

<b>Report Title</b>		Report RL 13/07/15 - 06
<b>Communications &amp; behaviour change update</b>		
<b>Report by</b>	Ali Moore	
<b>Job Title</b>	Communications & Behaviour Change Manager	
<b>Date of meeting</b>	13 July 2015	

<b>Summary</b>
This paper presents an update on communications and behaviour change activities inline with the Resource London programme delivery plan.

<b>Recommendation</b>
<ul style="list-style-type: none"> <li>• To consider the proposed Recycle for London brand guidelines and to approve the adoption of one of the consultation options (to be tabled at the meeting)</li> <li>• To note the range of activity carried out across London during Recycle Week in support of the Recycle Now refresh, using Resource London funding.</li> <li>• To note the progress towards the delivery of the London LFHW campaign and the appointment of the London LFHW manager.</li> <li>• To note the plans for Love Your Clothes campaign activity in September 2015 and progress made towards it.</li> </ul>

<b>Risk Management</b>	
<b>Risk</b>	<b>Action to mitigate risk</b>
London does not achieve the Mayor's target to recycle 50% of local authority collected waste by 2020.	Resource London is putting in place comprehensive plans for communications activity to both encourage waste min and improve the capture and quality of recycle.

<b>Implications</b>
<b>Legal</b> N/A
<p><b>Financial</b></p> <p>Resource London has assigned a total budget of £1,174,050 (incl. staffing) to the delivery of a comprehensive communications and behaviour change programme in 2015/16.</p> <p>In addition there is a further £200,000 (incl. staffing) assigned to deliver phase 1 of a London focused Love Food Hate Waste (LFHW) campaign.</p> <p>Activities listed within this report are apportioned to these budget lines.</p>

<b>Equalities</b> None	
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**Supporting Report**

**Why the paper is being presented**

To provide the Partnership Board with a progress report against programme output indicators.

**Report**

**Format**

*Each work area of the Behaviour Change activity is detailed below. Each section is prefaced by a table showing the relevant Output indicator(s) for that work area with a colour coded (traffic light) progress update with three numbered columns denoting the three remaining Partnership Board meetings in 2015/16 (where column 1 related to progress at this meeting – 13/07/2015).*

<b>Output indicator</b>	1	2	3	
To work towards securing at least £75,000 of match funding / private sector campaign sponsorship (funding and/or in-kind) toward communications and behaviour change activity to help support London-wide campaign activity.				

Securing of match funding will be cumulative across the communication activities, and activity towards achieving this output indicator is detailed under the specific activities.

In addition to the project specific opportunities to secure match funding detailed below, Resource London are exploring opportunities to submit a project funding proposal to the European LIFE Environmental Governance & Information programme for a 'traditional project' grant (which includes awareness and dissemination projects). The deadlines for proposal in the current round are 1 October and 7 October 2015. Resource London are discussing options with WRAP colleagues.

**Recycle for London**

<b>Output indicator</b>	1	2	3	
Re-launched the Recycle for London brand and core channels; and by March 2016 to ensure that all London boroughs have the skills, knowledge and tools to use the refreshed brand effectively across their communications.				
Designed, co-ordinated and delivered a Recycle for London 'above the line' awareness campaign to encourage Londoners to recycle more				

In order to develop new brand guidelines for Recycle for London (RfL) which

are firmly based on the Recycle Now refresh but which allow for enough flexibility to encourage those waste authorities currently using their own brand and messaging approach to migrate to a more consistent approach, Resource London has established a communications user group made up of representatives from 11 waste authorities, WRAP and the GLA. The group will first meet on 1<sup>st</sup> July and the attached consultation document (Appendix 1) forms the basis of those discussions. A verbal update will be given at the Partnership Board meeting and a recommendation made on branding options.

In addition, a detailed milestone plan has been developed for the October launch (attached as Appendix 2) and a brief published to tender the brand development work which will come out of the consultation mentioned above. By the time of the meeting a brand agency will have been appointed and mock-ups of the options created.

