

# Service change introducing restricted waste and more materials for recycling



## The issue

Barrow Borough Council approached WRAP in 2008 for communications support. Their new waste recycling collection scheme was to include a new red bag to collect cardboard and plastics.

This was in addition to an existing green box for cans and glass; a green bag for newspapers and magazine and a brown bin for garden waste. At the same time the existing 240 litre refuse bin was to be replaced with a new 120 litre capacity bin, to be collected weekly.

## The approach

One of WRAP's Local Communications Advisers worked with Barrow Council's waste prevention team to identify the local issues which would affect the roll out of the new service. Key evidence and experiences from other local authorities was then considered and the Council made a decision about the communication activities they would use. The communications plan included:

- **WRAP training** for Council helpline staff and recycling crew to enable them to deal effectively with inquiries from local residents.
- **Printed material** including a pre-roll out 'teaser' leaflet outlining the new service, an information leaflet distributed at the time of the new service roll out, a collection calendar and contamination cards.
- A **recycling ranger** who was appointed on a fixed term contract to engage with local communities to explain the new service, its benefits and how it works.
- **Advertising** to raise awareness of the new service - advertisements on local buses, radio advertisements and advertorials in local newspapers.
- **Livery** on collection vehicles and community posters to highlight the new service.

## Key facts

- Borough-wide campaign engaging with all households to inform people about a change to their waste and recycling services.
- 32,500 households.
- Recycling increased by 2,479 tonnes.
- 73% of residents felt the information provided was 'excellent' or 'good'.
- Total cost of the communication activity was £78,000.

## Key lessons

- Making use of **best practice and shared learning** from other local authorities that have rolled out similar schemes, helped Barrow Borough Council to develop their communication plan and the Council was able to introduce their new service to local residents in an efficient and cost effective way.
- The recycling ranger was able to **engage directly** with local residents and answer questions and concerns. Having a dedicated resource working with community groups proved to be so effective that Barrow Borough Council extended the contact beyond the WRAP funding period.
- All printed material made use of the **WRAP on-line** resources which are available to all local authorities, via the Recycle Now website. Printed material was presented in a clear and concise way and local residents, when asked, thought the material was 'good' or 'excellent'.
- Council helpline and crew training is an effective way to communicate with all staff who have a responsibility for delivering the new service. The training course provides an opportunity to **share information**, exchange ideas and address any areas of concern.

With your new and improved recycling service it's never been easier to...



What can go in my first green box?





What can go in my red bag?





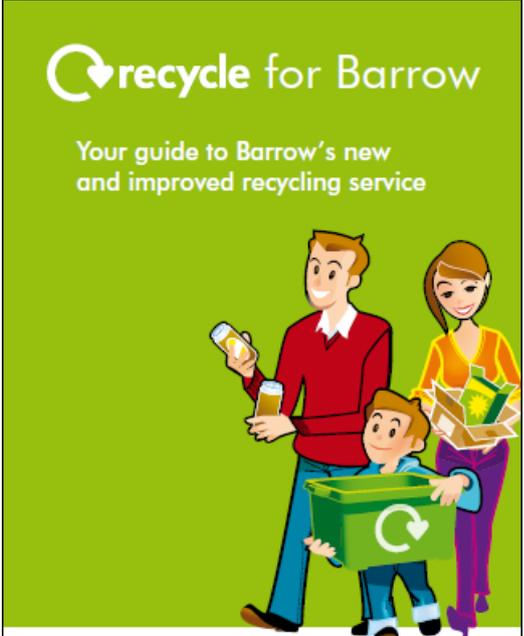
What can go in my second green box or green bag?




What can go in my garden waste bin?




For more information or to request a new recycling container call the helpline 0800 731 9826 or email [recycling@barrowbc.gov.uk](mailto:recycling@barrowbc.gov.uk).



**recycle for Barrow**

Your guide to Barrow's new and improved recycling service

Barrow Borough Council  
BARROW IN FURNESS

helpline 0800 731 9826  
[barrowbc.gov.uk/recycling](http://barrowbc.gov.uk/recycling)

Resource Cumbria  
reduce • reuse • recycle

**Barrow Borough Council has changed the way it collects your household rubbish.**

The new refuse and recycling collection will make it easier for you to recycle even more of your rubbish helping us reduce the amount of waste we must send to landfill and in doing so protect the environment.

