

## Appendix 2: Examples of waste communications in Eastbourne

New waste service branding as of June 2019



Helping Eastbourne  
waste less and  
recycle more



Launch publicity



# Borough-wide waste calendars, distributed November / December 2019



### What goes into my Recycling bin?

Please put items in clean, dry, squashed and unbagged

**Yes please:**

- Glass bottles and jars - please rinse and recycle lids separately.
- Paper including newspapers, magazines, catalogues, telephone directories, Yellow Pages, envelopes with or without windows, junk mail, office paper, greeting cards, wrapping paper (not metallic foil, books).
- Shredded paper in clear bags (please).
- Cardboard (flattened).
- Food tins and drink cans (rinsed).
- Aluminium foil and trays (clean).
- Aerosol cans (empty but not paint, fertilizer or weed killer cans or sprays).
- Plastic bottles rinsed and squashed with lids put back on including bleach and cleaning bottles.
- Plastic pots, tubs and trays including yoghurt pots, ice cream tubs, margarine containers and food trays.
- Plastic bags and sacks (not black ones).
- Plastic film including magazine wrappers and tape off food trays.
- Plastic packaging for example from bathrooms or toys.

**No thanks:**

- Refuse if your bin is full, you can take any extra refuse to the Household Waste Recycling Site.
- Bottles such as clothes and shoes.
- Food waste and garden waste.
- Black plastic bags and sacks.
- Wipers and other sanitary waste.
- Food and drink cartons such as Tetra Pak.
- Batteries and electrical equipment.
- Polystyrene and bubble wrap.
- Hard plastics such as toys, plant pots.
- CDs, DVDs and their cases.
- Foil-lined plastic pouches and bags like crisp packets.
- Toothpaste tubes and medical blister packs.
- Clap nets.
- Pyrex or ovenproof glassware and drinking glasses.
- Cookery.
- Window panes, mirrors, light bulbs, scrap metal, sand, wood, tyres and building materials.
- Wet paper and card.
- Bottles, cans or aerosols that have contained toxic or hazardous chemicals.
- Oil or pesticide containers.

### Your collection day for 2020 is

## FRIDAY

Public Open Recycling Sites

Month	Day	Time	Day	Time
DEC 2019	FR 18th	08:00-12:00	FR 19th	08:00-12:00
JAN 2020	FR 3rd	08:00-12:00	FR 10th	08:00-12:00
FEB	FR 7th	08:00-12:00	FR 14th	08:00-12:00
MAR	FR 6th	08:00-12:00	FR 13th	08:00-12:00
APR	FR 3rd	08:00-12:00	FR 10th	08:00-12:00
MAY	FR 1st	08:00-12:00	FR 8th	08:00-12:00
JUN	FR 19th	08:00-12:00	FR 26th	08:00-12:00

**KEY**

Public Open Recycling Sites

**BANK HOLIDAYS**

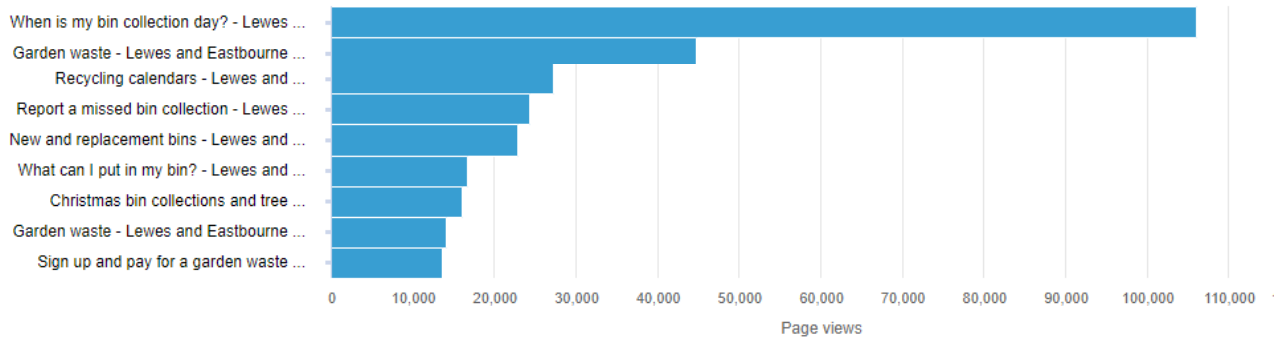
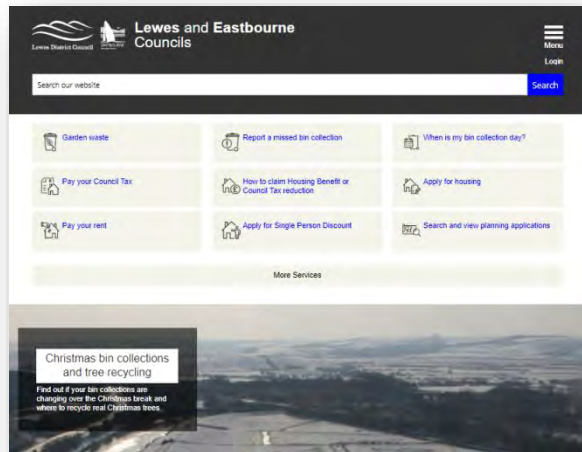
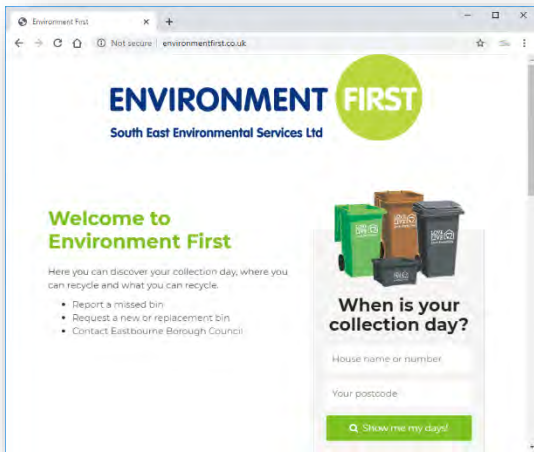
Please note public holidays will affect our usual 08:00-12:00 opening hours. Check our website for details of any changes to our opening times.