An above-the-line campaign this financial year is financially dependent upon in-kind funding via TfL free media space. The GLA has stated that all their 'supported by the Mayor of London' media space has been allocated for the year and the planning is starting for next year's allocation. A request for an exception is however being put together for the GLA's marketing team so that Love Food Hate Waste will be considered as a special case this year.

In addition we will look at above-the-line opportunities at a more local level through the localisation strand of Recycle for London's relaunch activity. These will be smaller in reach but will start creating a consistent messaging approach across London boroughs.

Further co-funding opportunities will also be pursued through partners over the coming months, which may yet result in a London-wide awareness campaign this financial year.

Recycle Now and Recycle Week

Nine boroughs across London have been funded to deliver localised campaigns during Recycle Week, using the refreshed Recycle Now guidelines and templates. Activities funded vary from community events and door-knocking to poster & leaflet campaigns, local press advertising, fleet branding and bus-back advertising. A full list of funded boroughs is attached at Appendix 3 with brief details of what they are each doing, and for how much.

**Recycling Guarantee**

Output indicator	1	2	3	
To develop the principles behind the Recycling Guarantee by September 2016 and to have launched it by March 2016				

An initial meeting has taken place with London Councils and an update made to LEDNET that we are working together to present principles to LEDNET and TEC in October. A milestone plan has been developed and is attached at

Appendix 4.

**Love Your Clothes**

<b>Output indicator</b>	1	2	3	
Ensure that all London boroughs have the skills, knowledge and tools to use Love Your Clothes brand across their relevant communications and are actively doing so where appropriate.				

A sponsorship brief has been produced to support 'Charity Fashion Live' in September, during London Fashion Week. This is a high profile social media and PR campaign encouraging young fashion-conscious audiences to re-consider second-hand and see the potential in re-use. A copy of the brief is attached at Appendix 5. Resource London is providing £10k sponsorship and a further £10k is required to deliver the campaign; we are working with WRAP's Key Account Manager for SCAP partners to identify and secure private and charity sector partners to provide both the funding and the retail network needed.

The collaboration with the London College of Fashion's MA Fashion Journalism students has culminated in the print production of 3,000 newspapers encouraging repair, re-use and recycling in the world of fashion. The best content of this – and more – was used in a week-long 'take-over' by the students of the Love Your Clothes website and social media channels during June. The paper has been distributed by students across London vintage and fashion retailers, as well as to other UAL campus buildings. We will retain a number of copies for distribution at events during the year, including Charity Fashion Live.

**Love Food Hate Waste (LFHW)**

<b>Output indicator</b>	1	2	3	
To develop the London LFHW programme comprising regional and local activity.				
Identify and put in place agreements with one London sub-region to deliver a sub-regional LFHW campaign				
Ensure that all London boroughs have the skills, knowledge and tools to use Love Food Hate Waste brand across their relevant communications and are actively doing so where appropriate.				

Resource London has committed to deliver a five year tailored London focused LFHW campaign based on WRAP's successful 10 Cities campaign.

Following a competitive recruitment James McGowan has been appointed as the dedicated London LFHW manager. James has a strong communication and marketing background and is currently completing an MSc Environment and Sustainability where his dissertation is on household food waste prevention in the UK. James will be employed by WRAP and will join the team on 15 September. James will be embedded in the LFHW team but will work out of the Resource London office.

The Resource London Head of Programme, Comms and Behaviour Change Manager and the Programme Area Manager for LFHW met with ELWA on 9 June to discuss the London LFHW programme and discuss opportunities for ELWA to be the first area of sub-regional delivery. ELWA were very receptive offering additional resource to support the campaign. Officers are now developing a more detailed business case for ELWA to share with members. In addition proposals for LFHW in London have been shared with the ELWA constituent boroughs through the one-to-one service review meetings detailed above.

