

Resource Futures

Regional Communications Plan for Re-use in  
Cumbria

resourcefutures



# Resource Futures

## Regional Communications Plan for Re-use in Cumbria

Prepared for: Cumbria County Council

RF contract No: 2617

April, 2016



Resource Futures

CREATE Centre, Smeaton Road, Bristol, BS1 6XN

Office tel: 0117 930 4355

Fax 0117 929 7283

[www.resourcefutures.co.uk](http://www.resourcefutures.co.uk)

## Document details/quality control sheet

---

Barbara Jones

Environment and Community Services | Cumbria County Council

Parkhouse Building | Kingmoor Business Park

Carlisle | CA6 4SJ

Tel: 07870 153202

Email: Barbara.jones1@cumbria.gov.uk

---

### **Document prepared by:**

Amy Hale

Communications Consultant

Resource Futures

CREATE Centre, Smeaton Road

Bristol, BS1 6XN

Tel: 0790 3868 265

E-mail: emma.clarke@resourcefutures.co.uk

---

### **Document checked by:**

Signed: Emma Clarke

Senior Consultant

---

File name: 2617 Final Comms Plan\_v1

Version: 1

Status: Confidential

Date: 5 April 2016

## Executive summary

---

The following communications plan, produced by Resource Futures, acts as a guide for future communications regarding reuse of bulky waste in Cumbria. The first section of the report consists of a detailed overview of the current situation and the thinking that has gone into the plan. It also draws on research from WRAP in the waste and re-use space to inform the most appropriate messaging, targets and tactics for the plan.

Section 4 of the report comprises of a summary of the communications audit completed for the council recycling communications, the welfare communications and local third sector re-use organisations. The bulk of the detail is contained in appendices 1, 2 and 3 and will no doubt be useful as the plan is put into action.

The final part (section 5) of this report details the communications strategy, providing the detailed next steps. For those who are very familiar with the current situation and thinking around re-use it may be useful to focus on this area of the report.

# Contents

---

1.	Introduction .....	1
2.	Communications Aims .....	1
3.	Background.....	1
3.1	Overview of the current services.....	1
3.2	Demographics and target audience .....	1
3.3	Waste data and targets .....	2
3.3.1	European targets .....	2
3.3.2	Cumbrian targets .....	2
3.4	Relevant research on re-use.....	3
4.	Communications audit .....	4
4.1	Council Communications- Recycling .....	4
4.1.1	Websites .....	4
4.1.2	Social media .....	5
4.2	Council Communications – Welfare .....	5
4.2.1	Website.....	5
4.2.2	Leaflet .....	5
4.3	Third Sector Organisations Communications .....	5
4.3.1	Websites .....	5
4.3.2	Social Media .....	6
4.4	Target Audience .....	6
4.5	Branding & Messaging.....	7
5.	Strategy and Communication Methods .....	8
5.1	Campaign Activities.....	8
5.1.1	Online .....	8
5.1.2	Public Relations .....	9
5.1.3	Social Media .....	2
5.1.4	Community Engagement .....	3
5.1.5	Internal Communications.....	4
5.2	Planning Your Campaign Activities.....	5
5.2.1	Communication Priorities for CCC Waste Prevention Officers .....	5
5.2.2	Monitoring & Evaluation.....	5
6.	Summary .....	6
	Appendix 1: Communications Audit for Councils Online Recycling Information.....	7
	Appendix 2: Communications Audit for Council Welfare Information .....	13
	Appendix 3: Communications Audit for Third Sector Organisations Involved with Re-use in Cumbria.....	14

## 1. Introduction

---

Resource Futures was contracted by Cumbria County Council to investigate options for the diversion of bulky waste items collected from Cumbrian households. This communications plan forms one of the deliverables of that project. This is an important component of the project because research from WRAP has shown that re-use communications campaigns result in higher re-use tonnages<sup>1</sup>. Cumbria County Council (CCC) is leading on this project on behalf of the Cumbria Strategic Waste Partnership comprising of the county and district councils of Allerdale, Barrow and Copeland Borough Councils, Carlisle City Council, and Eden and South Lakeland District Councils.

## 2. Communications Aims

---

The aim of this communications plan is to maximise diversion of bulky waste from landfill in Cumbria through increased re-use. In particular it focuses on raising awareness of re-use practices and third sector re-use organisations, and encouraging greater diversion of bulky waste from landfill. It would be helpful for each party involved to set their own SMART (specific, measureable, achievable, relevant, time-bound) objectives that they hope to achieve through enacting their communications strategy.

In order to achieve the aim it is important to understand the current services, targets and demographics of the area in order to identify how best to communicate reuse. Once the background is understood, improvements can be made to existing communication channels – advice is provided within Section 4: Communications Audit. A new communications strategy and methods are discussed in Section 5.

## 3. Background

---

### 3.1 Overview of the current services

Cumbria is a two-tier waste authority area. The district councils, as Waste Collection Authorities (WCAs), collect waste and recycling via kerbside collections from households and through bring banks located throughout each district. CCC is the Waste Disposal Authority (WDA) and is responsible for disposal of waste and management of the 14 Household Waste and Recycling Centres (HWRCs). The HWRCs are managed by Shanks under contract to CCC.

Bulky waste collection services are provided by Cumbria's six district authorities and the disposal is the responsibility of CCC. In 2014/15 3,142 tonnes of bulky waste was treated via landfill. Under the current system, each individual district authority has a slightly different collection mechanism. In five of the six authorities no re-use takes place once the item has entered the system. The exception is South Lakeland District Council who has a partnership with Right2Work, a local social enterprise.

### 3.2 Demographics and target audience

Cumbria has a population of 499,900 split into six districts: Allerdale (96,422), Barrow (69,087), Carlisle (107,524), Copeland (70,603), Eden (52,564) and South Lakeland (103,658). The county's largest urban areas are Carlisle in the north of the county - the administrative centre of Cumbria, and Barrow in the south west.<sup>2</sup>

The average household size in Cumbria is 2.2 persons per household - the joint lowest average household size of any county. 32% are one person households. Cumbria has an older population than the national average with 21% of the population aged over 65 years – higher than England & Wales (16%).

---

<sup>1</sup> WRAP 2013 "Summary report: Re-use communications pilots"

<sup>2</sup> Office for National Statistics <http://neighbourhood.statistics.gov.uk/>

It is the second largest county in England, covering 2,635 square miles, and the second least densely populated county, with over 50% of the population living in rural communities compared to 19% in England. 79% of households in Cumbria have access to cars and vans – higher than the national average (74%).<sup>3</sup>

Skilled trade occupations account for the highest proportion of employment in Cumbria at 16.2% and these are mainly within agriculture, manufacturing and the service industry. Cumbria ranks as the second county for residents speaking English as their main language (98.3%, compared to 91.2% in England & Wales).

In terms of deprivation, Barrow is the 3rd most deprived of 326 Local Authority areas across England, Copeland 29th, Carlisle 59th and Allerdale 70th. South Lakeland and Eden experience much more favourable health outcomes and are ranked as 138th and 205th respectively.

Knowing the demographics is important because the bulky waste services should offer good customer service for residents whilst at the same time maximizing reuse and recycling. Equally, the communications methods and messages will differ depending on the types of people that use the service. Key factors that CCC and the districts should consider when communicating are:

- The age of the population (customers): Can residents physically move the bulky item outside their home and how do they usually manage waste? (older residents use HWRCs more than younger residents, see Section 1.4).
- The location (rurality) of the population (customers) and car ownership: Can they take bulky items to an HWRC?
- The number of individuals within the household: Can they physically move the bulky item outside their home?
- Areas of deprivation: Are items collected likely to be good quality and potentially reusable and where are the markets for re-use (i.e. the furniture reuse organizations and charity shops)?

