

CASESTUDY//

SEFTON BOROUGH COUNCIL

Red Moran



Sefton Borough Council

Client//

Sefton Borough Council is one of the five Metropolitan Borough Councils comprising the Merseyside conurbation. With a population of 290,000 it is one of the largest and most diverse Metropolitan Authorities in the country.

Project Overview//

- To produce a full communications campaign for Sefton Borough Council, focusing on their Alternating Weekly Collection (AWC) strategy. This encourages local residents to recycle their household waste, and informs them of the new collection cycle of their non-recyclable waste.
- The campaign reached 125,000 homes over an 18 month period, working on a 'slow-feed' basis.



Solution//

- RedMoran devised a campaign logo under WRAP guidelines. This was based on the 'Grey Week, Green Week, Recycling Every Week' message.
- Development of a two page information leaflet outlining the collection and recycling scheme.
- Development of a six page information pack.
- Creation of bin tags including a calendar to remind residents of collection times.
- Execution of 48 sheet poster campaign.
- Creation of artwork for the waste/recycling collection vehicle sides.

Results//

- Initial results indicate a 27% increase in recycling rates in the region to 61%.
- Requests for food caddy containers were 25% greater than campaign estimates.
- WRAP is using the campaign as a case study for other Local Authorities.

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the
little
big
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