

## Warwickshire Waste Partnership

20<sup>th</sup> March 2019

### Behaviour Change Programme Update

#### Recommendations

- (1) The partners note the valuable waste communications activities going on across the county and the successes to date.
- (2) The partnership members promote the campaigns through the communication channels they have available.

#### 1.0 Introduction

- 1.1 The Warwickshire Municipal Waste Strategy contains commitments for partners to carry out behaviour change work to encourage householders to make less waste and reuse, recycle and compost more.
- 1.2 Warwickshire County Council households dispose of over 125,000 tonnes of residual waste every year. Composition analysis from September 2018 revealed that nearly half of the waste in an average Warwickshire residual waste bin could have been recycling using the kerbside recycling provision. So there is clearly much more that can be done as a partnership to encourage better recycling.
- 1.3 The county council has an award winning Waste Projects Team who run a number of initiatives aimed at reducing waste, increasing reuse and recycling and encouraging home composting. This team meets with representatives from the collection authorities quarterly to discuss and coordinate programmes of work and share good practice.
- 1.4 In 2018 elected member representatives on the Warwickshire Waste Partnership made a commitment to disseminate information on campaigns to the Warwickshire householders through their communications channels, such as parish newsletters, word of mouth and social media.

#### 2.0 Current campaigns

- 2.1 **Slim Your Bin** <https://warwickshire.slim-your-bin.com/>

Slim Your Bin teaches residents to recycle more and waste less in order to shed pounds from their rubbish bin. Each week 'dieters' receive emails on bin slimming themes: recycling more whilst reducing contamination; cutting down on food waste and minimising waste in general. Residents earn points for the activities they take part in. Every month individual 'dieters' who earn the most points will be given a £20 voucher. Once a year £650 is given to a charity or community project chosen

by residents and they can vote for the one they would like to win. Residents of Nuneaton and Bedworth nominated Myton Hospice who have received this year's donation.

Our current bin dieters number 800.

The project was discussed at the Partnership meeting in June. Following discussion and a commitment from elected members to promote the project widely, the original annual target of reaching 750 bin dieters this financial year was increased to 2000 by the following June. We are as yet a way away from achieving this. We had already committed to magazine adverts and promotional material production time into other projects. By the autumn we had produced a new business card size flyer and we were able to start getting the project into local magazines. The business cards are now being distributed throughout the county and we have seen an increase in sign-ups. Clean Up Britain have just started promoting the scheme in Leamington and we will have a press release going out as a result of the conference. This activity, coupled with the plastic project listed in section 4 should see the new target exceeded by the end of June.

## 2.2 **In to Win** [https://www.feedyourcaddy.co.uk/?page\\_id=40](https://www.feedyourcaddy.co.uk/?page_id=40)

Around a third of our residual rubbish is food waste. This campaign encourages households to recycle their food waste in their green bin (or home compost) by giving them the chance to win a £30 gift voucher in a monthly prize draw by pledging to recycle all food waste. We also promote kitchen caddy compostable liners through our contracted provider BioBag <https://www.biobag-uk.com/warks/>

We have 6000 households signed up to the In To Win campaign.  
We have sold 2280 rolls of liners to date.

Our approach to promoting recycling food waste in the kerbside bin has become more complex since Rugby and then Nuneaton and Bedworth have opted to charge for the kerbside garden waste service. The boroughs and county have worked together to ensure that websites and letters to residents make it clear that all food waste can still be recycled in the green bin. We are working with both boroughs to ensure that residents have access to information about home composting and the ability to buy subsidised bins easily and get assistance with home composting if needed.

## 2.3 **Home Composting** <https://www.warwickshire.gov.uk/composting>

In Warwickshire, residents have the opportunity to purchase a compost bin from HWRCs from £10 or if they attend a composting workshop they will receive a £5 discount voucher. Our volunteer Master Composters help raise public awareness of the benefits of composting, encouraging more people in Warwickshire to compost at home and helping those who already compost to do so more effectively.

Bin sales in past year 200  
Workshops in past year 8

## 2.4 **Love Food Hate Waste** <https://www.lovefoodhatewaste.com/>

Love Food Hate Waste aims to raise awareness of the many easy ways that we can all waste less food; saving households money, reducing the county's disposal costs and helping the environment. It focuses on planning in order to only buy the food that is needed and improved household practices that will ensure that all the food is eaten. A high proportion of our social media posts are about reducing food waste, tapping into the excellent campaign material provided free by WRAP.

Recent social media campaigns include #MakeToastNotWaste, #ChillTheFridgeOut and #ComplEATit

## 2.5 **Promoting waste minimisation in schools** <https://www.warwickshire.gov.uk/wasteeducation>

We lead Recycling and Composting Assemblies and Workshops for Primary Schools, including games, crafts and videos. We also coordinate waste free lunches and give advice to schools on recycling and composting. We also provide advice on improving internal waste management practices. In return for these sessions we ask that a flyer promoting our latest campaigns or offers are placed in all children's book bags to go home to parents.

In addition to school talks, we lead talks at WI groups, community groups and in council offices.

We have visited 12 schools so far this academic year and held 6 community talks.

## 2.6 **Stratford Food Waste Trial**

In 2017, three groups of 1000 households were selected for this trial to find out what intervention to capture more food waste for recycling is best value. The Alcester group received just information on food waste reduction and where to get useful equipment from, the Harbury group received this information plus two rolls of free compostable liners for a kitchen caddy, the Bidford group received the information, the liners and a free caddy. In January and February this year, one year on, we have surveyed residents. We will combine this data with the findings regarding waste reduction and take up of equipment and will report to the partnership on the project in June.

