

## Warwickshire Waste Partnership - 14 June 2011

### Using the Results of the 2010 Waste Study to Improve Recycling in Warwickshire

#### Report on behalf of the Officers Group

##### Summary

The report gives information on the communications planned to address the results of the Waste Composition Analysis. The analysis highlighted key materials which are still present in the residual waste despite their being a recycling or food waste collection in place. Different collection areas are focussing on different materials with an overall Slim Your Bin campaign planned for the autumn.

##### Recommendation

The Waste Partnership is asked to support the work going on to reduce the amount of food waste and recycling in the residual bin.

#### 1. Introduction

- 1.1 At the waste partnership meeting on 8<sup>th</sup> March a presentation was given on the results of the waste composition analysis carried out in summer 2010.
- 1.2 The results highlighted the following:-
  - (i) Capture rates for garden waste are good for all authorities
  - (ii) Food waste capture is low in areas with a collection scheme
  - (iii) Dry recyclables like paper, cardboard, plastics, cans and glass capture rates vary with the potential for greater capture of different materials in different collection authority areas.
- 1.3 A Communications meeting was held on 22 March where possible campaigns were discussed. Further Communications meetings are taking place. A draft strategy was agreed subject to the Partnership's support.

## 2. Overall Campaign

- 2.1 It was agreed that an overarching **Slim your Bin** campaign would be promoted across the County. This will allow for each district to promote materials that were high in the waste composition analysis.
- 2.2 The overall **Slim your Bin** campaign will use the social media Facebook and twitter and a recycle for Warwickshire newsletter email. Residents will be able to pledge on line to slim their bin. In return a waste reduction pack will be sent out to residents (electronically or hard copy). Residents signing up will be put into a prize draw (prize yet to be decided). The option of having an online pledge system is being explored subject to support from IT.

## 3. Food Waste

- 3.11 Food waste is seen as a key area for campaigns to focus for the next year.
- 3.12 To reduce food waste in the residual bins all areas are continuing to take part in the **Love Food Hate Waste** Campaign. Community engagement packs have been funded by the Love Food Hate Waste West Midlands Regional Campaign, which can be used by community groups to spread the message. A rolling calendar of press releases regarding food waste will be sent out over the year.
- 3.13 **Home Composting** will be promoted countywide through workshops including a free compost bin or reduced price green cone (these are able to accept all food waste). These workshops will be run by the Master Composters who can give on going support and a dedicated website Master Composters website will be set up so people can find their local Master Composter and ask questions. Warwickshire have a limited supply of green cones and residents will be able to purchase these for £25 (normally £69). Green Johannas are also being considered to be provided to residents at a reduced price.
- 3.2 SDC, RBC and WDC are working on a newspaper wrap around to be printed during Recycle Now week (20 June), including a pictorial guide of how to recycle food waste.
- 3.3 WDC are **promoting food waste** capture using a caddy giveaway and hopefully compostable promotion/giveaway. The compostable bag company will be able to set up a supplier network, so that residents will be able to easily buy the compostable bags.
- 3.4 SDC will promote **food waste collections** (joint initiative with waste collection contractor) summer 2011.
- 3.5 RBC are to roll out **bin labels** to cover the 'no food waste' on the green bins to ensure residents are clear that food waste should be placed in the green bins. RBC also looking into promoting compostable liners.
- 3.6 RBC will be installing livery onto **collection vehicles** to promote food waste being placed in the green bins.

- 3.7 NWBC will increase promotion of **home composting** and **green cones** to capture food waste.
- 3.8 NBBC are considering whether to include food waste collections in the new service in October 2011. If this goes ahead they will potentially provide a trial pack of liners and set up a supplier network.
- 3.9 NBBC are to promote **Love Food Hate Waste** within children centres.

#### 4. Glass

- 4.1 NWBC had a lower capture rate of glass and would like to promote glass recycling to residents. If funds were available this would be through some door knocking.
- 4.2 WDC carried out a trial of **separate collection of clear and coloured glass** at the kerbside – unfortunately the set up costs for vehicles and the depot did not make this feasible.

#### 5. Paper

- 5.1 **Junk Mail** can be reduced through promoting signing up to the Mailing Preference Service. The composition analysis showed that some leaflets, envelopes and glossy paper is not being recycled and some residents may be unsure of whether junk mail can be recycled. These promotions may help to reduce the amount being generated and thrown away.
- 5.2 NWBC had a lower capture rate of paper and would like to promote paper recycling to residents. If funds were available this would be through some door knocking.

#### 6. Cans and Foil

- 6.1 **Every can counts** have been working with all the collection authorities on promoting can recycling on the go. The campaign is funded by the can industry and have been able to support resources and staff for various road shows.
- 6.2 **Aerofoil** funding has been awarded to promote the recycling of aerosols and foil in the kerbside scheme. Bus advertising for a period of 4 weeks will be purchased along with banners for collection vehicles.
- 6.3 SDC are carrying out targeted **aerosol/aluminium recycling** promotion – June/July 2011.
- 6.4 WDC are focusing on the materials with low capture including **aerosols/foil**.
- 6.5 NBBC are currently planning an “**Every can counts**” campaign.
- 6.6 RBC are installing Recycling on the Go banks in the Town Centre and planning a launch event in association with the ‘Every Can Counts’ campaign.

## 7. WEEE (Waste Electrical and Electronic Equipment)

- 7.1 **WEEE Recycling** is now available at recycling banks in NBBC, NWBC, RBC and WDC and promotion of these banks will continue.
- 7.2 Stratford District are working with DHL to arrange some bring events for WEEE.
- 7.3 DHL are also providing a educational pack for schools from September 2011. This will give the schools the opportunity to look in more depth at WEEE recycling.
- 7.4 NBBC are running a kerbside collection of small WEEE from 3,000 households until September 2011.

## 8. Textiles

- 8.1 WDC are promoting **textile recycling** (supporting guide dogs for the blind).
- 8.2 RBC will be promoting a kerbside textile collection working in association with local community groups.

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### Background Papers

None

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