**Further information**

Appendix 1: Recycle for London brand consultation document

Appendix 2: Recycle for London launch – milestone plan

Appendix 3: Table of Recycle Week funded boroughs, activities and costs

Appendix 4: Recycling Guarantee milestone plan

Appendix 5: 'Charity Fashion Live' sponsorship brief



SUPPORTING LONDON'S WASTE AUTHORITIES

# Recycle for London

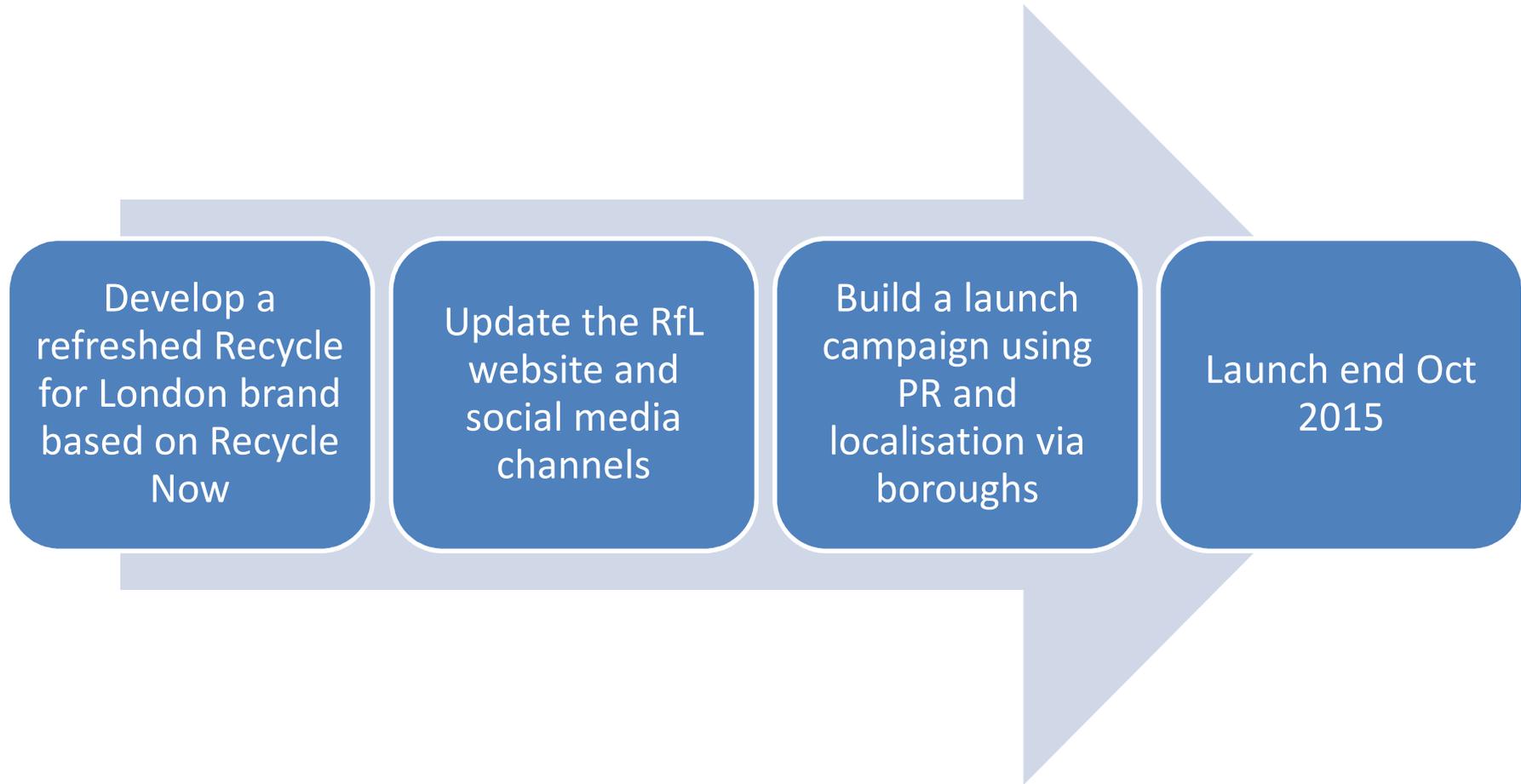
Creating a London 'look & feel'

Options for consultation

# Context

- Resource London has been set up to deliver a greater harmonisation of services across London, to help achieve 50% recycling by 2020
- After a hiatus of 2 ½ years, Recycle for London will be re-launched at the end of October 2015
- Over the next 5 years RfL London-wide campaigns will be developed to encourage more effective recycling, using outdoor advertising, events, social media, print advertising, community engagement projects and many other channels

# RfL re-launch plan



# Issues to resolve

- The diversity of messages going to different household audiences across all 33 boroughs
- The lack of visual consistency across all materials
- The potential conflict of London-wide campaigns with local messaging
- The need to maximise impact and resonance across the capital given highly transient population

# Current picture



# The communication chain

We have an opportunity to strengthen messages up and down the chain, by building a more consistent approach together.



