



Recycle  
more...

# The Plan

## An overview



Who can forget the images of Blue Planet II and the powerful messages the series conveyed about the impact that man is having on the planet? David Attenborough talks powerfully about the need for everyone to play their part. A straw here, a bag there. It may only be small but change can happen with everyone's help.

Waste costs. It costs the environment, it costs to dispose of. And yet much of it can be recycled, making a massive contribution to the use of the world's resources.

North West Leicestershire would like to set a target of household recycling of 50% by 2022.

Given all the examples of best practice and guidance from across the world, North West Leicestershire aspires to be the best it can at reducing the amount of waste which goes to landfill.

This requires us to follow the three Rs of recycling – REDUCE, REUSE and RECYCLE

Looking around the world there are some excellent large-scale recycling campaigns, as well as amazing examples of how just one or two people can make a difference.

Some countries have ambitious recycling targets. Wales aims to achieve zero waste by 2050 and is currently the second highest recycler of household waste in the world behind Germany. We need to aim to mirror their efforts.

Our Recycle more... plan is about how we can make steps to increase our recycling rate and reduce what goes to landfill. It sets out some of our initiatives to do this.



# Government strategy

In December 2018 the UK Government published a draft of its strategy 'Our Waste, Our Resources: A Strategy for England'. This is under consultation until May 2019.

The strategy:

*"Seeks to redress the balance in favour of the natural world. Our goal is to move to a more circular economy which keeps resources in use for longer. For that to happen, we must all reduce, reuse and recycle more than we do now."*

It aims to do that by

- Reducing the use of single-use plastics
- Making household recycling easier and clearer
- Reducing packaging and food waste
- Tackling more sustainable production
- Reducing waste crime
- Embracing innovation.



## Barriers to recycling

**There are many reasons why people do not recycle.**

At the moment 54% of waste collected from households in North West Leicestershire goes to landfill.

Recycling is very age-dependent. Primary school children are very conscious about recycling and the impact on the environment, and older people recycle well. But a national study done by Serco and Future Thinking in 2016 found there was a 30% gap between the amount that 16 – 34 year olds recycle and those over 75 years old. The study illustrates that millennials are significantly more confused than other age groups about what can and can't be recycled. We need to effectively target this age group using a wide variety of tools, including social media.

Recycle more... aims to remove or reduce the barriers to recycling.

Research shows that there are some common reasons for not recycling. According to WRAP these are:

- **Physical** – containers for collecting recycling are unsuitable, there is no space for storage, collections are unreliable, people have no way of getting to recycling sites
- **Behavioural** – people are too busy, they struggle with establishing a routine for sorting out recycling, they forget to put it out
- **Lack of knowledge** – not knowing what can be recycled, not understanding how their local recycling scheme works
- **Attitudes and perceptions** – not believing recycling is good for the environment, not wanting to sort waste, not feeling personally rewarded for recycling.

## Community consultation

In late 2018/early 2019, we asked residents in North West Leicestershire to complete an online survey for their views on recycling.

The responses we received tell us:

People are comfortable recycling plastics, aluminium cans, cardboard and glass

44% would like different recycling containers

People are confused about how to recycle textiles, Tetrapaks and tin foil

36% would like further information about what happens to recycling after it has been collected

Almost 70% of people would like to recycle their food waste

56% of residents are aware recycling is worth more when it is kept separate, 44% are not

54% of residents surveyed recycle everything they can, but 40% are unsure about what can be recycled

83% of residents would be willing to take part in any trials as part of Recycle more...

54% of residents would like clearer information regarding what can and can't be recycled

This knowledge has helped us to shape our Recycle more... Action Plan which sets out what we want to do in the next three years to help increase recycling and reduce landfill.

# Some of the big challenges

## On-the-go recycling

Being out and about means that you are more likely to use single-use items.

People use more coffee cups, sandwich wrappers and plastic bags than normal and they need to dispose of these items.

