

Overview & Scrutiny Task Group

Meeting Notes



Review topic	Date of Meeting
Dual Recycling	17 February 2022

Attendance	Venue
Members: Matthews (Chair) Norman Powell A. Yeates (Cabinet Member) Officers: Nigel Harris Ben Percival Philip Gillingham Christine Lewis Will Stevenson Witnesses: None	Virtual

Areas Discussed
<p>Briefing from the General Manager of Joint Waste</p> <p>Nigel Harris presented a summary of the new Dual Recycling system changes, with most residents receiving an additional bag (or additional bin for more rural locations). The dates for the delivery of new bags/bins and related communications via letter and leaflet were noted. Bag deliveries will be done in-house to provide flexibility and not risk a third party failing to deliver on time, though this will stretch existing resources. It was noted that recruitment adverts promoting the benefits of working for local government have had some success in keeping staff numbers level. The fact that the bags have not yet been delivered to the service does represent a current risk. The changes will be communicated to councillors via the March and April newsletters. The task group asked if there would be a dedicated helpline for resident’s queries. There are no plans for this currently and assistance will instead be provided via online processes, recycling officers, and the existing helpdesk.</p> <p>Communications Strategy for Dual Recycling</p> <p>Philip Gillingham explained that there will be a warmup letter directly addressed to residents a few weeks before the bags/bins arrive. There will be several versions of this letter depending on the property. First resident letters are scheduled to be sent on 21st March 2022, alongside member engagement and initial publicity, PR and social media push. There will be leaflets left</p>

with the new bag/bin to further cement awareness of the change. There will be additional promotional plan utilising social media incorporating a video to promote the benefits of the service and explain how further information can be obtained. Members, customer services, housing associations and others who may receive enquiries will be given clear briefs to help signpost residents in the right direction. Members raised the potential for confusion over 'card' and 'cardboard' and asked for this to be made clearer. It was wished that members at Tamworth and Lichfield will act as 'ambassadors' to help promote and communicate the new system to residents.

Outcomes

That the group is informed and supportive of the Dual Recycling communication strategy. It was requested that a follow up meeting be scheduled when/if deemed necessary by the Chair or lead officers.

Further Work Required/Next Steps:

Promotional video to be shared with members and made available to the public on LDC website.
More information about the system changes to be available on the LDC website.
Maps of the bin lorry rounds to be made available to members.