				Review Progre	ss Summary				
not on schedule o		on schedule	undeliverable		 achieved 		Total		
0		3	0		8		11]	
Ref	Recommendation		Action		Owner	Timescale	RAG	Progress	
A	That further update represented allows provided based on the final the investigative research wan intelligence led approvement the formulation of a plar future waste and recyclic communications activities of the formulation of a plar future waste and recyclic communications activities are also be appresented at the formulation of the	indings of ch. The vill allow oach to n for ing	Procurement exerci agency to investigat and behaviours of S residents towards re waste, to inform futu communications str submissions to inclu of research activitie fulfilling the objectiv Inception meeting Quantitative engager collection – street s survey Qualitative engager collection – Focus of Data collection and Research findings – presentation Formulate a commu to include key action directed by research budget limitations	te the attitudes Sunderland ecycling and ure ategies. All ude a schedule s aimed at e of the brief. ement and data urvey and online nent and data groups analysis - report and unications plan ns and dates -	Communica tions Manager	April - June 2013 June 2013 July/ August 2013 August/ Sept 2013 Sept 2013 Oct 2013 April 2014		It has been necessary to move completion date of communicat plan back and all dates that folle from this. The plan is intended the evolve and accommodate the influence of external and internat factors on the service. The interdelaying the final plan is that we capture the current climate and maximise activity impact. A communications plan based or research findings and was deversion October 2014.	ions ow on to al ntion in e

evidence collected started in March 2015, in the areas of Roker, Southwick, Millfield, Pallion and Hendon as areas where there is mo potential to improve resident engagement and recycling collected The face to face approach in phase has been supplemented by a reside recycling incentives scheme. The recycling incentives scheme wi be extended to include communities	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	Communica tions Manager	June 2014	Southwick, Millfield, Pallion and Hendon as areas where there is mos potential to improve resident engagement and recycling collected The face to face approach in phase has been supplemented by a resider
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	Seek feedback and opinion from residents and Members on key actions undertaken and engage Area Place Boards.	Sept 2014	•	Feedback from residents engaged in phase 1 has been captured which has been positive. Reports regarding the phase 2 scheme will be delivered to place boards summer 2015.
	Monitor and measure the impact of communications campaign through tangible indicators to include: i. Recognition of council messages ii. Feedback from residents iii. General monitoring of participation iv. % increase in tonnage recyclate collected v. % reduction in reported fly tipping incidents vi. Success evaluation – Annual review	March 2016		

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	 Recycling Incentives Scheme Intelligence gathering Formulate campaign – directed by research findings and recommendations Campaign launch and subsequent communications activities Impact evaluation of activities undertaken to date 	and Waste Manager	i. July 2013 – April 2014 ii. April – May 2014 iii. June 2014 – March 2015 iv. April – June 2015	•	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 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.
		General Periodic Reporting i. Update report followed by six monthly report updates (for the period of the campaign)	Communica tions Manager and Waste Manager	April 2014 to March 2016	•	