

# WASTEWARE - OPPORTUNI

No.	Opportunity to see or hear	Quarter One (June)
	Face to Face	
1	School workshops & plays	308
2	College presentations	16
3	Community Talks	25
4	Road Shows, Summer Fairs & Events	6775
5	Street Scene Forum	
6	Cub Scouts & Brownie talks	22
7	World Environment Week & Other National Events	860
8	Meetings	40
9	Open Days	
10	Flat/Ward Walk-about Advice	
11	Visit by "Waste Advisors"	181
12	Nappuchino events	
13	Nappy Stalls	
14	Council - Reception TV	2250
15	Visitors to Council Reception promotions	
16	Council Inductions	
17	Christmas Treee Recycling Events	
18	Radio Advertisments	
<b>Merchandise /Leaflets/Press Coverage/Other</b>		
19	Direct mailing	169
20	Leaflets - Composter	586
21	Leaflets - Composting for all	209
22	Leaflets - Other WRAP composting	
23	Leaflets - LFHW	775
24	Leaflets - LFHW Recipe Cards	90
25	Leaflets - Nappy Information Pack A4	120
26	Leaflets - Nappy Cashback A5	108
27	Leaflets - HWRC	58
28	Leaflets - Not Specified	391
29	Leaflets - Kids A4	60
30	Leaflets - WEEE	
31	Leaflets - Re-use	300
32	Leaflets - Recycle glass	134
33	Leaflets - Plastic	245
34	Leaflets - When it comes to waste know your options	10
35	Leaflets - Ever wondered how materials are recycled	56
36	Leaflets - What do you see....	
37	Leaflets - Hazardous waste	
38	Leaflet - Environmental Roadmap	

39	Leaflet - Tips for Green Christmas 2009	
40	Leaflet - New Green Waste (delivered with caddies)	
41	Recycling Information Sheet	
42	Reduce, Re-use, Recycle Booklet	35
43	Council & Staff Magazines	108350
44	Horizons	
45	Service Leaflets	83685
46	Leaflet - Kitchen Caddy	
47	Bin Hangers/Stickers	62
48	Glass CD	1
49	Merchandise - Seeds	232
50	Merchandise - LFHW Clips	902
51	Merchandise - LFHW Thermometers	441
52	Merchandise - LFHW Spagetti measures	486
53	Merchandise - LFHW Rice Scoops	
54	LFHW franked on outgoing mail	
55	Merchandise - Cotton/Jute Bags	473
56	Merchandise - Pens	117
57	Merchandise - Pencils	167
58	Merchandise - Rulers	40
59	Merchandise - Bottle Opener	18
60	Merchandise - Fridge Magnet	15
61	Merchandise - Trolley coin keyring	
62	Merchandise - Wheeled Bin Sharpener	11
63	Merchandise - Tyre Notebook	
64	Merchandise - Butt boxes	
65	Merchandise - Bookmarks	
66	Merchandise - Non specified	395
67	Recycling Calendars Households & Flats	7
68	Local Press "Free" Articles/Press Releases	417401
69	Local Press Bought Advertisements	170000
70	Number of hits on Council/WA websites	10354
71	New web page/web update	
72	Canopy Advert	1
73	Freighter Advert	40
74	Text messages to young people	150
75	Automated Voice Messages	100
76	Council/WA posters	
77	Bus Stop Advertisements	
78	Bin Posters	
79	No Junk Mail - Sticker	
80	Advent calendar	
81	Christmas Posters	
82	Surveys	219
	<b>TOTALS...</b>	<b>807,490</b>

NB - Commenced in this format 1st June 2009

# TIES TO SEE & HEAR - 2009/10

Quarter Two (July-Sept)	Quarter Three (Oct-Dec)	Quarter Four (Jan-March '10)	TOTALS
1072	2023	8033	11436
	230	165	411
150	170	80	425
46910	15649	3528	72862
	8	8	16
20	55		97
500	600		1960
72	77		189
327			327
45	102		147
458	277	426	1342
8			8
107	6	15	128
8050	6750	6750	23800
		4800	4800
60	1		61
		2300	2300
1564200	15784200		17348400
3457	107998	53063	164687
884	501	25122	27093
331	182	10	732
80			80
4945	894	912	7526
7181	4196	11958	23425
3156	8		3284
3313	61	20	3502
871	99	196	1224
650	4533	2520	8094
75	233	232	600
5			5
308	30		638
125			259
272	30		547
27	312	5	354
66	310	47	479
1	42	3	46
3			3
36	187	190	413