# Creating a 'golden thread'

- We need to create links between the different tiers, which we are calling the 'golden thread'
- It refers to the visual and messaging cues that people get as they move around the city to reinforce understanding and recognition of recycling messages
- It will build up a critical mass of messages which will prompt behaviour change

# Messaging families – London (1&2)

- Recycle Now research points clearly to two highly effective message ‘families’:
  - Practical, concrete and detailed examples of what can be recycled around the home in different rooms – e.g. shampoo bottles, toothpaste boxes, yoghurt pots etc.
  - Transformational messages – e.g. ‘your recycled plastic bottles can come back as footy shirts’ – preferably localised

# Messaging family – London (3)

- In addition, recent GLA research has shown that Londoners in particular need reassuring that what they put out for recycling is genuinely getting recycled:
  - Reassurance messages
  - Thank you for keeping up the recycling

# Option 1 – Recycle Now ‘verbatim’

## Messaging

Using the headlines and wording used by Recycle Now to communicate RfL messages

### Pros:

- Tried and tested, we know this works
- Saves time and money by providing an ‘off-the-shelf’ solution
- Would create very strong identity across all London & national communications – mutual reinforcement

### Cons:

Allows for no flexibility to address specific local issues

## Visual elements

Using the templates exactly as offered by the Recycle Now team, including CGI imagery, colours, fonts and grids which dictate where it all goes on the page – but using ‘Recycle for London’ logo

### Pros:

- Tried and tested, we know this works
- Saves time and money by providing an ‘off-the-shelf’ solution
- Would create very strong London identity (in line with national)

### Cons:

Does not reflect local conditions or context & allows very limited flexibility

# Option 2 – limited flex

## Messaging

Using the 3 message ‘families’ outlined in slides 7 & 8:

- Detailed practical messages about specific items
- Transformational messages
- Reassurance & thanks

### **Flex allowed with:**

Exact wording of headlines and supporting copy, as long as it supports message families that tested well in national research.

## Visual elements

### **Keep:**

- ✓ Green banner across bottom, guidance on location & use of logos & URLs
- ✓ Headline style & font, as well as location on the page
- ✓ Supporting copy font, including location of text blocks on the page
- ✓ Colours
- ✓ Imagery either CGI or photographic to reflect RN and RfL style
- ✓ Grids & layouts

### **Flex allowed with:**

Tailored content of image for specific local purposes – but must be CGI or photographic (no cartoons).

# Option 2 – pros and cons

## Pros:

- Allows flexibility for creative concepts, images & wording to change from one borough to another
- Tried and tested, we know this works
- Saves time and money by providing 'off-the-shelf' elements with flexibility to create localised imagery and wording
- Keeps strong golden thread, creating strong identity across London communications while still looking very similar to national approach
- Gives us all 'more bang for our buck' through mutual reinforcement

## Cons:

- Allows for little or no flexibility on colours and grids/layouts
- Could affect borough identity where residents strongly relate to current council communications approach

# Option 3 – high flex

## Messaging

Using the 3 message ‘families’ outlined in earlier slides:

- Detailed practical messages about specific items
- Transformational messages
- Reassurance & thanks

### **Flex allowed with:**

Exact wording of headlines and supporting copy, as long as it supports message families that tested well in national research.

