

# Recycle more... update

## Year one progress



### Project background:

- **Three year** plan to increase **household recycling** to **50%** by 2023
- **Fundamental** to developing the **shape and future** of the waste service
- Development was a key task within the 2018/19 **Council Delivery Plan**
- A key part of the council's ambition for it's operations to be **zero carbon** by **2030**
- Follows DEFRA's "**Our Waste, Our Resources: a Strategy for England**" published in December 2018.



# Six key themes



Recycle  
more...



Reducing black  
bin waste



Collection frequency  
Review sizes of black  
bins



Food waste  
recycling



Food waste collection



Increasing  
recycling



Textiles  
Recycling containers  
Mini recycling sites  
Batteries and mobile  
phones  
Bulky items  
Communal sites



Employers and  
employees



NWLDC  
Businesses  
Waste and recycling  
crews



Changing hearts,  
minds and habits



Community  
engagement  
Promoting kerbside  
recycling  
Promoting on-the-go  
recycling and reuse



Housing growth



New homes, new  
residents



# Recycle more... launch



Recycle  
more...



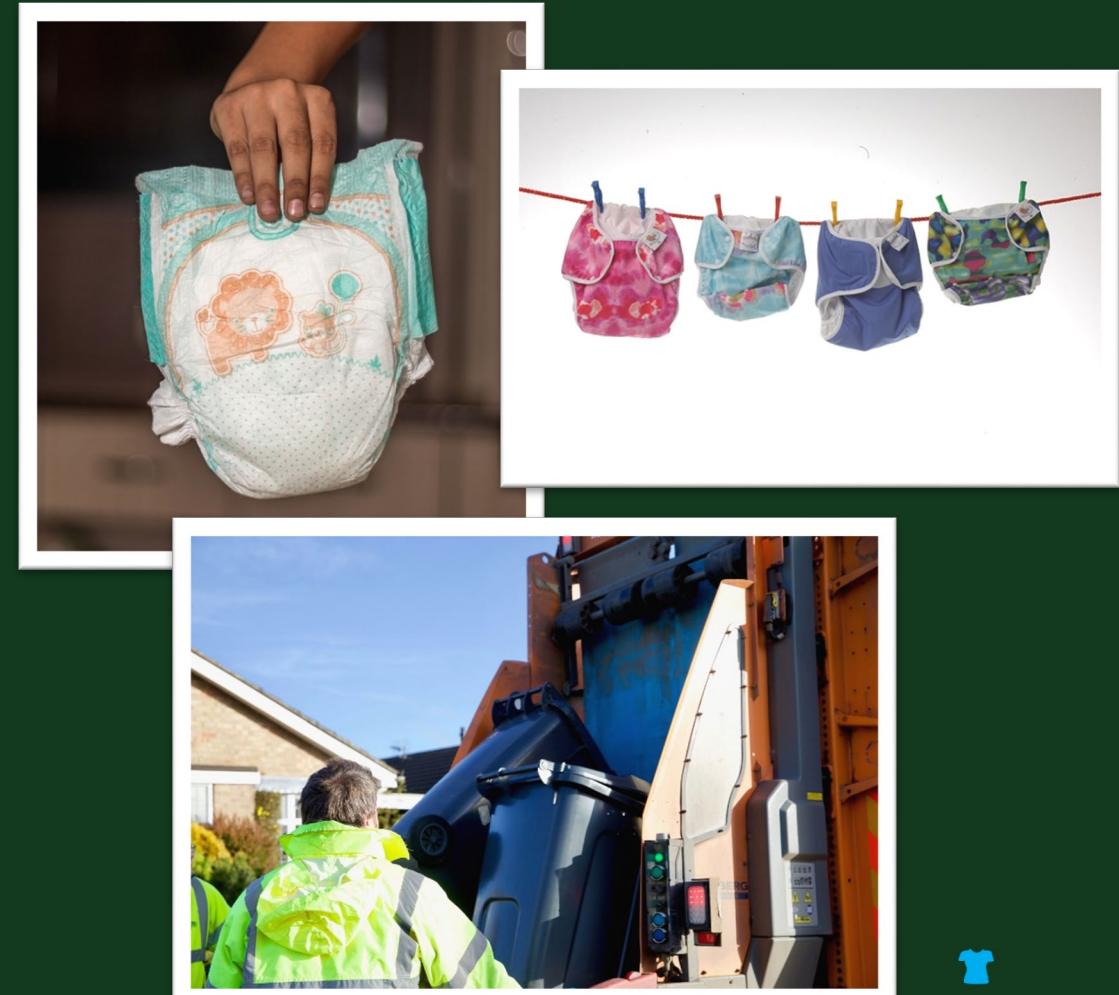
- ‘Recycle more...the tour’ launched the plan in August 2019
- Press launch attended by Cllr. Woodman, Cllr. Sewell and senior management
- 8 roadshows held across the district engaging with over 700 people, including residents, businesses, the MP and several councillors.



# Progress achieved: Reducing black bin waste



- Additional capacity for nappy disposal no longer offered
- Promotion of Leicestershire County Council's **reusable nappy scheme**
- Removal of additional black bin capacity for households currently receiving the service paused due to Covid-19. This will take place at an appropriate time when the pandemic has eased.





