



High impact communications help recycling rates peak

Supporting the launch of a new collection service

At a glance

- Client: High Peak Borough Council
- Type of project: Communications and Public Engagement
- Duration: Two years
- Techniques: Communications campaign, training for door-stepping

Between March 2006 and 2008 Resource Futures helped High Peak Borough Council to plan and deliver a communications campaign to support the launch of an enhanced kerbside recycling scheme.

Dedication's what you need ...

In order to encourage high participation rates amongst residents Resource Futures devised a series of communications activities. The launch took place in three phases, and a suite of materials was developed including: teaser leaflets, information packs, calendars and fridge magnets. Radio adverts were also created using the theme tune from the TV series Record Breakers.

Public relations work involved press releases, a stakeholder trip to a landfill site and four launch events, each featuring specially designed exhibition materials, as well as a waste education vehicle and the Recycle Now can car.

Binnovation

In line with best practice, the campaign identity made use of the national Recycle Now branding fused with its own local flavour. The Council's own 'Binnovation' logo was used with the Recycle Now mark and the strapline: Recycle for a Greener High Peak.

Resource Futures also delivered training courses to council staff to enable them to conduct a door-stepping campaign. Five per cent of households received a face-to-face visit, focusing on perceived problems such as terraced housing and properties with difficult access. Thirty-eight thousand households received the teaser leaflets and information packs.



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Using engaging communications is key to supporting the introduction of a new service and getting the recycling message across. As a result of this campaign the recycling rate in High Peak increased from 12.4% in 2005/06 to 33% in 2007/08

Resource Futures provides specialist resource management solutions to local authorities, government agencies, private sector companies and third sector organisations.