	3160		3160
		6000	6000
1		9	10
3257	99		3391
133550	182550	245323	669773
465009		930018	1395027
47590	2330	40298	173903
	150		150
212	137685	63072	201031
1	2	4	8
764	175	1611	2782
3155	1360	50	5467
428	175		1044
816	300		1602
	324		324
18500	27500	30010	76010
3797	1028	530	5828
424	327	196	1064
563	396	224	1350
69	50	51	210
5	20		43
105			120
100	37		137
53	5	10	79
1	128		129
	108		108
79			79
395	80		870
34000	73415		107422
2567033	4465864	2272950	9723248
214024	374884	335437	1094345
57907	116936	112334	297531
	2811	5	2816
10000			10001
			40
			150
			100
	4	37	41
		10	10
		6	6
56			56
	41		41
	1235		1235
764	5100	32000	38083
<b>5,210,423</b>	<b>21,328,043</b>	<b>4,190,568</b>	<b>31,536,524</b>

# WASTEAWARE - OPPORTUNITIES TO SEE & HEAR - 2010/11

No.	Opportunity to see or hear	Quarter One (April - June)	Quarter Two (July-Sept.)	Quarter Three (Oct.-Dec.)	Quarter Four (Jan-March '11)	TOTALS
	Face to Face					
1	School workshops & plays	771	835			1606
2	School assemblies / talks (primary)	840	60			900
3	School activities	120				120
4	School litter picks	20				20
5	Community Talks	348	215			563
6	Road Shows, Summer Fairs & Events	11935	8047			19982
7	Cub Scouts, Girl Guides & Brownie talks	85	10			95
8	World Environment Week & Other National Events	450				450
9	Street Scene Forums	8	202			210
10	County Show	30200				30200
11	Agrivert Official Opening		50			50
12	Visit by "Waste Advisors"	337	613			950
13	Nappuchino events	142	12			154
14	Nappy Stalls	510	10			520
15	Council - Reception TV	12750	6750			19500
16	Council Inductions		5			5
17	Compost giveaway events	515				515
18	Kitchen Caddy Give Away Events	1575	70			1645
19	Christmas Treee Recycling Events					0
20	Radio Coverage	500000				500000
<b>Merchandise /Leaflets/Press Coverage/Other</b>						
21	Direct mailing	32069	2769			34838
22	Leaflets - Composter Offer	987	100			1087
23	Leaflets - Composting for all	365	40			405
24	Leaflets - Composting five easy steps....		87			87
25	Leaflets - Other WRAP composting	450	31			481
26	Leaflets - Kitchen Caddies	1475				1475
27	Leaflets - LFHW	270	170			440
28	Leaflets - LFHW Recipe Cards	861	101			962
29	Leaflets - Nappy Information Pack A4	354	95			449
30	Leaflets - Nappy Cashback A5	446	124			570
31	Leaflets - HWRC	75				75
32	Leaflets - Not Specified	405	1044			1449
33	Leaflets - Kids A4	572	190			762
34	Leaflets - Re-use top tips & How to.... Cards	2905	1015			3920
35	Leaflets - Reuse FRN	105				105
36	Leaflets - Recycle glass	105				105
37	Leaflets - Plastic	60				60
38	Leaflets - Batteries	115	1			116
39	Leaflets - When it comes to waste know your options	95				95
40	Leaflets - Ever wondered how materials are recycled	160	1450			1610
41	Leaflets - What do you see....	100	20			120
42	Leaflet - Environmental Roadmap	301	140			441
43	Leaflet - Tips for Green Christmas					0
44	Leaflet - New Green Waste (delivered with caddies)	40	37552			37592
45	Leaflet - Recycler County Show	450				450
46	Reduce, Re-use, Recycle Booklet	110	14			124
47	Council & Staff Magazines	235050	149980			385030
48	Horizons					0
49	Service Leaflets	361	78045			78406
50	Bin Hangers/Stickers	1876	525			2401
51	Merchandise - Seeds	1011	290			1301
52	Merchandise - LFHW Clips	687	360			1047
53	Merchandise - LFHW Thermometers	10	10			20
54	Merchandise - LFHW Spagetti measures	116	65			181
55	Merchandise - LFHW Rice Scoops	170	90			260
56	LFHW franked on outgoing mail	25008	17013			42021
57	Merchandise - Cotton/Jute Bags	1662	282			1944
58	Merchandise - Pens	1171	502			1673
59	Merchandise - Pencils	730	692			1422
60	Merchandise - Rulers	202	115			317
61	Merchandise - Bottle Opener Key Rings	95				95
62	Merchandise - Bin Fridge Magnet	55				55
63	Merchandise - Compost Magnets	10	192			202
64	Merchandise - Wheeled Bin Sharpener	63	5			68
65	Merchandise - Butt boxes	18	149			167
66	Bags of Copmpost	60				60
67	Local Press "Free" Articles/Press Releases	2220652	2423124			4643776
68	Local Press Bought Advertisements	211402	180000			391402
69	Number of hits on Council/WA websites	156390	155397			311787
70	New web page/web update	3	8			11
71	Freighter Advert	16				16
72	Council/WA posters	2	3			5
73	Bus Stop Advertisements	22				22
74	Tomra Ads (Tesco's Recycling Centres)	14	24			38
75	Posters - A3 Real Nappy	92				92
76	Posters - A3 Reuse	126				126
77	Posters - A3 Keep Britain Tidy - World Cup Issue		40			40
78	Keep Britain Tidy World Cup Car Stickers		50			50
79	Children's Environmental Promises	117				117
80	Battery Recycling Boxes	56	13			69
81	Beer Mat Distribution		35000			35000
82	Surveys	32369	205			32574
<b>TOTALS...</b>		<b>3,493,097</b>	<b>3,104,001</b>			<b>6,597,098</b>

