ball Angela Parmenter</i>	<i>3<sup>rd</sup> July 2017</i>	<i>Meeting held</i>	
<i>Confirm target areas</i>	<i>Target areas selected</i>	<i>Nick Wyatt</i>		<i>3<sup>rd</sup> July 2017</i>		
<i>Comfirm message and design and produce leaflets for distribution.</i>	<i>Develop distribution process.</i>	<i>Nick Wyatt</i>	<i>Waste Services Team</i>	<i>September 2017</i>	<i>Message agreed</i>	
<i>Having identified External stakeholders. Engage with Stakeholders</i>	<i>Contact Stakeholders</i>	<i>Nick Wyatt</i>	<i>Identified Stakeholders</i>	<i>September 2017</i>	<i>Stakeholder network established</i>	
<i>Establish timetable for Sustainability Officer to visit community hubs, for example local schools and community centres.</i>	<i>Work with identified community hubs and stakeholders to develop time table of visits</i>	<i>Nick Wyatt</i>	<i>Identified Stakeholders and community Hubs</i>	<i>September 2017</i>	<i>Time table published</i>	

<i>Distribute first leaflet.</i>	<i>Sustainability Officer to distribute leaflets</i>	<i>Nick Wyatt</i>		<i>October 2017</i>	<i>Leaflets distributed</i>
<i>Social media</i>	<i>Council twitter Council web site Face book</i>	<i>Nick Wyatt</i>	<i>Council 'comms'</i>	<i>September 2017</i>	<i>Social media live</i>
<i>Radio/press release</i>	<i>Construct and agree web site</i>	<i>Nick Wyatt</i>	<i>Council 'comms' Waste Services Team</i>	<i>September 2017</i>	<i>Press release published. Hopefully editorial local papers</i>
<i>Well informed council customer services</i>	<i>Customer services briefed</i>	<i>Nick Wyatt</i>	<i>Annette Wade</i>	<i>September 2017</i>	<i>Customer Services fully briefed</i>
<i>Staff Intranet/council web site</i>	<i>Meeting with Annette Wade</i>	<i>Nick Wyatt</i>	<i>Annette Wade</i>	<i>September 2017</i>	<i>Information on Website</i>
<i>Well informed elected members</i>	<i>Briefing note distributed</i>	<i>Dave White/Nick Wyatt</i>		<i>September 2017</i>	<i>Members Informed</i>
<i>Inform Parish Councillors</i>	<i>Magazine article produced</i>	<i>Nick Wyatt</i>		<i>September 2017</i>	<i>Article published</i>
<i>Posters</i>	<i>Design and print leaflets</i>	<i>Nick Wyatt</i>	<i>Andy Dicks</i>	<i>September 2017</i>	<i>Posters distributed</i>
<i>Distribute Second leaflet</i>	<i>Sustainability Officer to distribute leaflets</i>	<i>Nick Wyatt</i>		<i>February 2018</i>	<i>Leaflets distributed</i>
<i>Re-Survey targeted areas</i>	<i>Design survey process to gauge the results of the scheme.</i>	<i>Darren Hughes</i>	<i>Dave White</i>	<i>September 2018</i>	<i>Recycling rates have increased in targeted areas.</i>
<i>Evaluate project results</i>	<i>Analyse results</i>	<i>Waste Team</i>		<i>September 2018</i>	<i>Publish results</i>

Intervention List

**Areas to be targeted first:**

<b>Areas to be targeted first:</b>			
<b>Ely</b> High Barns		Friday	Round 2 week 1
<b>Ely</b> New Barns		Friday	Round 2 week 1
<b>Soham</b> West Drive Gardens		Weds	Round 3 week 2
<b>Stretham</b> Berry Green		Monday	Round 1 week 1
<b>Littleport</b> Friars Way		Tuesday	Round 1 week 2
<b>Wilburton</b> Millfield place		Monday	Round 1 week 1
<b>Intervention areas listed by town /village (below)</b>			
<b>Ely</b>			
High Barns	Friday	Romeo 2	Yellow
New Barns	Friday	Romeo 2	Yellow
Carey Close	Friday	Romeo 2	Yellow
Briar Close	Friday	Romeo 2	Yellow
Gunning Road	Friday	Romeo 1	Yellow
Nigel Road	Friday	Romeo 1	Yellow
Heaton Close	Friday	Romeo 1	Yellow
Kilkenny Avenue	Friday	Romeo 1	Yellow
<b>Littleport</b>			
Friars Way	Romeo 1	Tuesday	Purple
Upton Place	Romeo 2	Tuesday	Purple
Limes close	Romeo 2	Tuesday	Purple
		<b>Soham West</b>	Weds Round 3 week 2
		Drive Crescent	2
		<b>Littleport</b> Millpit Furlong	Tuesday Round 1 week 2
<b>Soham</b>			
West Drive Gardens	Weds	Romeo 3	Purple
West Drive Crescent	Weds	Romeo 3	Purple
West Drive	Weds	Romeo 3	Purple
Orchard row	Weds	Romeo 3	Purple
Centre Road	Weds	Romeo 3	Purple
Brooke Street	Weds	Romeo 3	Purple
Martin Close	Weds	Romeo 4	Purple
Queens Way	Weds	Romeo 4	Purple
Foxwood South	Weds	Romeo 4	Purple
Thorn close	Weds	Romeo 4	Purple
Rosebay Gardens	Weds	Romeo 4	Purple
Primrose Lane	Weds	Romeo 4	Purple
Gunston Close	Weds	Romeo 5	Purple

Parsons Lane	Romeo 2 Tuesday Purple	
Lester Way	Romeo 2 Tuesday Purple	
Wisbech Road	Romeo 2 Tuesday Purple	
Meadow court	Romeo 2 Tuesday Purple	
Friars Place	Romeo 2 Tuesday Purple	
The Crescent	Romeo 1 Tuesday Purple	
the Brambles	Romeo 1 Tuesday Purple	
Millpit Furlong	Romeo 1 Tuesday Purple	
Hempfield Road	Romeo 4 Tuesday Purple	
Croft Park Road	Romeo 4 Tuesday Purple	
Kingsmead Court	Romeo 4 Tuesday Purple	
Sutton		
Saffron place		Mon Romeo 4 Yellow
The America		Mon Romeo 3 Yellow
The Brook		Mon Romeo 4 Yellow
Stretham		
Berry Green		Mon Romeo 1 Yellow
Meadow Croft		Mon Romeo 1 Yellow
Haddenham		
Allen Road		Fri Romeo 3 Yellow
Wardy Hill		
Meadow Way		Tue Romeo 4
Newmarket		
Centre Drive		Mon Romeo 3 Purple
Fordham		
Thirwell Drive		Weds Romeo 1 Yellow
Newport Avenue		Weds Romeo 1 Yellow
Eldreth Avenue		Weds Romeo 1 Yellow
Trinity Close		Weds Romeo 1 Yellow
Rule Gardens		Weds Romeo 1 Yellow
Tharp Way		Weds Romeo 3 Yellow
Wilburton		
Millfield place		Monday Romeo 1 Yellow
6/6/17		