

# **Stopping the Supply of Free Caddy Liners for Food Waste**

## **Communications Plan**

### **Policy, performance and Communications**

#### **Introduction**

This plan sets out how we will communicate the message that we are stopping the supply of free caddy liners for food waste, subject to executive cabinet making this decision. We acknowledge this will be a challenging message to manage, households will feel we're taking a service away from them and there's potential for a negative reaction. While well planned communications can't entirely prevent the risk of a negative reaction, it can help manage the message – achieving more balance and greater understanding of the motivation and context behind the decision and it can help encourage a more positive response in encouraging people to work with us and keep recycling.

#### **Aims**

- Raise awareness of the move to stop the free supply of liners
- Raise awareness of alternative options for households
- Explain and achieve understanding of the rationale behind the decision
- Encourage people to continue recycling their food waste
- Manage the message to help achieve more balance in how the message is reported and communicated

#### **Target audience**

- Tameside residents
- Members
- Tameside Council staff

#### **Key messages**

- Food recycling caddy liners will no longer be provided for free in Tameside
- This is to a move to be more 'green' by reducing unnecessary waste and carbon footprints.
- It will also help safeguard limited public funds for vital services
- Tameside Council has provided compostable caddy liners for free since launching food waste recycling to support households to adapt to the change.
- However it is not necessary to use caddy liners and recycling food waste directly into the caddy and brown bin without a liner is the more environmentally friendly option as it further reduces waste as well as the carbon footprint of producing liners.
- Additionally, the liners cost the council nearly £170k a year and providing them for free is an unaffordable luxury in the current financial climate of continued Government funding cuts and the need to make budget savings.
- Tameside Council Executive Cabinet has agreed to stop providing the liners for free to help reduce unnecessary waste and as part of wider service savings to help safeguard limited council funds to protect vital services.
- Households are strongly encouraged to continue to recycle their food waste – either by recycling waste food directly in their brown bin and/or caddy (the preferred and greenr option) or by buying compostable caddy liners, which are available in most supermarkets and stores where you would normally buy your bin bags.
- Households are asked to please not use newspaper or recyclable carrier bags to wrap their food waste as these are classed as contamination and would lead to full wagon loads being rejected for recycling.
- Recycling food waste helps the environment and helps safeguard limited public funds for providing vital frontline services such as supporting vulnerable children and adults.
- The collection of food waste is a well-established practice across households in Tameside now. The provision of caddy liners is not necessary to enable residents to recycle their food waste.
- While we realise people may be disappointed with this decision and may find it inconvenient, we need residents to work with us to help us to help look after the environment and reduce

unnecessary waste as well as achieve savings so we can continue to run services that matter to people most while balancing our limited budget.

### Approach

- Issue press release and launch social media communications (see Appendix 1 for social media asset) straight after executive cabinet decision to help manage the message from the earliest opportunity.
- Share assets with community champions and communication partner network to help augment our campaign.
- Brief all councillors on the decision and key messages to support them in responding to ward enquiries.
- Provide key messaging to call centre staff, library staff and social media officers.
- Alongside this campaign, highlight positive recycling and food waste recycling messaging as part of Think Green Tameside campaign and wider GM campaigns (see Appendix 2).

### Owned and Earned Channels

- Website homepage latest news
- Recycling webpage
- Press release
- Social media
- Chief Executive's Brief
- Leader's Brief
- LiveWire
- Community Champions
- Communications Partnership Network

### Evaluation

- Channel coverage
- Media coverage
- Social Media analytics

### Proposed social media asset

## We are no longer supplying free caddy liners for food waste.

This is to reduce unnecessary waste and help save funds to protect vital services. You can recycle food waste directly in your brown bin or compostable caddy liners can be bought at most supermarkets or online.

Thank you for recycling, helping the environment and safeguarding limited funds for the services that matter most to you.



[www.tameside.gov.uk/recycling](http://www.tameside.gov.uk/recycling)

GM food recycling asset



**R4GM**  
Recycle for  
Greater Manchester

**Ava knows food waste  
is turned into compost  
in 6 weeks**

 **Keep food waste... In the loop**