

Appendix B Phase one rationale - detailed analysis and approach

Background

The district has approximately 50,000 households and is split into four collection zones - North, East, South and West. The zoning provides a clear and efficient framework for operating waste and recycling collections. Within each zone, Waste Services operates a fortnightly collection schedule for residual waste, garden waste and recycling.

Rationale

It is proposed to introduce phase one of the new recycling container system to 12,829 households within the Wednesday collection zone, its geographical area is illustrated by the map below. The area is split into two collection weeks; week one and week two - each can be seen on pages two and three. The whole area encompasses Coalville, Whitwick, New Swannington, and a small proportion of Hugglescote and Thringstone. The accompanying [database](#) provides a list of all households in the collection zone.

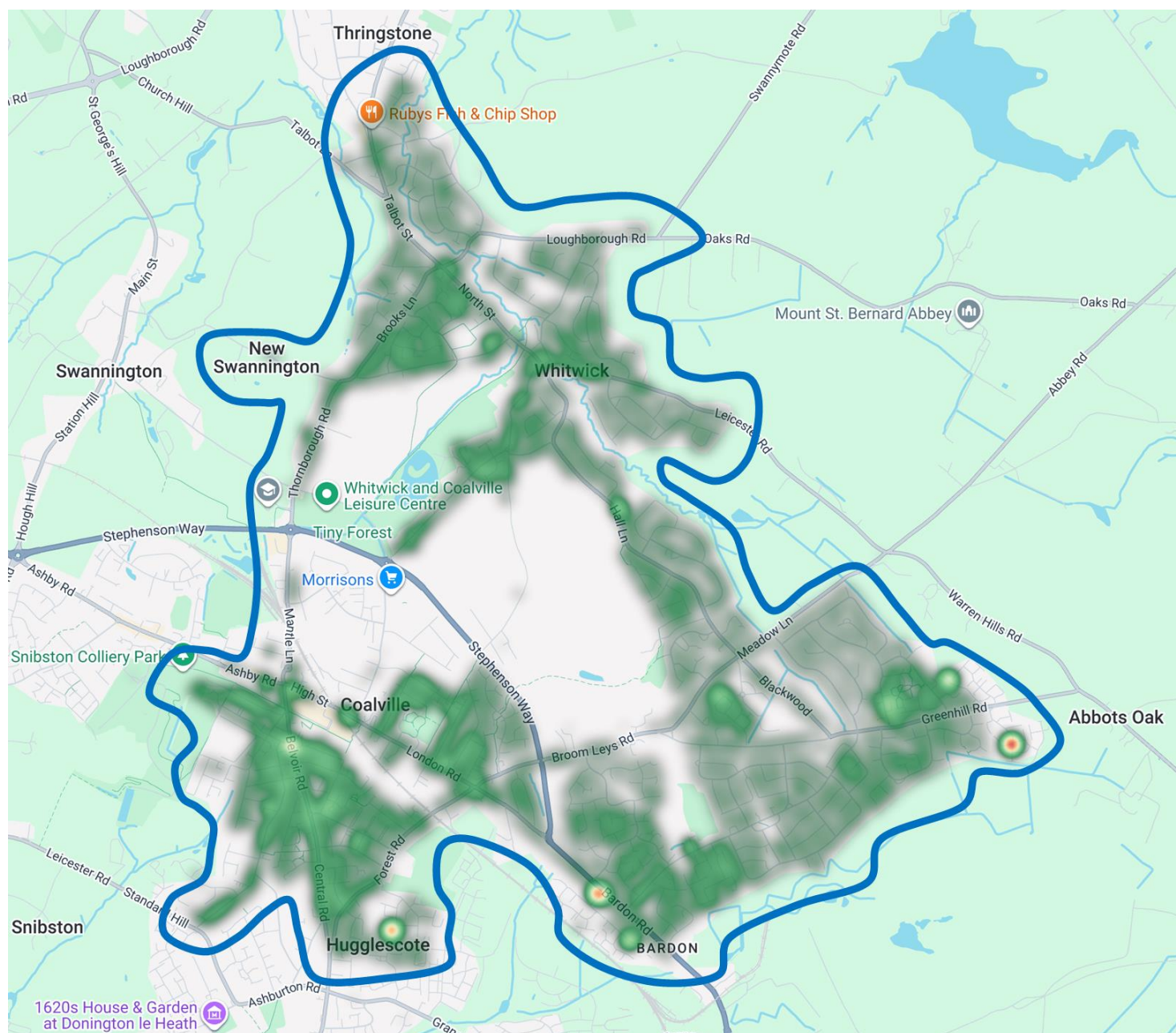


Image 1: Wednesday collection zone geographical area.