On-street recycling bins could be the answer to helping people recycle these things, but we have previously found levels of contamination with non-recyclable items has been very high. We have had to remove these bins in the past.

New solutions are needed to encourage people to recycle when they are out and about.

## Plastic-free communities

In December 2017 Penzance became the first place in the world to be given 'Plastic-free Community' status by the campaign group Surfers Against Sewage. Since that time a further 402 communities have joined them in achieving this accolade.

The Plastic-free Communities movement aims to change the way people think about plastic, encouraging councils, local businesses, schools and community groups to help drive that change.

The movement aims to reduce our reliance on single-use plastics; like straws, bottles, takeaway cups, bags, cutlery, condiment sachets, takeaway food boxes.

## Reduce, Reuse, Recycle

Some items are difficult to recycle because of the range of materials they contain.

New technology is regularly being deployed to minimise the impact that packaging and other items have on the environment. This includes edible cutlery, water bottles made from algae, recycling of crisp packets and toothpaste tubes amongst many other items.

There are a whole range of different things that can be set up in local communities:

- Community composting schemes
- Fixing bikes, sports equipment or furniture
- Community swap shops for clothes, books etc.
- Garden community swap shops
- Monthly car boot sales for unwanted items
- Real Junk Food Cafés



# What happens to your waste?

North West Leicestershire District Council (NWLDC) is responsible for collecting waste and recycling.

NWLDC also offers a commercial service for the collection of waste and recycling from businesses, with a 19% market share.

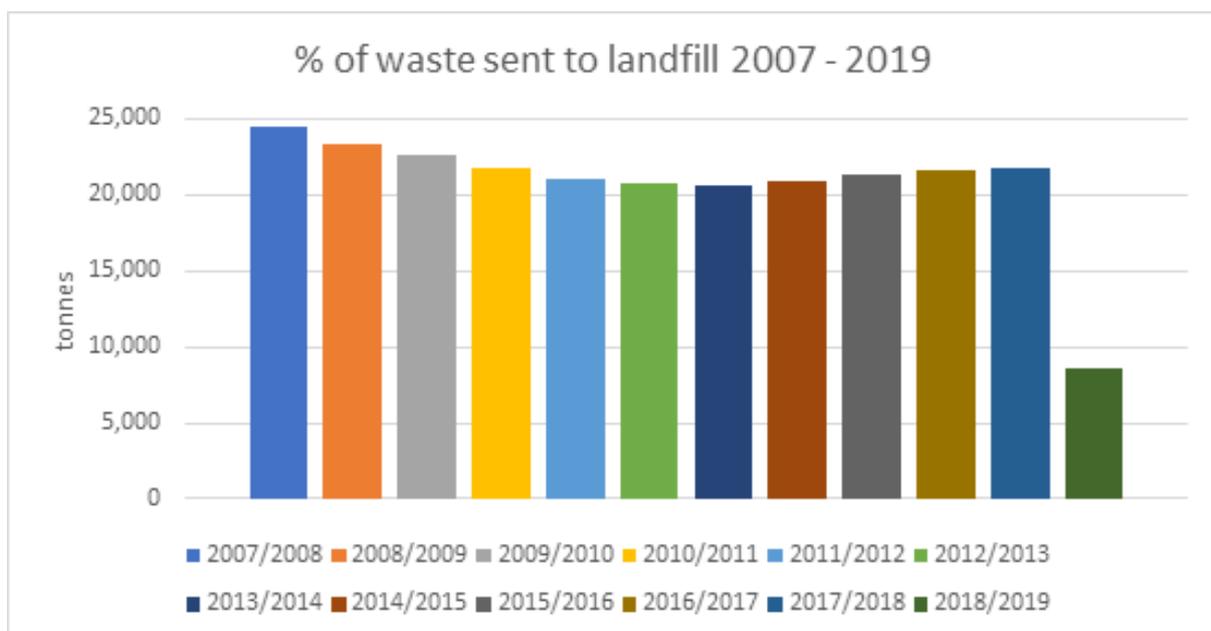
Leicestershire County Council (LCC) is responsible for re-use, treatment and the disposal of the recycling and waste that is collected.