### 3.3 Waste data and targets

#### 3.3.1 European targets

In December 2015 the European Commission issued its revised legislative proposals on waste<sup>4</sup>. It has developed clear targets for reduction of waste, with a view to establishing an ambitious and credible long-term path for waste management and recycling. As a Member, the UK will need to transpose these targets into national legislation and each region and county will have a part to play in achieving the targets. Of particular relevance is the proposal to recycle 65% of municipal waste by 2030 and a landfill target of 10% of all waste by 2030. There is also a proposal to promote re-use and stimulate industrial symbiosis. Amending services now could help achieve these targets.

#### 3.3.2 Cumbrian targets

There were 3,132 tonnes of bulky waste collected from Cumbrian households and landfilled within Cumbria last year costing Cumbria County Council £468,000. The current bulky waste project is targeting a reduction of 70% of this waste leading to the following savings:

- £327,600 in disposal costs to Cumbria County Council;
- £50,000 savings in shared administrative costs across the six Cumbrian district authorities;
- £25,000 saving to Cumbria County Council's Welfare Assistance Programme; and
- Any potential revenue generating options to be shared across the partnership.

The HWRC re-use programme will target the 6,100 tonnes of dirty wood and 14,600 tonnes of general waste entering the HWRC network. The project is targeting a reduction and saving of:

---

<sup>3</sup> Census 2011 data

<sup>4</sup> <http://ec.europa.eu/environment/circular-economy/>

- 20% reduction in dirty woods and disposal saving of £25,000; and
- Between 5 – 10% reduction in general waste and a saving to the authority of £75,000.

### 3.4 Relevant research on re-use

A number of reports for WRAP highlight some interesting findings which are useful to consider when developing reuse communications.

- Charity collections and goods passed on privately make a much more significant contribution to re-use than goods received through HWRCs and bulky waste collections, with an estimated 86% of total re-use;<sup>5</sup>
- ‘Re-use’ was not a term used by participants, nor was it a motivation for their behaviour;<sup>6</sup>
- For electrical and large appliances levels of discard are higher among those with a household income of £70,000+/year and aged over 55;<sup>7</sup>
- Over 55s are more likely to use the HWRC;<sup>8</sup>
- Re-use levels are boosted if partnerships between LA and third sector are built<sup>9</sup>; and
- People seek reassurance on the benefits of re-use, namely how local communities benefit. This is important for people developing trust and loyalty in a collection service.<sup>10</sup>

Research has shown that there are a number of barriers specific to re-use, including:

- The hassle of arranging a bulky waste collection;<sup>11</sup>
- The storage of items that are no longer wanted is a problem especially when new items are arriving;<sup>12</sup>
- The item has ceased to be useful from a householders perspective, so they believe it has no value to anyone else (but the perception of value is very variable between items and people);<sup>13</sup>
- Charging for collections for re-use, the belief that if someone else is benefitting why should payment be needed;<sup>14</sup>
- Lack of trust in the service provider and who is benefitting; and
- Confusion over fire labels and what will and won’t be accepted.<sup>15</sup>

---

<sup>5</sup> WRAP 2016 “Planning a bulky reuse communications campaign”

<sup>6</sup> WRAP 2016 “Planning a bulky reuse communications campaign”

<sup>7</sup> WRAP 2014 “3Rs Tracking Survey - Reuse and repair”

<sup>8</sup> WRAP 2014 “3Rs Tracking Survey - Reuse and repair”

<sup>9</sup> *Zero Waste Scotland 2012 “Engagement with re-use and repair services in the context of local provision”*

<sup>10</sup> WRAP 2012 “**Re-use communications pilots Pass It On: Give your unwanted items a new home**”

<sup>11</sup> WRAP 2016 “Planning a bulky reuse communications campaign”

<sup>12</sup> WRAP 2016 “Planning a bulky reuse communications campaign”

<sup>13</sup> WRAP 2016 “Planning a bulky reuse communications campaign”

<sup>14</sup> WRAP 2010 “Oldham Bulky Waste Communications Research Project”

<sup>15</sup> WRAP 2013 report “Understanding consumer decision-making for re-use and repair“ (unpublished)

## 4. Communications audit

---

As part of the research phase we have looked at all of the communications channels for the Cumbria Strategic Waste Partnership, the Council Welfare communications and local third sector organisations involved with re-use. The full audits can be found in appendices 1, 2 and 3. The sections below provide a summary of these audits.

### 4.1 Council Communications- Recycling

#### 4.1.1 Websites

- It is vital that the information on the websites is clear and easy to find. Many of the council website menus are unclear and too detailed; not making appropriate use of headings and subheadings.

Generally waste menus can be grouped into the following categories and we would recommend that these categories (or something similar) replace the current menu options:

- General waste
  - Recycling
  - Food waste/ Composting
  - Bulky waste and re-use
  - HWRC and recycling centres
  - Collection calendar
  - What happens to the waste?
  - Other waste items;
- The 'Waste' home pages for the sites should feature an overview of waste services with links (ideally in clear icon or button form) to appropriate pages with more information;
  - Generally websites could make better use of images and photos to break up the text;
  - It is very important that a page on bulky waste is included and that this is easy and intuitive to locate. On this page re-use options should feature first and readers should be encouraged to prioritise this option;
  - Any third sector partnerships should be highlighted and websites should show links to any third sector re-use organisations in that area. Also mention Freecycle, Freecycle and any relevant Facebook groups or similar.

The respective services in (or nearby) each district can be seen below:

- Allerdale: Impact Furniture Services Workington.
  - Barrow: Impact Furniture Services Furness and British Heart Foundation Barrow In Furness Furniture & Electrical Store.
  - Carlisle: Impact Furniture Services Carlisle, Hospice at Home, Eden Valley Hospice.
  - Copeland: Impact Furniture Services Workington and British Heart Foundation Whitehaven Furniture & Electrical Store
  - Eden: Hospice at Home and Impact Furniture Services Penrith.
  - South Lakeland: Right2Work;
- There should be more focus on the positive impacts of re-use along with strong imagery to help show the human side and to tell a personal story, which is more impactful when trying to change behaviour;
  - All websites should feature clear links to the Recycle for Cumbria website for further information; and
  - It is important to regularly spot check that all the information featured is up-to-date.

#### 4.1.2 Social media

Due to the recent floods it is likely the last six months are not completely representative as the feeds are dominated by information regarding the flooding. However, the following points can be observed:

- Facebook and Twitter are important channels for communicating with the local community and ideally all councils should be using these channels;
- Need to make sure all content posted is relevant;
- Tweeting frequently is good but try not to be overly repetitive in terms of content;
- Remember that Facebook works better for longer posts and pictures;
- Avoid linking social media accounts (i.e. automatically sharing the posts from Twitter on to Facebook);
- All accounts could feature more information and news on recycling and re-use. Over the last six months most of these platforms have not mentioned either of these topics. We would suggest ideally tweeting and retweeting at least once a week and a post on Facebook at least once a fortnight;
- Should be retweeting and keeping tabs on the events and news that feature on the Recycle For Cumbria communication channels;
- Should attempt more interaction with others on these platforms- asking questions and having conversations with relevant organisations; and
- Make sure pictures (particularly thumbnails and headers) are good quality and relevant.

## 4.2 Council Communications – Welfare

### 4.2.1 Website

- Important to regularly check that all the links featured and information is up to date; and
- Make sure Facebook links to the re-use organisations are included because these have useful information and regular updates.

### 4.2.2 Leaflet

- Would be useful to feature more detailed information about obtaining second-hand goods here and maybe making it area-specific; and
- Important to prioritise the inclusion of phone numbers for those who might not have easy access to the internet.

## 4.3 Third Sector Organisations Communications

### 4.3.1 Websites

- It is important to ensure that websites are mobile optimised as many people now look up information on smartphones and tablets;
- It is helpful to include information on the positive impacts of re-use to show people the value of the work and encourage them to use the organisation;
- Ensure the website is fit-for-purpose: think about the main reasons people would be using the site and ensure the layout reflects this and that information is easy to find. Namely, it should be clear how to donate items and how to buy items; and
- Make sure to include obvious links to the Facebook pages to enable people to find out more information and receive regular updates. This will also increase views of the pages.

