



Recycle  
more...

Policy Development Group  
Wednesday 19 September 2018

# Introduction



Required to meet the EU's "Waste Framework Directive"  
- national 50% recycling target by 2020



NWL's rates have plateaued between 46.3% – 46.7%  
for the last 5 years



Apart from Leicester City, lowest recycling rate in Leicestershire  
– only 1% behind Melton Borough Council and ranked 127 out of  
350 local authorities



Generate more income from sales of recyclables

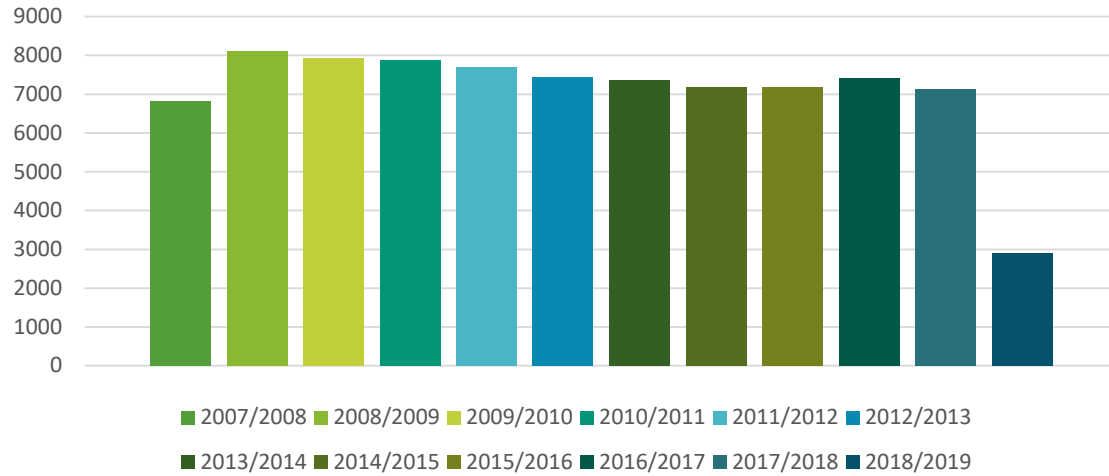


Less waste to landfill

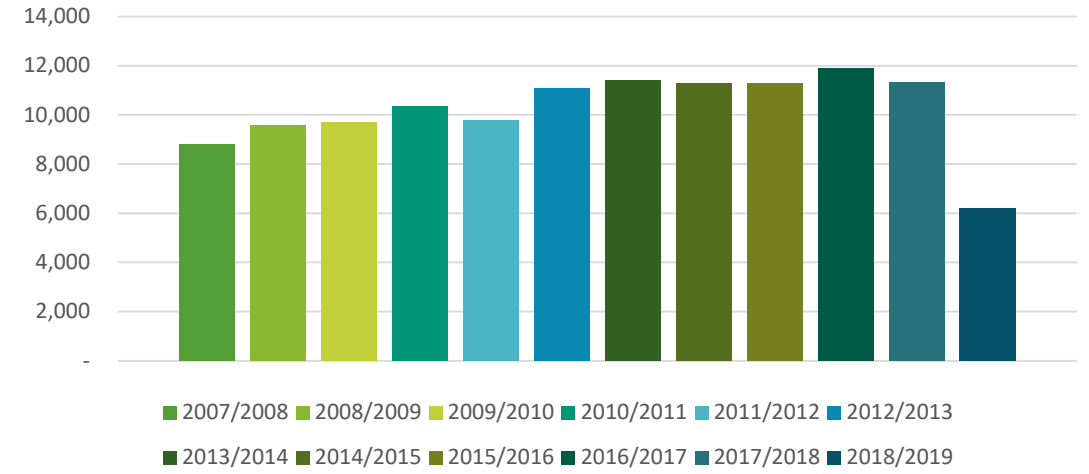


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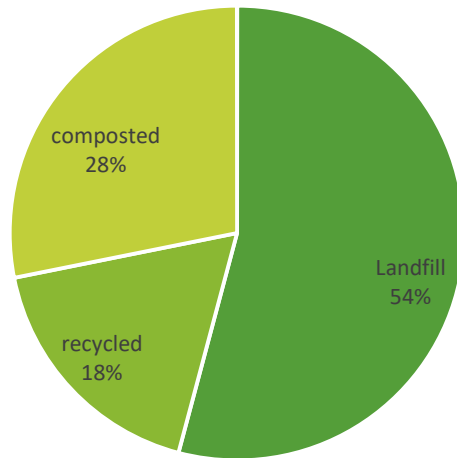
### Recycled



