

REMIND ME – THE TEXT REMINDER SERVICE FOR KERBSIDE GLASS COLLECTIONS

1. INTRODUCTION

- 1.1 The text reminder service for kerbside glass collections was launched on the 23rd January 2017. The scheme is open to all 80,470 properties covered by the NFDC glass collection service. Its aim is to increase participation in glass recycling, increase the amount of glass being recycled and decrease the amount being collected through the residual waste stream. Up until, the service has been fully funded through a successful bid submitted to the Department for Communities and Local Government's (DCLG) Recycling Reward Scheme.
- 1.2 Kerbside glass collections were introduced in 2013/14 following a successful bid to DCLG's Weekly Collection Support Scheme. Glass is collected once every four weeks; each household is issued with a collection calendar and a collection box.
- 1.3 The scheme was welcomed by residents but the set out rate wasn't as high as expected. One reason given for not putting a box out was forgetting it was their collection day. A text messaging reminder service was put forward as a solution to this issue.
- 1.4 The key objectives of the project as set out in the original Recycling Reward Scheme bid, were:
 - Reward residents for recycling glass
 - Improve participation in the household glass collection service across the district but particularly in rural areas
 - Increase the amount of glass being recycled in the New Forest district by 15% compared to 2014/15 levels.

2. THE SERVICE

- 2.1 The NFDC 'Remind Me' service is an "opt-in" service, with text reminders being sent the day before collection and a chance of receiving a reward for recycling glass.
- 2.2 *The reminder element;*
 - 2.2.1 Service branding was created under the narrative 'Remind Me'. Subsequent marketing and promotion of the brand was carried out, including:
 - District wide leaflet drop
 - Social media
 - Information office banners/leaflets
 - Printed local media campaign
 - Agrippa panels
 - Web page/carousel
 - Press release
 - Printed information on the glass calendar
 - Events promotion (supermarkets, markets)

- Door knocking (areas of low take up)

An example Remind Me service flyer is available in appendix 1.

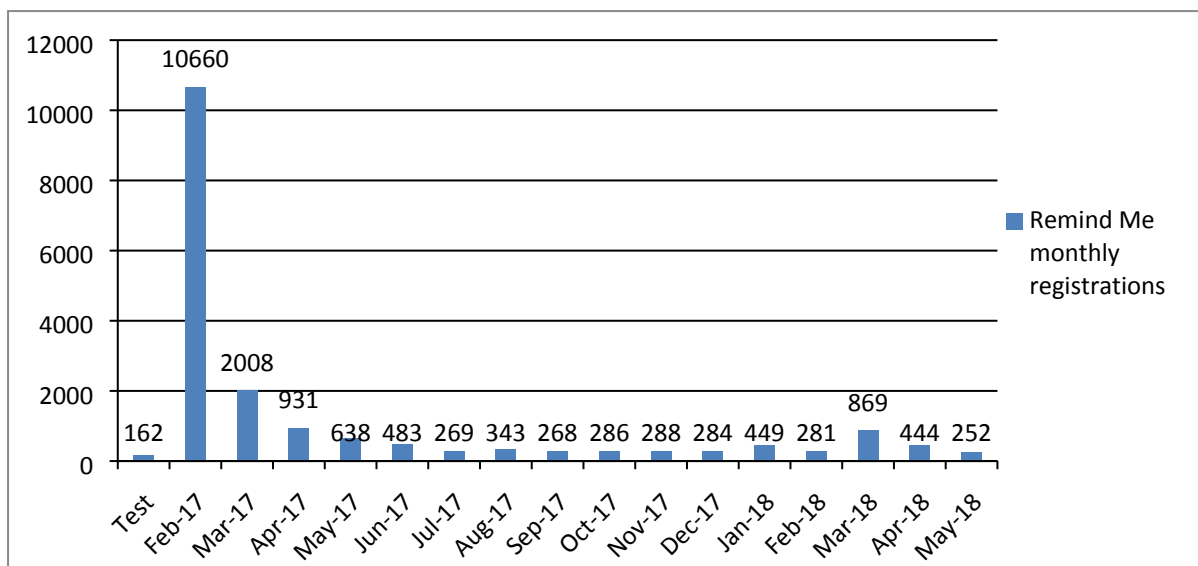
- 2.2.2 Residents are able to sign up to the service by sending a text message or completing an online e-form. The residents address is used to establish the collection day. The messaging is managed via an online text messaging software, provided by our supplier, 'Text Anywhere.'
- 2.2.3 The text message is sent at 6pm the evening before the scheduled collection date. The time of the message was set in line with NFDC's policy so as not to encourage residents to display waste before this time.
- 2.2.4 Each outgoing text message displays the reminder message, information on how to cancel the service and a link to our service web page. A single text message can contain a maximum of 160 characters.