#### 4.3.2 Social Media

##### Facebook

- Pages could generally add more information in the 'About' section. This is invaluable for people who do not already know about the organisation;
- The thumbnail picture works best as a logo of the organisation;
- It is advisable to remove the 'Visitor posts' section and instead encourage people to either private message you or comment on your posts. This will make the page look more professional but, more importantly, increasing comments on your posts will increase how popular Facebook perceives the page to be and therefore how frequently it appears in people's newsfeeds;
- Some video content for social media would be really impactful on Facebook. It might be an idea to film some very short interviews (30 seconds maximum) with either volunteers or someone buying an item to give more of an insight into the projects. You can create high quality footage with smart phones these days so this can just be filmed using a phone. The person interviewed should ideally be someone fairly charismatic and it is important to ensure a good background shot without much noise interference.

To begin with it might be useful to have a short video explaining the forum and a bit about the projects, where they are based and some of the stats.

An example blurb might be something along the lines of:

"Hi I'm X, the X here at X in X. We collect good quality reusable furniture, appliances and household items and sell it at low cost to those who need it. In 2015-16 we helped over x families, saved x tonnes from landfill and generating over x for the local economy. If you need a new piece of furniture come and have a look in one of our stores and see what treasures you can find. And of course if you have any items to donate we'd love to hear from you! For more information on our project you can give us a call or drop by"

Though of course it will be best if it sounds natural and friendly so feel free to adapt it to whatever you think would sound best. You may want to add more information about the different kinds of items available, or specific information you think would be interesting or useful.

For some examples see:

[-The Furniture Warehouse videos](#)

[-The Community RePaint Facebook Page videos](#)

[-The Gloucestershire Nappies Facebook Page video](#); and

- Facebook prioritises content on news feeds that feature links to high traffic/quality websites (such as news websites). So it is worth posting national and other news (as long it is relevant) but making sure to link it into the local context. This will increase your visibility on people's news feeds.

##### Twitter

- Many of the organisations do not have Twitter accounts or do not use the accounts. Twitter is a useful medium for reaching more people and via interactions with council twitter accounts an audience of people in the local area can be targeted. Therefore, accounts may be worth setting up if there is time/you have capacity. Equally effective may be to encourage your volunteers, other local organisations and the council to tweet about the organisations. Make sure to regularly send them any relevant news to make it easy for them to do this.

#### 4.4 Target Audience

The principle target audience are the residents of Cumbria, namely those that have bulky waste to dispose of, who will principally be homeowners. From the research we know that wealthier older generations dispose of more large appliances so within Cumbria this is a particular target to focus on.

There are also a number of other groups of people within the community who you should look to keep informed and encourage them to share information about and promote re-use and ensure are aware of any changes to services.

These should include:

- Call Centre staff – who should have specific briefing information as well as a checklist to manage expectations for what can be donated;
- Collection crews – who might be asked for information on the street;
- Other frontline staff; and
- Communications and press office teams.

#### 4.5 Branding & Messaging

The Recycle for Cumbria website makes good use of the ‘Pass it on’ branding from WRAP (which has been tried and tested for maximum efficacy). Websites (particularly those of the council) should have clear links to this website and potentially include some of this branding on their pages.

Research by WRAP has revealed that the public does not necessarily distinguish between re-use and recycling in the same way the waste management industry does. Recycle Now is a well-established brand and its ‘mark’ – the swoosh (see image on the right) – is now widely recognised. Where possible, the Recycle Now swoosh should be used for communications about re-use to improve consistency of re-use and recycling messages to the public.



WRAP has developed a range of template communications to encourage donation of items for re-use. These are known as the Pass it On resources, and can be downloaded from the [WRAP Partners website](#). Materials include leaflets, posters, online banners and vehicle livery. They can be co-branded and adapted to contain information about local re-use services. Examples can be seen below.



Tone of voice when giving information about re-use should strike a good balance between professional and friendly. It should be written in first person to give it that personal feel. As noted above research suggests that wealthier older generations dispose of more large appliances so language and images appropriate to that subgroup may be worth considering. Because 98.3% of Cumbrian residents speak English as their main language you can be confident that communications in English will be understood.

From the research we know that it is important to communicate the benefits of re-use. All the websites could add some information regarding this and promote this on social media. Some of the content suggestions in this plan will help with this.

WRAP research in Oldham is also worth keeping in mind as it highlights that the social benefits of re-use were far more popular in messaging than environmental reasons. Thus messages should be focussed around supporting good causes and helping others.

In order to maximise re-use clear guidance on the main problem areas is needed, such as how to store items before they are collected to avoid damage and maintain the quality of the items.

We also know that many people from our target audience feel that “if it’s no use to me, it’s of no value to anyone else”. Using language creatively to talk about items as pre-loved or pre-owned can be a real step in overcoming this barrier to show people the potential of their item to be re-used.

## 5. Strategy and Communication Methods

---

Although it is important for Cumbria Strategic Waste Partnership that the message about re-use is promoted as widely as possible it is clear that there is limited budget available to achieve this.

We have therefore suggested that efforts should be focussed on the following communications methods:

- Online
- Social Media
- Public Relations
- Community Engagement
- Internal Communications

### 5.1 Campaign Activities

This section runs through each of these methods with suggestions on tactics, as well as next steps and how to measure the activity.

#### 5.1.1 Online

For council communications it is important that people are able to easily access clear information about bulky waste and that re-use is prioritised within this. Every extra click or step in the process will lose people along the way. Each council website should look at slightly redesigning and reordering waste information (if possible) to make finding information straightforward and logical. Each website should also ensure that they have a separate page on bulky waste in which re-use is clearly prioritised. Any third sector partners should be highlighted with information about what happens to the items. Councils and third sector re-use organisations should work together to decide the information that would be most useful to display and how it should be included, for example information about storage or the best items for re-use.

A clear case study would be a great way of showing the benefits of re-use. This should include a good quality image of one or more of the people involved so that the story is personalised. Any statistics showing the impact of the service or re-use more generally should be included as this is an impactful way of showing the benefits of reuse. These should be updated regularly so they remain relevant. If this information is not already available it will be important to start monitoring and collecting statistics.

For example:

- In 2015 South Lakeland District Council in partnership with Right2Work helped over X people back into work, saved X tonnes from landfill and generated £X for the local economy.

**Next steps**

<b>Quick Wins</b>	<ul style="list-style-type: none"> <li>• Revise website structure and information using the communications audit in appendix 1 as a starting point.</li> <li>• Council staff and third sector re-use organisations in the respective areas should talk together to gain more detailed information to feature on the websites. Each council website should ensure that any relevant third sector organisations in their areas feature on their site. Ensure links and information on Freegle, Freecycle and any local Facebook pages for second-hand goods is also included.</li> </ul>	All districts, TSOs and CCC
<b>Longer Term Actions</b>	<ul style="list-style-type: none"> <li>• Perform detailing monitoring and statistics collection and work to produce a case study</li> </ul>	CCC
<b>How will it be measured</b>	<ul style="list-style-type: none"> <li>• Number of visitors to the websites.</li> <li>• Amount of people using the third sector re-use services and volumes diverted from landfill/re-used.</li> </ul>	CCC collate from data from each district and TSO

**5.1.2 Public Relations**

A media story is a great opportunity to update people on how re-use in the area is taking off, and to raise wider awareness.

When drafting you should keep in mind that people respond best to messages around supporting good causes and helping others.

