

Communications to Help to Engage Residents in Recycling and Waste Minimisation

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Northamptonshire Waste Partnership:

- Seven Waste Collection Authorities and the Waste Disposal Authority in Northamptonshire:
 - “working together to manage waste in a sustainable manner to meet the current and future needs of the Northamptonshire Communities”
- Partnership working on waste since 1996.
- Regular meetings of officers and elected representatives.
- EO works on behalf of everyone, managing the partnership and supporting the work of member authorities.
- Run county wide campaigns to minimise waste and to promote recycling and composting.



Social Media Platforms

- 3 separate websites

- www.recyclefornorthamptonshire.co.uk
- www.wasteandenergyeducation.co.uk
- www.feedyourcaddy.co.uk

- Facebook

- Recycle for Northamptonshire
- 485 Followers



- Twitter

- @RecycleNptshire
- 1669 Followers



In to Win

- Fully funded from a grant from DCLG's Recycling Rewards Fund, 2015.
- £168,000 to spend over 3 years.
- Food Waste Incentive scheme introduced to 4 areas of Northamptonshire collecting food waste.
- Set up our own dedicated website - www.feedyourcaddy.co.uk
- Also run a similar scheme in Warwickshire on behalf of their Waste Partnership



Are you in to Win?

Feed your food caddy to win prizes
Sign up at www.feedyourcaddy.co.uk

 **recycle**
for Northamptonshire







How Does It Work?

- Residents are encouraged to register on the website
- Once registered they are sent a registration pack through the post which contains:
 - A leaflet detailing how the scheme works
 - A leaflet from their own council about the full range of recycling services offered
 - An I'm In Sticker for their food waste caddy
 - First 1000 sign ups received a food waste tea towel!



Advertising Methods



Are you in to Win?

Feed your food caddy to win prizes

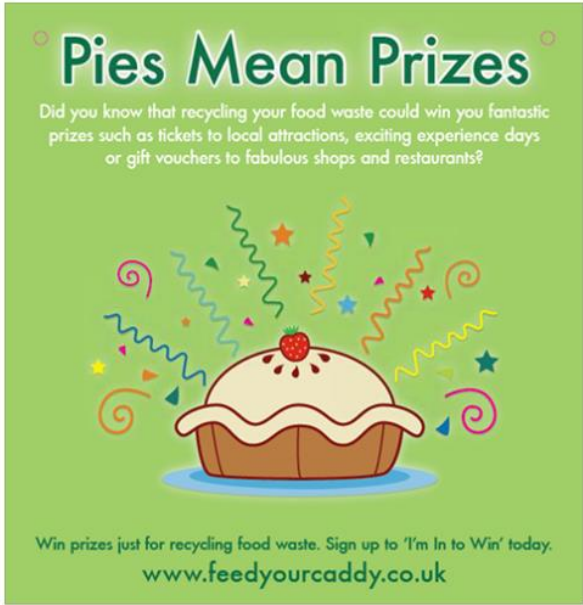
Sign up at:
www.feedyourcaddy.co.uk



Examples of Social Media Posts

Recycle For Northamptonshire
Published by Hootsuite [?] · 14 August 2017 · €

Turn waste food into chocolate, the latest film, a crate of local cider or even a canoe trip! #Piesmeanprizes <http://ow.ly/APQ730cmagk>




154 people reached

Boost Post

Recycle For Northamptonshire
Published by John Smith [?] · 18 July 2017 · €

Turn your wasted food into a tasty treat with Feed Your Caddy! Did you know that by simply recycling every week, you have a chance of winning fabulous monthly prizes like gift vouchers to local cafes, farm shops and coffee shops? Sign up today at www.feedyourcaddy.co.uk



7,596 people reached

Boost Post

Like Comment Share

Julie Swanston, Anisoara Filare de Colt and 78 others

Top comments

Recycle For Northamptonshire
Published by John Smith [?] · 1 August 2017 · €

Cheers! Did you know that you could win fantastic local produce when you recycle your food waste? Sign up to www.feedyourcaddy.co.uk and you could win such exciting rewards as a Vineyard tasting tour, a crate of local cider or a Beer Tapas sampling night!



