



# Waste and Recycling communications and engagement strategy

*Updated: 1 September 2021*

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## 1. Starting position

Since the introduction of single stream recycling in the district, recycling rates have improved from 28.48% in 2017/18 to 37% in 2019/20, with 2020/21 heading for 41.9%, and our contamination rates have been the lowest by some margin across East Sussex.

Satisfaction rates with our waste and recycling services have traditionally been high and over the course of the Covid-19 pandemic the newly branded Environment First waste service was able to maintain almost all services, helping us benefit from a further boost in positive sentiment amongst residents. During this time the council took the opportunity to introduce the Environment First brand gradually and at minimal additional cost to the organisation which contributed to a successful initial introduction of the brand.

## 2. Strategic communications and engagement objectives

The quality of the environment is of the utmost importance to our residents and has several dimensions, from reducing our carbon footprint, how places look and deterring anti-social behaviour, to receiving a quality waste collection service. This communications strategy will support the council in its commitment to the environment and in meeting its operational objectives and targets through a clear, strategic and coordinated programme of communications activity throughout the year.

We will work with our partners to:

- Address an increase in littering as Covid-19 restrictions are eased, including roadside littering, beaches, parks, skateparks and other open spaces.
- Address instances of fly-tipping in the district, particularly an increase in tyres being fly-tipped as identified by the Environment Agency.
- Encourage reporting of environmental crime through the Report-It app and other channels and ensure there is feedback to customers reporting about the resolution of the issue reported.
- Support and positively engage with local volunteer litter pick groups and linking with climate change and sustainability interest groups as appropriate.
- Support local, national and international waste and recycling campaigns.
- Raise awareness of the benefits of home composting.
- Firmly establish the reduce, reuse, recycle messaging.
- Incorporating the Open Space services requirements, linking with tree wildflower planting, links with the outcomes of the pollinator strategies – making a judgement on which vehicle to use when sharing these stories (RRR or Climate Change and Sustainability newsletter).
- Ensure residents are informed, engaged and educated around these service areas to encourage the desirable behaviour.

**We will work with Open Spaces, Neighbourhood First and Environment First to:**

- Reduce our carbon footprint and the council's commitment to its 2030 target
- Achieve a recycling rate of 50% (55% by 2025, 65% by 2035).
- Maintain fresh messaging to encourage waste reduction, increased recycling and particularly food waste recycling.
- Maintain and share positive sentiment towards the waste service through the use of good news stories.
- Ensure customers continue to be well informed of when to put their bins out, particularly when collection days change to bank holidays or service disruption.
- Ensure maximum uptake of the Garden Waste service.

### **3. Tone of voice**

All communications about these services will use a consistent 'tone of voice', taking care to be:

- With customers use a clear, easily understandable and written in Plain English (avoiding jargon, operational language, acronyms etc). With littering / fly-tipping perpetrators take a no nonsense, bold approach to messaging.
- Friendly, conversational and written with the customer in mind, giving particular consideration to those who are vulnerable or who have a low level of literacy.
- Drafted to communicate the key information as succinctly as possible.
- Accompanied by bright, positive images, using LDC, Customer First, Neighbourhood First or Environment First branding where appropriate.

- Acknowledge the great work of operational teams and volunteers.
- Wherever possible, tested in advance with internal stakeholders such as staff (particularly operational colleagues and customer advisors), elected members, and staff who are residents.

#### **4. Protocol for comms and engagement agreed with Lead Member for Recycling, Waste and Open Spaces**

- Officers to send planned social media releases to Lead Member for comment with a reasonable deadline (SMS is acceptable if urgent).
- Lead Member to have the opportunity to add a quote if appropriate.
- Items 'for immediate release' will be marked as such - and Lead Member cc'd for information – such items are likely to be about current operational issues.
- Press/media releases from Cobb PR will always be sent to Lead Member for approval.
- Any communications to LDC Cllrs relating to this portfolio must be approved by the Lead Member first.
- When retweeting / re-posting messages alert Lead Member to enable engagement with these posts.