Depending on the area the likely targets will include:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Cumberland &amp; Westmorland Herald (14,686)</li> <li>• Cumbria Life (13,206)</li> <li>• East Cumbrian Gazette (24,254)</li> <li>• Grange Now (7,000)</li> <li>• Guide to Cumbria Magazine (5,000)</li> <li>• News &amp; Star (Carlisle) (14,095)</li> <li>• North West Evening Mail (11,739)</li> <li>• The Advertiser (31,819)</li> <li>• The Cumberland News (22,599)</li> <li>• The Keswick Reminder (4,500)</li> </ul> | <ul style="list-style-type: none"> <li>• The South Lakes Citizen (17,754)</li> <li>• Times &amp; Star (12,208)</li> <li>• West Cumbrian Gazette (18,505)</li> <li>• Westmorland Gazette (21,093)</li> <li>• Whitehaven News (10,471)</li> <li>• BBC Radio Cumbria</li> <li>• BBC North West/ North East and Cumbria</li> <li>• Eden FM</li> <li>• CFM Radio</li> <li>• ITV Border/ ITV Granada</li> </ul> |
|--|---|

For TV and radio we recommend talking to them in advance to see if they are interested and, if so, to build a story in collaboration with them. Inviting a prominent local person to join a collection or see the re-use organisation in action is also a good way to provide a hook for the media. A recent example from Resource Futures is a piece on [ITV Anglia News](#) about the launch of a Community RePaint

remanufacturing hub. This gained media exposure both because of the launch hook and the visit from the local MP.

For any interviews that take place it would be helpful to have a one-page briefing sheet so that everyone is focusing on the same messages and statistics – this will make the announcement all the more powerful. Potential news hooks will be needed throughout the rest of the year. These might include:

- Yearly statistics release;
- Partnership with a particular community project that could be highlighted;
- Link to relevant government policy announcement if you can demonstrate the work you are doing is supporting policy (keep an eye out for announcements from DEFRA and the review Rory Stewart MP is leading);
- A high-profile person in Cumbria having items collected for re-use– contact local famous faces to ask if they would like to donate any items;
- Creative and entertaining public event, for example something similar to [this flash mob in Oxford](#);
- Upcycling event (see community engagement below); and
- Volunteers Week – 1-7 June 2016;

**Next steps**

<b>Quick Wins</b>	<ul style="list-style-type: none"> <li>• Draft a news release and one-page brief;</li> <li>• Pre-sell to TV and Radio and follow up with print and online;</li> </ul>	<ul style="list-style-type: none"> <li>• Depending on the scale of the event either CCC or districts, and TSOs</li> </ul>
<b>Longer Term Actions</b>	<ul style="list-style-type: none"> <li>• Plan out news hooks for 2016 to give yourself at least one new moment ideally each quarter.</li> <li>• Pitch media around events such as Volunteers Week in June 2016.</li> </ul>	<ul style="list-style-type: none"> <li>• CCC and TSOs</li> </ul>
<b>How it will be measured</b>	<ul style="list-style-type: none"> <li>• Number of visitors to the websites; and</li> <li>• Amount of people using the third sector re-use services and volumes diverted from landfill/re-used.</li> <li>• Media coverage – number of pieces of coverage, Opportunities To See (OTS), Advertising Value Equivalent (AVE)</li> </ul>	<ul style="list-style-type: none"> <li>• CCC collate from data from each district and TSO</li> </ul>

**5.1.3 Social Media**

Social Media activity should be complementary to the other communications activities. The press announcements will provide useful content for sharing on social channels. For example, the 2015 stats release could provide a number of different posts on Facebook and Twitter:

- Graphic with the key stats – in the correct size for maximising visibility on Facebook and Twitter;
- Graphics to highlight the case studies; and
- Share any media coverage or blog posts about the stats.

Canva.com is a great free online tool that can help create graphics in the right shape and size. There are some free images but you can also use the site to purchase images if you don't have ones of your own to use. Getting some good images from the re-use organisations is recommended and it is potentially something a volunteer would be happy to do.

With Facebook you also have the added benefit of being able to target any advertising spend on Facebook to towns, postcodes and even interests. For example, you can reach 44,000 people within

30km of Carlisle. Or you can reach an estimated 11,000 people over 55 who are likely homeowners. Being able to target specific audiences like this with specific messages should really help to use any budget you have wisely.

For social media to work effectively you need to have regular updates. For Twitter this means both sharing content from others and posting unique content of your own regularly. Focusing on sharing others' content, engaging with people and posting clear images and video should also be the approach you take on Facebook. You should aim for a re-use related post on the district and council Facebook pages at least once a fortnight.

Ideally there should be at least one re-use tweet and one re-tweet per week. For particular, relevant events or times of year more intensive posting and tweeting will help build momentum. For example, spring is the peak season for home buying and spring clearing, meaning this may be a good time of year to have a more focussed campaign around re-use.

When using these platforms including clear images (in the right size) will really help engagement.

Again, depending on priorities it might be something that you want to work with a local agency or consultant on; or consider finding a volunteer to support this work. Resource Futures would be happy to consult further on setting this up if needed.



**Next steps**

<b>Quick Wins</b>	<ul style="list-style-type: none"> <li>• Make any suggested changes to social media as per audit.</li> <li>• Review lists on Twitter to make sure you are able to regularly share great content about re-use.</li> </ul>	<ul style="list-style-type: none"> <li>• All districts, TSOs and CCC</li> </ul>
<b>Longer Term Actions</b>	<ul style="list-style-type: none"> <li>• Create graphics to accompany the first statistics release;</li> <li>• Plan out some social media content for re-use for the next six months – including graphics, videos, events and news; and</li> <li>• Possibly confirm a budget for social media advertising to attract a wider audience to your page.</li> </ul>	<ul style="list-style-type: none"> <li>• CCC and TSOs</li> </ul>
<b>How it will be measured</b>	<ul style="list-style-type: none"> <li>• Number of visitors to the websites; and</li> <li>• Amount of people using the third sector re-use services and volumes diverted from landfill/re-used.</li> <li>• Likes/followers and engagement stats on Facebook and Twitter;</li> </ul>	<ul style="list-style-type: none"> <li>• CCC collate from data from each district and TSO</li> </ul>

**5.1.4 Community Engagement**

Community engagement work is very important but do remember to share this on social media to ensure that the message gets through to a wider audience. Providing regular content showing what is happening on the ground will help to position re-use as 'normal behaviour' amongst Cumbria residents.

It is important to ensure you are searching for and promoting any events related to re-use on your social media channels. In addition to this, running events in partnership can be a really cost-effective way of encouraging behaviour change, for example in South Lakeland there could be an upcycling workshop with the district council and Right2Work. The venue should be accessible and somewhere that the target

audience would happily go and you could combine a talk with a simple way of upcycling an item such as a mirror or picture frame.

Using a service like Eventbrite to sell tickets for the event can also be a good way of attracting attention for the event. It also means that you have more certainty over the number of attendees and can cover some of the costs through ticket sales. The event should also be promoted on social media and added as an event on the Facebook page. Eventbrite also prompts attendees to share the event so it should have added virality.

One way of involving others in the community could also be to approach a local estate agent or relevant business to sponsor the event. This could help to cut down on costs for you as well as build a relationship with them and help to spread the word about members through that community.

**Next steps**

<b>Quick Wins</b>	<ul style="list-style-type: none"> <li>Research upcoming events connected with re-use in the area and support these through social media posts.</li> </ul>	<ul style="list-style-type: none"> <li>CCC</li> </ul>
<b>Longer Term Actions</b>	<ul style="list-style-type: none"> <li>Organise or support with an event to raise awareness of re-use.</li> <li>Publicise the event through PR, social media and content before, during and after the event. Consider trade press as well as local media if partnering with a brand.</li> </ul>	<ul style="list-style-type: none"> <li>CCC, districts and TSOs</li> </ul>
<b>How it will be measured</b>	<ul style="list-style-type: none"> <li>Number of visitors to the websites.</li> <li>Amount of people using the third sector re-use services and volumes diverted from landfill/re-used.</li> <li>Attendees at any events.</li> </ul>	<ul style="list-style-type: none"> <li>CCC collate from data from each district and TSO</li> </ul>

**5.1.5 Internal Communications**

For maximum efficacy of your communications it is vital to have strong buy-in from internal staff, namely those who operate the phones, collection crews and any other frontline staff. Providing a regular update and flow of information to all relevant parties will really help to get a consistent re-use message out. You can also use this opportunity to speak to the relevant people and confirm who information should go to in future.