3,860 people reached

Boost Post

Like Comment Share

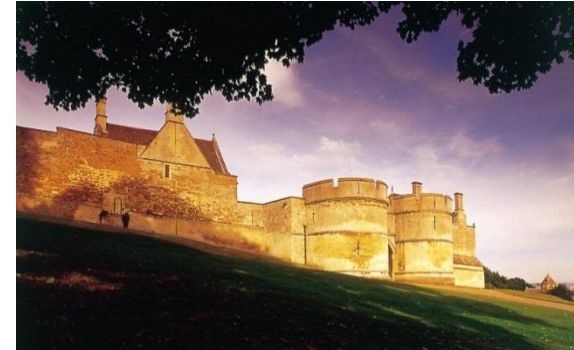
James Lancaster, Doru Munteanu and 87 others

Write a comment...



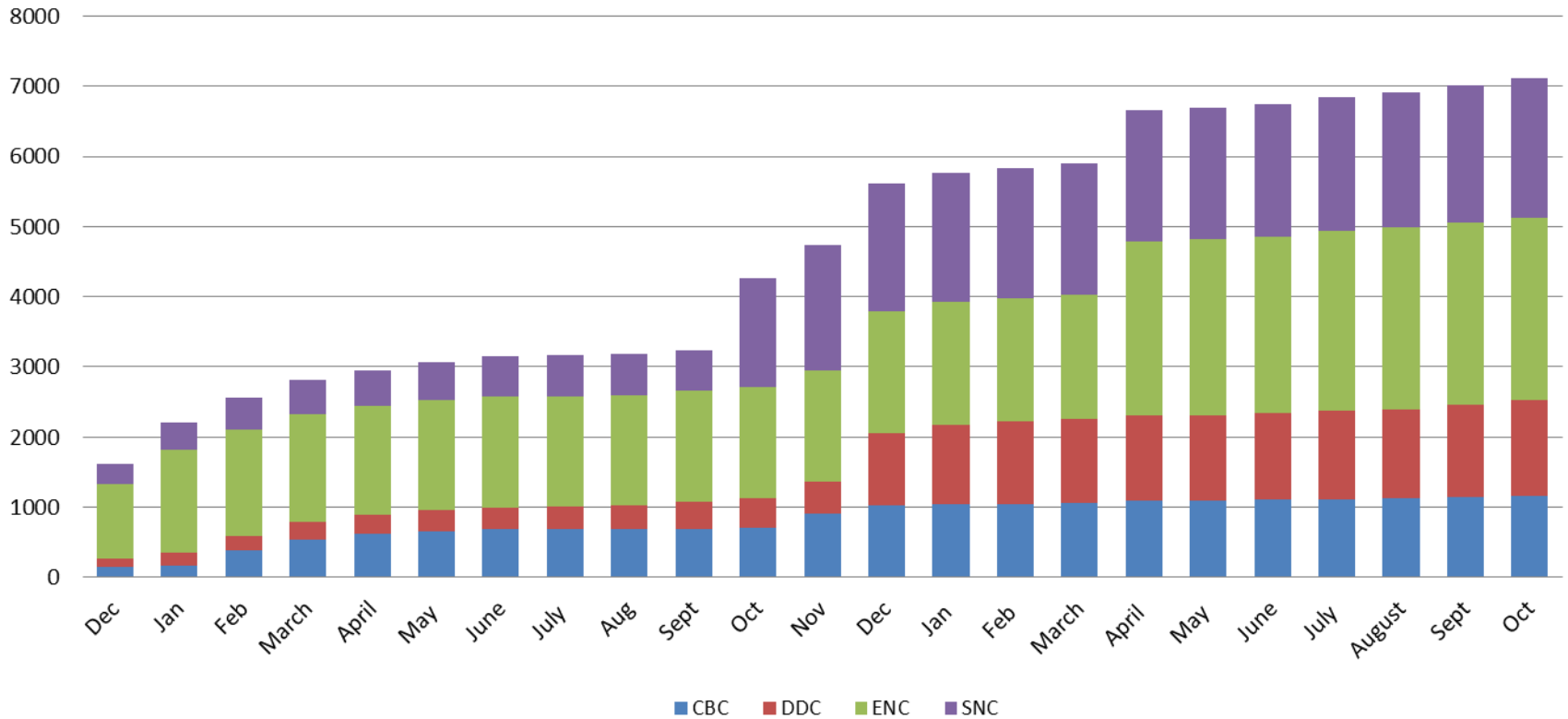