#### **5. Communications and engagement priorities 2021/22**

- Recycling collection calendars and accompanying letter to all residents (November each year).
- Bank holiday collection variations (flyers, social media, email, website).
- Reduce, Reuse, Recycle bulletins (monthly to 12k+ subscribers).
- Reduction and recycling messages specific for housing tenants – three times a year via Open Voice newsletter.
- Support for litter pick groups including loan of equipment, promotion of events, positive coverage after sessions.
- Roadside litter clearance work with volunteer groups, Highways England etc.
- Awareness days e.g. Global Recycling Day, Great British Spring Clean.
- Fly-tipping prevention and reporting including promotion of Report It app.
- Garden waste collections.
- Food waste collection and reduction / home composting.
- Litter action – target schools, skateparks, visitors to the area to encourage litter reduction and taking litter home for recycling.
- Support for local events e.g. branded recycling bins at Gin and Fizz, Brewhaven, Seahaven Pride etc.
- Recycle Week 21 – 27 September.

- Seasonal social media campaigns e.g. Christmas recycling, Easter food waste recycling, Garden Waste subscriptions for mother's day, pumpkin recycling and composting.
- Clothes / textiles – donations, buying second hand, mending over replacing.
- Food waste handling – video of operatives at work.
- Promotion of additional recycling bins.
- Promote Shop Local campaign to reduce waste and carbon associated with buying online.
- Good news stories to celebrate staff in the waste service – externally and internally.

## 6. Examples of waste and recycling comms and engagement in 2021





### How to use your Food Waste Caddy

- 1 Line your indoor caddy with a corn starch compostable liner or newspaper. Do not use plastic bags.
- 2 Place full liner into your outside food waste container
- 3 Place your container with the handle up next to your refuse for collection

Request food waste containers and compostable liners at [lewes-eastbourne.gov.uk/food-waste-recycling](http://lewes-eastbourne.gov.uk/food-waste-recycling)

### Subscribe to our Garden Waste Service

**Yes please:**

- Grass cuttings
- Hedge trimmings
- Herbivorous pet bedding
- Leaves
- Roots
- Shrub and flower cuttings
- Small branches (max diameter 10cm / 4")
- Weeds

**No thanks:**

- All Plastics
- Cat litter and dog waste
- DIY, building and fencing wood
- Food waste
- Japanese knotweed
- Nappies
- Paper and cardboard
- Soil and rubble

To join our garden waste service visit [lewes-eastbourne.gov.uk/gardenwaste](http://lewes-eastbourne.gov.uk/gardenwaste)

### Helping Lewes District waste less and recycle more

**What can I put in my bins?**

- Recycling
- Food Waste
- Refuse
- Garden Waste

All bins need to be out by 6am on collection day at the front edge of your property

**Collected Fortnightly**

**CUSTOMER FIRST**

**Closing Date**  
MARCH  
19  
Closing date for Renewals  
19 March

**PERMIT**  
lewes-eastbourne.gov.uk/gardenwaste  
ENVIRONMENT FIRST  
2021/22  
Permits sent out during March

**APRIL**  
1  
Collections begin  
1 April

## Easter, May and Spring Bank Holiday Collections

**Refuse and Food Waste Collections**

Normal Collection Day	Revised Collection Day
Monday 29th March	→ No change to collection day
Tuesday 30th March	→ Monday 29th March *
Wednesday 31st March	→ Tuesday 30th March *
Thursday 1st April	→ Wednesday 31st March *
Friday 2nd April	→ Thursday 1st April
Monday 5th April	→ Tuesday 6th April
Tuesday 6th April	→ Wednesday 7th April
Wednesday 7th April	→ Thursday 8th April
Thursday 8th April	→ Friday 9th April
Friday 9th April	→ Saturday 10th April

\* If your bin is not collected leave it out for collection the following day.