## Visual elements

### **Keep:**

- ✓ Banner across bottom, guidance on location & use of logos & URLs
- ✓ Headline style & font
- ✓ Supporting copy font
- ✓ Imagery must be either CGI or photographic to reflect RN and RfL style

### **Flex allowed with:**

- Colours (possibly within a secondary palette)
- Tailored content of image for specific local purposes – but must be CGI or photographic (no cartoons)
- Grids & layouts – including exact location of headlines

# Option 3 – pros and cons

## Pros:

- Messaging and broad approach is tried and tested
- Saves time and money by providing 'off-the-shelf' elements with flexibility to create localised imagery and wording
- Would create linked but flexible identity across all London comms while still looking similar to national approach

## Cons:

- Makes golden thread thinner
- Could lead to design 'clutter' & additional cost
- Colour differences could prevent visual cues from working
- Grid/layout changes would undermine ability to join up messages for Londoners
- Could affect borough identity

Elements	Option 1	Option 2	Option 3
Green banner & logos	✓	✓	✓
Headline font	✓	✓	✓
Headline location	✓	✓	✗
Body copy font	✓	✓	✓
Body copy location	✓	✓	✗
CGI imagery	✓	✓	✓
Photographic imagery	✗	✓	✓
RN colours	✓	✓	✗
RN images	✓	✗	✗
Grids & layouts	✓	✓	✗
RN messages verbatim	✓	✗	✗
3 x message families	✗	✓	✓

# Recycle for London

Project overview - month-by-month to October launch

Key strand	Event/activity	April	May	June	July	August	Sept	Oct
Preparation & research	Briefings & handover from GLA e.a.							
	Relaunch plan developed inc. stakeholder management							
	Recycle Now materials research reviewed & London issues identified							
PR campaign for launch	PR brief developed & supplier list identified							
	PR brief put out to tender							
	Supplier appointed & plan developed							
	Campaign materials created							
	Go-live							
Brand guidelines	Recycle for London brand brief developed							
	Supplier brief written & put out to tender for RfL brand refresh							
	Suppliers appointed & mock-ups produced							
	Decision by Partnership Board on brand option							
	Brand refresh & guidelines developed							
	Toolkit & partner materials developed							
	Toolkit shared with partners for launch							
Website & SM	Content plan agreed & sections briefed to relevant parties, content developed							
	Supplier brief written & put out to tender for website & social media design & build							
	Suppliers appointed							
	Website & social media developed							
Localisation	Invitation out to London boroughs to participate in launch activity							
	Target boroughs confirmed & funding agreed							
	Final launch events, materials & approach developed & signed off							
LAUNCH DAY/WEEK - end October								
								Go live

# Recycle Week 2015

## London waste authorities funded – activities & costs

Waste authority	Amount funded	RL priority supported	Main activities
Ealing	£ 3,607	<ul style="list-style-type: none"> <li>• Improve yield of dry recycling from flats;</li> <li>• Increase capture of unavoidable food waste.</li> </ul>	8 events - supported by a branded gazebo, pull-up banners and leaflets and the LFHW smoothie bike. Supporting activity will include posters in schools and blocks of flats. Twitter campaign using key messages from the Recycle Week resource pack. A direct email to residents to promote Recycling Week, and a direct email quiz and pledge used to communicate to residents signed up to the reward scheme. Estimated reach = 60,000 residents.
Greenwich	£ 929	<ul style="list-style-type: none"> <li>• Improve yield of dry recycling from flats;</li> <li>• Increase quality of materials captured.</li> </ul>	Community events at supermarkets around the borough, where pull-up banners and leaflets will be used to share messaging around dry recycling. Door-knocking in blocks of flats will supplement this activity using leaflets and re-usable bags (not funded).
Hackney	£ 4,320	<ul style="list-style-type: none"> <li>• Improve capture of plastics;</li> <li>• Improve yield of dry recycling from flats;</li> <li>• Improve the quality of dry recycling.</li> </ul>	Part-funding from RL for campaign which aims to educate and inform residents about plastics. Target audience is residents who already do some recycling, but may not recycle everything. This represents the majority of residents in the borough – more than half of whom live in blocks of flats or estates. Key services are dry recycling for estates and street level properties, as well as the ROTG service. Main activities for the wider campaign include advertising, leaflets to all households, 160 lamp post banners, posters in community spaces, wobblers in fridges in local shops and cafes, promotional activities at parks and social media activity. Aspects of this will be covered by our funding.
Havering	£ 3,000	<ul style="list-style-type: none"> <li>• Increase capture of dry recycling from flats;</li> <li>• Increase quality of materials captured.</li> </ul>	Focused on orange sack recycling from flats, this campaign aims to increase participation and reduce contamination in dry recycling. It will use posters, canvassers/roadshows at estates, distribution of leaflets, fridge magnets, promotion of the London Green Points – Havering scheme. Also e-zines and residents' service emails, and social media activity including a 'selfie' campaign

