



West Lothian
Council

COUNCIL EXECUTIVE

WASTE SERVICES - USE OF NEW ZERO WASTE SCOTLAND “RECYCLE FOR SCOTLAND” BRANDING

REPORT BY HEAD OF OPERATIONAL SERVICES

A. PURPOSE OF REPORT

New recycling branding has been developed by Zero Waste Scotland. This report requests the Council Executive agreement to adopting the new Recycle for Scotland branding, in place of Waste Aware West Lothian logo, on future recycling publicity.

B. RECOMMENDATION

That the Council Executive agree to taking this branding on future recycling literature

C. SUMMARY OF IMPLICATIONS

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| I Council Values | Focusing on our customers' needs

Being honest, open and accountable

Providing equality of opportunities

Making best use of our resources

Working in partnership |
| II Policy and Legal (including Strategic Environmental Assessment, Equality Issues, Health or Risk Assessment) | To date West Lothian has used the Waste Aware and Reduce Reuse Recycle brand on recycling literature. This proposes a change to new “Recycle For Scotland” national branding. |
| III Implications for Scheme of Delegations to Officers | None |
| IV Impact on performance and performance Indicators | Waste Services report performance indicators which are linked to recycling rate's – Percentage of municipal waste and household waste recycled per quarter, percentage of material recycled at recycling centres. The aim is for a Scotland wide campaign which will boost recycling rates and minimise waste to landfill. |
| V Relevance to Single Outcome Agreement | Waste Services has 2 SOA's “The proportion of municipal solid waste recycled” and “Tonnage of |

	municipal solid waste landfilled”. The aim is for a Scotland wide campaign which will boost recycling rates and minimise waste to landfill.
VI Resources - (Financial, Staffing and Property)	Potential £22,000 grant funding provided by Zero Waste Scotland to start the conversion of materials to Recycle for Scotland
VII Consideration at PDSP	Environment Policy Development and Scrutiny Panel 21 st December agreed to note the terms of the report and refer to Council Executive for approval
VIII Other consultations	Corporate Communications are being kept up to date with developments. They will approve the correct use of proposed designs and development/ use of any publicity from the national campaign for use by West Lothian Council. FMU have been made aware of the offer of grant funding.

D. TERMS OF REPORT

1. Introduction

Zero Waste Scotland has developed new recycling branding “Recycle for Scotland”. Zero Waste Scotland was established to support the actions set out in the Zero Waste Plan and to provide support for the move towards a Zero Waste society.

2. Background

The “Recycle” brand (Appendix 1. Scottish version of “Recycle” brand) is already used in England and Wales and has high recognition with the public as it is used on a large number of branded, everyday products. The brand has been designed to help refresh recycling communications, without the need to completely change the existing approach of Local Authorities.

Zero Waste has conducted research which has shown that this brand is already recognised by 45% of people in Scotland (compared to a 13% recognition rate for the Waste Aware brand). Zero Waste Scotland are keen to introduce the campaign in conjunction with Local Authorities in order to enhance their goals of making recycling easier and reducing the amount of waste that is sent to landfill in Scotland.

A key part of this process is for Local Authorities to adopt the campaign imagery.

Local Authorities do not have to convert to “Recycle For Scotland” branding and can therefore continue to use their existing branding e.g. Waste Aware/ Reduce, Reuse, Recycle, if they wish. However, this brand is now considered “defunct”. See Appendix 2. West Aware West Lothian brand. The benefit of converting across to “recycle for Scotland” will be utilising a national brand which is already well recognised and West Lothian will benefit from any Zero Waste Scotland national campaigns and support available.

3. Discussion

3.1 Offer of Grant Funding

Zero Waste Scotland is offering Local Authorities grant funding to start the conversion process if the brand is accepted. It is recognised that this funding will only allow for the start of the conversion process and West Lothian should convert across to the brand as and when the opportunity arises for future publicity. West Lothian Council has been offered £22,000, but there are set timescales for this to be spent. This money will be provided in one up-front lump sum. The purpose of the Revenue Grant is to provide local authorities in Scotland with funding support for communications resources that will aid the brand recognition of “Recycle for Scotland”. Invoices must be provided to provide evidence of payments and utilisation. For more information, see Appendix 3. Zero Waste Scotland: Local Authority “Recycle for Scotland” Revenue Grant Guidance.

This can be spent on resources that include Recycle for Scotland branding; are public facing; and have a shelf life of longer than 4 weeks.

Some suggested resources that could be funded are listed below. Note this is not an exclusive list.

- Signage at recycling centres or bring sites
- Removable, flexible vehicle signage/ panels
- Permanent bus shelter advertising (shelter tops)
- Guidance leaflets for householders
- Posters for display in community/ Council Buildings

3.2 Key Dates:

October 10th 2011: Applications welcomed from this date onwards. Fund allocation is on first come, first served basis.

November 1st 2011: Recycle for Scotland communications materials and brand guidelines available.

February 1st 2012: All funds must be spent.

March 1st 2012: All evidence such as receipts should be received by Zero Waste Scotland.

3.3 Examples of new branding

Appendix 4. Link to examples of new branding provided

3.4 Proposed Projects for Funding

Please note that Waste Services is finalising a list of priorities for this funding to be agreed with Corporate Communications and our Head of Service. Proposed projects:

- Signage on the recycling centres requiring replacement
- Stickers to go on the bottle banks to encourage correct use of banks
- Remaining funding to provide livery on the new refuse collection vehicles promoting recycling (funding unlikely to purchase all required),

Note that if the use of Recycle for Scotland branding is agreed, then this will be incorporated into new publicity, such as recycling calendars, by replacing the current Waste Aware branding

E. CONCLUSION

The use of the Recycle for Scotland branding is recommended to allow West Lothian to utilise a brand which is already well recognised and West Lothian will benefit from any Zero Waste Scotland national campaigns and support available.

F. BACKGROUND REFERENCES

Appendix 1. Scottish version of “Recycle” brand



Appendix 2. West Aware West Lothian brand



Appendix 3. Zero Waste Scotland : Local Authority “Recycle for Scotland”
Revenue Grant Guidance



Local Authority
Recycle Now Grant Fc

Appendix 4. Link to examples of new branding provided

<http://www.zerowastescotland.org.uk/node/9018/download/86029eeaf92e8a06379aa77901c0159c>

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