Monday 3rd May	→ Tuesday 4th May
Tuesday 4th May	→ Wednesday 5th May
Wednesday 5th May	→ Thursday 6th May
Thursday 6th May	→ Friday 7th May
Friday 7th May	→ Saturday 8th May

Monday 31st May	→ Tuesday 1st June
Tuesday 1st June	→ Wednesday 2nd June
Wednesday 2nd June	→ Thursday 3rd June
Thursday 3rd June	→ Friday 4th June
Friday 4th June	→ Saturday 5th June

For Recycling & Garden Waste Collection dates refer to your calendar or download [lewes-eastbourne.gov.uk/bins-waste-and-recycling](https://lewes-eastbourne.gov.uk/bins-waste-and-recycling)

**ENVIRONMENT FIRST**  
Lewes District Council

## Christmas Refuse and Food Waste Collections

Please keep this flyer with the Easter dates on the reverse

Normal Collection Day	Revised Collection Day
Monday 21st Dec	→ Saturday 19th Dec
Tuesday 22nd Dec	→ Monday 21st Dec
Wednesday 23rd Dec	→ Tuesday 22nd Dec
Thursday 24th Dec	→ Wednesday 23rd Dec
Friday 25th Dec	→ Thursday 24th Dec
25th-28th December	→ No collections

Monday 28th Dec	→ Tuesday 29th Dec
Tuesday 29th Dec	→ Wednesday 30th Dec
Wednesday 30th Dec	→ Thursday 31st Dec
Thursday 31st Dec	→ Sat 2nd January
Friday 1st January	→ Mon 4th Jan

Mon 4th Jan	→ Tuesday 5th Jan
Tuesday 5th Jan	→ Wednesday 6th Jan
Wednesday 6th Jan	→ Thursday 7th Jan
Thursday 7th Jan	→ Friday 8th Jan
Friday 8th January	→ Saturday 9th Jan

For Recycling & Garden Waste Collection dates refer to your calendar or download [lewes-eastbourne.gov.uk/bins-waste-and-recycling](https://lewes-eastbourne.gov.uk/bins-waste-and-recycling)

Environment First is the new name for our waste, recycling and street cleaning services and reflects our priorities of protecting the environment and reducing carbon emissions

**ENVIRONMENT FIRST**  
Lewes District Council

Fly-tipping  
is a  
**crime**

You could face a  
**£50,000 fine or up to  
12 months in prison.**



**REPORT IT to SORT IT** ✓

**Report It** is the quickest way to report environmental problems to the council. Download the app for Android from the Play Store or for iPhone from the App Store. To find out more visit [lewes-eastbourne.gov.uk/Report-It](http://lewes-eastbourne.gov.uk/Report-It)

**NEIGHBOURHOOD FIRST**

*Filling your  
recycling bin  
too soon?*

**Order an extra one for free**

You can request an additional 140 litre or 240 litre recycling bin any time via our website.

Get started at [lewes-eastbourne.gov.uk/bins](http://lewes-eastbourne.gov.uk/bins)



Lewes district  
**DOES**  
food recycling

See  
offer on  
reverse



More and more people in  
Lewes district recycle  
their food waste

Get started at  
[lewes-eastbourne.gov.uk/food](http://lewes-eastbourne.gov.uk/food)



"I DON'T  
HAVE TIME TO  
FIND A BIN"

NO MORE RUBBISH EXCUSES



KEEP IT  
BIN IT



KEEP  
BRITAIN  
TIDY.

LITTERING FROM YOUR  
VEHICLE CAN NOW LAND  
YOU A FINE OF UP TO £150





# Waste & Recycling



## Reduce, Reuse, Recycle Bulletin | 18 March 2021

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### A message from Cllr Julie Car, Lead Cabinet Member for Recycling, Waste and Open Spaces

Hello and welcome to this first edition of our new fortnightly '**Reduce, Reuse and Recycle Bulletin**' which we are launching today to mark Global Recycling Day 2021.