There may also be further opportunities for re-use to be included in any organisational publications, particularly if you can provide some great case studies showing the benefits.

There should be efforts to ensure all relevant parties receive regular information updates– this is particularly important around news events such as the yearly stats release and Volunteers Week

**Next steps**

<b>Quick Wins</b>	<ul style="list-style-type: none"> <li>Draft a briefing sheet for call centre staff and ensure this is updated when there are any changes.</li> </ul>	<ul style="list-style-type: none"> <li>Particularly important for CCC and district councils.</li> </ul>
<b>Longer Term Actions</b>	<ul style="list-style-type: none"> <li>Regularly update all internal contacts on re-use information;</li> <li>Investigate further opportunities to be included in publications – advert or article.</li> </ul>	<ul style="list-style-type: none"> <li>Particularly important for CCC and district councils</li> </ul>

<b>How it will be measured</b>	<ul style="list-style-type: none"> <li>• Number of visitors to the websites.</li> <li>• Amount of people using the third sector re-use services and volumes diverted from landfill/re-used.</li> </ul>	<ul style="list-style-type: none"> <li>• CCC collate from data from each district and TSO</li> </ul>
--------------------------------	--	--

## 5.2 Planning Your Campaign Activities

The next step in this process will be to decide responsibilities in terms of next steps and confirm which of the activities will support the objectives of your organisation most effectively in the next six months.

Much of the activity can probably be implemented by existing communications officers responsible for updating website and social media content. Some areas of work could also be done by the County Waste Prevention Officers, particularly in regards to improving partnerships and relations between the council and third sector re-use organisations. For the council, setting up a simple way of sharing waste related news for social media between waste prevention officers and the district councils' communications staff could be beneficial. There are grants and funding available from WRAP and other bodies so it would be worth investigating these options if there is desire to do further work in this area.

The initial phase will be about reviewing information and getting the flow of content established through April and May. June and July can involve work around internal communications, community engagement and generating some PR. One good preliminary date to focus on could be Volunteers Week from 1-7 June 2016 and communications could frame re-use in the context of the benefits of volunteering and giving.

### 5.2.1 Communication Priorities for CCC Waste Prevention Officers

- Oversee updates to county council website and send suggested blurbs/page information about re-use round to district councils for them to add to their websites;
- Draft a briefing sheet on re-use for call centre staff and ensure all frontline staff are aware of the information on re-use (regularly update);
- Work with a third sector re-use organisation to produce a case study (or studies);

Regular actions:

- Collect and review the data each council monitors in order to ensure that anything relevant is captured. Setting up a spreadsheet to share with district councils at the beginning of the year will help to keep track.
- Collect good quality photos of re-use that can be used for the website and social media;
- Write a re-use related Facebook post fortnightly and a Tweet weekly and send to council communications team for them to put on the respective social media platforms;
- Plan news hooks and work with communications team on press releases; and
- Keep up to date with re-use events occurring in the county- perhaps keep a calendar- and regularly promote these. Think about potentially planning an event in partnership with a re-use organisation.

### 5.2.2 Monitoring & Evaluation

Reviewing the data below will give the Cumbria Strategic Waste Partnership an overview of how the communications activity has impacted the targets set.

- Number of suitable items collected for re-use by third sector organisations (both contracted and separately) and how they came across the service. It would be useful to get baseline figures for this currently in order to see how it changes as a result of changing the communications strategy;
- Proportion of items collected which were suitable for re-use;
- Number of people having items collected for re-use for the first time;

- Number of phone calls received about bulky waste and re-use;
- Visitors to the re-use organisation websites and council pages on bulky waste/re-use; and
- Fans and followers on social media for each of the members as well as engagement.

You could also look to measure more traditional PR statistics, such as:

- Opportunities to See (OTS) – based on the readership of a publication you are featured in or the listenership of a radio station that features you.
- Advertising Value Equivalent (AVE) – which can help you to show the impact of PR v advertising by calculating the equivalent cost to place an advert in that publication.

Collating all of this information monthly will provide a clear record of activity and support any partnership negotiations as they arise.

It is very difficult to predict what impact implementing these communications measures will have, so looking over results and how they correlate to activity each quarter is really important. The anecdotal evidence you hear will also help you to decide which elements are having the biggest impact, so it is important to encourage the collection of this kind of information.

## 6. Summary

---

This plan constitutes advice and practical next steps for communications associated with re-use of bulky waste in Cumbria. Firstly the current situation and relevant research from WRAP is discussed. Subsequently there is a summary of the audits which were completed for the communications of council recycling, council welfare and the local third sector re-use organisations (available in full in the appendix). There is also guidance around the target audience and most appropriate branding and messaging. This is followed by a detailed strategy focussed on the areas of online, public relations, social media, community engagement and internal communications.

The key future actions comprise of: ensuring increased (and more regular) dialogue between council staff and third sector re-use organisations; ensuring all relevant information is included on websites and social media, that it is updated regularly and intuitive to find; planning interesting new hooks and collaborative events; increased use of images, videos and graphics to increase traction and interactions on social media; and ensuring regular data collection of monitoring of activity.

## Appendix 1: Communications Audit for Councils Online Recycling Information

Below is the communications audit of all communications for Bulky Waste within the Cumbria Strategic Waste Partnership. These observations have been used to complete the overview in section 4 of this report.

Websites	
<a href="#">Cumbria waste page</a>	<p>The page could perhaps use more pictures/images as currently it feels a bit cold and impersonal.</p> <p>Feedback collection on the website is a good idea (hopefully this information is already used to make improvements). However it could be a bit clearer what the feedback is referring to (is it the information or the service itself?)</p> <p>A map of the HWRC locations might be useful.</p> <p>When clicking on 'Recycling Collection Services' the summary for Allerdale starts with unclear sentence [<i>An increasing number (73.5%) of households in Allerdale are provided with a garden waste and paper/card kerbside recycling service.</i>] Generally in this section all the district council summaries could be made more concise and the sentence structure improved. The information for South Lakeland needs to be updated as it mentions changes that will happen on the 21<sup>st</sup> September 2015.</p> <p>The Recycle for Cumbria website is a useful resource and could be better promoted on this website (particularly on the landing page – there is a box with this link but it needs to be made more clear it is a link to another website and have some sort of tag line- e.g. 'Want to know more about recycling in Cumbria?')</p>
<a href="#">Recycle for Cumbria</a>	<p>Very nice layout and good use of WRAP 'Pass it on' branding. Some nice images – although the resolution is a bit unclear in some pictures so it would be better to replace/re-format these.</p> <p>On the sliding banner the text box could be smaller or the image cropped so it is less obscured.</p> <p>Nice use of embedding twitter, the blog links and the events – lots of great stuff going on!</p> <p>The site mentions selling groups on Facebook- it would be useful to provide links if possible.</p> <p>Under 'Focus on furniture' &gt; 'Reuse Organisations' it would be useful to show the location and area covered by charities that will collect (maybe on a map) and also specify what items they collect and any other additional relevant information</p>
<a href="#">Allerdale District Council</a>	<p>From the council homepage the information on waste and recycling is difficult to locate. Unfortunately the search bar doesn't appear to work and displays the message</p>