Prizes



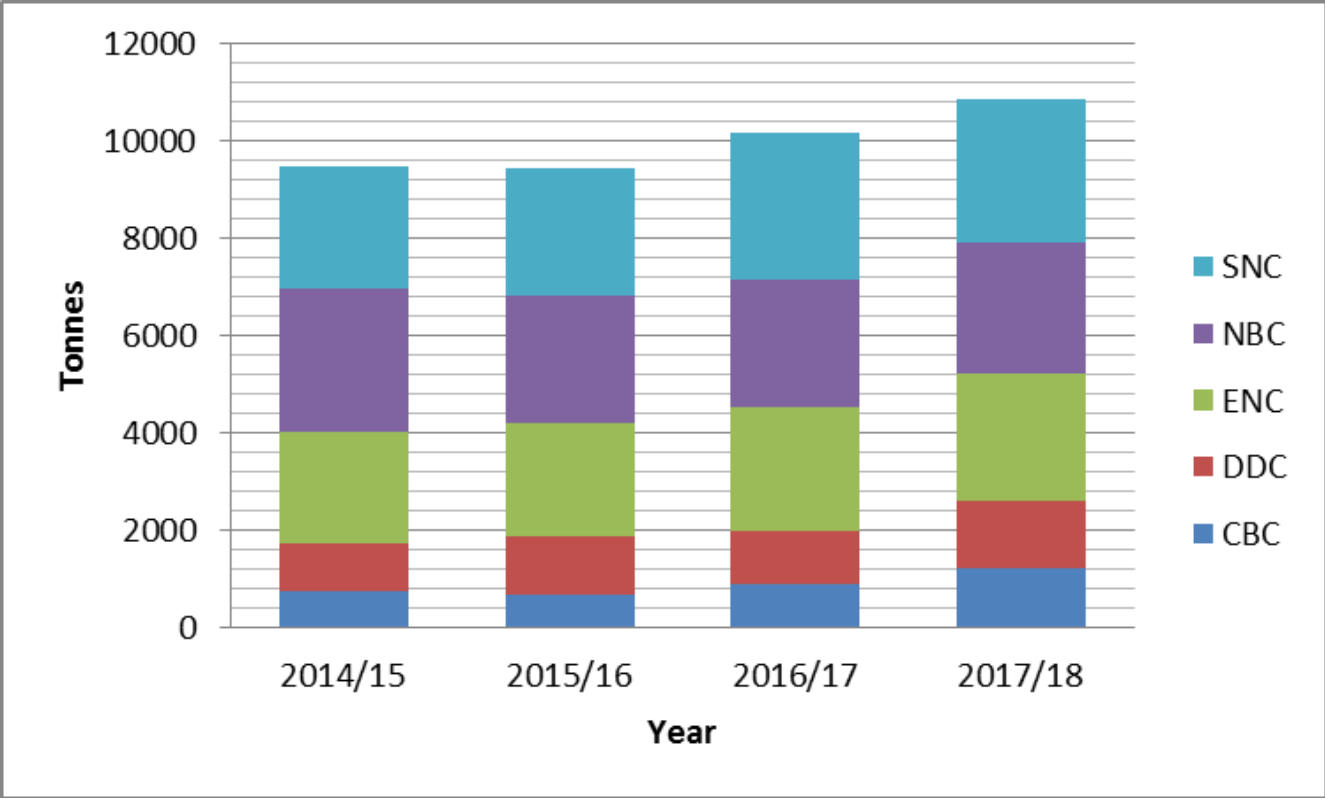
Results

Number of Households Registered on In to Win since Launch (Nov 2015)



Performance

Tonnage of Food Waste Collected by Authority per year



Results....

