

SUCCESS | HAVERING STORY | COUNCIL

HAVERING COUNCIL GAINS PUBLIC ADOPTION OF RECYCLING PROGRAM

SITUATION

In the face of budget cuts, Havering Council was challenged with increasing adoption of recycling programs.

The Havering Council plays an important role in the lives of each London resident, offering citizen resources and services in the areas of tax, building control and planning, business, education, environment, housing, employment, licensing, and waste/recycling management.

Like many public sector organisations, Havering Council recently faced significant budget cuts. In fact, over a period of four years, the Council had to contend with a £40 million funding gap, and is currently working with a further £60 million worth of cuts – a third of its budget. Because of this, the Council had to find unique ways to reduce overhead, while maintaining its high-quality service.

To this end, Havering Council set forth to promote a recycling campaign – Green Bins – to support fiscal and environmental goals associated with waste and recycling management. The programme consisted of this: for an annual charge, residents were loaned a 240-litre green-wheeled bin or sold a roll of 50 compostable garden waste sacks. The Green Bin waste was collected each week and sent to process.

The campaign focused on encouraging existing residents of the Green Bin waste collection service to renew contracts.

The high-level goals of the campaign were as follows:

1. Encourage online renewal, thereby promoting channel shift and reducing Council costs.
2. Generate an income flow to Havering Council through renewal fees.
3. Reduce overall costs associated with collecting Green Bins.



ABOUT

The London Borough of Havering is a local government authority of Havering, found within greater London, England. The agency offers assistance and resources for benefits and tax, building control and planning, business, education, environment, housing, employment, licensing, and waste and recycling management. For more information visit havering.gov.uk.

4. Raise the profile of the green waste collection service and encourage more residents to use it.

The Havering Council brought on GovDelivery to support the campaign goals through digital communications. Through the strategic vision of GovDelivery and the Borough, the partnership led a successful multi-channel digital campaign.

SOLUTION

Leveraging digital channels to make a fiscal impact and improve the programme's profile.

Tasked with the goals of generating more revenue, reducing overall cost, and raising the profile of the Green Bin recycling programme, GovDelivery and the Havering Council created a multi-channel digital strategy.

Four primary channels were used – web content, social media, email, and a telephone system – covering a five-week period.



SOLUTION

The strategy included the following tactics:

1. Develop a relevant web page, now found at www.havering.gov.uk/ReduceWaste
2. Create a unique logo to brand the campaign.
3. Send an email every fortnight to inform and engage subscribers.
4. Include information in the monthly 'Cleaner Havering' email update.
5. Include information in the monthly email 'At the Heart' directed to housing tenants.
6. Encourage the 3,000 Borough employees to renew through weekly staff emails.
7. Create 'act now' emails for former Green Bin contract holders reminding them that they would lose the service if they did not renew (executed in later stage of campaign).
8. Send supporting social media messages to encourage residents to visit the web page.

Additionally, the Havering Council integrated digital marketing best practices, using calls to action to encourage residents to sign up in the "My Account" area on the Council's website. The Borough also used targeted messaging to create urgency to sign up for the programme before the April deadline. Clean and simple design was used with web-friendly content to make the user experience straightforward.

Havering Council employees were also on call to answer questions about the campaign through the IVR telephone system.

Every email was delivered through GovDelivery, providing built-in automation, customisation, tracking, and analytics technology. In using the platform, the Havering Council was able to send targeted and action-based messaging to drive audience behaviour, which led to the "Green Bin" campaign's success.



RESULTS

Through multi-channel marketing, the Council met its campaign goals.

The Havering Council reached and exceeded each campaign goal through strategic digital communication efforts. More than 90 percent of residents renewed the Green Bins by April 2015. Additionally, by March 2015 there were 17,943 Green Bin renewals, an increase of 375 percent. (The previous year saw 4,683 renewals.) During the past year, the number of subscribers to the Borough's emails has risen from 2,296 to 55,530.

The goal of driving automation was also

successful. Ninety eight percent of renewals used the self-service option. Another side benefit of the campaign was gaining a large number of new registrants, which totalled 20 times the normal volume.

The Green Waste campaign doubled the number of households registered for "My Account" in one month, which provides the Havering Council with contact information for other communications.

The success is 100 percent attributed to digital strategies, as there was no other promotional effort in place.

375% INCREASE IN BIN RENEWAL IN 2015

20X INCREASE IN NEW ACCOUNT REGISTRATIONS

"With the help of Govdelivery, we reach out to more than 55,000 people, keeping them informed on the things they want to know about... The exponential rate of subscription shows it's working, while giving the Council a cost-effective way of engaging with residents".

SUNITA PATEL
EXTERNAL RELATIONS MANAGER FOR
HAVERING COUNCIL



2015 WINNER
DIGITAL STRATEGY
& IMPACT AWARDS

ABOUT GOVDELIVERY

GovDelivery empowers government to create better lives for more people. More than 1,000 organisations worldwide use the GovDelivery platform and network to inform and engage over 90 million people. GovDelivery is the only digital marketing platform built exclusively for public sector organisations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.