	<p>'operation timed out'.</p> <p>Within the 'Recycling, rubbish and waste' section there is too much text and the layout makes it slightly unclear.</p> <p>Menu items should not be ordered alphabetically but by groupings/relevance and maybe would be clearer if it ran across the top.</p> <p>Menu bar needs simplifying/separating into headings and subheadings e.g. the following headings:</p> <ul style="list-style-type: none"> <li>-General waste</li> <li>-Recycling</li> <li>-Food waste/ Composting</li> <li>-HWRC and recycling centres</li> <li>-Collection calendar</li> <li>-What happens to the waste?</li> <li>-Other waste items</li> <li>-Flytipping</li> </ul> <p>'Black Sacks' and 'Large refuse bins' should go under info about general waste</p> <p>'Private land' section should go under flytipping</p> <p>The pages in general are too text heavy. Some use of images, photos or icons would improve the feel of the website.</p> <p>No info on re-use. Should have a subheading and a separate page about Bulky waste and include information about re-use here.</p>
<p><a href="#">Barrow Borough Council</a></p>	<p>Black and white scheme is quite stark and may benefit from some colour (images would help with this).</p> <p>Strange start of 'refuse collection' page – report on dog fouling, asbestos, dead animals- these should be subheadings under a separate heading and not feature at the top of the page.</p> <p>The boxes with the pictures work well ('refuse', 'recycling' etc).</p> <p>It is hard to find information on HWRCs (only seems to be a link at bottom of page), need a separate page on the website for this.</p> <p>The menu bar is not separated into clear subheadings/ separate pages enough. It would work better if there was a separate menu bar / webpage for waste (i.e. once this topic is selected it shows only the subheadings related to that menu).</p> <p>Need more and clearer information (separate menu tab) on bulky waste and re-use.</p>
<p><a href="#">Carlisle City Council</a></p>	<p>Good layout and looks modern although quite black and white and could do with some images.</p> <p>The two separate links for 'new bin' and 'additional bin' could be grouped.</p> <p>Would be useful to add a link for recycling collections information.</p> <p>It is not necessarily clear what the 'Special collections' icon</p>

	<p>refers to. Might be clearer if this icon was instead called 'Bulky waste' and that was a link to the bulky waste page, then underneath this could be the form to request special collections.</p> <p>Under 'Bulky waste' there is detailed and useful information about Impact Furniture Services and it is good that that is featured above (and therefore prioritised over) HWRC and council collections. It could be useful to mention other re-use organisations and Freegle etc here too.</p> <p>Under "Which bin do I use" it would be good to show pictures of the different collection bins.</p>
<p><a href="#">Copeland District Council</a></p>	<p>The website is a bit busy and navigation is slightly unclear as a result of having three menus in different places. One drop down menu might work better.</p> <p>No information about bulky waste or re-use- this needs to be added in.</p>
<p><a href="#">Eden District Council</a></p>	<p>Website looks a bit dated and is very text heavy - would improve the look and feel of the website if icons or images were included and made into sections.</p> <p>Menu is clear in that once a topic is selected it shows only the subheadings related to that menu.</p> <p>Good page on Bulky house hold waste in terms of detailed information (and stating benefits of reuse) and good ordering on the page – highlighting re-use first then if only if products are broken and unfit for re-use should HWRC and collection be considered.</p> <p>A picture showing something positive about re-use might be better instead of just the old unsightly mattress (!), this image could also be larger.</p>
<p><a href="#">South Lakeland District Council</a></p>	<p>Header and footer too dark and would look better if they were a lighter shade of blue.</p> <p>Hyperlinks would look nicer as icons or buttons.</p> <p>More use of photos or images would improve the feel of the site.</p> <p>There is a mismatch between side menubar and menu/hyperlink options on pages – it would be clearer if these were made the same.</p> <p>It would be helpful if the menu items were ordered into the following headings</p> <ul style="list-style-type: none"> <li>-General waste</li> <li>-Recycling</li> <li>-Food waste/ Composting</li> <li>-Bulky waste and reuse</li> <li>-HWRC and recycling centres</li> <li>-Collection calendar</li> <li>-What happens to the waste?</li> </ul> <p>The page with information about what happens to items when they are recycled is great- interesting and video is an engaging format (and good use of subtitles).This is very useful in helping to show people value of recycling. Could</p>

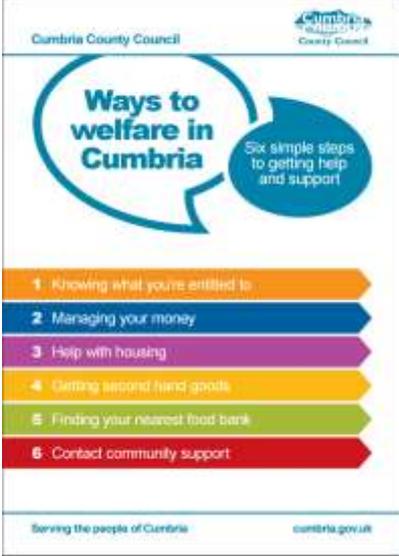
	<p>something like this be added for re-use?</p> <p>Good page on large household items. Promoting re-use and using right2work (note this link takes you to the Oaklea homepage, it would be better if it took you to the specific page about how they process and re-use the goods i.e. <a href="http://www.right2work.org.uk/">http://www.right2work.org.uk/</a>).</p> <p>Good list on alternative ways to re-use and recycle, however it would be better if this came above the information on HWRCs so that it is prioritised.</p>
--	--

Social media	
<p><a href="#">Cumbria County Council Twitter</a></p>	<p>A few tweets about waste/recycling/reuse but could be more frequent.</p> <p>Jan 29 “Waste no time in applying for community funding - available now for community waste prevention projects in <a href="#">#Cumbria</a> <a href="http://bit.ly/1PDcR7T">http://bit.ly/1PDcR7T</a>”</p> <p>→think about who is being targeted here? How could you maximise visibility of this message? e.g. mentioning local voluntary sector networks, mentioning local networks for voluntary and socent funding, adding #waste</p> <p>Dec 4 “Fancy trying a reuse or upcycling activity? Come to the reuse market stall at Penrith Market, Sat 5th Dec 10am to 1pm &amp; try something new.”</p> <p>→ better to link to an event/more information, increase visibility by adding #reuse/ #Penrith</p> <p>Nov 1 “Don't forget to compost this years old pumpkin for great soil next spring. Need a compost bin? Order yours today <a href="http://www.getcomposting.com">http://www.getcomposting.com</a> “</p> <p>→nice and relevant- increases popularity by linking to a seasonal event</p> <p>Be careful when using hashtags e.g. <a href="#">#sametastelesswaste</a> (used in October last year)– not used by anyone apart from this account and has only been used 3 times. Better to use more general hashtags e.g. <a href="#">#sustainable</a> <a href="#">#green</a> <a href="#">#ecomonday</a></p>
<p><a href="#">Cumbria County Council Facebook</a></p>	<p>Very little on waste- only one post in the last 6 months- 30 Sept- post about Freegle event, good use of image. However unfortunately there are no likes/comments/shares for this post- perhaps worth asking a question, adding more info or thinking of ways to make it more interesting/relevant to people. Why wasn't this event tweeted about?</p>
<p><a href="#">Recycle for Cumbria Twitter</a></p>	<p>Lots of great relevant tweets and retweets. Header image is blurry- looks unprofessional - would be better with a higher resolution image.</p>

