

Issued: Tuesday 19 January 2016

WRAP, M&S and MetalMatters supports KRP communications with grants totalling £110,694

The Kent Resource Partnership (KRP) has won funding of £70,694 from WRAP's 'Increasing Communications through Local Authorities' fund, and a further £40,000 from private sector organisations.

The WRAP money will be used to support important communications to over 300,000 households in six council areas – Dartford, Gravesham, Sevenoaks, Swale, Thanet and Tonbridge and Malling. Using its additional private sector funding, the KRP will ensure the same important communications can go to householders in the other six areas – Ashford, Canterbury, Dover, Maidstone, Shepway and Tunbridge Wells.

The bulk of the funding will be used to encourage householders to recycle more plastics and metal packaging. Social media, vehicle liveries, display materials, website banners and other channels will be used to get messages across based on WRAP's newly refreshed 'Recycle Now' branding.

The main channel will be delivery of leaflets on plastics recycling in January 2016 and MetalMatters in February/March 2016.

Linda Crichton, Head of Resource Management at WRAP said, *'WRAP is supporting the Kent Resource Partnership as part of our 'Increasing communications through local authorities fund' which we announced earlier this year. We're pleased to be working with the KRP to raise awareness of the recycling campaign and to help residents understand more about recycling and their local kerbside collection.'*

'Metal Matters' Campaign

The MetalMatters industry partnership is committing £30k towards a second 'Metal Matters' campaign, which will run across the whole of Kent in February/March 2016. This is the first area in the UK to receive a second wave of communications activity following a campaign with the KRP in 2012.

Rick Hindley, Alupro Chief Executive Officer said, *'We are looking forward to assessing the impact of running a second MetalMatters campaign across an area, and are using this opportunity to refresh some of the Metal Matters campaign materials. We are confident our work in Kent will be as*

successful as the 2012 programme where an increase in metals recycling of 9% for the whole of the county was recorded and campaign costs were recovered within five months.'

Marks and Spencer plc

Marks and Spencer plc is committing £10k towards the production and delivery of the leaflets on plastics recycling. Every leaflet will have the M&S logo and a message encouraging residents to use councils' recycling services.

Kevin Vyse, M&S Primary Foods Packaging Technologist said, *'Marks and Spencer plc is delighted to continue our productive relationship with the KRP with this funding commitment. Working together we can communicate effectively with Kent residents to highlight the opportunities to recycle plastics.'*

KRP Chairman

Welcoming all three funding commitments, **Cllr Rory Love, KRP Chairman** said, *'The Kent Resource Partnership values highly our relationship with WRAP, and we are delighted to be supported financially by Marks and Spencer plc and Alupro. This is possible only because of the KRP's track record of solid project delivery and our achievement of results. This investment of over £110k in communicating with Kent householders will help make a positive impact on the environment'*

End

Editors Notes

1. The Kent Resource Partnership is the unique, multi-award winning waste resource partnership including all 12 of Kent's district/borough councils and Kent County Council.
2. Any details relating to WRAP's support for the Kent campaign are available from Jackie Bailey, Consumer Engagement Project Manager at WRAP on 01295 817873.
3. Details about the 'MetalMatters' programme are available at <http://metalmatters.org.uk/> or speak to Diana Caldwell, Marketing & Communications Manager, Alupro on 01527 597757.
4. Details about Marks and Spencer plc's commitment to recycling are available by speaking to Kevin Vyse, Primary Foods Packaging Technologist on 0208 718 1601.
5. To contact the KRP, please email Paul Vanston at paul.vanston@kentrp.org.uk or by speaking on 01732 227127.