## WASTEWARE - OPPORTUNITIES TO SEE & HEAR - 2011/12

No.	Opportunity to see or hear	Quarter One	Quarter Two	Quarter Three	Quarter Four	TOTALS
	Face to Face	(April - June)	(July-Sept.)*	(Oct-Dec)	(Jan-March '12)	
1	School workshops & plays	650	215			865
2	School assemblies / talks (primary)	100	90			190
3	Waterdale HWRC Tour		66			66
4	Ward Walks		77			77
5	Litter picks	225				225
6	Community Talks	120	52			172
7	College Talks	300				300
8	Open Days		12			12
9	IT/SDA Takeback	300	1397			1697
10	Road Shows, Summer Fairs & Events	31732	4507			36239
11	Cub Scouts, Girl Guides & Brownie talks					0
12	World Environment Week & Other National Events	10000				10000
13	Street Scene Forums	20				20
14	Hatfield House Country Show		13000			13000
15	Visit by "Waste Advisors"	162	244			406
16	Nappuchino events	12				12
17	Nappy Stalls					0
18	Council - Reception TV	6750	4500			11250
19	Compost giveaway events	650				650
20	Kitchen Caddy Give Away Events					0
21	Christmas Tree Recycling Events					0
22	Radio Coverage	224360	20000			244360
<b>Merchandise /Leaflets/Press Coverage/Other</b>						
23	Direct mailing	32096	31820			63916
1	Leaflets - Composter Offer	65	97			162
24	Leaflets - Composting for all	95	35			130
2	Leaflets - Composting five easy steps....	10	16			26
25	Leaflets - Other WRAP composting	10	16			26
3	Leaflets - Kitchen Caddies	420				420
26	Leaflets - LFHW	244	44			288
4	Leaflets - LFHW Recipe Cards	320	20			340
27	Leaflet - Watford food waste (NEW)	980				980
5	Leaflets - Nappy Information Pack A4	100	86			186
28	Leaflets - Nappy Cashback A5	235	112			347
6	Leaflets - HWRC		10			10
29	Leaflets - Not Specified	975	1230			2205
7	Leaflets - Kids A4	20	80			100
30	Leaflets - Re-use top tips & How to.... Cards		236			236
8	CD - Composting (NEW)		15			15
31	Leaflets - Packaging Unwrapped (NEW)		100			100
9	Leaflets - Batteries	5				5
32	Leaflets - When it comes to waste know your options	20				20
10	Leaflets - Ever wondered how materials are recycled	5	75			80
33	Leaflets - What do you see....	22				22
11	Leaflet - How is your Waste Recycled ?	130				130
34	Leaflet - Environmental Roadmap / Recycling Guide	40				40
12	Leaflet - IT Takeback flyer		180			180
35	Leaflet - ERP Battery Recycling (NEW)	25				25
13	Leaflet - ERP SDA & LDA Recycling (NEW)	25				25
36	Reduce, Re-use, Recycle Booklet	6	10			16
14	Council & Staff Magazines	242050	96050			338100