These bulletins will include things like council news about our waste and recycling services, tips and advice on wasting less and recycling more.

We will also use these to remind you of changes to bin collections around bank holidays, give updates on our work to tackle littering, fly-tipping and other environmental crime, and share news about initiatives in our parks and open spaces such as tree and wildflower planting.

We hope you enjoy this first bulletin but if you decide it's not for you, you can unsubscribe using the link at the bottom of this email.

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### Today's top tips

1. Ever need to recycle unopened glass, plastic or metal food packaging? Remember to **open and empty the contents before recycling**. As with all food packaging, please wash and squash before popping in your recycling bin!
2. Have you tried our **Report It** app? It's the quickest way to report environmental issues when you're out and about such as littering, fly-tipping, a public bin that needs to be emptied, graffiti and much more. Download at [lewes-eastbourne.gov.uk/Report-It](https://www.lewes-eastbourne.gov.uk/Report-It)
3. Considering **home composting** for your food and garden waste? Lewes district residents can get a discounted price on compost bins, food waste

digesters or water butts via: [East Sussex County Council - composting at home](#)

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## Check your next bin collection day



Unsure of when your next bin collection will be?

You can find out via our website any time at:

[lewes-eastbourne.gov.uk/bins-waste-and-recycling/when-is-my-bin-collection-day](http://lewes-eastbourne.gov.uk/bins-waste-and-recycling/when-is-my-bin-collection-day)

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## Global Recycling Day 2021

Every year, the Earth yields billions of tons of natural resources and at some point, in the not too distant future, it will run out.

That's why we must think again about what we throw away – seeing not waste, but opportunity.

The last decade has been the hottest on record, and we are now facing a climate emergency of unparalleled proportions. If we don't make significant and rapid changes, we will see continued rising global temperatures, the melting of icecaps, continents on fire and rapid deforestation.



Recycling is a key part of the circular economy, helping to protect our natural resources. Each year the 'Seventh Resource' (recyclables) saves over 700 million tonnes in CO2 emissions and this is projected to increase to 1 billion tons by 2030.

There is no doubt recycling is on the front line in the war to save the future of our planet and humanity.

Learn more about Global Recycling Day at [www.globalrecyclingday.com](http://www.globalrecyclingday.com)

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## How long does plastic take to decompose?

The World Wildlife Fund has shared this infographic showing how long certain plastics take to decompose.

This illustrates just how important it is to reduce the amount of plastic packaging we buy and to recycle as much as possible.

For example, recycling one plastic bottle saves enough energy to power a 60W light bulb for six hours while it takes 450 years to decompose.



## And finally...

A council review of waste and recycling facilities at every block of flats in Lewes district has led to over 100,000 litres of additional recycling capacity being created.

The Lewes District Council team audited 356 blocks of flats to analyse the number of waste and recycling bins at each location and how effectively and efficiently they were being used.

As a result of the review, redundant refuse bins were removed from various blocks, while the number of recycling bins was increased.

Councillor Julie Carr, Cabinet Member for Recycling and Waste, said: "What a fantastic outcome for the district and a really welcome boost for local recycling. The audit identified council owned and private sector blocks of flats where we could reconfigure the use of bins to maximise recycling and reduce waste."

"In total 154 blocks of flats benefited from additional recycling bins, creating a massive 100,810 litres of additional recycling capacity, the equivalent of 420 wheelie bins!"

Get the full story here: [www.lewes-eastbourne.gov.uk/lewes-district-council-news/huge-boost-for-district-recycling](http://www.lewes-eastbourne.gov.uk/lewes-district-council-news/huge-boost-for-district-recycling)



*“What a fantastic outcome for the district and a really welcome boost for local recycling”.*

**Cllr Julie Carr**  
Lead Cabinet member for recycling, waste and open spaces

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