LCC works closely with the seven district and borough councils in the county and Leicester City Council on the collection and disposal of waste and recycling.

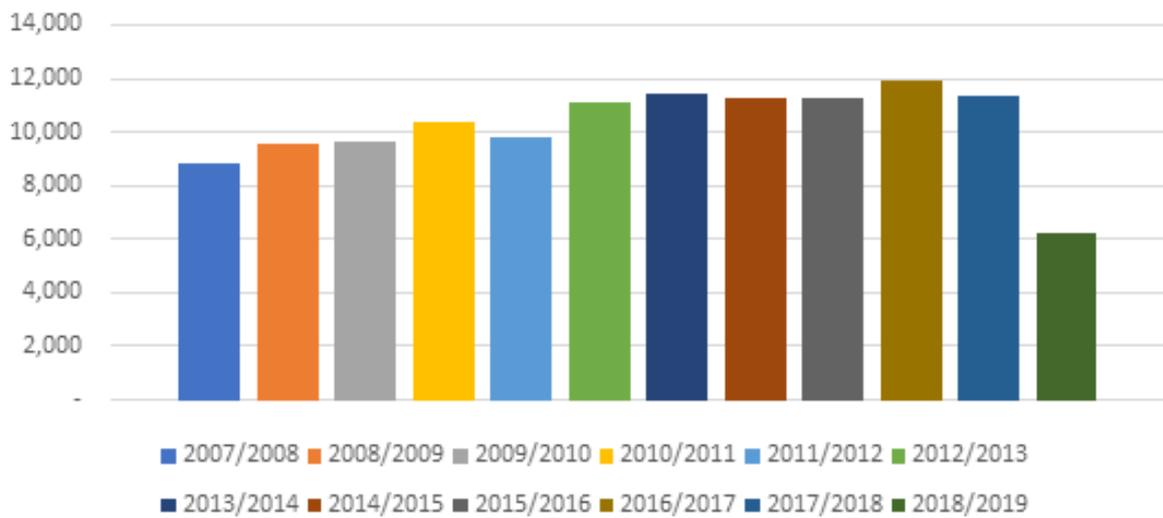
Recycling in NWLDC is slightly above the national average (45.7% in 2017), but is the second lowest in Leicestershire.

In 2016/17 NWLDC sent 21,000 tonnes of refuse to landfill – this has been increasing steadily since 2012/13, whilst the amount that is recycled has been dropping. Composting levels have stayed steady in recent years.

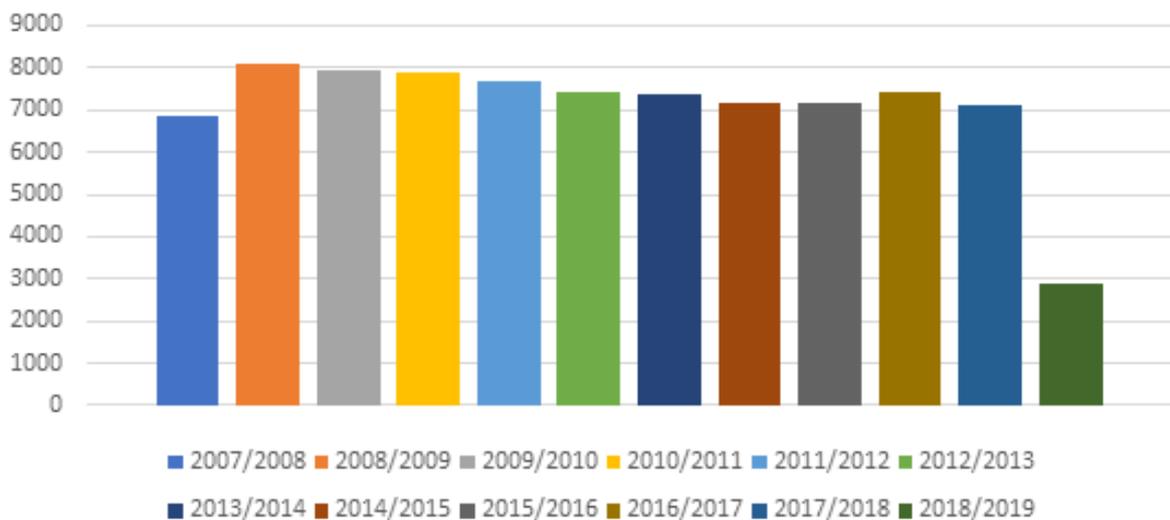
In September 2018 LCC carried out an analysis of waste generated by households in the district and it found that much of the waste is recyclable. It found 34% of the waste is food, therefore we'll be trialling food waste collections for households.



