

Report on	Recycle Week 2019 'Be Plastic Fantastic' Recycling Campaign
Date of Meeting	12 November 2019
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officers	Recycling Officers

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To update members on Recycle Week 2019 and 'Be Plastic Fantastic' recycling campaign.
2.0	Background
2.1	<p>Environmental Services is continuing its focus on increasing our overall dry recycling rate, i.e. maximising usage of the blue bin scheme. Following the findings of the WRAP (Waste Resources Action Programme) Waste Composition study completed in July 2018, two keys areas were identified where Council needs to focus to increase dry recycling:</p> <ul style="list-style-type: none"> - Reducing 'missed capture' (the blue bin material still being placed in the black bin) - Reducing contamination in the blue bin
2.2	WRAPs Recycling Guidelines (2018), have shown that there is "too much information to communicate to people at one time, even in some cases when a single material is focused on. This is particularly the case for plastics where there is currently a lot of confusion for householders and owing to the variations in the types of packaging."
2.3	The Waste Composition study has shown that approx. 10% of the waste contained in householders' black bins in Mid Ulster comprised plastic bottles, pots, tubs and trays.
3.0	Main Report
3.1	Recycle Week aims to change people's recycling behaviour whilst gaining positive publicity. Research shows that more people now than ever realise that recycling makes a difference, helps tackle pollution, climate change and ocean plastics. Thus Recycle Week provided the perfect 'springboard' for the launch.
3.2	The campaign is also timely in that it will help to maximise residents' use of the recently distributed Indoor Recycling Bag (funded through the DAERA Recycling Behavioural Change Fund) as the perfect way to store plastics before placing in the blue bin – thus preventing them from being placed in black bins and directly targeting the missed capture
3.3	<p>Using this evidence and in conjunction with the Recycling Team, the Marketing and Communications Team have devised a high profile 'Be Plastic Fantastic' recycling communications campaign. The campaign aims to:</p> <ul style="list-style-type: none"> - encourage reduced plastic usage where possible

	<ul style="list-style-type: none"> - address confusion around what plastics are accepted for recycling in Mid Ulster - increase the quantity of plastics recycled in the blue bin - reduce 'missed capture' i.e. quantity of recyclable plastic placed in black bins <p>'Be Plastic Fantastic' was launched during Recycle Week (w/c 23rd September). Recycle Week is annual national campaign coordinated by WRAP, running for over 15 years.</p>
3.4	<p>Campaign Elements:</p> <ul style="list-style-type: none"> • Feature on Indoor recycling bag and 'Be Plastic Fantastic' feature in Summer Insight magazine • Launch press release and photo with Council Chair, w/c 23 September • 'Do you recycle your plastics? We Do' on 4 x billboards, 6 x adshells, 20 x bus rears and 3 scrolling Tesco panels each in Magherafelt, Cookstown, Dungannon from 7th to 20th October • Promotion on social media during Recycle Week and ongoing • Dedicated page on Council website https://www.midulstercouncil.org/plastics • In store events in Tesco stores • Plastics focused recycling education with schools and community groups • NI Water delivery of #Refillution talks/water bus visits to schools in November • Production of video for use on social media and in cinema • Showing of video in 3 Mid Ulster cinemas from 22nd November to 5th December
3.5	<p>The Environmental Services Recycling Team applied for and were successful in securing £5000 from the WRAP/DAERA Plastics Recycling Communications Fund (copy of grant award letter attached as appendix). This funding will be used to cover the following costs</p> <ul style="list-style-type: none"> - £3000 video production - £1500 cinema advertising - £500 social media promotion
4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial:</p> <p>Outdoor advertising costs have been covered by Marketing and Communications. Environmental Services have secured £5,000 of funding to cover campaign costs.</p> <p>Human:</p> <p>Significant Communications Team and Recycling Team/Officer time has been dedicated to devising and delivering this campaign, to assist with delivery on increasing recycling.</p> <p>Risk Management:</p> <p>Ongoing targeted recycling communications are a key focus for Environmental Services to ensure that future recycling targets are achieved and to assist in maintaining Mid Ulster's high recycling performance.</p>
4.2	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications: None</p> <p>Rural Needs Implications: None</p>

5.0	Recommendation(s)
5.1	Members are asked to note the contents of this report and ongoing recycling campaign.
6.0	Documents Attached & References
6.1	Be Plastic Fantastic campaign launch and Adshell photographs
6.2	WRAP Plastic Recycling Communications Funding Grant Award Letter