<b>Waste authority</b>	<b>Amount funded</b>	<b>RL priority supported</b>	<b>Main activities</b>
Hounslow	£ 4,460	<ul style="list-style-type: none"> <li>• Improve the yield of dry recycling (but not targeted to flats);</li> <li>• Increase capture of unavoidable food waste.</li> </ul>	The campaign aims to increase yield of dry recycling and unavoidable food waste. Target audience is all borough residents, via roadshows in high footfall areas using an inflatable food waste caddy and an interactive 'bean bag' game. Roadshows will also be used to hand out additional recycling containers to residents as well as food waste liners, and will be supported by social media, posters at Libraries, community & children's centres.
Merton	£ 5,000	<ul style="list-style-type: none"> <li>• Increase capture and participation rates on estates (including flats)</li> </ul>	This campaign supports increased participation rates, particularly in low-participating neighbourhoods - in particular in Mitcham - many of which are estates. It aims to do this through vehicle livery on routes in low participation areas, supported by posters in communal recycling bin areas. Co-funded by London Borough of Merton.
Newham	£ 5,000	<ul style="list-style-type: none"> <li>• Increase the yield of dry recycling from flats;</li> <li>• Improve the quality of materials captured.</li> </ul>	Newham want to increase yield and reduce contamination, through a wider campaign including RCV fleet Agripa panels, infographics & features in the Newham Mag council magazine, pull-up banners for community spaces and posters for schools and blocks of flats. A stock of the room-by-room leaflet will be produced to use on targeted doorknocking/leaflet-delivery in newer flatted developments. This will all be from existing budgets or pre-existing support, and additional funding from Resource London used to run the campaign on bus backs, providing additional opportunities to see in East London.
Wandsworth	£ 4,000	<ul style="list-style-type: none"> <li>• Increase yield of dry recycling from flats;</li> <li>• Improve quality of materials captured;</li> <li>• Increase capture of unavoidable food waste (Lambeth only).</li> </ul>	The campaign's goal, in collaboration with Lambeth, is to improve yield and increase quality by advertising - both on websites and in local press (including borough publications). The main focus in Lambeth is on food waste; elsewhere it is on general dry recycling.
Westminster	£ 3,100	<ul style="list-style-type: none"> <li>• Improve the yield of dry recycling from flats;</li> <li>• Improve quality of materials captured.</li> </ul>	The campaign aims to improve participation in and quality of dry mixed recycling, targeting both estates and doorstep properties using a mixture of direct engagement and printed materials. Targeting hard to reach estates with communal bins, Westminster will run 5 pop-up events, distributing leaflets and displaying 2 roll-up display boards as well as posters in communal areas on estates. They will also survey residents with the 'pop quiz' about what kind of recycler they are and run three 'Give & Take' events

# Recycling Guarantee

## Project milestone plan & project overview

of the Recycling Guarantee across London boroughs and waste authorities. The project is currently split into 2 phases: phase 1, in which the concept and structure of the Recycling Guarantee will be developed, and phase 2 in which the visual manifestation of the Guarantee will be created.

with the concept and take it on as a commitment to improving and extending the service on offer to their residents. The scope of the roll-out - i.e. how many boroughs or waste authorities take it on - will depend on the details within the concept as it evolves over the coming months.

meetings, what sign-off or consultation processes do we wish to implement for the more visual (brand) development work? And can we consult these groups through below-the-line papers, rather than formally at their quarterly meetings? If not, we will not be able to go live before the end of March, so decisions need to be made about their role in phase 2.