- 7,200 households now signed up to the incentive scheme.
- The amount of food waste collected in the schemes has increased year on year since the work started.
- Now collecting 1,500 tonnes more food waste than before launch – a 24 % increase.
- Saving around £90,000 per year in waste disposal costs.
- Knock on effect on dry recycling which is up 7 %.



Right Stuff Right Bin

- County wide contamination awareness campaign to reduce contamination in dry and green recycling collections
- Launched Sept 17
- Targeted worked in each authority x7
- Individual leaflet for each authority produced with generic centre pages
- Generic video produced for whole county. Available on Youtube, promoted through Facebook paid advertising. £200 for 14 days.
- <https://www.youtube.com/watch?v=DWxseL-FbyA>
- Fed to 29,500 targeted people on FB of which 18,000 viewed for at least 1 minute.



Results

- Too soon for figures to see impact
- General trend 2017/18 in the county is residual waste is down and recycling up
- 2016/17 – Northamptonshire recycled over 50 % of Household Waste for first time ever

If in doubt, leave it out!

Unfortunately not everything can be recycled in your kerbside bin.
Help us to recycle more by putting unwanted items in your rubbish bin.



Plastic bags



Crisp packets



Polystyrene



Food pouches



Nappies



General waste



Other Campaigns

Recycle For Northamptonshire
Published by John Smith [?] · 23 December 2017 at 14:53 · €

You say bubble, I say squeak!

Avoid binning the trimmings. Classic Christmas leftovers – from mash to cooked winter veg – are the basis of the brilliantly British bubble and squeak. But how to inject a bit of festive sparkle? How about adding chopped cooked gammon or turkey, or something from the cheeseboard, as well as a spoonful or two of mayo? Making space in the pan then frying a fresh egg in the heart of it will guarantee a seasonal twist, too. And all it takes is just 15 minutes.



93 people reached Boost Post

Like Comment Share

Recycle For Northamptonshire
Published by Hootsuite [?] · 17 October 2017 · €

#WEB is off to Kingsmeadow School to make learning about the 3Rs (reduce, reuse and recycle) fun and exciting




Has your KS2 had a FREE visit from the Waste and Energy Education Bus yet? nweet@northamptonshire.gov.uk

241 people reached Boost Post

Like Comment Share

Recycle For Northamptonshire
Published by Hootsuite [?] · 26 October 2017 · €

#LoveFoodHateWaste Plan ahead so you don't waste food!
<https://twitter.com/suezUK/status/922493123242143745>



SUEZ UK on Twitter

"This #Halloween, plan ahead for any parties and avoid unnecessary food waste. A shopping list is a great way to do this #recycle4halloween"

TWITTER.COM

302 people reached Boost Post

Like Comment Share

RecycleForNorthants @RecycleNptshire · 15 Nov 2017

Yrs @kgpnsN2 are having a visit from #NWEET to talk about the 3Rs (reduce, reuse, recycle)




How long to rot? That is the question. Find out with a visit from nweet.co.uk

Like Comment Share

Recycle For Northamptonshire
Published by John Smith [?] · 2 December 2017 · €

Be prepared, find out about changes to your recycling and rubbish collection schedules ahead of time.



308 people reached Boost Post

Like Comment Share

Corby Freagle, Frank Beale and 1 other Top comments

Write a comment...

Ian O'Pray <https://youtu.be/Ngi6HRg1ONE>

Daventry District Waste & Recycling arrangements 2017

YOUTUBE.COM

Like Reply Message Remove Preview · 6w

Recycle For Northamptonshire
Published by Hootsuite [?] · 26 September 2017 · €

Reduce, reuse, recycle! The children TheBlissCharitySch will certainly know how to after their #NWEET assembly today



How can we recycle at home? Do your pupils know? Why not book a FREE workshop or assembly from nweet.co.uk

100 people reached Boost Post

Like Comment Share

Thank you!
Any Questions?

Vanessa Kelly

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