<p><a href="#">Recycle for Cumbria Facebook</a></p>	<p>Again lots of interesting/relevant posts- good use of images and asking questions.</p> <p>Could increase visibility on people's feeds by posting more links to high traffic/quality websites such as WRAP, the Guardian/other news websites -&gt; Facebook prioritises content on feed that features links to these types of website.</p>
<p><a href="#">Allerdale Council Twitter</a></p>	<p>Not many tweets about waste/recycling/reuse- a few about Christmas tree collections and one about bin collections over the holidays. Would be good to ensure there is a tweet and retweet at least once a week related to these topics.</p>
<p>Allerdale Council Facebook <a href="https://www.facebook.com/Allerdale-Borough-Council-19233423780/">https://www.facebook.com/Allerdale-Borough-Council-19233423780/</a></p>	<p>Too many posts- important to ensure this channel is not used in the same way you use Twitter- make sure posts are longer, slightly less frequent and have more of a personal/human feel. Is is generally better not to link social media accounts.</p> <p>Again very little about waste and nothing about recycling or reuse. Would be good to have at least one post per fortnight related to these topics.</p>
<p><a href="#">Barrow Council Twitter</a></p> <p>Cant find a Facebook page for Barrow Council- only one relating to Council housing</p>	<p>Thumbnail blurry, would look more professional with a higher resolution image. No tweets since 2012. We understand there is no dedicated internal comms person at Barrow Council. However, it is a great channel for communicating with constituents on many topics and a small amount of time here can help save money and resources in other areas (encouraging re-use to reduce landfill charges is just one example).</p>
<p><a href="#">Carlisle Council Twitter</a></p>	<p>Nice thumbnail and header picture</p> <p>Very little on waste etc. One post about refuse and recycling collections continuing through the floods and picking up new bins. Would be good to ensure there is a tweet and retweet at least once a week related to re-use and recycling.</p>
<p><a href="#">Carlisle Council Facebook</a></p>	<p>Again, very little about waste- one post about changing collection times. Would be good to have at least one post per fortnight related to re-use and recycling.</p>
<p><a href="#">Copeland Council Twitter</a></p>	<p>Header image cropped so half of the words are obscured would look better reformatted.</p> <p>Should not post any links without any words (is this because of a linked Facebook account and automatic sharing of posts? Better to avoid this). Some tweets are half-sentences and aren't effective because it is difficult to know what they are about (again think this is due to a linked Facebook account).</p> <p>Could make better use of embedded images for tweets and posts.</p> <p>Very few tweets about waste. Two that link to facebook posts but both are half-sentences. More tweets and retweets on these topics would be good.</p>
<p>Copeland Council Facebook <a href="https://www.facebook.com/Copelandbor">https://www.facebook.com/Copelandbor</a></p>	<p>Some nice posts about waste with pictures.</p> <p>Very good post about recycling contamination on 11 Jan-</p>

<p><a href="#">oughcouncil</a></p>	<p>highlighting success of recycling to date and thanking people but drawing attention to some abuse of the service- asks people to share experience and info with hashtag #myrecyclingtips. Could have made better use of twitter to get more people interacting with this.</p> <p>Good post about the new cardboard recycling banks on 11 Dec, involving people in the drive to reduce contamination and good use of photograph.</p> <p>Nice post linking to deal about composters from Recycle for Cumbria, however would benefit from a clickable link.</p> <p>More regular posts on these topics would be beneficial.</p>
<p><a href="#">Eden Council Twitter</a></p>	<p>Header image very blurry- would benefit from a higher resolution image.</p> <p>A lot of tweets, quite repetitive themes e.g. 14 over 3 days about checking food hygiene ratings. People could find this boring and may 'unfollow'.</p> <p>A good retweet of a tweet from Cumbria Waste sharing a guide about what items can and cannot be recycled (9 Feb)</p> <p>A retweet of a freegle tweet about an event – although it is not that clear what the event is- could be made clearer.</p> <p>Also has some tweets (linked from Facebook) that just feature a link with no information on what it refers to. Again avoid this as people tend not to engage with these as it is not clear what they are about.</p>
<p><a href="#">Eden District Council Facebook</a></p>	<p>Good in terms of longer posts and pictures. However again repetitive posts about food hygiene and other things.</p> <p>Nothing at all about waste. More regular posts on re-use and recycling would be beneficial.</p>
<p><a href="#">South Lakeland Council Twitter</a></p>	<p>Clear thumbnail and nice header photo</p> <p>Jan 28- nice posts about celebrating bin men! However, could have been linked to recycling.</p> <p>No other posts about waste.</p>
<p><a href="#">South Lakeland Council Facebook</a></p>	<p>Nothing really about waste (apart from bin men campaign). Last September there was a post about bin collection changes.</p> <p>Short video clips are a great format for Facebook- some of the videos from the website about the Recycling Process could be posted here.</p> <p>More posts on re-use and recycling would be helpful.</p>

## Appendix 2: Communications Audit for Council Welfare Information

Website	
<p><a href="#">Welfare website</a></p>	<p>Landing page is a bit confusing as the picture looks like clickable links but isn't- might be worth either making that a clickable link or using a photo in place of the themes.</p> <p>"Getting second hand goods" section is generally good.</p> <p>For the Impact Furniture Services information it would be useful to perhaps add links to the Facebook pages. The Ulverston store is now closed so that information needs to be removed.</p> <p>Oaklea Trust link doesn't work so needs updating. It might be better to replace it with the specific link about furniture (Right2Work) E.g." If you are based near the Kendal area you can check out Right2Work's Furniture Warehouse"</p> <p>The link is also broken for Age UK- this should be updated to: <a href="http://www.ageuk.org.uk/westcumbria/our-shops/shops/">http://www.ageuk.org.uk/westcumbria/our-shops/shops/</a></p> <p>Again " If you are based near Cleator Moor, Egremont or Workington you can visit the Age UK furniture shops"</p>
Leaflet	
 <p>The leaflet is titled "Ways to welfare in Cumbria" and lists six simple steps to getting help and support. The steps are: 1. Knowing what you're entitled to, 2. Managing your money, 3. Help with housing, 4. Getting second hand goods, 5. Finding your nearest food bank, and 6. Contact community support. The leaflet is published by Cumbria County Council and includes the website cumbria.gov.uk.</p>	<p>Within section 4 on "Getting second hand goods", similar information to the website should be included (see above). Phone numbers of the different re-used goods outlets should be prioritised (in case people don't have easy access to the internet) and options for the different areas shown clearly.</p> <p>If tight on space the bit about Charity shops could possibly be removed as in general most people know where their local charity stores are located.</p>

## Appendix 3: Communications Audit for Third Sector Organisations Involved with Re-use in Cumbria

Impact Furniture Services- Website	
<p><a href="#">Impact Furniture Services</a></p>	<p>The header would look better if it were smaller and the Impact Housing logo would be better placed at the very top of the page (to the left of the menu bar) in a small version. We would suggest the large background image be placed further down the page along with the text. This would allow the information about IFS to be more readily visible as it would be no longer below the fold.</p> <p>With each store phone number there should be information about location (perhaps using a map) and a link to the Facebook pages for people to get an idea of what kind of items are available.</p> <p>We would suggest having more of the information about the stores and impact higher up the page, then placing the information about the survey at the bottom of the page. Especially as the survey only seems to be applicable to people who have already visited a store and many people will be using this page to glean information in order to perhaps think about visiting.</p> <p>Would suggest removing the “Our words above the door” subheading, as the information below it still fits in the ‘About us’ theme.</p> <p>It would be very useful to mobile optimise the website. This means the width of the text panel automatically adjusts to fit the width of the screen. Because more people now use their smartphones more frequently than desktops to look at information it is important for sites to read well on a mobile device.</p> <p>Does the PDF about gift aid need to be available here?</p> <p>Would improve the look of the website if, rather than having a link to download PDFs for the leaflets and the opening times, the information from those was just included on the website.</p>
Impact Furniture Services- Social Media	
<p>Copeland (Whitehaven) Facebook Page</p>	<p>Need to either delete this page or provide clear information about the fact that this site has closed and operations have been consolidated with the Workington site.</p>