The new and very much improved recycling service will enable you to recycle a huge proportion of your rubbish. As well as your current green box, green plastic bags and garden waste bins, you will soon receive a new red bag which will enable you to recycle cardboard and plastic.

Along with this leaflet you have also been given a collection calendar informing you when each of your recycling containers, and also your new refuse bin, will be collected. Please leave all containers, at the kerbside by 7am on the day of collection.

If you have any questions about the new service or would like to request any new recycling containers please contact us on 0800 731 9826 or by emailing [recycling@barrowbc.gov.uk](mailto:recycling@barrowbc.gov.uk). For further information about waste reduction and recycling visit [recycleforbarrow.org](http://recycleforbarrow.org).












# Thank you, we really appreciate it!

Last April, Barrow Borough Council changed the way that it collects your rubbish. With the introduction of a brand new 'red bag' recycling service, everyone can now recycle glass, cans, plastics, cardboard and paper from their homes. These improvements to the recycling service meant that the size of the standard black rubbish bin could be reduced.

The new recycling service has gone from strength to strength. This June, with your help, we recycled an amazing 40% of our rubbish - twice as much as the same time last year. As a result, the amount of rubbish our borough sends to landfill has reduced considerably.

The new plastic and cardboard recycling collection service has been hugely popular. We are currently recycling 30 tonnes of plastic and cardboard each week. Compare this to the 285 tonnes collected through the recycling bins in the whole of last year and it's a huge improvement - thank you!

And it hasn't just been recycling plastic and cardboard which has been well received, the existing glass, cans and paper collections have also experienced a massive resurgence. We are now recycling 50% more of these materials than we were this time last year. We've even had to give out an additional 8500 new bins, boxes and bags to keep up with the demand to recycle. So all that's left for us to do is say thank you and please keep up the great work. Together we can recycle even more of our rubbish!

Do you want to know where your recycling goes and what it is turned into? Visit [barrowbc.gov.uk/recycling](http://barrowbc.gov.uk/recycling) where you can find out more.



## recycle for Barrow Recycling collection calendar 2009 - 2010

Green box, red bag and green bag collection day

Your first red bag recycling collection will be on Friday 3<sup>rd</sup> April

APRIL							MAY						
M	T	W	T	F	S	S	M	T	W	T	F	S	S
	1	2	3	4	5		4	5	6	7	8	9	10
6	7	8	9	10	11	12	11	12	13	14	15	16	17
13	14	15	16	17	18	19	18	19	20	21	22	23	24
20	21	22	23	24	25	26	25	26	27	28	29	30	31
27	28	29	30										

JUNE							JULY						
M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7	6	7	8	9	10	11	12
8	9	10	11	12	13	14	13	14	15	16	17	18	19
15	16	17	18	19	20	21	20	21	22	23	24	25	26
22	23	24	25	26	27	28	27	28	29	30	31		
29	30												

AUGUST							SEPTEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S
					1	2	1	2	3	4	5	6	
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30				
31													

There is no change to your garden waste bin collection day

non recyclables Your weekly refuse collection day is Friday. Don't forget to recycle as much of your household rubbish as you can.



helpline 0800 731 9826  
[barrowbc.gov.uk/recycling](http://barrowbc.gov.uk/recycling)



### The results

Barrow Borough Council introduced their new service effectively and achieved an increase in recycling from 22% in 2007/08 to 36% in 2009/10.

"Cumbria County Council and the Cumbria Strategic Waste Partnership has been a proud partner to WRAP since 2005. In that time the support in terms of communications and branding advice has been invaluable. This was exemplified during the Recycle for Barrow campaign which saw the re-launch of an improved recycling service for all 32,500 households across the borough. Working closely with WRAP's Local Government Services unit helped us to design and deliver a robust and intensive public engagement and communications campaign, informed by best practice and our local knowledge. WRAP's help ensured the campaign was a huge success taking the local recycling rate from 22% to 36% and reducing the amount of waste going to landfill by a third. The campaign's success was recognised by our local authority peers and won the Local Authority Recycling Advisory Committee (LARAC) Best Communications campaign for 2009."

*Martin Allman, Waste Prevention Manager, Cumbria County Council*

### More information WRAP

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