37	Horizons		464000			464000
15	Service Leaflets	103900	246			104146
38	Recycling Information Sheet	15				15
16	Riversmead Housing Assn - Hits on Website	4800	4800			9600
39	Bin Hangers/Stickers	90794	50223			141017
17	Merchandise - Seeds	380				380
40	Merchandise - LFHW Clips	335	695			1030
18	Merchandise - Not specified	8500	50			8550
41	Merchandise - LFHW Spagetti measures	50				50
19	WA franked on outgoing mail	25017	28022			53039
42	Merchandise - Cotton/Jute Bags	233	3			236
20	Merchandise - Pens	735	592			1327
43	Merchandise - Pencils	215	552			767
21	Merchandise - Rulers	115	155			270
44	Merchandise - Bottle Opener Key Rings	5	35			40
22	Merchandise - Bin Fridge Magnet	20				20
45	Merchandise - Ice Scrapper	52				52
23	Merchandise - Tyre Notepad	67				67
46	Merchandise - Watford Fuzzy animal stickers (NEW)	20				20
24	Merchandise - Wheeled Bin Sharpener	30	5			35
47	Merchandise - Butt boxes		50			50
25	Larger Wheeled Bins		326			326
48	Kitchen Caddies	50	150			200
26	Bags of Copmpost	490				490
49	Local Press "Free" Articles/Press Releases	1664656	1423252			3087908
27	Local Press Bought Advertisments	208706	342574			551280
50	Number of hits on Council/WA websites	893214	566364			1459578
28	Web Updates		23			23
51	New followers on Twitter (NEW)	15	61			76
29	Number of people receiving retweets(NEW)		18825			18825
52	Council/WA facebook hits	7376	11053			18429
30	2011 Calendar	2				2
53	Freighter Advert	48	48			96
31	Online news items (NEW)	16800	16800			33600
54	Advan LFHW campaign (NEW)	102324				102324
32	Advan Bluetooth LFHW messages (NEW)	10799				10799
55	Bus Back Advertisments /ERP/Apple SDA Event	15				15
33	Tomra Ads (Tesco's Recycling Centres)	3				3
56	Posters - A3 Real Nappy	1				1
34	Battery Recycling Boxes		1			1
57	Council Posters		149			149
35	Station Adverts /ERP/Apple SDA Event	2				2
58	Beer Mat Distribution		20000			20000
36	Environmental Promise Tree - Pledges (NEW)		94			94
59	Surveys	234				234
<b>TOTALS</b>		<b>3,693,297</b>	<b>3,123,540</b>	<b>0</b>	<b>0</b>	<b>6,816,837</b>

\* Incomplete data

## WASTEAWARE - OPPORTUNITI

Year	Quarter One (April - June)	Quarter Two (July-Sept.)
2010/11	3,493,097	3,104,001
2011/12	3,693,297	3,123,540
Difference	200,200	19,539

## IES TO SEE & HEAR - SUMMARY

<b>Quarter Three (Oct.-Dec.)</b>	<b>Quarter Four (Jan-March '11)</b>	<b>TOTALS</b>
4,318,195	2,855,841	13,771,134
		6,816,837
		219,739