<p><a href="#">Allerdale (West) Facebook Page</a></p>	<p>Need to provide clear information about the fact that this is now an amalgamation of the Whitehaven and Workington stores.</p> <p>Nice use of logo for thumbnail, however the way it is formatted cuts off the text- worth reformatting with a tool such as Canva.com. Great cover picture.</p> <p>Good quantity of likes and great reviews! Would be useful to add store opening times. Good use of photos. Posts about the items could occasionally be longer and more interactive- asking questions, making suggestions from time to time.</p> <p>It is important to reply to people's posts as quickly as possible as people can feel annoyed or lose interest if the reply takes more than a few hours. Obviously it is difficult if you have limited time to spend on social media. A potential solution to this is to use the Pages Manager App (available on iPhone and Android) and you will be alerted if anyone posts a question. Or you could add some volunteers as Page Moderators to help you manage any questions on the Page. Giving people limited access to the Page will mean that you keep control of most elements but can share the responsibility of responses to posts and messages.</p> <p>It is advisable to remove the 'Visitor posts' section and instead encourage people to either private message you or comment on your posts . This will make the page look more professional but, more importantly, increasing comments on your posts will increase how popular Facebook perceives the page and therefore how frequently it appears in people's newsfeeds.</p> <p>Would be helpful to add a bit more information in the 'About' section about the project and how it benefits the local community, environment (any figs) etc. Maybe giving an idea of the size of the store- e.g. how many different kinds of furniture there are.</p>
<p><a href="#">Carlisle Facebook Page</a></p>	<p>Change thumbnail to IFS logo and change cover photo to a nice picture of the store or some good furniture. The calendar app- doesn't seem to load properly would suggest that this is removed.</p> <p>Would be helpful to add a bit more information in the 'About' section about the project and how it benefits the local community, environment (any figs) etc. Maybe giving an idea of the size of the store- e.g. the quantity and variety of furniture available.</p> <p>It is advisable to remove the 'Visitor posts' section and instead encourage people to either private message you or comment on your posts . This will make the page look more professional but, more importantly, increasing comments on your posts will increase how popular Facebook perceives the page and therefore how frequently it appears in people's newsfeeds.</p>
<p><a href="#">Furness Facebook Page</a></p>	<p>Update thumbnail to Impact Furniture services logo (can use canva.com to get correct size) and background should be a nice quality picture of some furniture. Opening times</p>

	<p>can be added so they feature on the top of the left hand bar. Great number of likes and good reviews. Good level of posts and interaction, good use of questions. Love the post on spring cleaning to encourage donations! Great that your reply time is usually under an hour.</p> <p>Need to remove the fullstop between Forge and Close in the address on the About section.</p> <p>It is advisable to remove the 'Visitor posts' section and instead encourage people to either private message you or comment on your posts . This will make the page look more professional but, more importantly, increasing comments on your posts will increase how popular Facebook perceives the page and therefore how frequently it appears in people's newsfeeds.</p>
IFS Eden (Penrith)	<p>No Facebook page. Would be useful to set one up. It is a great way of promoting the store, attracting new visitors and encouraging more purchases. Can use Carlisle as an example but make the changes as per the suggestions for Carlisle above.</p>

Barrow Domestic Appliances- Website	
<p><a href="#">Barrow Domestic Appliances</a></p>	<p>Layout of the information could be rearranged to make finding information more straightforward. It would benefit from providing clearly accessible information for someone who has never used BDA before- i.e. an 'About Us' section detailing the different things the organisation does, the impact it has had etc. On the home page I would suggest removing the image with the different items and placing it on a landing page about buying the items.</p> <p>The menu bar doesn't include the main actions we would expect. I would suggest changing these in the header so you have –'About us' (some of the information from why use BDA can go in there, Either 'Donate' or 'Collections' (book a collection can feature within this section), 'Buy', 'Get Involved', 'Find us'.</p> <p>There are no testimonials to display on the testimonials page, which doesn't reflect very well on the organisation. I would suggest either a concerted effort to collect some testimonials or removing this page.</p> <p>The How it Works section refers only to collections so this information should feature within the 'Collections' section.</p> <p>Where possible we would suggest avoiding use of capitalisation and exclamation marks as they can come across a bit unprofessionally and dilute your message.</p> <p>Should have clearer link on website to Facebook and twitter page, e.g. by adding</p> <p>"For more information find us on Facebook and follow us on Twitter"</p>

Barrow Domestic Appliances- Social Media	
<a href="#">BDA Facebook Page</a>	<p>Good use of logo for the thumbnail. Would consider changing the cover photo to a nice picture of some of the appliances or something else aesthetically pleasing.</p> <p>I would advise changing to Facebook page name to the full title as it will make the page easier for people to find.</p> <p>It might be useful to add opening times to the left-hand bar and a bit more information in the 'About' section.</p> <p>Posts might benefit from more text, particularly of a more descriptive and interactive nature, in order to increase comments and visibility.</p>
<a href="#">BDA Twitter</a>	<p>There is a twitter account but there is no activity.</p> <p>In order for Twitter to be effective and for the number of followers to increase it is important to regularly tweet, retweet and have conversations., sharing useful information. If this platform is to be used, I would recommend starting to do this regularly. Then, once you have some content, vastly increasing the number of accounts you are following (at least 100)- those that relate to the local area, local people and accounts (e.g. Councils, Media, businesses) that could reach anyone that might either come and buy something or donate items.</p> <p>If there is not time to dedicate to this platform I would suggest deleting the account.</p>

Right2Work- Website	
<a href="#">Right2Work</a>	<p>Lovely website design. However we would suggest moving the text on the home page up as it currently below the fold line (this will obscure some of the nice image but the text is more important).</p> <p>The main actions for which people will be using the site will be donating or looking to buy furniture so these should be titles in the header.</p> <p>If possible, it may be worth considering changing to a website format in which the information features on separate pages (as opposed to scrolling down or being linked to sections down one single page) as this generally makes the information clearer.</p>
Right2Work- Social Media	
<a href="#">Right2Work Facebook Page</a>	<p>Excellent Facebook page, good number of likes, important information is shown. Great cover picture. Worth perhaps replacing current thumbnail with the Furniture Warehouse logo from the website. Brilliant use of video and good reviews. Excellent high quality photos.</p> <p>Could consider potentially featuring longer posts, with occasional questions to get more people interacting.</p> <p>Would remove visitor posts as no one has used it and it will</p>

	encourage more people to comment on your posts.
--	---

<b>Cumbria Recycling- website</b>	
Cumbria Recycling	<p>Great website, good layout, use of pictures and lots of relevant information.</p> <p>However it might be worthwhile considering a title in the header about computer repairs and a corresponding separate page. Or, if you would prefer to keep that information within IT Solutions, making it clearer on this page that it is not only about a service for recycling electronic equipment safely.</p> <p>On the WEEE recycling page there could perhaps be more information on the collection service. The showroom information box doesn't seem appropriate on this page, would suggest this is replaced with the box about collection.</p> <p>On the CRL showroom page it may be worth considering featuring more information about the range of items available.</p> <p>The 'Follow us on Facebook' link is great, may be worth considering having that on all the pages and not just the home page.</p>
<b>Cumbria Recycling- Social Media</b>	
<a href="#">Cumbria Recycling Facebook page</a>	<p>Useful information featured and opening times. Good use of logo for thumbnail. May be worth having a picture of some of items for sale or some computer collections/repairs as the cover picture. It may be worth adding a brief line about offering collections and repairs on the overview page.</p> <p>Some good posts, and nice variety of themes. However the last one was over a month ago, it would increase the effectiveness of the page to post more regularly (perhaps aim for a post each week with the vast majority focussing on the products and services).</p> <p>Would suggest removing the 'Visitor posts' section and instead encouraging people to either private message you or comment on your posts. This will make the page look more professional but, more importantly, increasing comments on your posts will increase how popular Facebook perceives the page to be and therefore how frequently it appears in people's newsfeeds.</p>

<b>Eden Valley Hospice- Website</b>	
<a href="#">Eden Valley Hospice</a>	<p>The information about donating to the shops is hard to find.</p> <p>Perhaps under the 'donate' and 'shop' sections information could be added about donating items and the different shops and what they sell.</p> <p>When the ebay shop is mentioned in the text it may be useful to include a clickable link on the page.</p> <p>The icons at the top for ebay, the facebook page etc could be made larger to increase visibility.</p>
<b>Eden Valley Hospice- Social Media</b>	

