

Don't let Devon go to waste proposal for 2025/26

Don't let Devon go to waste is the umbrella campaign for waste communications in Devon and Recycle Devon communication channels are used in practice. Joint waste communications achieve economies of scale and help to ensure consistency of message. The achievements in 2023/24 are detailed in the infographic below.



Campaign highlight: The Big Green Day Out July-August 2023

Recycle Devon partnered with Devon's Top Attractions, Stagecoach South West, Great Western Railway, Devon Climate Emergency and Clean Devon to share tips on how to enjoy a day out in Devon, the green way.

Residents could win 1 of 5 Big Green Days Out by pledging to adopt greener habits on days out such as:

- When having picnics, cutting down on cost and waste by choosing reusable containers, plates and cutlery.
- Leaving only footprints and taking litter home.
- Keeping it local by visiting attractions and places in Devon.
- Using sustainable travel (cycle, bus or train).

The 5 prizes consist of a Reusable/Eco Picnic Set, Reusable Water Bottles, Devon's Top Attractions family entry tickets, Family Bus and Rail tickets.

The campaign proved to be successful with nearly 900 people taking part and winners from Beaworthy, Cullompton, Exeter, Exmouth and Torquay randomly selected to receive the prizes.

2024/25 Activities

So far this year 4 paid campaigns have taken place as follows:

- 'Get Composting' to encourage composting at home.
- 'Stop Battery Fires' to educate the public of the importance of recycling electricals and batteries to prevent fires in collection vehicles and at waste facilities.
- 'Recycle Devon Community Group Map' to raise awareness of the map to help people find local borrow/share groups, repair cafes, community fridges/larders and scrapstores.
- 'Caddy' campaign to help increase participation in food waste collections.

In addition, Recycle Devon has provided communications support for a number of local and national initiatives such as The Big Fix, The Great Big Green Week, Plastic Free July, Zero Waste Week and The Great British Beach Clean.

Future paid or organic campaigns will include Recycle Week, International E-Waste Day, Eat Your Pumpkin, Reuse Week, Pre/Post Christmas activities, What Happens to your Recycling, Buy Nothing New Month, Food Waste Action Week, Great British Spring Clean and Halloween Costume Swaps in partnership with Libraries Unlimited.

Proposal for 2025/26

Communications are determined by the needs of the Resource and Waste Management Strategy for Devon and Torbay and the Waste Prevention and Reuse Action Plan as follows:

Reduction of residual waste and reuse

- Continue to expand the Food Waste Project to reduce food waste and increase use of Food Waste collection services subject to funding approval.
- Expand the 'Eat Your Pumpkin' campaign to reach new people – October 2025.
- Further promote food saving organisations and applications such as FareShare, Food Banks, Community Fridges and Larders and Olio.
- Further support and promote local reuse and repair opportunities such as Repair Cafes, Library of Things, Clothes Swaps, Charity Shops Scrapstores, Reusable Nappies, Reusable Menstrual Products, Upcycling through online or digital avenues.
- Increase partnership working with Libraries Unlimited to increase joint reuse events.
- Investigate ways to encourage and support waste prevention and reuse advocates.
- Promote Compost Awareness Week – May 2025.
- Promote International Repair Day – October 2025.
- Promote local and online clothes hire/subscription services.
- Promote Zero Waste Week – September 2025.
- Provide communications support for the Big Fix (May) and Reuse Week (October 2025).

- Raise awareness of Clothes swap/swishing kits that are available for loan across the county.
- Support Buy Nothing New month - January 2026.
- Support National Food Waste week - March 2026.
- Support National Refill Day - June 2025.

Recycling

- Continue to liaise with and support individual authorities with communications for service changes and capture of specific materials or contamination issues.
- Further promote the recycling of batteries and small electrical items to help avoid battery fires.
- Increase awareness of what happens to materials when they are recycled.
- Prioritise recycling communications on high carbon materials such as plastics, textiles and metals.
- Promote International E-Waste Day (14 October 2025) and the recycling of electronic and electrical equipment.
- Promote local businesses who produce products made from recycled materials.
- Promote world recycling day – March 2026.
- Support National Recycle Week in October 2025.

Reduce carbon

- Promote Plastic Free July 2025.
- Provide communications support to help achieve the objectives of the Carbon Plan.
- Work in partnership with Devon Climate Emergency to highlight the positive impact that reducing, reusing and recycling waste can have on the production of carbon.
- Promote plastic recycling to reduce fossil fuel content of residual waste to help reduce carbon emissions from the energy from waste plants.

Support

- Assist local authorities to communicate service changes because of legislation such as 'Simpler Recycling'

Motivate

- Continue to thank and praise residents for their waste prevention, reuse and recycling efforts.
- Further work in partnership to ensure that all waste communications are consistent and clear across Devon & Torbay such as communicating consistent messages on recycling and how items are to be presented for collection.
- Investigate how to further increase accessibility for Recycle Devon communications.

Engagement

- Continue to work with SUEZ to promote Reuse, Repair and Upcycle events at Household Waste Recycling Centres.
- Increase one-to-one engagement where possible - it is vital that waste communicators engage with residents on a one-to-one basis to retain a high level of understanding of attitudes and needs.
- Increase Recycle Devon social media following.
- Support and promote Clean Devon activities.
- Support and promote Devon Community Action Group activities.

Innovation

Investigate and utilise new communication opportunities to connect with hard-to-reach groups.

Evaluate

Market Research is used to survey a sample representation of people across Devon and Torbay. The research provides valuable quantitative data on brand recall, campaign awareness and consumer attitudes/motivations for waste prevention and recycling behavioural change. It is proposed that the research is conducted during October 2025.

All campaign activities are monitored and evaluated via during and post campaign reports, social media reach/engagement, sessions/engagement on campaign related web pages, campaign participation and number of event visitors.

Proposed expenditure 2025/26	Estimate
Countywide and Local Authority specific campaigns to support strategic targets as detailed above.	£29,000
Recycledevon.org annual hosting fee	£850
Recycledevon.org Search Engine Optimisation fee.	£2,550
Online continuous creative development	£1,600
Monitoring and evaluation research	£7,000
Total	£41,000