2.3 *The rewards element;*

- 2.3.1 Following the launch in January 2017, the first 15,000 registrations received a Brand New Forest discount card; a campaign aimed at supporting local businesses. All households that signed up to the scheme were also entered into a monthly prize draw; twenty addresses were chosen at random each month. On their next scheduled collection day, the crew checked that the selected glass boxes were presented correctly and there was no contamination. If all is as it should be the winner received a winner's pack in the post containing information on how to choose and claim their prize. A copy of the winners leaflet is available in appendix II.

3. **CURRENT PROJECT OUTCOMES**

- 3.1 The 15,000 Brand New forest Cards were exhausted by August 2017 and the prize draw continued until December 2017. At this point, a decision was taken to pause the rewards element of the scheme, whilst a review of the project was carried out. Over the 12 month period 189 prizes were given out to residents at a cost of £10,000.
- 3.2 Reminder element; since the implementation of the service we have received 18,951 entries to the text messaging service, this includes entries from both the online e-form and the short code key word inbound text. The spread of these registrations over the project lifespan are displayed below.



3.3 Using google analytics, we have been able to monitor the use of the service web page www.newforest.gov.uk/remindme. We have currently had 15,486 page views between Jan 2017 & April 2018.

3.4 Over the course of May 2018, text messaging customers were asked to complete a short 5 question tick box survey to assess the success of the service.

In summary:

Total respondents: 453

- 95% of respondents strongly agree that it is important to recycle their glass
- 93% of respondents remember their collection day because of the text reminder
- Less than 1% of the respondents put their glass in the black sacks if they miss a collection
- 76% of respondents either agree or strongly agree that the text reminder helps them recycle more glass
- 98.2% of respondents would recommend the text reminder service to a friend.
- Based on the number of subscribing households, we can say with a 95% confidence level that this sample accurately reflects the attitudes of the population.
- A full survey analysis available in appendix III.

4. GLASS TONNAGE INFORMATION

4.1 The table below summarises:

- a) Tonnage of glass collected for recycling from kerbside and bring sites. Prior to the rollout of kerbside collections, an average of 4,300 tonnes of glass per year were collected from bring sites.
- b) An estimate of how much glass is found within NFDC's residual waste (based on sampling carried out at the Project Integra Materials Analysis Facility)

	15/16	16/17	17/18
Tonnage of glass collected for recycling	5,359	5,485	5,326
% of residual waste that is glass	2.42	2.55	2.24

4.2 There was no significant movement in either indicator. However, it is felt that the text messaging service may have helped maintain existing tonnages in the context of:

- Manufacturer “lightweighting”: in order to achieve environmental and cost benefits, glass manufacturers are making glass bottles lighter than they used to be
- NFDC service changes: the Council has significantly reduced the number of glass bring sites it offers

5. PROJECT COSTS

5.1 The project costs for the first two years of the text and reward scheme are shown below:

	2016/17*	2017/18
Employees	20,428	38,847
Marketing and advertising	58,481	6,933
Telecommunications	11,633	630
Other	1,470	11,774
Total	92,012	58,184

*the Remind Me service commenced in January 2017.

5.2 The project employed 2 fulltime staff from November 2016; a project co-ordinator and a project assistant. The project assistant role ceased in May 2017; the project co-ordinator role continued until the end of May 2018. The administration of the project is currently being carried out by the Projects & Performance Officer.

5.3 The initial purchase of 500,000 text messages was agreed at the start of the project at a cost of £11,000 or 0.022p per text. Based on the current usage; and growth of 250 users per month, these credits will exhausted by December this year.