In the following project plan, it is assumed that phase 2 requires more 'technical' consultation, i.e. with waste and communications teams within authorities rather than with policy-makers.

# Love Your Clothes

## Brief for Charity Fashion Live event

### 1. Introduction

Back of the Wardrobe creates an annual Charity Fashion Live event during September's London Fashion Week (LFW), 18<sup>th</sup> – 22<sup>nd</sup> September 2015, in which fashion designs and looks from the catwalk are re-created live in a charity shop using only donated clothes.

For LFW 2015, Resource London (as Love Your Clothes' representatives in London) has been in discussions with Back of the Wardrobe to create a high-impact, extended version of Charity Fashion Live (CFL). Back of the Wardrobe are uniquely placed for this due to their extensive experience and established network within the fashion industry. The following outlines the requirements for the event and supporting activities.

### 2. Activities for Charity Fashion Live 2015

- The event itself will take place on a single day (tbc) during London Fashion Week in September 2015. Emma Slade (founder of Back of the Wardrobe) will lead activities, located in a charity shop (tbc) in central London, styling outfits live as they come down the catwalk;
- Up to four other stylists, designers or upcyclers will be located in satellite shops elsewhere, helping people in the shop create similar outfits for themselves or alter something they have bought – more of a 'show and teach' rather than a 'show and tell'; and
- All activity will be photographed, filmed and shared via social media live on the day itself; after the event a short film will be created and shared via YouTube and other social media channels to show what can be achieved with donated clothes.

All of the above will be publicised both in the lead-up to LFW 2015 and in follow-up PR, increasing the overall reach of the campaign and its messages.

### 3. Context

Resource London would like to sponsor Back of the Wardrobe to deliver this with Love Your Clothes as a main supporter. The budget available is £10k (inc. VAT) as our contribution to Charity Fashion Live 2015; in addition we will provide some project management support and potentially some PR support.

### 4. Aims & objectives

In sponsoring this activity we aim to:

- Build awareness around second hand clothes and the creative potential they have;

- Inspire young fashion audiences ('millennials') and charity shoppers to make the most of what they have, rather than buying new;
- Engage Londoners with re-use messages without presenting it as a worthy cause; and
- Raise the profile of Love Your Clothes, particularly in London, with target audiences.

The objectives are:

- To reach over four million shoppers directly via social media;
- To engage over 100 shoppers directly in the 'satellite shops', passing on re-use and repair skills;
- As part of the CFL 2015 publicity, achieve Love Your Clothes mentions in over 20 fashion publications (print and/or online); and
- To engage key fashion journalists, influencers and bloggers and encourage them to interact on social media in the run up to and on the day, resulting in coverage across more than 20 fashion blogs or other social media channels.

## **5. The brief**

We would like Back of the Wardrobe to provide:

- Confirmation of key programme elements and activities including the messages and communication channels being used;
- Summary of the team being used to develop and deliver the event;
- An indication of the likely impacts of the activity, including reach, channels and audiences targeted. It is critical that we are able to effectively monitor and evaluate the impact of the event and activities;
- A schedule of costs for activities that will be covered by the Love Your Clothes sponsorship;
- A delivery plan to outline timescales for delivering activities; and
- Confirmation that any professional indemnity or other insurance that is needed to cover liabilities arising from these events is held by Back of the Wardrobe.

As the activities are likely to come in at a significantly higher cost than Love Your Clothes' sponsorship, further sponsorship will need to be found. This is likely to come from a co-funder who will require equal sponsorship status as Love Your Clothes, so approaches are being made to SCAP partners through WRAP's Key Account Manager. Back of the Wardrobe will however be ultimately accountable for finding the additional sponsorship required to deliver the activity.

In the event that insufficient sponsorship is not secured, the activities proposed will be scaled back to fit the available budget in discussions between Resource London and Back of the Wardrobe.

## **6. Timescales & next steps**

Timescales are tight so a response to this brief is needed by Friday 26<sup>th</sup> June, directly to Ali Moore at Resource London: [ali.moore@resourcelondon.org](mailto:ali.moore@resourcelondon.org)