

**REPORT TO:** Executive Board Sub-Committee  
**DATE:** 16<sup>th</sup> October 2008  
**REPORTING OFFICER:** Strategic Director, Environment  
**SUBJECT:** Waste Management Communications Campaign  
**WARD(S):** Borough-wide

**1. PURPOSE OF REPORT**

1.1 To seek approval for the waiving of relevant procurement standing orders for the reasons outlined within the report.

**2. RECOMMENDED: That:**

**2.1 Relevant procurement standing orders be waived and EnviroComms be appointed to deliver a Communications Campaign for Halton; and**

**2.2 The Strategic Director for Environment be authorised, in consultation with the Executive Board Member for Environment, to take all steps necessary to develop and implement Communications Campaign in Halton.**

**3. BACKGROUND**

3.1 Halton Borough Councils Municipal Waste Management Strategy highlights the need for effective communications and awareness raising to facilitate a positive behaviour change in Halton. Persuading people to change their attitude towards waste is probably the biggest challenge we face if we are to increase participation with the Councils recycling schemes to the high levels required to meet waste related targets.

3.2 The Council has invested significantly to deliver a programme of enhanced kerbside recycling services to meet future targets however, whatever systems are implemented, the Council will only be successful in achieving targets if it has the cooperation of the residents of Halton. Essential to achieving increased cooperation and participation is a raised awareness of waste related issues and this report sets out details of a proposed comprehensive and targeted communications and marketing campaign to bring about such increased awareness amongst the residents of the borough.

**4. SUPPORTING INFORMATION**

4.1 Haltons Waste Strategy sets targets to achieve a minimum of 30% Recycling by 2010 and a minimum of 40% Recycling by 2020.

Following the approval of its Waste Strategy, Halton agreed stretched performance targets for recycling with the Government Office for the North West (GONW). These are contained within Haltons Local Area Agreement and require 28% recycling by 2008/09, 31% by 2009/10 and 34% by 2010/11.

- 4.2 If Haltons LAA waste targets are to be met, an additional 3,500 tonnes of material needs to be diverted in 2008/09 (compared to 2007/08), an additional 2,000 tonnes in 2009/10 and an additional 3,000 tonnes in 2010/11. In total, an extra 8,500 tonnes of recycling materials needs to be collected through the Councils schemes by 2010/11 and to achieve this will require participation levels to be far beyond those required to achieve the performance targets contained within the Councils Waste Strategy and, more significantly, far in excess of those current being achieved.
- 4.3 Effective and efficient communications is widely accepted as a vital element in driving up recycling performance and recognising this fact Members approved revenue growth for 2008/09 and 2009/10 to deliver an enhanced publicity and awareness raising programme. To support the development of this programme EnviroComms, an external communications specialist, were recently commissioned to deliver training to a number of key Council officers, which focussed upon the principals of successful communications and publicity. EnviroComms were also asked to provide proposals to deliver a campaign in Halton to achieve the following outcomes;
- Establishment of existing attitudes and habits towards recycling
  - Increase awareness of recycling and waste minimisation in Halton
  - Enhanced and increased use of existing recycling services and facilities
  - Build awareness of new collection schemes
  - Encourage increased participation and correct use of existing and new collection schemes
  - Maintain awareness of new scheme and other recycling services
  - Maintain highest levels of recycling possible during and beyond campaign
- 4.4 EnviroComms subsequently submitted a proposal that is made up of a number of key components, including;
- A Halton 'Brand' Development
  - Public Roadshows
  - Direct marketing to each household in the borough
  - 'Doorstepping' and community engagement activities
- 4.5 A key part of the proposal, as outlined above, will be a team of trained individuals directly engaging with residents through a programme of visits to households within the borough. This will assist in identifying

attitudes towards recycling, existing barriers to recycling and will increase awareness and use of existing and future recycling services.

- 4.6 In addition, an integrated media and advertising campaign will also be managed and delivered jointly by the Councils Press and Public Relations manager and relevant Waste Management Officers, who have co-ordinated such activities to date. Previous activities include the development of a Joint Communications Strategy with the Merseyside Waste Partnership, and a Local Waste Public Relations Plan that has been used to guide promotions specifically in Halton. However, for the reasons outlined within this report, the Council needs to step up its publicity and promotional activities but currently does not have the internal capacity to do so.
- 4.7 EnviroComms have a proven track record of delivering successful campaigns for local authorities that have resulted in significant increases in recycling performance. The overall cost of the proposal for Halton, which will run for approximately 18 months, is anticipated to be £140k. Standing orders require that a tendering exercise is undertaken where services of this value are to be procured. However, the aim of the campaign is to exceed Halton's LAA recycling targets, and in order to do so, will require its commencement at the earliest opportunity. Any further delay resulting from a potentially lengthy tendering exercise could jeopardise the Council's achievement of such targets. Furthermore, the early introduction of the campaign will increase the level of recyclable materials collected and the Council will benefit from an increased reduction in landfill disposal charges.
- 4.8 The first meeting of with GONW to review the Council's actions to meet the stretched performance targets contained within the Halton LAA is to take place on 26<sup>th</sup> November and it is important to be able to demonstrate that plans are in place by this time. For this reason, and those outlined in paragraph 4.7, it is recommended that all relevant standing orders be waived and that the Strategic Director for Environment be authorised to finalise the proposal details with EnviroComms, in consultation with the Executive Board Member for the Environment, and proceed with the development and implementation of a comprehensive and targeted communications and awareness raising campaign as detailed within this report.
- 4.9 The financial investment in this campaign is considered to represent value for money as a cost/value ratio analysis revealed increased landfill disposal cost savings are achievable as a result.

## **5. FINANCIAL ISSUES**

- 5.1 There are no financial implications as a result of this report as costs will be met from existing revenue budgets.

## **6. POLICY IMPLICATIONS**

6.1 There are no policy implications as a result of this report.

## **7. OTHER IMPLICATIONS**

7.1 There are no other implications arising from this report.

## **8. IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

### **8.1 Children and Young People in Halton**

No direct impact

### **8.2 Employment, Learning and Skills in Halton**

No direct impact

### **8.3 A Healthy Halton**

No direct impact

### **8.4 A Safer Halton**

No direct impact

### **8.5 Halton's Urban Renewal**

No direct impact

## **9.0 RISK ANALYSIS**

9.1 There is a significant risk that the Council may fail to meet stretched performance targets contained within the Halton LAA. The implementation of the proposed Communications Campaign will mitigate the risks of failing to meet Halton's waste related targets.

## **10. EQUALITY AND DIVERSITY ISSUES**

10.1 There are no equality and diversity issues as a result of this report.

## **11.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

11.1 There are no background papers within the meaning of the Act.