

Level

Tier

Scope

Service

District, Unitary

Waste Services

# Recycling Innovation



**Characteristic(s) / CSF(s):**  
**Managing Expenditure**  
**Digital and Technology**



## Problem and Approach

- Increasing recycling rates in a predominantly rural area
- A new collection service from 2015 onwards required an effective and tailored communication strategy to ensure smooth delivery.
- A range of traditional and modern communication methods were deployed to ensure that everyone in our communities was clear about the new arrangements
- East Ayrshire saw that in order to successfully make the changes to resident kerbside collections, keeping residents informed and on board with planned changes was not only required but essential.

## Outcomes

- Four years on, 52% of household waste in the area is either recycled or composted, and feedback from local people has been overwhelmingly positive
- Developing a means of effectively communicating and continually enhancing and providing feedback to residents ultimately proved to be the key to a successful roll-out.

<https://www.east-ayrshire.gov.uk/News/article/east-ayrshire-recycles-even-more>



**The public sector transformation partner**