

Appendix 2: Increasing Recycling Project – next steps to explore

Theme	Action
Communication	
Recycling campaign	<p>Introduce an ongoing recycling campaign for the city, aimed at educating people who live, study, work, are visiting or own a business in the city, on how to recycle and dispose of their waste correctly and lawfully.</p> <p>Work closely with Veolia to ensure all relevant information to create the campaign is known before any communications is created.</p>
Social media	<p>Develop a social media campaign and an active online profile.</p> <p>Share tips and tricks for recycling and reuse.</p> <p>Use info-graphic cards in social media posts.</p> <p>Time social media releases to engage with shopping and entertainment behaviour e.g. releasing guides to what can be recycled on Saturday mornings before the weekly shop or what happens to food and drink packaging just before an outdoor event.</p>
Website	<p>Ensure all recycling information on the website is up to date.</p> <p>Use informative text, pictorial, easy to understand information.</p> <p>Create interactive maps to show where the nearest recycling points are for a range of materials.</p> <p>Create an A-Z of the different types of items people might question on how to recycle/dispose of.</p> <p>Assign an owner to each webpage and make arrangements for regular review.</p> <p>Explain clearly:</p> <ul style="list-style-type: none"> • what happens to recycling after it has been collected • why certain plastics cannot be recycled with the council • how recycling is calculated. <p>Many residents in the city are interested in the information and can be misinformed elsewhere if the information is not readily available on the council website.</p>
Internal communications	Engage with members of staff; circulate information about how to recycle properly.
Seasonal waste	Use periods when waste created may be higher, such as Christmas (packaging, wrapping etc.) and summer (garden

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	waste, litter) to tailor the campaign messaging.
Mobile application	Explore options for creating a recycling app if there's evidence that this would enable the council to reach out to an audience who heavily relies on mobile technology for information (see mobile application designed by Southampton City Council).
Vehicle advertising	Utilise collection vehicle side panels to advertise campaign messages.
Collaboration	
City Environment	<p>Improve the procedure for managing contaminated recycling receptacles e.g.</p> <ul style="list-style-type: none"> • Educating collection crews on what to do if they find a contaminated container • Distribute appropriate information to households and businesses with contaminated bins, explaining what can and cannot go in a recycling bin <p>Educate all City Environment staff on recycling; what can and cannot be recycled in Brighton & Hove.</p>
Stakeholders	<p>Identify all stakeholders who can assist the council in creating a meaningful campaign e.g.</p> <ul style="list-style-type: none"> • Council services: Environment Contact Centre, Seafront Team, City Planning, Sustainability Team, Visit Brighton, Housing etc. who may speak to residents and visitors on a regular basis and may have a good understanding of frequent issues and barriers to correct recycling and waste disposal. • Collection crews: to share their experience and knowledge of barriers to recycling and public behaviours observed. • Community groups and residents' associations: to share their experience and knowledge, as well as act as a conduit to share council messages.
Steering group	Set-up a steering group and invite essential stakeholders to assist the council to create a meaningful campaign, involving the right people and based on insightful feedback.
BHCC services	<p>Work with other council services to identify joint communication opportunities to maintain the message about recycling e.g. Private Sector Housing, Electoral Services and Council Tax.</p> <p>Engage with council services (Housing, Estates, Social Care) to support the nudge towards recycling and reducing waste as part of their everyday interactions with residents.</p>

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Outreach	
Community champions	<p>Create a scheme whereby residents become recycling champions for their local area.</p> <p>Support champions to deliver outreach activity in the community where people can go to find out more about recycling and waste, and take away useful giveaway items available.</p> <p>Cityclean needs to ensure the approach adopted is sustainable and can address the issues caused by transient populations.</p>
Promotional material	<p>Produce useful giveaway material to improve the approach to recycling e.g.</p> <ul style="list-style-type: none"> • Pictorial leaflets / cards detailing what can and cannot be recycled and where • Reusable bags for communal recycling to be stored in and used for taking waste to the bin • Recycling bin pencil sharpener with the different colour and types for communal and kerbside
Education	<p>Work with schools, colleges and universities to incorporate the campaign messaging into their courses.</p> <p>Work with university societies that engage in recycling issues to communicate better to students.</p> <p>Have a presence a regular, visible presence at Fresher's Fairs to inform students on recycling matters when they first move to the city.</p> <p>Support schools with the delivery of recycling talks and design some activities that can be carried out by City Environment staff and/or community champions.</p> <p>Fund school work where possible, such as the BHee programme with the Sussex Wildlife Trust, and work closely with them to ensure that messages are aligned and consistent.</p>
Community partners	<p>Work in partnership with stakeholders, local organisations and local residents' forums to promote key recycling messages.</p> <p>Create a communications strategy to promote these messages and work with community partners to disseminate the information.</p>
Property management	<p>Work closely with estate and letting agencies, particularly those that let to students, to share information for correct disposal of recycling and waste, including bulky items.</p> <p>Improve the approach to using new build data to ensure new homes have the right recycling infrastructure and information on completion.</p>

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Council recycling	
Council buildings	<p>Work with Premises to improve the council's approach to recycling e.g.</p> <ul style="list-style-type: none"> • Replicate the city recycling arrangements in council buildings e.g. one bin to collect dry mixed recycling, one for glass • Provide cigarette bins at council buildings to reduce littering and encourage good behaviour • Make improvements to recycling at Hollingdean depot
Containers	
Colour	<p>Rollout different colour bins and / or lids for mixed and glass recycling across the city, to differentiate between refuse and recycling.</p> <p>Use feedback from Planning and conservation groups to use appropriate colours for conservation areas and / or coloured lid only e.g. use a softer, darker green for mixed recycling, and a darker brown for glass.</p>
Design	Consider the best design of bin to encourage the maximisation of recycling i.e. locked vs unlocked; size of aperture.
Signage	Incorporate feedback received from the Montpellier trial to make amendments to the signage designs, such as making it less busy, including a map for nearest bins for glass, textiles etc.
Service delivery	
Street cleansing	<p>Explore options for improving the approach to cleaning leaves from the streets e.g. trialling different technologies to sweep leaves from the street in order to send it for composting.</p> <p>Review the current approach to litter picking and street cleansing to identify options for increasing recycling e.g. introducing compartmentalised barrows and devising methods for the Tidy Up Team to recycle material collected.</p>
Garden waste service	Use the Commercial Team to explore options for increasing garden waste recycling e.g. providing a service to businesses and domestic properties unable to store garden waste bin e.g. through providing sacks.
Recycling	Complete an options appraisal regarding the feasibility of increasing recycling collections.
Food	<p>Work with Brighton & Hove Food Partnership to deliver the Food Strategy Action Plan, particularly with regards becoming a <i>'food use' not a 'food waste' city</i>.</p> <p>Identify the next steps for a food waste collection service.</p>

Theme	Action
New initiatives	
Reduce, reuse, recycle	Establish a mechanism to continually review the new initiatives available for City Environment to engage with.
Circular economy	Identify how City Environment can promote and engage in circular economy initiatives.
Range of plastics	With partners, monitor markets for plastics not currently collected to see if there are opportunities to expand the range of plastics collected.