% of waste composted 2007 - 2019



% of household waste recycled 2007 - 2019



There are significant variations in recycling participation across North West Leicestershire:

The highest areas are:

1. Breedon on the Hill
2. Osgathorpe
3. Packington
4. Thringstone
5. Castle Donington

The lowest areas are:

1. Swannington
2. Peggs Green
3. Albert Village
4. Measham
5. Hugglescote

People in North West Leicestershire are required to sort their recycling at home.

Pre-sorting recycling has many benefits. It's safer for our crews who work hard in all weathers to collect recycling.

The high quality sorted recycling means NWLDC receives a higher price for it, generating around £500,000 income each year, which is invested back into council services.

We know some people it confusing and challenging to sort their recycling, with 40% of residents telling us in a recent survey that they were confused about what can and cannot be recycled.

We are reviewing the recycling containers currently provided to residents and carrying out trials on alternative options for the different kinds of recycling we collect.



# What we would like to do

We are looking at a number of initiatives to help improve our recycling rates:

- Review recycling containers provided to residents
- Reviewing the size of domestic waste bins, including those given to families using nappies
- Encouraging reuse of items that might otherwise go to landfill
- Encouraging textile recycling through local charities
- Introduction of household collection of batteries as part of the kerbside recycling collection service
- Developing partnerships with local charities to reduce the amount of bulky waste sent to landfill, which could have a second life and be re-used
- Introducing food waste collections
- Reviewing how our mini recycling sites are operated
- Increasing the number of rounds in response to increase housing
- Increasing our market share of the commercial waste and recycling collection we provide for businesses
- Reduce reliance on solid fuel heating in our council homes
- Improving collection and recycling rates from communal properties where there may be a higher than average number of people living with disabilities and mental health concerns, and a high turnover of residents
- Improving recycling where the main household language is not English



Improving recycling is everyone's responsibility. We need to look at ways we can work closer with key partners to encourage more people to become more closely engaged to recycle more.

We have identified a number of different partners who we can work with, including:

- Parish and town councils
- Leicestershire County Council
- Schools and colleges
- Resident recycling ambassadors and champions
- Local community and volunteer groups
- Local businesses
- Crews
- Council staff
- Housing associations
- Local charities

We have already started a pilot project within NWLDC to demonstrate best practice. Simple things like removing single-use plastic cups from water coolers and strategically locating new recycling bins can make a significant difference when recycling within an office environment.

We would like other workplaces to take similar action to recycle more.



## Action plan

Our action plan focuses on six key themes over the next three years to make sure everyone in North West Leicestershire can contribute to recycling more:

- Reducing black bin waste
- Food waste recycling
- Increasing recycling
- Employers and employees
- Changing hearts, minds and habits
- New homes, new residents

This is not the NWLDC plan - it is everyone's plan.



## Contact us

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