

**NORTH LONDON WASTE AUTHORITY**

**REPORT TITLE:**

Update on Communications Campaign on Household Recycling

**REPORT OF:**

MANAGING DIRECTOR

**FOR SUBMISSION TO:**

AUTHORITY MEETING

**DATE:**

29 September 2016

**SUMMARY OF REPORT:**

This report provides an update on the Authority's plans to develop and deliver a Communications Campaign on Household Recycling (previously known as the joint communications campaign) with an external agency, as approved at the June 2016 Authority meeting, and recommends the award of delegated authority to the Managing Director, in consultation with the Chair, to determine the extent to which these plans could be pursued in conjunction with Resource London.

**RECOMMENDATION:**

To note the Campaign's direction of travel, and to delegate authority to the Managing Director, in consultation with the Chair, to pursue and agree opportunities for joint working with Resource London around the Authority's Communications Campaign on Household Recycling, and then to proceed on that basis.

**SIGNED:**

Managing Director

**DATE:** 20 September 2016

## **1.0 BACKGROUND**

- 1.1 The Communications Campaign on Household Recycling (previously known as the Joint Recycling Communications Campaign) was launched in 2012 to address low recycling performance across the NLWA area.
- 1.2 In February 2015 Members approved proposals to extend the Communications Campaign on Household Recycling (the Campaign) to a three year programme of activity to be delivered by the Authority from 2015/16 to 2017/18. Members also approved plans for the procurement of an agency to deliver a high level campaign, subject to soft market testing.
- 1.3 At the February 2016 Authority meeting a report on the progress of the procurement noted a delay to the procurement due to a review of proposals for a pan-London recycling communications campaign to be delivered by Resource London (a partnership between the Waste and Resources Action Programme (WRAP) and the London Waste and Recycling Board (LWARB)) and consequent transfer of the 2015/16 budget for the north London campaign into 2016/17 as also previously reported in December 2015. As a result of the extended procurement period and budget transfer, the February 2016 report on the consumer creative agency procurement also noted that the proposed campaign would now be delivered between 2016 and 2019 rather than from 2015 to 2018 as originally agreed (with an anticipated contract commencement in July 2016).
- 1.4 At the June 2016 Authority meeting members agreed a recommendation to award the contract for the delivery of communications campaign on household recycling in north London to Bidder C which was Media Therapy (the Agency), as their tender was evaluated to be the most economically advantageous tender in accordance with the award criteria.

## **2.0 UPDATE ON CAMPAIGN PROGRESS**

- 2.1 Following the June Authority meeting, the Authority has been working with Media Therapy to develop a high level and inspirational behaviour change campaign strategy, and creative concepts which will form the basis of the Campaign. The strategy proposed for the Campaign is an 'in the home' media strategy, focusing on targeted television advertising and digital/social media content, with other supporting activities, designed to promote household recycling in north London and to motivate residents to recycle more.

- 2.2 The television advertising will use subscription TV which enables advertising that is highly targeted to specific audiences based upon their subscriber profiles. Adverts can be delivered to a single postal sector level to households in the area or to households in a specific life stage. Subscription TV also allows advertisers to serve different advertisements to different households watching the same programme, based upon factors like age, location and number of occupants. This is highly targeted form of television advertising, making TV a viable media option for NLWA. The adverts can also be shown on other digital channels to broaden the reach to non-subscribers.
- 2.3 The target audience for the campaign is the group known as 'millennials' – those aged 18 to 34. This group characteristically is likely to be living in rented shared housing/be flat dwellers and to move home more frequently than other older age groups in the population. Media Therapy's work suggests that recycling messages have largely passed this group by, as they are less likely to be influenced by messages seen to come from 'an authority', so they are a key audience to engage if we want to increase recycling rates in north London. The campaign is expected to go live in November 2016.
- 2.4 Subject to Media Therapy's recommendations, in general the campaign is expected to be unbranded; research suggests that this approach is likely to have the best impact with the target audience.
- 2.5 Draft creative concepts are currently being tested with the target audience through a six-week programme of quantitative and qualitative research across all seven boroughs, which is being conducted by Media Therapy's sub-contractor, 2CV. The results of the research will be used to inform the final campaign development, and will be reported on to the Members Recycling Working Group on 29 September.

### **3.0 RESOURCE LONDON**

- 3.1 Following Resource London's relaunch of the Recycle for London campaign in 2015, the partnership is now planning to deliver a programme of communications activity to promote recycling to a similar target audience to the one identified by the Authority – 18 to 34 year olds.
- 3.2 Although the scope of the programme of activity to be delivered by Resource London is not yet entirely clear, there are some areas where synergies could be sought between Resource London activities and the Authority's Communications Campaign on Household Recycling, and some areas where working with Resource London would add value to the Campaign. If a workable arrangement can be found, the benefits of such an arrangement include campaign uplift on a pan-London scale as well as best use of public funds in London.

- 3.3 It is recommended that Members delegate authority to the Managing Director, in consultation with the Chair, to pursue opportunities for joint working, to determine the extent to which the Authority's Communications Campaign on Household Recycling could be delivered in conjunction with Resource London, and to proceed on that basis.

#### **4.0 PROGRESS MONITORING**

- 4.1 The Authority has already agreed in February 2015 that updates about the campaign are to be brought to members of the Members' Recycling Working Group (MRWG) and borough officers are to be involved at suitable points during the campaign. This liaison continues in line with proposals in the February 2015 report (Refer to paragraphs 7.1 and 7.2 of the report entitled 'Proposals for a Joint Recycling Communications Campaign 2015-18')

#### **5. COMMENTS OF THE LEGAL ADVISER**

- 5.1 The Legal Adviser has been consulted in the preparation of this report and has no comments to add.

#### **6. COMMENTS OF THE FINANCIAL ADVISER**

- 6.1 A three year budget of £915k has been approved with £305k budgeted in 2016/17. The budget for this year is forecast to be fully spent and this is reflected in the second budget review paper elsewhere on the agenda.

**Contact Officers:** David Beadle, Managing Director  
Hannah Paten, Communications Manager  
Sunita Trehan, Senior Communications Officer

Berol House, Unit 1B  
25 Ashley Road  
Tottenham Hale  
N17 9LJ

Tel: 020 8489 5730  
Fax: 020 8365 0254  
E-mail: [post@nlwa.gov.uk](mailto:post@nlwa.gov.uk)

**REPORT ENDS**