



Subject:	Update on Communications and Engagement in No Food Waste Campaign
Date:	9 th May 2017
Reporting Officer:	Nigel Grimshaw, Director City & Neighbourhood Services Department
Contact Officer:	Tim Walker, Head of Service

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	To provide an update to Members on the communications and engagement activities associated with the No Food Waste campaign which was approved at Committee on 7 th March 2017.
2.0	Recommendations
2.1	The Committee is asked to; <ul style="list-style-type: none">Note the report.

3.0	Main report
	<p data-bbox="272 226 427 255"><u>Key Issues</u></p> <p data-bbox="165 275 1445 456">3.1 Members will be aware that at the Committee meeting of 7th March 2017, approval was granted to roll-out a No Food Waste campaign across the city. This campaign is aimed at tackling the issue of food waste being disposed of in the general waste bin rather than the correct receptacle provided by the Council (organic wheeled bin or food waste caddy).</p> <p data-bbox="165 528 1410 607">3.2 A successful campaign will deliver significant financial savings to the Council, boost the recycling rate and align the Council’s position with neighbouring arc21 council’s.</p> <p data-bbox="165 678 1445 909">3.3 At the Council meeting of 3rd April 2017, Members requested that a report be submitted to Committee providing further information on the publicity campaign associated with the implementation of the new food waste policy. This report outlines the key communications and engagement activities intended to support the No Food Waste campaign. Appendix 1 contains images and screen grabs relating to the campaign.</p> <p data-bbox="165 981 443 1010">3.4 City Matters</p> <p data-bbox="272 1030 1422 1261">The current (Apr-Jun 17) edition of City Matters carries an article on the No Food Waste campaign and encourages residents to use the correct waste container. Also within this edition is an article informing residents that all our recycling promotional literature is available in accessible format, and that we can also provide tactile plaques for bins, so those with visual impairments can more easily identify their bins.</p> <p data-bbox="165 1332 384 1361">3.5 Website</p> <p data-bbox="272 1382 1458 1563">The Council’s web site is fully accessible and information on the No Food Waste campaign is available through this communication channel. A press release was issued on 4th April 2017 and ongoing information is contained within the “bins” section of the site and can be found at http://www.belfastcity.gov.uk/bins-recycling/bins/whatgoesinmybins.aspx</p> <p data-bbox="165 1635 453 1664">3.6 Social Media</p> <p data-bbox="272 1684 1458 1816">The Council has been promoting the campaign on social media such as Facebook and Twitter and this will be maintained throughout the Summer months and a further burst prior to any notification stickers being applied to the bins.</p>

3.7	<p>Binovation App</p> <p>The launch of the Binovation app coincided with the launch of the No Food Waste Campaign. This app provides clear information on which item of waste should go into which container. The News section also contains information on the No Food Waste Campaign and this will be updated regularly as the project enters its different stages e.g. letters to households, bin stickers, provision of bins/caddies where required and the notification phase.</p>
3.8	<p>Letters & Bin Stickers</p> <p>From 24th April until the end of May our Recycling Team will be delivering letters which will inform residents about the No Food Waste campaign. The letter explains the rationale for the campaign, how residents can play their part and the how we will engage with residents to ensure a successful outcome for the city. The reverse of the letter also contains clear instructions on the items which can go into your food waste caddy and organics bin. Over the same period the Recycling Team will be applying “No Food Waste” stickers to the non-recyclable/general waste bins. This will provide a direct and instant reminder at a key decision point for residents and will hopefully persuade them to not place food waste in the general waste bin but rather use the correct container (See Appendix 5).</p>
3.9	<p>Vehicle Graphics</p> <p>To support the No Food Waste campaign, from 2 May the graphics on the Refuse Collection Vehicles (RCVs) will be changed to reflect the message on the bin sticker. These will remain on the vehicles for the remainder of 2017/18.</p>
3.10	<p>Radio Campaign</p> <p>The campaign is being supported by the Department for Agriculture, Environment and Rural Affairs (DAERA). In this regard there is a local radio campaign planned for May/June which will focus on the need to tackle the food waste issue and use the right bin.</p>
3.11	<p>Miscellaneous activity</p> <p>There will be a multitude of activities in addition to the above which will assist in the delivery of the No Food Waste campaign; posters at the Recycling Centres, Community Group Talks on food waste and ongoing social media posts.</p> <p>The above represents an integrated promotional campaign aimed at delivering the outcomes associated with the No Food Waste campaign, identified above.</p>

3.12	<p><u>Financial & Resource Implications</u></p> <p>There are no finance and resource implications associated with this report.</p>
3.13	<p><u>Equality or Good Relations Implications</u></p> <p>There are no relevant equality and good relations implications associated with this report.</p>
4.0	Appendices – Documents Attached
	Appendix 1 – Samples of the promotional & engagement activity for the No Food Waste campaign.