

**DrumCOO**  
Recycling Centre

**STEP  
IT UP**  
this  
**RECYCLE  
WEEK**

Dirty  
Clothing

Your Blue Bin Recycling Collection



## **News Release**

9 September 2021

### **Mid Ulster Residents Encouraged To 'Step It Up' This Recycle Week**

Mid Ulster District Council is encouraging residents to 'Step Up' their recycling efforts and 'Recycle Right' this Recycle Week, 20 – 26 September.

Mid Ulster consistently holds the spot as the top recycling Council in Northern Ireland but there is still more we can do to step up our recycling and help fight climate change.

Latest research from Recycle Now reveals that 9 out of 10 people now recycle.

However, across Mid Ulster 55% of the contents of household black bins are items that can be recycled in the blue and brown bins; including food waste, glass, paper, card and plastics bottles, pots, tubs and trays as well as bathroom plastics like toiletries (shampoo and conditioner bottles, shower gel bottles) and cleaning and bleach bottles.

This is where we can all 'Step It Up' and recycle these items right. By doing so we will also be helping in the fight against climate change. Recycling currently saves 18 million tonnes of CO<sub>2</sub> every year, which is the same as taking 12 million cars off the road.

Follow these simple tips to make sure you recycle right in Mid Ulster:

- Recycle more plastic bottles, pots, tubs and trays from all around the home as well as metal tins/cans, paper/card and glass bottles and jars. All these items should be recycled in your blue bin and should be clean, dry and loose to ensure maximum recycling can be achieved. Garden and food waste should be recycled in your brown bin and never disposed of in your general waste bin.
- Never dispose of nappies, food waste, containers that still have food residue or bottles that still contain liquids, in the blue bin.

- Your brown bin is for the disposal of garden and food waste as well as cold ashes. It should never be used to dispose of general waste or blue bin items.
- Remember to take larger or more bulky items like electricals, wood and hard plastics to your nearest Recycling Centre.
- Unwanted clothing and footwear can also be taken to one of the recycling Centres or donated to charity.

Chair of the Council, Councillor Paul McLean, is encouraging everyone across the district to 'Step It Up' and recycle even more as part of our everyday lives.

"Mid Ulster residents have demonstrated their commitment to recycling time and time again and it is this passion and dedication that has seen Mid Ulster consistently named the top performing council for recycling in all of Northern Ireland. I want to extend a sincere thank you to all residents, schools and businesses in the district for achieving these fantastic results year after year.

"However, I know there is still more we can do. If we all 'Step It Up' and 'Recycle Right' by recycling more of the right things, more often, we will increase this rate even further and more importantly help tackle climate change.

"Small but powerful everyday actions, such as recycling more, will have a huge impact on the environment and the planet, helping to protect and safeguard it for the generations that will come after us. Let's all get behind this campaign and 'Recycle Right' this week and every week in the future."

One local Mid Ulster based business has really stepped up its recycling efforts by manufacturing uniforms from plastic bottles, securing a contract with the airline easyJet to supply the uniforms for its cabin crew and pilots.

Bernard Birt, managing director of Tailored Image, Dungannon, said: “Our role as a bespoke uniform and corporate wear provider is to deliver innovative solutions for our clients, built around comfort and practicality for their wearers. The additional challenge with the easyJet project was to meet their exceptionally high standards in reducing environmental impact.

“By combining the expertise of our design and garment technology teams, we developed a collaborative approach with a mill that is leading the way in the development of sustainable fabrics. We were excited from the outset to be involved in this project and are delighted that the success of the new easyJet wardrobe demonstrates the result of our award-winning customer-focused approach and our ability to meet even the most exacting briefs.”

For more information on what you can and can't recycle in Mid Ulster, go to: [www.midulstercouncil.org/recycling](http://www.midulstercouncil.org/recycling) and if you have any queries please mail [recycling@midulstercouncil.org](mailto:recycling@midulstercouncil.org).

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## Step It Up / Let's Recycle Right - Recycling Campaign Communications Plan 2021-2022

**Objective:** To use Marketing and Communications to encourage the district to 'step up' their recycling efforts and recycle more of the right things more often with the tagline 'Step It Up' in line with Wrap's generic Recycle Week 2021 campaign, while also incorporating the #LetsRecycleRight. The campaign will further focus on particular waste streams, bins and times of year to promote continuous and correct recycling over the months ahead. For example, Step It Up at Halloween / Christmas, Step It Up and recycle your Food Waste right, Step It Up and recycle your Plastics right etc.

**Aim:** During the past 18 months, since the beginning of lockdowns and restrictions due to the Covid 19 pandemic, the general consensus amongst Councils has been that residents have not seen recycling as a priority with 'survival mode' and staying safe being the main priorities on everyone's mind. Despite this, across Mid Ulster, residents did continue to use their three household bins to dispose of their rubbish and recycling rates remained relatively unaffected with Mid Ulster again having the highest household recycling rate of all 11 councils here for the 2020/21 year. However, in order to maintain our consistently high recycling rates we need to reiterate the importance of recycling and ensure that people still consider recycling as an everyday habit that comes naturally. We know in Mid Ulster 55% of the contents of black bins are made up of items that can be recycled. With this campaign we want to again raise awareness and emphasise the importance of recycling to residents by reminding them of what can and cannot be recycled. This will help remove these incorrect items from the black bin and into the blue and brown bins where they belong. Therefore, the aim of the campaign is to increase the recycling efforts of Mid Ulster residents and see it reflected in our household recycling stats, helping us maintain our position at the top of the recycling table in NI and helping to protect the environment.

