The Chartered Institution of Wastes Management

Gordon Mackie Associates Ltd
Waste Management Consultancy

Optimising Recycling Performance Through Effective Communication
Novotel Hotel, Preston - Thursday 12th May 2005.

We would like to invite you and your colleagues to attend this event organised by Gordon Mackie Associates Ltd in association with the Chartered Institution of Wastes Management (CIWM).

Overview

Local authorities throughout the UK have made significant investment in kerbside recycling systems in order to achieve, or exceed, statutory recycling targets. However, many schemes fail to realise their full potential because they are not supported by an effective communications strategy.

The performance of any recycling system, no matter how well designed, can be dramatically affected by low public participation and recovery rates.

Developing and implementing an effective communications strategy can increase public participation and recovery rates thus maximising recycling performance at relatively low cost when compared to the capital or revenue costs.

This event will consider how some local authorities have used a variety of communication techniques to maximise the performance of both new and existing schemes. It will also look at communications in the context of waste minimisation and it's potential to maximise recycling performance.

Target Audience

This event has been designed specifically for local authority Officers & Members that have responsibility for the achievement of recycling performance targets, namely:

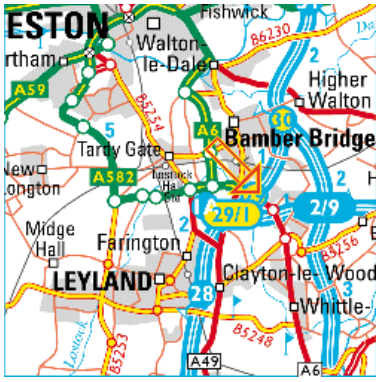
- Recycling Officers;
- Waste Minimisation Officers;
- Waste Management Officers;
- Environmental Services Officers;
- Elected Members;
- Environment Portfolio Holders.

Key Benefits

- Opportunity to meet officers from other authorities, discuss ideas and learn from one another's experiences;
- Opportunity to review and discuss examples of good practice;
- Organised in association with the Chartered Institution of Wastes Management (CIWM) North West Centre;
- The programme is accredited by the Chartered Institution of Wastes Management and contributes 6 hours towards Continuing Professional Development.

Venue

The event will be held in the Novotel Hotel, Preston, which is adjacent to Jct. 29 of the M6.



Please visit www.multimap.com/map/browse.cgi?pc=PR58AA for a location map.

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Programme

0930 – 1000	Registration, refreshments & networking		
1000 – 1005	Chairman's Welcome & Introduction		
1005 – 1030	**Paul Taylor** **Technical Services Manager** **Blackpool Borough Council**		**Implementing A Major New Refuse/Recycling Scheme** The presentation will consider the importance of effective communications in launching an entirely new refuse and recycling collection service.
1030 – 1055	**Sarah Alder,** **Senior Waste Policy Officer** **Leicestershire County Council** Sarah works specifically on the development and implementation of the Leicestershire Waste Management Strategy. Waste awareness and minimisation are key policies within the strategy and Sarah is actively involved in the promotion of both of these areas.		**Waste Minimisation** **Aspiration to Action** The presentation will focus on the development of the Leicestershire Waste Minimisation Action Plan and how this has encouraged a more focused approach to the waste minimisation activities that are carried out.
1055 – 1115	Refreshments and networking		
1115 – 1140	**Craig Hatton** **Head of Environmental Services,** **Staffordshire Moorlands DC**		**Achieved 30%? – Where Next?** In 2003/04, the Council achieved 30% recycling rate and ranked joint 9th in the DEFRA recycling performance table. Craig will outline how the Council will use communications to sustain, or even exceed, last year's performance.
1140 – 1205	**Bernice Garlick** **Canvassing Manager** **Greater Manchester Waste Disposal Authority**		**WRAP Local Communications Fund** The presentation will focus on how this fund has been used to successfully develop local canvassing activities and work with 'hard to reach groups' within Greater Manchester.
1205 – 1230	Panel Q&A session		
1230 – 1400	Lunch & Networking		
1400 – 1410	Chairman's Introduction		
1410 – 1450	**Workshop A** Implementing New Schemes	or	**Workshop B** Waste Minimisation
1450 – 1530	**Workshop C** Sustaining High Performance	or	**Workshop D** Canvassing & Hard to Reach Groups
1530 – 1600	Plenary Session, Final Remarks and Close		

Please book early, as there are only fifty places available.

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Registration Form

	Delegate 1	Delegate 2
Name		
Organisation		
Job Title		
E-mail		

Please book early, as there are only fifty places available.

It would be helpful if a daytime telephone number could be provided in the event of a query arising over registration:

Contact Name:	**Telephone:**

Booking Fees

Rate	No.	Cost
Standard (£65)		£
Discounted* (£50)		£
Total (Exc. VAT)		£
VAT at 17.5%		£
Total (Inc. VAT)		£

*Applies to CIWM and/or RRF Members

Cheques for the total (including VAT) should be made payable to Gordon Mackie Associates Ltd.

Completed forms & the cheque should be returned no later than **Tuesday 10th May 2005** to:

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