

## Appendix T





City Services Scrutiny Panel: Waste and Recycling in Sunderland – Policy Review Recommendations 2012/12

Review Progress Summary				
● not on schedule	● on schedule	● undeliverable	● achieved	Total
1	3	0	7	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	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.	Communications Manager	April - June 2013	●	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.
		Inception meeting		June 2013	●	
		Quantitative engagement and data collection – street survey and online survey		July/ August 2013	●	
		Qualitative engagement and data collection – Focus groups		August/ Sept 2013	●	
		Data collection and analysis		Sept 2013	●	
		Research findings – report and presentation		Oct 2013	●	
		Formulate a communications plan to include key actions and dates - directed by research findings and budget limitations		April 2014	●	


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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	<p>Deliver phase 1 of communications campaign</p> <p>Seek feedback and opinion from residents and Members on key actions undertaken and engage Area Place Boards.</p> <p>Monitor and measure the impact of communications campaign through tangible indicators to include:</p> <ul style="list-style-type: none"> <li>i. Recognition of council messages</li> <li>ii. Feedback from residents</li> <li>iii. General monitoring of participation</li> <li>iv. % increase in tonnage recycle collected</li> <li>v. % reduction in reported fly tipping incidents</li> <li>vi. Success evaluation – Annual review</li> </ul>	Communications Manager	<p>June 2014</p> <p>Sept 2014</p> <p>March 2016</p>	    	
C	That further reports be provided on the progress on the delivery of a recycling incentives scheme, the impact on awareness and participation in recycling services and the impacts on recycling performance	<p>1. Recycling Incentives Scheme</p> <ul style="list-style-type: none"> <li>i. Intelligence gathering</li> <li>ii. Formulate campaign – directed by research findings and recommendations</li> <li>iii. Campaign launch and subsequent communications activities</li> </ul>	Communications Manager and Waste Manager	<ul style="list-style-type: none"> <li>i. July 2013 – April 2014</li> <li>ii. April – May 2014</li> <li>iii. June 2014 – March 2015</li> <li>iv. April – June 2015</li> </ul>		Information is being gathered from the previous incentives scheme funded by DEFRA and operated regionally in which the Council participated to inform on the benefits of a new scheme operated by the Council. The old scheme we participated in which ended late 2013 targeted specific items ie aerosols. Indications are that

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		<p>iv. Impact evaluation of activities undertaken to date</p> <p>General Periodic Reporting</p> <p>i. Update report followed by six monthly report updates (for the period of the campaign)</p>	<p>Communications Manager and Waste Manager</p>	<p>April 2014 to March 2016</p>		<p>the scheme did raise awareness of recycling. Tonnage of blue bin recycling collected increased only slightly in 2013/14 over the previous year. Some resident awareness (how people use the bin) needs to be addressed by the new communications plan.</p>
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