**Messaging:** The messaging for the campaign will be encouraging, conversational and taking an approach of following examples of others. We want to ensure residents are actively recycling as much as possible and encourage them to recycle more of the right things more often. Messaging will therefore focus on persuading residents to follow these 'good' examples and to 'step up' their recycling efforts to make sure they are correctly recycling all items from around their home etc. The campaign message will help ingrain in residents that recycling is a 'normal' everyday habit that fits in with every lifestyle.

**Method:** We will convey our message to residents through a coordinated communications campaign. This year again we opted against using the traditional promotional methods of outdoor advertising, given the success of last year's campaign and the current climate where budgets are still tight with the ongoing pandemic. Instead, we have decided to focus the attention on getting real

stories from local, real people/organisations/businesses displaying exceptional examples of recycling activities and demonstrating good practise recycling – how they ‘stepped it up’ and are ‘recycling right’. One such exemplary business is Tailored Image in Dungannon who have the perfect example of exceptional recycling efforts by making uniforms for EasyJet from recycled plastic bottles. We have commissioned a video with the business and this will form part of the campaign. We also wanted to lead by example and as part of the campaign illustrate we practice what we preach and that our own council facilities are ‘recycling right’. Therefore, we have also commissioned a series of short videos at: The Burnavon, Seamus Heaney Home Place, OM Dark Sky Observatory, Greenvale Leisure Centre, Council Offices building, Depot/Stores. We hope to be able to secure additional videos with a range of local people, including local sports personalities, detailing how they have ‘stepped it up’ and are ‘recycling right’. Alongside this the generic messaging around specific items and material streams will be used to ensure people have the most up to date information in order to recycle right. Publicity-wise we will use a mixture of press work, social media and direct engagement with the public via ES staff visiting supermarkets, community groups, schools etc. (if possible due to COVID19 restrictions). On social media we will use a combination of the hashtags (not necessarily all used in every post): #StepItUp #LetsRecycleRight #MidUlsterRecycles and #RecyclingHero. Direct people to general [www.midulstercouncil.org/recycling](http://www.midulstercouncil.org/recycling) page for more information on recycling in Mid Ulster throughout the campaign.

#### Plan:

Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
Week 1: W/C 20 September 2021	News release and pic launching the campaign tying into this year's Recycle Week which runs from 20- 26	Launch news release with pic of Chair and social media	Local press	Add to feature panel of homepage- Step It Up / Lets Recycle Right  Add to the news section of	tweet- campaign launch and photo with quote from chair	Post on campaign launch and photo with quote from chair	Post on campaign launch and photo with quote from chair	Photography £60

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	September and this year has the theme 'Step It Up'			the council website				
22 September	Video with Tailored Image Ltd. – recycled plastic bottles for easyjet uniforms	Social media / Council website		Add to feature panel of homepage- Step It Up / Lets Recycle Right	tweet- video interview and short text explanation on what the company is doing	Post video interview and short text explanation on what the company is doing	Post video interview and short text explanation on what the company is doing	Approx.. £200 Jim Kerr (Cathal Hegarty stepping in at same cost)
23 September	News release and pic detailing Mid Ulster highest recycling rate for Q4- tie into residents are stepping it up and recycling right	News release and pic- Chair of EC Councillor Wesley Brown	Local press	Add to news section of the website	Tweet release and pic	Post about news release and pic	-	-
24 September	As Recycle Week	Social media	-	-	Tweet reminder to	Post reminder to recycle with	Post reminder to	-



Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
	comes to an end, encourage residents to Step Up their recycling and Recycle Right this weekend				recycle with #StepItUp and (Wrap graphic???)	#StepItUp and (Wrap graphic???)	recycle with #StepItUp and (Wrap graphic???)	
Week 2: W/C 27 September 2021	Chair of the Env Committee endorsing the campaign-quote and pic	Social media	-	-	Tweet pic with quote from CoEC	Post pic with quote from CoEC	Post pic with quote from CoEC	£60 photography to include all promotional pics used
29 September	Top 10 tips on how to "recycle right" using household bins	Social media	-	-	Tweet message and graphic containing 10 tips	Post message and graphic containing 10 tips	Post message and graphic containing 10 tips	-
1 October	Step Up your recycling efforts by taking larger	Social media	-	-	Tweet message and photo at HRC	Post message and photo at HRC	Post message and photo at HRC	-

Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
	items to your nearest HRC							
Week 3: W/c 4 October 2021	Yes please / no thanks – materials suitable for blue & brown bins	Social media	-	-	Tweet message and graphic of suitable materials	Post message and graphic of suitable materials	Post message and graphic of suitable materials	-
6 October	Comment from MD at Tailored Image	Social media	-	-	Tweet statement and still from video	Post statement and still from video	Post statement and still from video	-
Week 4: W/c 11 October 2021	Video 1 of MUDC facility promoting internal recycling message	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 5: W/C 18 October 2021	Internal video 2	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 6: W/C 25	Generic Halloween content to	Social media	-	-	Tweet message and image	Post message and image (available from	Post message and image	-

Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
October 2021  2 – 3 no. posts during the week	link with campaign - #LetsRecycleRightThisHalloween				(available from resource library)	resource library)	(available from resource library)age	
Week 7: W/C 1 November 2021	Internal video 3	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 8: W/C 8 November 2021	Internal video 4	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 9: W/C 15 November 2021	Internal video 5	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 10: W/C 22 November 2021	EWWR-news release and maybe commissioned photography of Chair of	Local press and social media - content etc will be released from WRAP. Available October 21	Local press	News release added to news section	Tweet / share message and WRAP image	Post / share message and WRAP image	Post / share message and WRAP image	Maybe photography ?



Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
	EC endorsing message then tie into campaign							
Week 11: W/C 29 November 2021	Internal video 6	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 12: W/C 6 December 2021	Internal video 7	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 13: W/C 13 December 2021	Christmas messaging – food waste linking with campaign – Step Up your recycling efforts this Christmas	Social media	-	-	Tweet message and image	Post message and image	Post message and image	-
Week 14: W/C 20 December 2021	Christmas messaging – packaging, glass	Social media	-	-	Tweet message and image	Post message and image	Post message and image	-

Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
	bottles/jars etc. from house gatherings etc (if appropriate with Covid guidelines on socialising)							
Week 15: W/C 27 December 2021	Christmas messaging – leftover food waste from the Christmas dinners etc. #LetsRecycleRightThisChristmas	Social media	-	-	Tweet message and image	Post message and image	Post message and image	-
Week 16: W/C 3 January 2022	Christmas Trees / cards, wrapping paper etc (post Christmas throw away items)	Social media	-	-	Tweet message and image	Post message and image	Post message and image	-

Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
Week 17: W/C 10 January 2022	Electricals message – content available from Materials Focus	Social media	-	-	Tweet / share message and image from Materials Focus	Post / share message and image from Materials Focus	Post / share message and image from Materials Focus	-
Week 18: W/C 17 January 2022	Push/ incentive to download binovation app – promote use of app	Social media – MUDC website	-	Website – article on news section etc.	Tweet message and graphic or binovation logo etc.	Post message and graphic or binovation logo etc.	Post message and graphic or binovation logo etc.	-
Week 19: W/C 24 January 2022	Video 1 with sports person (not yet confirmed)	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 20: W/C 31 January 2022	Video 2 with sports person (not yet confirmed)	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC
Week 21: W/C 7 February 2022	Video 3 with sports person (not yet confirmed)	Social media	-	-	Tweet message and video	Post message and video	Post message and video	Video costs TBC



Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
Week 22: W/C 14 February 2022	News release revealing recycling stats for last 12 months	News release and pic revealing rate	Local press	News release added to news section of the website	Tweet impressive stats and message of encouragement to continue to recycle right	Post impressive stats and message of encouragement to continue to recycle right	Post impressive stats and message of encouragement to continue to recycle right	-
Week 23: W/C 21 February 2022	WRAP Q4 campaign – plastic film	-	-	-	Tweet / share message and WRAP image	Post / share message and WRAP image	Post / share message and WRAP image	-
Week 24: W/C 28 February 2022	Move to highlight specific waste streams – blue bin items	-	-	-	Tweet message and image	Post message and image	Post message and image	-
Week 25: W/C 7 March 2022	Clean, dry loose presentation in blue bin	-	-	-	Tweet message and image	Post message and image	Post message and image	-
Week 26: W/C 14 March 2022	Further blue bin messaging	-	-	-	Tweet message and image	Post message and image	Post message and image	-

Date	Activity	Promotional Method	Targeted Media	Website	Twitter @MidUlster_DC	Facebook	Instagram	Cost
Week 27: W/C 21 March 2022	Brown bin items	-	-	-	Tweet message and image	Post message and image	Post message and image	-
Week 28: W/C 28 March 2022	Further brown bin messaging	-	-	-	Tweet message and image	Post message and image	Post message and image	-

**In addition to the proposed content above, examples and photographs from schools/community groups/events can be posted on social media as they become available.**

**Budget: £5,000 from ES.**

#### **Evaluation:**

Did we see blue bin recycling increase?

Did we see brown bin recycling increase?

Did we see our household recycling figure increase? Are we still top of the recycling table in NI?

Did we have much engagement and interaction on social media?

Feedback from residents during ES demonstration days (if appropriate based on Covid guidance)

Feedback from schools/community groups etc during ES visits (if visits allowed based on Covid guidance)

How many views of the videos on Facebook and Twitter?

Page clicks on the /recycling page on web

Did residents react positively to the campaign? Was feedback positive or negative?

DRAFT



Welcome to  
ROAD ST. PATRICK'S