Your next collection calendar will be available in December 2020.

## Presence at community events



## EnvironmentFirst.co.uk and EBC website



Page views of most popular web content during 2019

## Examples of social media activity

Impressions	3,122
Total engagements	97
Media engagements	62
Likes	19
Retweets	5
Detail expands	4
Profile clicks	4
Replies	3



**Eastbourne BC** @EastbourneBC

After its first month in operation the new #Eastbourne waste and #recycling service has been heralded a 'resounding triumph' ["https://www.lewes-eastbourne.gov.uk/eastbourne-borough-council-news/new-eastbourne-waste-service-heralded-a-resounding-triumph/ ...](https://www.lewes-eastbourne.gov.uk/eastbourne-borough-council-news/new-eastbourne-waste-service-heralded-a-resounding-triumph/) #EnvironmentFirst pic.twitter.com/2wqNqq7Ycq

Impressions	6,350
Total engagements	127
Media engagements	63
Link clicks	20
Likes	16
Detail expands	10
Retweets	8
Profile clicks	6
Hashtag clicks	3
Replies	1



**Eastbourne Borough Council**

Published by Buffer | 25 December 2019 at 11:16

Like Page

More and more people are recycling plastic bottles. Remember to wash and squash your bottles, and put the tops back on before you recycle them this Christmas. #recycling #ChristmasHacks #recyclenow



Get more likes, comments and shares  
Boost this post for £15 to reach up to 11,000 people.

1,390  
People reached

119  
Engagements

Boost Post

3

5 Comments 3 shares

Like Comment Share

### Performance for your post

1,390 People Reached

558 3-second video views

16 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
10 Comments	9 On Post	1 On Shares
3 Shares	3 On Post	0 On Shares

103 Post Clicks

6 Clicks to Play	0 Link clicks	97 Other Clicks
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#### NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Eastbourne Borough Council

Published by Buffer | 11 - 13 August 2019

Like Page

Broken glass can't go in the recycling bin, but when you throw it away please make sure it's contained safely - double bagged, or in a strong container. Refuse operatives might have to handle your rubbish bags, and that can really hurt if there are shards of glass sticking through the bin bag!



Get more likes, comments and shares  
Boost this post for £15 to reach up to 11,000 people.

7,866

People reached

1,846

Engagements

Boost Post

Sreelal Ak and Kevin John

14 Comments 6 shares



Performance for your post

7,866 People Reached

111 Reactions, comments & shares

20 Likes 2 On post 18 On shares

4 Haha 0 On post 4 On shares

1 Wow 1 On post 0 On shares

80 Comments 18 On Post 62 On Shares

6 Shares 6 On Post 0 On Shares

1,735 Post Clicks

57 Photo views 0 Link clicks 1,678 Other Clicks

NEGATIVE FEEDBACK

4 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

Post Details



Eastbourne Borough Council

Published by Buffer | 26 June 2019

Like Page

Glass bottles and jars are getting easier to recycle, starting this July. Just ensure they're clean and dry and put them straight in your main recycling bin. You can reuse your old glass recycling box or dispose of it at your household waste recycling site



Get more likes, comments and shares  
Boost this post for £15 to reach up to 11,000 people.

