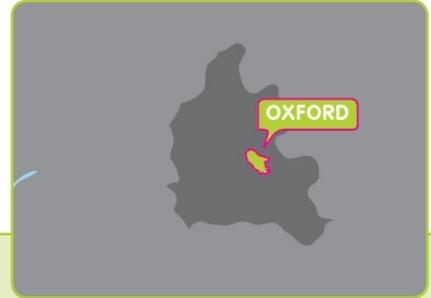


## Oxford City Council



### February 2016

The MetalMatters campaign in partnership with Oxford City Council was launched in February 2016, and targeted 67,000 households over a 12 week period.

With a budget of £14,250, the campaign resulted in an increased capture of 400 tonnes per year of aluminium and steel packaging from the kerbside, an increase of more than 30 per cent.

The extra revenue generated resulted in the cost of the campaign being paid back in just 1.7 months.

### KEY FACTS

Number of households:	67,000
Recycling service:	Alternate weekly comingled wheeled bin
Programme cost:	£14,087
Total cost per household:	21p
Additional value generated:	£100,384* £1.50 per household
Return on investment:	1.7 months

### METAL CAPTURE RATE

Pre campaign:	18.5%
Metals capture rate increase:	24.5%
Additional metals captured:	32.4%

\*Additional income generated does not include £40,154 Landfill saving @£100/tonne

\* ROI including Landfill saving is 1.2 months



[www.oxford.gov.uk](http://www.oxford.gov.uk)



# MetalMatters



[www.metalmatters.org.uk/case-studies](http://www.metalmatters.org.uk/case-studies)

## Overview

The MetalMatters campaign in Oxford, jointly funded by Oxford City Council and the industry partnership Alupro, reached all 67,000 households across the city. Each home received two directly mailed leaflets, which informed and reminded residents about recycling metal packaging.

Additional communications activities selected from the MetalMatters communications 'toolkit' reinforced the message, and many of the template materials remained in use long after the end of the eight week campaign period.

The MetalMatters campaign supported Oxford City Council's existing kerbside recycling programme, driving an increase in the recovery of metal packaging and other recyclables.

Recycling Officer Maria Warner said: "Alupro provided advice and support at all stages, making the whole campaign hassle-free and cost-effective. The uplift in metal packaging collected at the kerbside was really impressive and shows what can be achieved with a targeted approach."

"The MetalMatters 'toolkit' made the campaign very easy to plan and implement, with leaflet and literature templates, artwork for vehicle livery and pull-up stands for roadshows, and content for editorial and social media activity. With a budget of just 21 pence per household we are able to deliver an effective campaign that has genuine legacy."



## The Campaign

**Launched in February 2016, the MetalMatters campaign in Oxford consisted of:**

- Two directly addressed leaflet drops, six weeks apart;
- A launch event and press release;
- A display in the town hall in the heart of the City;
- Signage panels on kerbside collection vehicles;
- Billboard and bus stop signage;
- Roadshow activities;
- MetalMatters page on council websites; and
- Social media activity.

The message to residents was "make your metals matter", as council officers took to the streets to engage people in the metals recycling story. Pre-designed template materials gave the campaign a professional look and feel, and encouraged residents to recycle all the metal packaging from their homes throughout the year.

Residents weren't always aware that their used metal packaging, if recycled, would be transformed into new valuable everyday items. The "transformation" leaflets, along with new signage for the council's waste collection vehicles, reiterated the message to encourage people to recycle more.

"What I particularly liked about the MetalMatters campaign is the message that, once put out for recycling, household metal packaging can be transformed into a wide range of new items – including high value products. It's a very positive message and really helps capture people's imaginations."

Maria Warner, Recycling Officer at Oxford City Council

# Programme Results

During the six months following the launch of the MetalMatters campaign in Oxford, total kerbside recycling tonnages increased by 3 per cent. At the same time, the tonnage of metal packaging recovered at the kerbside increased by over 32 per cent.

Since Oxford has large student and tourist populations, the legacy of the campaign has been very important in terms of communicating the message to new-comers. The vehicle signage has been retained by the Council and is used on collection vehicles in rotation with other campaigns. The pull-up banners, leaflets and social media messaging are also suitable for using again and again, and the MetalMatters information page has been retained on the Council website.

Maria Warner added: "The recycling team in Oxford Council visits around 60 schools a year, and we continue to take the MetalMatters campaign materials with us. I can say it definitely has a long lasting legacy and excellent return on investment."

After the MetalMatters campaign, the Council partnered again with Alupro to deliver the 'Leave your Cap on' campaign to encourage recycling of aluminium caps and closures on glass bottles, which again included free template materials, information and social media messaging.

METAL CAPTURE			
Capture Rate (kg/hh/annum)	Pre	Post	Change
<b>Alu &amp; Fe</b>	18.5	24.5	32.4%

KERBSIDE RECYCLING			
Capture Rate (kg/hh/annum)	Pre	Post	Change
<b>Commingled Recycling</b>	190.5	195.5	3%

Data provided by Oxford City Council, Enstone MRF and Crayford MRF



## Future plans, summary and conclusions

Overall, the recycling performance of Oxford City is continuing to rise, demonstrating that there is still untapped recyclable material in the residual waste stream. "The communications campaigns definitely help boost participation and capture rates of the different materials," said Warner.

The MetalMatters campaign is part-funded by the MetalMatters industry partnership, comprised of businesses and organisations within the metal packaging manufacturing and recycling industry and leading brand owners.

Warner was pleased to be able to get funded support. "It's important that other parts of the industry, particularly the packaging organisations, contribute towards boosting recycling rates," she said. "All local authorities should take advantage of what's on offer."

### Links:

For more information  
[www.MetalMatters.org.uk](http://www.MetalMatters.org.uk)  
[www.everycancounts.co.uk](http://www.everycancounts.co.uk)

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## About MetalMatters

MetalMatters was developed and is funded by the metal packaging manufacturing industry, reproprocessors and fillers. The programme works in partnership with local authorities and their waste collection partners to promote metal packaging recycling, and thereby improve capture rates for metal packaging at the kerbside. The MetalMatters programme is supported by WRAP.

MetalMatters is being managed on behalf of the funding partners by the Aluminium Packaging Recycling Organisation (Alupro).

For details of MetalMatters campaigns and case studies visit [www.metalmatters.org.uk](http://www.metalmatters.org.uk)

### METALMATTERS FUNDING PARTNERS

(AT 1ST MARCH 2017)

#### INDUSTRY ORGANISATIONS:



#### METAL PACKAGING REPROCESSORS



#### FOIL CONTAINER MANUFACTURERS



#### HOUSEHOLD FOIL MANUFACTURERS



#### METAL PACKAGING CONTAINER MANUFACTURERS



#### PACKER/FILLERS



#### PACKAGING COMPLIANCE SCHEME



# MetalMatters

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