

## East Devon District Council

East Devon is arguably one of the most attractive areas of the county, the majority of the area is a designated Area of Outstanding Natural Beauty and the Jurassic coastline is a UNESCO world heritage site.

The MetalMatters campaign in partnership with East Devon District Council and Suez recycling and recovery UK, was launched in September 2018. The campaign targeted 69,000 households over a 12 week period with a budget of £16,087.

The programme resulted in an increased capture of 123 tonnes per year of aluminium and steel packaging from the kerbside, an increase of more than 20 per cent.

The extra revenue generated resulted in the cost of the campaign being paid back in just 4.7 months.



### KEY FACTS

Number of households:	69,000
Recycling service:	Weekly kerbside sort system for recyclables
Programme cost:	£16,087
Total cost per household:	23p
Additional value generated:	£29,079* 60p per household
Return on investment:	4.7 months**

\*Additional income generated does not include £12,314 disposal saving @£100/tonne

\*\*ROI includes disposal saving @100/tonne



"Alupro provided advice and support at all stages, making the whole programme 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."

"Alupro's toolkit made the campaign very easy to implement, with leaflet and literature templates, social media content and pull-up stands for roadshows. With a budget of just 23 pence per household we are able to deliver an effective campaign that has genuine legacy."

Gareth Bourton, Recycling & Waste Manager,  
East Devon District Council



# MetalMatters

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



## Overview

The MetalMatters campaign in East Devon, delivered in partnership between East Devon District Council, Suez recycling and recovery UK and Alupro, reached all 69,000 households in the District. Each home received two directly mailed leaflets, which informed and reminded residents about recycling metal packaging.

Additional communications activities selected from Alupro's toolkit reinforced the message, and many of the template materials were still in use long after the end of the campaign. As a mainly rural area with some new housing development and a significant retired population, we had to ensure the communication tools used would be effective for the majority of residents.

The MetalMatters programme supported East Devon District Council's kerbside recycling programme, driving an increase in the recovery of metal packaging and other recyclables.

## The Campaign

Launched in September 2018, the MetalMatters campaign in East Devon consisted of:

- Two directly addressed leaflet drops, six weeks apart
- A launch event and press release
- Displays and banners in council owned buildings
- Roadshow activities;
- School visits by MetalMatters to promote and educate the benefits of metal packaging recycling
- MetalMatters page on council websites; and
- Social media activity

The message to residents was "make your metals matter, as council officers attended various roadshow events 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.



## Programme Results

### RESULTS FROM 12 MONTHS PRE & POST CAMPAIGN

#### METALS

Yield Rate (kg/hh/annum)	Pre	Post	Change
Alu Cans	2.4	2.7	16.3%
Fe Cans	5.9	7.2	22.6%
<b>Total</b>	<b>8.2</b>	<b>9.9</b>	<b>20.8%</b>

#### KERBSIDE RECYCLING

Yield Rate (kg/hh/annum)	Pre	Post	Change
<b>Kerbside Recycling</b>	<b>309.4</b>	<b>301.2</b>	<b>-3%</b>

## Summary and Conclusions

The data analysed suggests that there was a significant increase in metal yields following the campaign this is against a background of a slight decline in total kerbside recycling yield.

## About MetalMatters

MetalMatters was developed and is funded by the metal packaging manufacturing industry, reprocessors 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 12TH MAY 2020)

#### INDUSTRY ORGANISATIONS:



#### METAL PACKAGING REPROCESSORS



#### FOIL CONTAINER MANUFACTURERS



#### HOUSEHOLD FOIL MANUFACTURERS



#### METAL PACKAGING CONTAINER MANUFACTURERS



#### PACKER/FILLERS



#### PACKAGING COMPLIANCE SCHEME



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