5.4 The project has a budget of £19k in 2018/19. This would be enough to purchase more text messages for 2018/19 and 2019/20, as well as explore further use of this tool for garden waste and special (bulky) waste collections.

5.5 As well as using the text messaging software to send the reminder for the glass, we have developed it's usage into other areas:

- Emergency situations / refuse round changes (Christmas/severe weather)
- Staff text alert (400 users)
- Appointment reminders for licensing (developing)
- ICT remote working alerts / councillors (developing)
- Leisure staff text / closures / shift cover (developing)

If we continue to use the text messaging software in other areas, consideration should be given to quantity and frequency. Usage is comparatively low at the moment however it could start to effect remaining text credits for Remind Me service.

6. CONCLUSIONS

- 6.1 Take up of the service has been good; roughly 20% of households now receive a text message.
- 6.2 Survey feedback shows this is a popular service and that almost all the users would recommend it to a friend.
- 6.3 The service adds values to our glass collections service making it easier for customers to remember their collection day.
- 6.4 Survey feedback shows that users of the text service would generally find another way to recycle their glass if they missed their collection.
- 6.5 Current glass tonnage data does not show increases in the amount of glass recycled in the New Forest District since the implementation of the text reminder service, but a small reduction was evident in the percentage of glass found in residual (black bag) waste.

7. ENVIRONMENTAL IMPLICATIONS

- 7.1 The recycling of glass is an important part of the Council's strategy for managing waste and recycling.

8. CRIME & DISORDER IMPLICATIONS

- 8.1 There are no crime or disorder implications associated with this report.

9. EQUALITY & DIVERSITY IMPLICATIONS

- 9.1 The text reminder service assists residents in recycling from their property.

7. RECOMMENDATION

- 7.1 The text messaging service has been well received by residents. Glass tonnages have remained constant despite the reduction in number of bring sites and the reduced weight of individual glass bottles. In addition, recycling initiatives are of particular public interest at present. It is therefore recommended to the portfolio holder that the Remind Me text messaging service is continued throughout 2018-19 and 2019-20. Use of this tool for other services, including garden waste and special collections, should also be explored by Officers, reporting back to the Portfolio Holder.
- 7.2 However, the rewards element of the project, which has been paused, has proven to have a limited impact on participation and should not be restarted. As the council develops a new waste strategy in 2018-19, the potential benefits of this or similar rewards schemes can be reassessed.

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Background Papers:

None

Appendix I – example flyer



remind^{*}me

text message reminder service

New Forest District Council is providing a text messaging service to make it easier for residents of the New Forest to recycle their glass and reward them for doing so.

- Receive text reminders the day before your glass collection
- Receive text notifications of changes to your refuse or recycling collection



newforest.gov.uk/remindme



Rewards
On registration you will be entered into a monthly draw

How to register

Text

GLASS to 81025 with your first and last name, first line of your address and postcode.

Please use a space between each entry, not on a separate line

Example:

GLASS John Smith 1 Long Lane SO12 A34

Online

newforest.gov.uk/remindme

Text charged at one standard network rate message

For more information on how to cancel the service and full terms and conditions of the reward draw please visit newforest.gov.uk/remindme

Appendix II – Rewards leaflet

Thank you for signing up with the New Forest District Council "Remind Me" text messaging service. By doing so you were automatically entered into the monthly draw for a reward worth up to £50.

Congratulations

You have won a reward. Thank you for putting your glass collection box out on the scheduled day and for recycling the correct items.

Please take your time to read through the rewards from the list opposite and contact us to let us know which one you would like.

Email: remind.me@NFDC.gov.uk

Tel: 023 8028 5588 (ask for Nicola Plummer)

Please take note of the Terms and Conditions on the back of this leaflet.

Thank you again for signing up to our text reminder service and for regularly recycling your glass.

remindme
text message reminder service



Enjoy a **three course dinner for two** at one of New Forest Hotels AA Rosette award-winning restaurants - chefs show off their culinary skills daily, using produce from local suppliers that they know and trust. To find our more visit newforesthotels.co.uk



A **fantastic hamper** filled to the brim with wonderful New Forest goodies. Every item is produced by one of our excellent local producers from in and around the New Forest. Treat yourself!