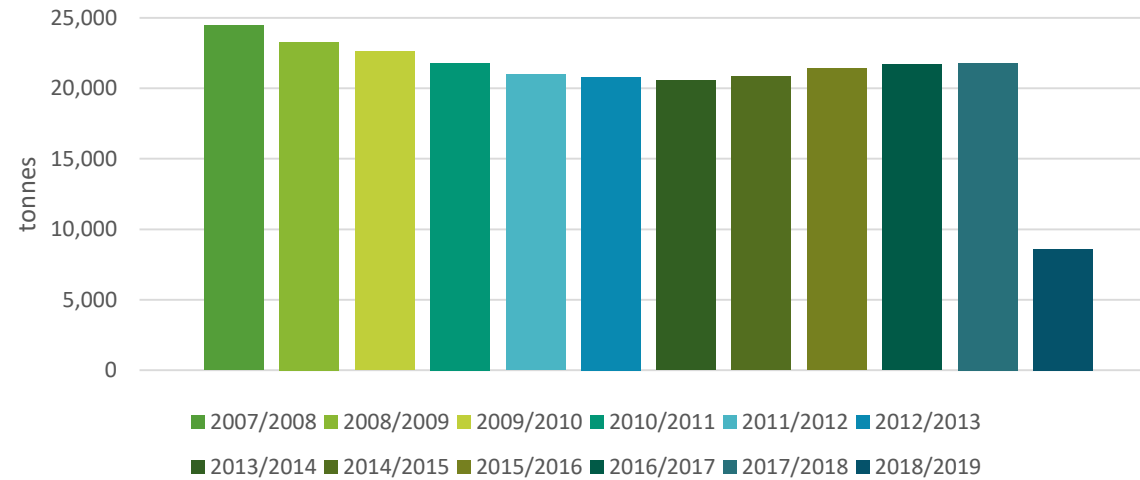
### Composted



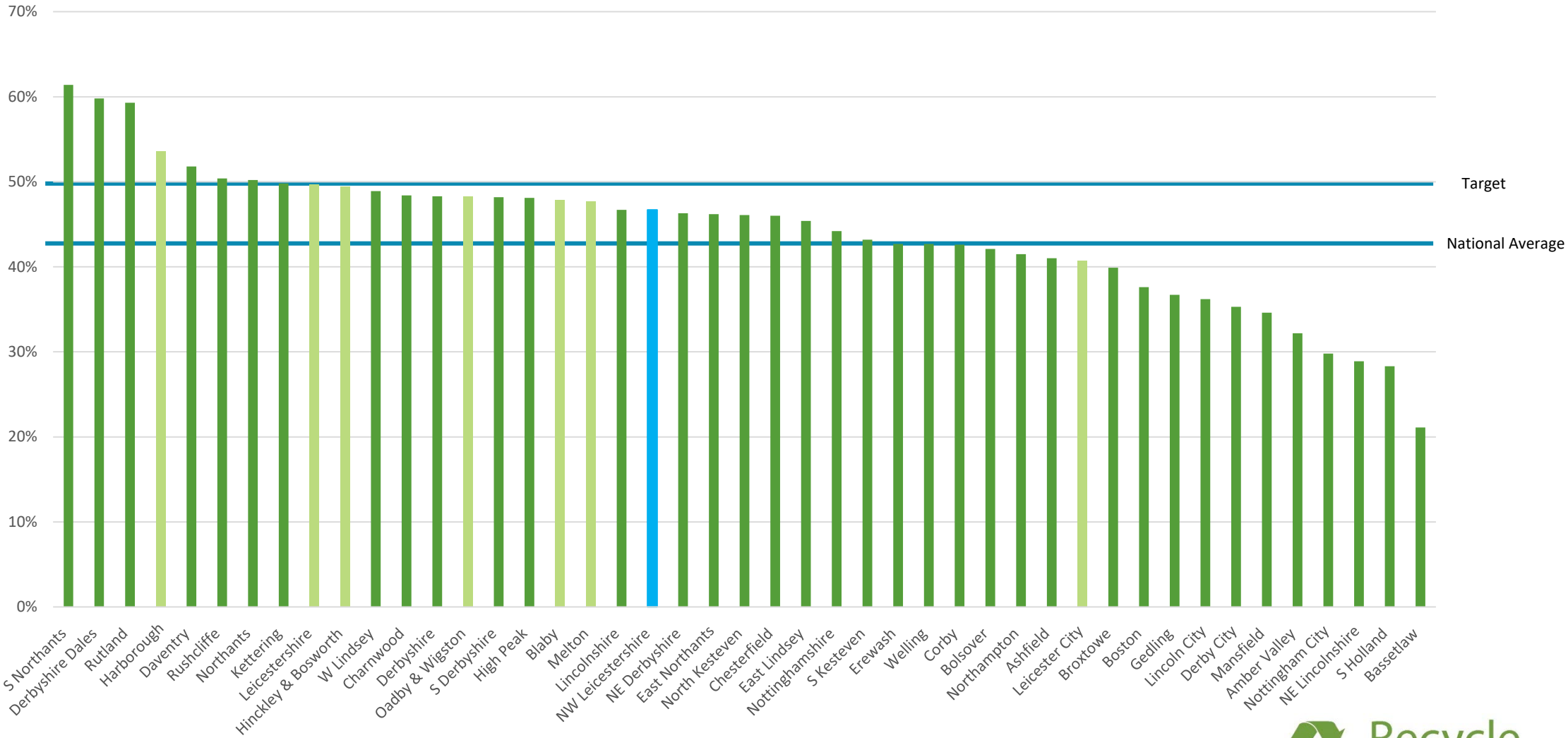
### 2017/18



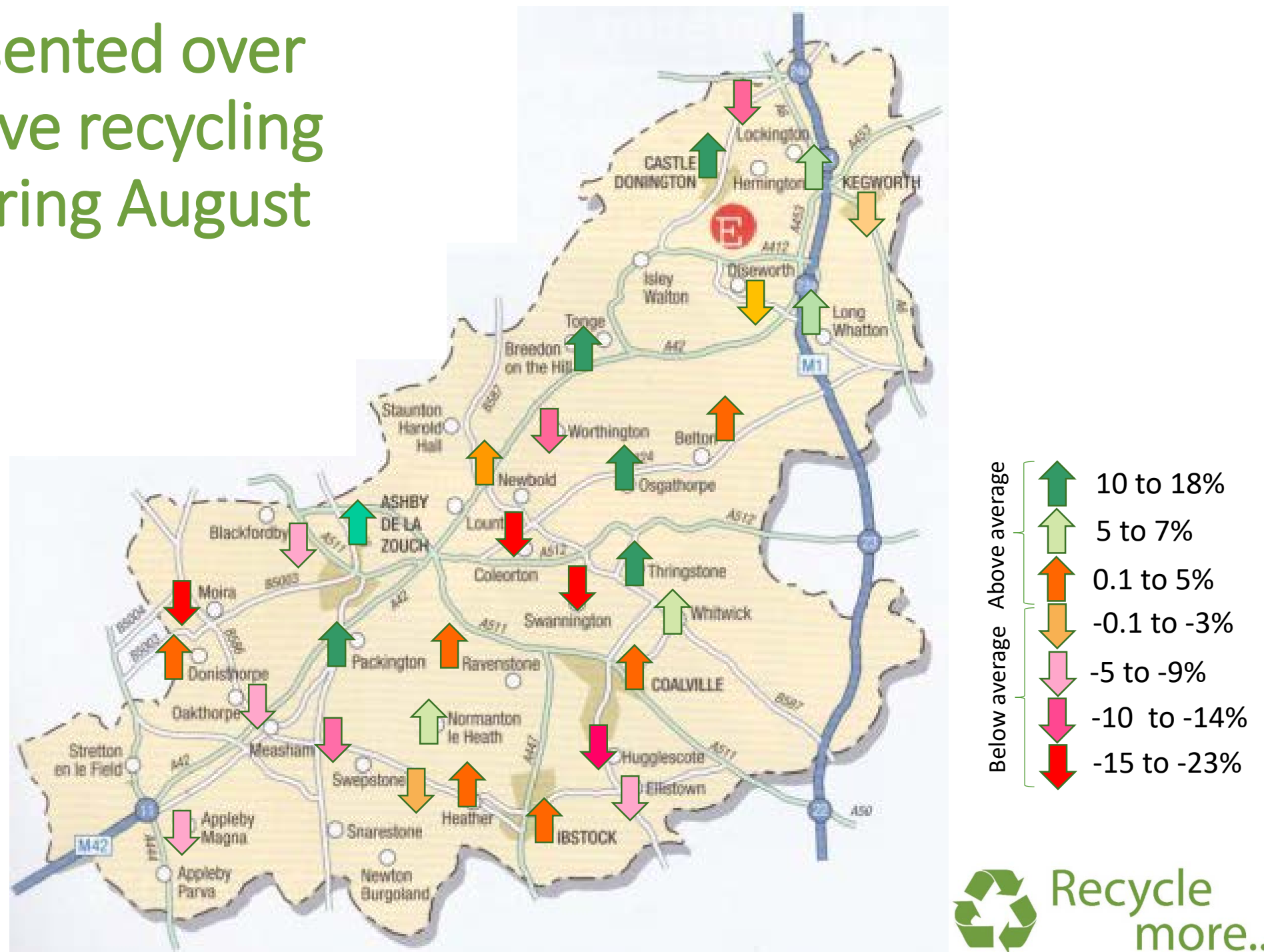
### Landfill



# East Midlands recycling figures 2016/17



# Recycling presented over two consecutive recycling collections during August 2018







# The national picture

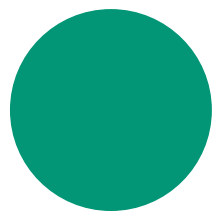
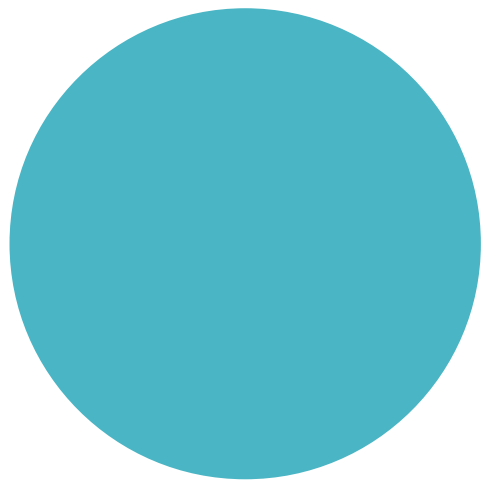
## Heightened awareness

- Blue Planet
- Bags for life
- Plastic straws

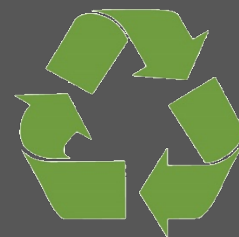
## Government Initiatives

- Develop a range of measures to encourage waste prevention and reuse
- Reduce the carbon impact of waste
- Increase recycling, working closely with businesses
- Higher packaging recovery targets for some key materials
- Support energy from waste
- Overcome the barriers to increase recycling
- Recognise and reward people/communities who reduce, reuse and recycle their waste
- Encourage councils to sign the new Recycling and Waste Services Commitment
- Improve the collection of waste from smaller businesses





# Action plan



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# Wider benefits





# Our initiatives



COLLECTION



INCREASE  
RECYCLING



COMMUNICATIONS



TARGETED  
INITIATIVES



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# Collection



Identification of barriers

Receptacles

Co-mingle vs separation

Food waste collection



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# Increase recycling



Education and awareness

Targeting campaigns

High level initiatives

Local level initiatives



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# Communications



Social media such as Twitter

Key messages on waste collection vehicles

Competitions and incentives

Ambassadors and champions

Staff surveys

Role of the crews



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# Targeted initiatives



Residents

Schools and colleges

Businesses

North West Leicestershire District Council



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Any questions...or please feel  
free to contact:

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