## 2.7 **Supporting Volunteer Groups**

This year we have been approached by or identified volunteer groups in the waste minimisation and street cleansing fields who we have given support to and linked together to strengthen their projects. Projects include: Litter picking groups in Leamington and Stratford, Repair Café in Leamington, Plastic Free and Refill in Leamington and Warwick, master composters across the county and reuse charities across the county. At the recent Partnership Waste conference, many of these groups were given a platform to share their inspirational stories. We have also linked into fledgling enterprises Reuseable for reducing single use plastics and Zero, a fill and weigh grocery.

## 3.0 **District and Borough Projects**

3.1 All district and boroughs put out social media posts to encourage recycling and reduce contamination. Activity is focussed around seasonal campaigns e.g. Easter or Christmas or focussed on national Recycle Now campaigns e.g. Recycle Week.

### 3.2 **North Warwickshire**

A trial of bags to collect paper and card to replace the ridged plastic inserts for in the kerbside recycling bin across 900 households did not show this method to be preferential so will not be an investment for the borough.

Promotion of the new bulky waste contractor, the charity Emmaus, who ensure that items are reused as far as possible instead of going to Energy from Waste.

### 3.3 **Nuneaton and Bedworth Borough Council**

Promotion of the new green waste subscription service included information about home composting on posters, postcards and via social media.

The team are now working with Warwickshire County Council to make sure home composting is promoted widely and bins for sale are easily accessible.

### 3.4 **Rugby Borough Council**

Produced yes and no lists of what can be recycled to go on green waste bin stickers from April 2019 and website promotes home composting.

Following best practice by procuring an app which advises subscribers which bin to put out when, what can be recycled and enables the reporting of missed bins and flytipping.

### 3.5 **Warwick District Council**

Clean Up Britain are active in the district. They have worked with street cleansing on removing chewing gum from the parade in Leamington. The council has committed budget to increasing litter bin collection by 100 collections a day and provision of 80 extra bins at strategic sites.

Suez and Tassimo carried out a trial of collecting coffee pods at two HWRCs, council offices and via freepost.

Work with the student population and landlords especially at the start and end of semesters. At the start of the academic year WDC sent 1900 postcards to properties, 450 letters to landlords, emails to all known addresses, plus events attended and 4 week social media campaign.

### 3.6 **Stratford District Council**

Recycle Right information is posted daily on Twitter.

Assessing the effectiveness of the 1200 reuseable bags given to residents of flats to encourage recycling and reduce contamination with mostly positive results.

Support for the food waste trial.

Support to Rubbish Friends litter picking group.

## 4.0 **Forthcoming campaigns and developments**

### 4.1 **Less Plastic, Fantastic!**

This year we will be launching a campaign which aims to help householders reduce plastic waste, in particular the reduction of single use plastic. All households will receive an invitation to join the campaign, with a prize incentive. The subscribers will receive step by step advice about how to reduce their single use plastic, using the Slim Your Bin platform to deliver this training and then the existing bin slimming advice, which will also assist with cutting down on plastic.

#### 4.2 **Focus on home composting in Nuneaton and Bedworth and Rugby**

The first of the Spring Home Composting Workshops takes place in March in Bedworth and will precede others in the Borough and across Warwickshire this spring.

Compost bin sales locations have been established at Nuneaton Town Hall and Bedworth Civic Hall. Eye catching displays have been created to alert householders that they can buy a cold compost bin direct from that location for £10. Further displays will be set up in public buildings like libraries and leisure centres to inform about home composting.

#### 4.3 **Composition Analysis Review**

Initial discussions about using the analysis findings to direct campaigns have taken place and we are targeting our social media messages as a result. More planning meetings will be held to discuss what further tasks can be carried out to address the materials still presenting in the residual bin instead of being recycled. Mosaic data will be used to target messages and communication methods.

#### 4.4 **Waste reduction and recycling roadshows**

These are being planned for supermarket locations, starting in Stratford. The team will promote the campaigns at a Climate Change event in Stratford in June.

The diary is also filling up with events in Leamington, with the Eco Week event in the Royal Priors, Leamington in March and EcoFest and the Peace Festival in Leamington in the spring.

#### 4.6 **Guide Dog Puppy**

We have sponsored another guide dog puppy through a contribution from proceeds from our HWRC textile recycling. The puppy was named through a Facebook poll and we will be following Frankie's progress in order to promote textile recycling at the HWRCs.

#### 4.7 **Holiday Hunger**

Last year we worked with our localities colleagues to deliver some work with families over the summer holidays. We spoke to families experiencing food poverty about planning meals, storing food and using leftovers. We are planning more of these sessions for this year, at least 6 over the summer holiday, with some new materials prepared for us by a work experience student.

#### 4.8 **Warwickshire Recycles Brand**

We aim for the Warwickshire Recycles Brand and in particular our team, social media platforms and our eNewsletter, to be the hub of all waste related activities in Warwickshire. Our aim is for the Partnership to have knowledge of all related activity across the county and be able to signpost individuals and groups to link up with one another and derive more value than with many different projects all working in isolation.

## 6.0 How to keep in touch

- 6.1 Sign up to our [eNewsletter](#) via GovDelivery which is sent to over 11000 recipients
- 6.2 Follow us on [Facebook](#) along with 1100 others
- 6.3 Follow us on [Twitter](#) along with 800 others
- 6.4 For more information on any of the campaigns, please contact the Waste Projects Team through [waste@warwickshire.gov.uk](mailto:waste@warwickshire.gov.uk) or on 01926 418088.

## Background Papers

- 1. None

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