

Appendix 2(b)

Waste and recycling in Sunderland – proposed approach to resident engagement

REF	Recommendation	Action	Owner	Due date	Progress commentary
(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	<ol style="list-style-type: none"> 1. 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. 2. Inception meeting 3. Quantitative engagement and data collection – street survey and online survey 4. Qualitative engagement and data collection – Focus groups 5. Data collection and analysis 6. Research findings – report and presentation 7. Formulate a communications plan to include key actions and dates - directed by the research findings and recommendations 	<ol style="list-style-type: none"> 1. Communications Manager 2. Communications Manager 3. Communications Manager 4. Communications Manager 5. Communications Manager 6. Communications Manager 7. Communications Manager 	<ol style="list-style-type: none"> 1. April - June 2013 2. June 2013 3. July/ August 2013 4. August/ Sept 2013 5. Sept 2013 6. Oct 2013 7. Oct – Dec 2013 	Agency appointed June 2013

(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	<ol style="list-style-type: none"> 1. Deliver phase 1 of communications campaign 2. Seek feedback and opinion from residents and Members on key actions undertaken and engage Area Place Boards. 3. Monitor and measure the impact of communications campaign through tangible indicators to include: <ol style="list-style-type: none"> i. Recognition of council messages ii. Feedback from residents iii. General monitoring of participation iv. % increase in tonnage recycle collected v. % reduction in reported fly tipping incidents vi. Success evaluation – Annual review 	<ol style="list-style-type: none"> 1. Communications Manager 2. Communications Manager and Waste Manager 3. Communications Manager 	<ol style="list-style-type: none"> 1. Dec 2013 2. March 2014 3. 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	<ol style="list-style-type: none"> 1. Recycling Incentives Scheme <ol style="list-style-type: none"> i. Intelligence gathering ii. Formulate campaign – directed by research findings and recommendations iii. Campaign launch and subsequent communications activities iv. Impact evaluation of activities undertaken to date 2. General Periodic Reporting <ol style="list-style-type: none"> i. Update report followed by six monthly report updates (for the period of the campaign) 	<ol style="list-style-type: none"> 1. Communications Manager 2. Communications Manager and Waste Manager 	<ol style="list-style-type: none"> 1. <ol style="list-style-type: none"> i. July – Sept 2013 ii. Sept – Nov 2013 iii. Dec 2013 iv. March 2014 2. April 2014 to March 2016 	