

Appendix I

City Services Scrutiny Panel: Waste and Recycling in Sunderland – Policy Review Recommendations 2012/13

Review Progress Summary				
● not on schedule	● on schedule	● undeliverable	● achieved	Total
0	3	0	8	11

Ref	Recommendation	Action	Owner	Timescale	RAG	Progress
A	That further update reports be provided based on the findings of the investigative research. The investigative research will allow an intelligence led approach to the formulation of a plan for future waste and recycling communications activities	<p>Procurement exercise to appoint an agency to investigate the attitudes and behaviours of Sunderland residents towards recycling and waste, to inform future communications strategies. All submissions to include a schedule of research activities aimed at fulfilling the objective of the brief.</p> <p>Inception meeting</p> <p>Quantitative engagement and data collection – street survey and online survey</p> <p>Qualitative engagement and data collection – Focus groups</p> <p>Data collection and analysis</p> <p>Research findings – report and presentation</p> <p>Formulate a communications plan to include key actions and dates - directed by research findings and budget limitations</p>	Communications Manager	<p>April - June 2013</p> <p>June 2013</p> <p>July/ August 2013</p> <p>August/ Sept 2013</p> <p>Sept 2013</p> <p>Oct 2013</p> <p>April 2014</p>	<p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p> <p>●</p>	<p>It has been necessary to move the completion date of communications plan back and all dates that follow on from this. The plan is intended to evolve and accommodate the influence of external and internal factors on the service. The intention in delaying the final plan is that we capture the current climate and maximise activity impact.</p> <p>A communications plan based on research findings and was developed in October 2014.</p>

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B	That the delivery of the new communications campaign be monitored including activities on promoting awareness and involvement in recycling and on tackling inappropriate waste presentation and fly tipping	Deliver phase 1 of communications campaign	Communications Manager	June 2014	●	<p>Communications phase 1 activities to measure baseline information commenced in all Sunderland central areas in November 2014.</p> <p>Phase1 of the plan monitored existing levels of participation, quality of recycling presented and incidents of inappropriate waste presentation. It also reflected a changed the approach to communicating with residents taking into account limitations in resources, identifying areas for intervention and use of different communications approaches, including door stepping face to face visits. This has improved levels of resident engagement, and reinforce their recycling knowledge and skills.</p> <p>Phase 2 of the plan, building on the evidence collected started in March 2015, in the areas of Roker, Southwick, Millfield, Pallion and Hendon as areas where there is most potential to improve resident engagement and recycling collected. The face to face approach in phase 1 has been supplemented by a resident recycling incentives scheme.</p> <p>The recycling incentives scheme will be extended to include communities across regeneration areas in 2015/16.</p>
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