# Progress achieved: Food waste recycling

- Trial launched in November 2019 for **2000** households in parts of Measham and surrounding villages
- Over **40 tonnes** of food waste collected and recycled between November 2019 and March 2020. That's a CO<sub>2</sub> saving of 30.89 tonnes!
- **35.2% - 44.2%** participation rate – WRAP class this as 'average'
- Communication interventions still to take place.



*"I'm so pleased to be able to recycle more - the kids are enthusiastic about it too. I do hope the scheme gets taken further."*





# Progress achieved: Increasing recycling



Recycle  
more...



## Recycling trolley trial:

- Trial launched in October 2019 with **250** households
- Featured on BBC East Midlands Today, ITV News Central and in the local press
- **94%** of volunteers\* find it easier to put recycling out using the trolley
- **83%** of volunteers\* noticed a reduction in litter created by kerbside recycling.



\*out of 189 survey responses





# Progress achieved: Increasing recycling



Recycle  
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## Mini recycling sites review:

- Audit carried out in 2019
- Online consultations for residents, parish/town councils and members which closed on 31 January 2021
- **70%\*** would like to recycle **WEEE** at these sites
- **66%\*** would like to see more bring banks for **Tetra Paks**
- **57%\*** would like to recycle **plastic film and carrier bags**



\*Figures are out of 262 resident survey responses





# Progress achieved: Increasing recycling



Recycle  
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- Increased promotion of **textiles** recycling
- Kerbside collections of **batteries** and **mobile phones** introduced in December 2019. More than **2 tonnes** of batteries were collected and recycled in the first year.
- **Bulky waste collections** – partnership with the Marlene Reid Centre
- Exploring **reuse** of items collected on the bulky waste collection service





# Progress achieved: Employers and employees



Recycle  
more...



- Improved recycling facilities introduced at the council offices in 2019, including crisp packet recycling.
- Around **42,800** packets of crisps collected and **£214.44** raised for Alzheimer's Society through TerraCycle's crisp packet recycling scheme.
- **Single use** plastic cups removed from all water coolers at council offices and depot, replaced with **reusable beakers**
- Commercial recycling contract increase of **9.8%** for the year 2019/20
- Engagement with operational staff





# Progress achieved: Changing hearts, minds and habits

- **New recycling branding** on kerbside collection vehicles
- Regular **social media** posts and engagement focusing on reducing, reusing and recycling
- Tours, talks and visits (pre Covid-19) -
  - 7 recycling depot tours
  - 2 primary school assemblies
  - 2 sessions with Coalville Beavers
  - 4 community talks delivered
  - 6 events attended
- Competition held with local primary schools to name our recycling lorries. Over **300** entries were received!





# Progress achieved: Housing growth



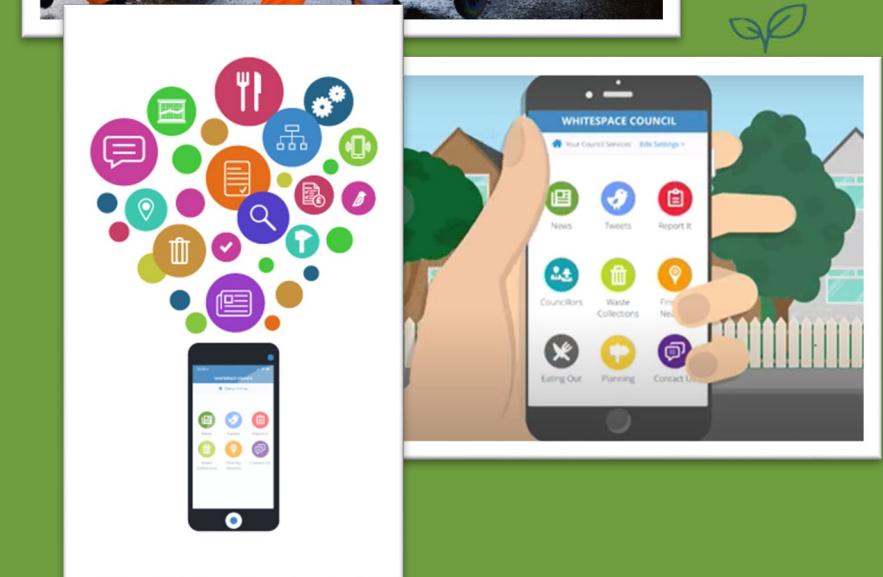
- Working with the Planning Team to make sure recycling is easy and convenient for residents on new developments
- Reduce the reliance upon bin collection points as they are not convenient for residents as they have to carry their recycling containers to a specific collection point
- Bin collection points are also problematic for the recycling collection crews as it makes it difficult to identify which house the containers belong to. This can cause issues when there is contamination e.g. broken glass in the red box, as the crew won't know which house to log this against so that residents can be made aware of the issue.





# Looking ahead...

- Focus on **year two** of Recycle more – second recycling trolley trial, review food waste collection trials, implement mini recycling site changes
- Exploration of a **£45** subscription service for **additional** garden waste bins
- Full and detailed **appraisal** of the garden waste collection service to be carried out during 2021/22, ready for Cabinet in Autumn 2021
- Introduce a **Waste Services App** – for waste collection dates, service updates (e.g. weather disruption), notification of new services and possibly other council services.



<https://www.youtube.com/watch?v=lofsCAjbRj8>