Choose a **family ticket*** to Beaulieu. See over 250 vehicles from motoring history in the National Motor Museum. Explore Palace House, ride on the monorail and visit the amazing exhibitions including The World of Top Gear! *Family – 2 adults and up to 3 children, or 1 adult and up to 4 children.



A **£50 voucher** to spend on retail goods at two outlets in Brockenhurst, selling to the enthusiast from the island store or family products from the hire centre at the train station. You can check the range on cyclcx.co.uk



One **month's free membership** at one of our five New Forest Health and Leisure centres. Includes a free gym induction, fitness classes and swimming sessions.



£50 gift voucher. You could spend your vouchers on anything from overhauling your flower beds and borders to a new lawnmower, barbeque or garden furniture; and with no expiry date, you can buy at your leisure.



Moonlight Spa for 1 person (Sun to Thurs)

Unwind in the hydrotherapy facilities, relax in the soothing thermal rooms and refresh in the cooling ice room and experience showers. After a leisurely spa session, enjoy a Thai canapes and a glass of Bucks Fizz in our relaxation room.



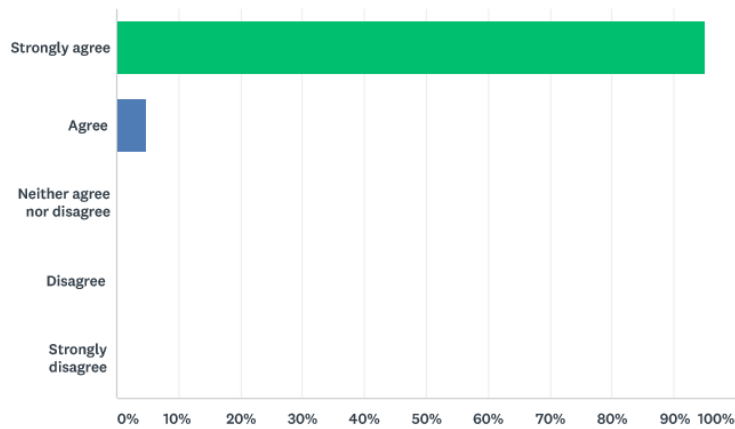
Choose an Introduction to **map reading course** for two people or a **guided walk** for one household (up to six people). Both rewards will need to take place midweek, and last for three hours.

For more information on all of the rewards please visit newforest.gov.uk/remindme

Appendix III – Survey results

Q1 It is important to recycle my glass

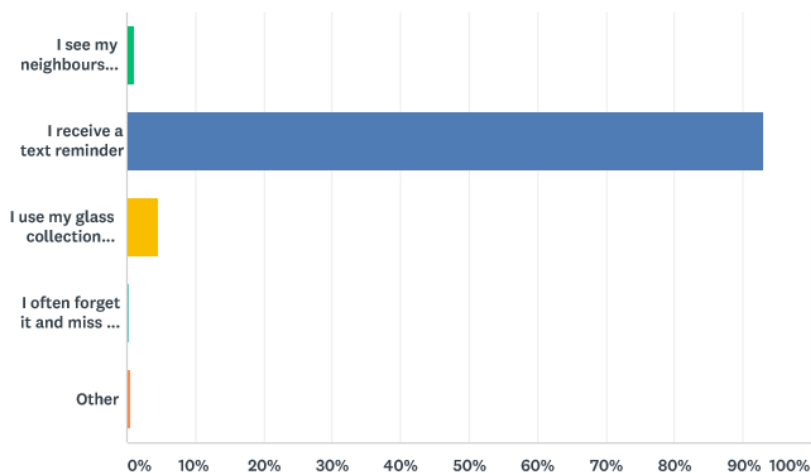
Answered: 453 Skipped: 0



ANSWER CHOICES	RESPONSES
Strongly agree	94.92% 430
Agree	4.86% 22
Neither agree nor disagree	0.22% 1
Disagree	0.00% 0
Strongly disagree	0.00% 0
TOTAL	453

