

Talking the same language

Hard-to-reach communities respond to recycling campaign

At a glance

- Client: Slough Borough Council
- Type of project: Integrated communications campaign
- Duration: Five months
- Techniques: Community liaison, door-stepping, branding and promotional work

The aim of this project was to improve recycling rates in Slough, especially amongst the Asian, Somali and Polish communities within the area, using an integrated communications campaign.

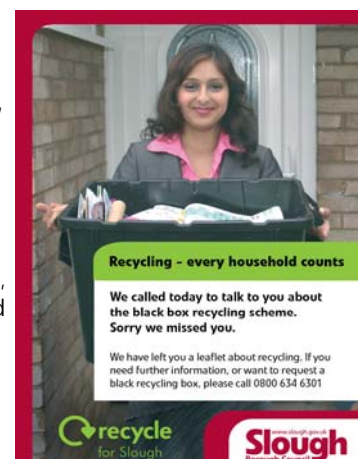
Breaking down barriers

Resource Futures was commissioned to design and deliver a communications campaign specifically targeting these hard-to-reach groups. The campaign used a range of engagement techniques. Importantly, and right from the start, community liaison co-ordinators worked with existing organisations in the target communities to understand the potential barriers to participation and build understanding.

Leaflets in the various community languages were distributed door-to-door and at events by a specially recruited multi-lingual team. Energy saving lightbulbs were also given away at events - an offer that was valued by the householders and helped to make the connection between waste and climate change.

Getting engaged

Door-stepping in these communities was very effective. Out of the 11,000 households visited, over 53% were spoken to and nearly 4,000 people were engaged at 20 events. During the campaign an additional 2,300 recycling containers were requested and distributed. This, coupled with raised awareness and a better understanding of the services available, resulted in a 5.5% increase in participation and a drop of 6% in contamination rates.



Linking in with existing community networks proved essential for communications to be tailored effectively to the different groups, particularly when working with religious organisations, who added credence to the importance of the recycling message.



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