1,670

People reached

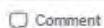
146

Engagements

Boost Post

Melanie Wilson, Sharon Webb and 6 others

5 Comments 9 shares



Performance for your post

1,670 People Reached

38 Reactions, comments & shares

13 Likes 8 On post 5 On shares

1 Love 0 On post 1 On shares

1 Haha 0 On post 1 On shares

14 Comments 12 On Post 2 On Shares

9 Shares 9 On Post 0 On Shares

108 Post Clicks

13 Photo views 0 Link clicks 95 Other Clicks

NEGATIVE FEEDBACK

1 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.



# Council waste team praised for "above and beyond" clean-ups

Eastbourne Borough Council's street cleansing crews have gone into overdrive during lockdown taking on extra duties to keep the town looking its best.

The Environment First team has extended its rounds into areas the council is not responsible for cleaning, to ensure people enjoy tidy surroundings when they go out for exercise.

Councillor Jonathan Dow, Cabinet member for Climate Change, said: "Both street cleansing and waste crews have gone above and beyond during this time of crisis.

"For many of us, getting a dose of fresh air and exercise has recently taken on greater significance for the physical and mental benefits it provides, and stepping out into clean surroundings really adds to this enjoyment."

Environment First staff have been litter-picking, weeding, emptying bins and sweeping in community areas, open spaces and car parks when needed - whether they are publicly or privately owned.

Retail car parks across the town, Eastbourne Downs Golf Club, Golden Jubilee Way bridge and the car park of the District General Hospital are among the sites being targeted.

A large flytip creating an eyesore in a car park on Brodrick Road was also cleared.

Councillor Dow added: "Not only are all our household waste services operating at their usual high level, the team's commitment to caring for our environment is second-to-none. Well done Environment First!"

Post Details



Eastbourne Borough Council  
Published by Buffer [?] · 17 June ·

Environment First have lent a #helpinghand to St Wilfrids Hospice with a huge load of bulky waste, including broken furniture, white goods, and electronics which they cleared away and disposed of (recycling what they can). Just look at it all!



Performance for your post

1,539 People Reached

43 Reactions, comments & shares

36 Like	29 On post	7 On shares
2 Love	2 On post	0 On shares
3 Comments	3 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

297 Post Clicks

166 Photo views	0 Link clicks	131 Other Clicks
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



Eastbourne Borough Council  
Published by Buffer [?] · 8 July at 15:01 ·

Here's a message from our friend Henry! Please avoid emptying your vacuum cleaner directing into your bin as it sends a large plume of dust into the air (and isn't very nice for our waste operatives). Please empty into a bag first before putting in your refuse bin.



Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

2,077 People reached 271 Engagements [Boost post](#)

Max Monaghan, Sue Hayes and 12 others 4 Comments 5 shares

Like Comment Share

Performance for your post

2,077 People Reached

42 Reactions, comments & shares

21 Like	13 On post	8 On shares
2 Love	1 On post	1 On shares
1 Wow	1 On post	0 On shares
13 Comments	4 On Post	9 On Shares
5 Shares	5 On Post	0 On Shares

229 Post Clicks

9 Photo views	0 Link clicks	220 Other Clicks
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Post Details

**Eastbourne Borough Council**  
Published by Buffer | 11 - 5 June

If you already recycle enough to fill up your recycling bin (go you!), why not order an extra one? Twice as much bin space means you can do twice as much recycling! Order yours for free at <https://buff.ly/2XrWQW>

**Performance for your post**

**1,214** People Reached

**15** Likes, Comments & Shares

8 Likes	2 On Post	6 On Shares
2 Comments	0 On Post	2 On Shares
5 Shares	5 On Post	0 On Shares

**52** Post Clicks

9 Photo views	23 Link clicks	20 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

✓ **Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

**1,214** People reached    **67** Engagements    **Boost post**

Jane Lamb    8 shares

Like    Comment    Share

## VE Day Commemoration video

**Eastbourne Borough Council**  
8 May

The Environment First team commemorated VE Day by displaying print outs of commemorative flags in the widows of their entire fleet this morning. Here's some footage of the crews rolling out of the depot first thing - a lovely tribute from a cracking bunch of people! Huge thanks to Richard from the Environment First team for putting this together

**2,892** People reached    **323** Engagements    **Boost post**

40    5 comments    17 shares