Q2 I remember my glass collection day because

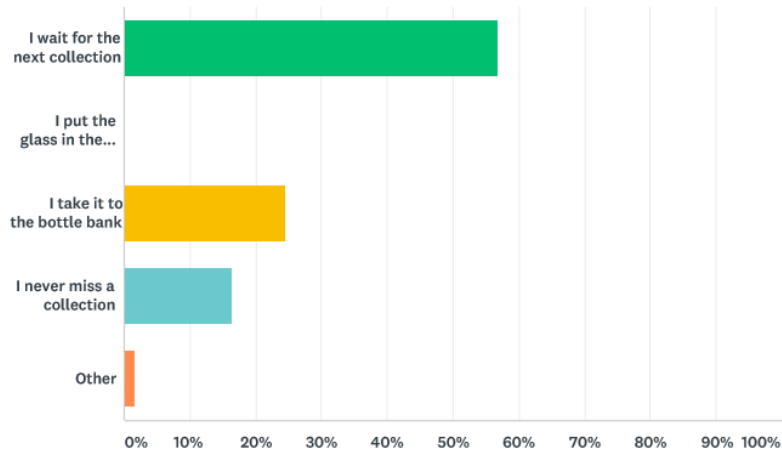
Answered: 453 Skipped: 0



ANSWER CHOICES	RESPONSES
I see my neighbours glass box	1.10% 5
I receive a text reminder	93.16% 422
I use my glass collection calendar	4.64% 21
I often forget it and miss the collection	0.44% 2
Other	0.66% 3
TOTAL	453

Q3 If I miss my glass collection

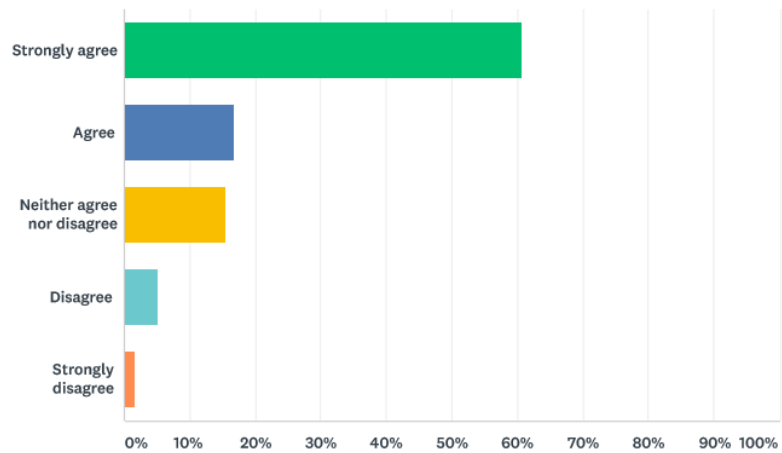
Answered: 452 Skipped: 1



ANSWER CHOICES	RESPONSES	
I wait for the next collection	56.86%	257
I put the glass in the black sacks	0.22%	1
I take it to the bottle bank	24.56%	111
I never miss a collection	16.59%	75
Other	1.77%	8
TOTAL		452

Q4 Receiving the text reminder helps me recycle more glass

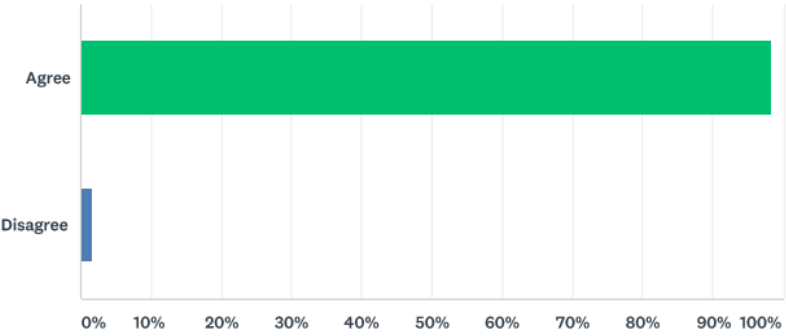
Answered: 453 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	60.71%	275
Agree	16.78%	76
Neither agree nor disagree	15.45%	70
Disagree	5.30%	24
Strongly disagree	1.77%	8
TOTAL		453

Q5 I would recommend the text reminder service to a friend

Answered: 452 Skipped: 1



ANSWER CHOICES	RESPONSES	
Agree	98.23%	444
Disagree	1.77%	8
TOTAL		452