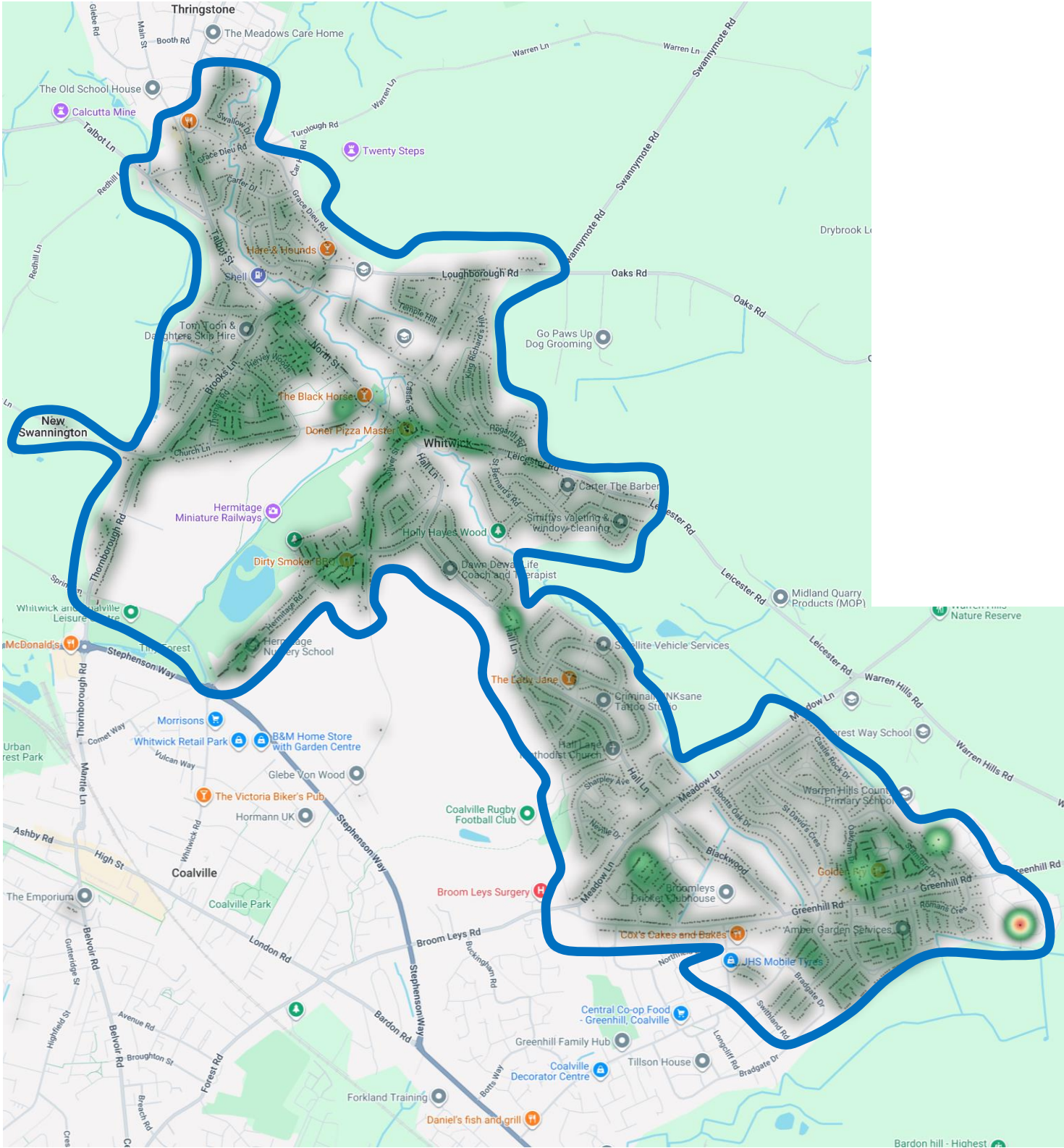


Image 2: Wednesday week one collection zone geographical area.

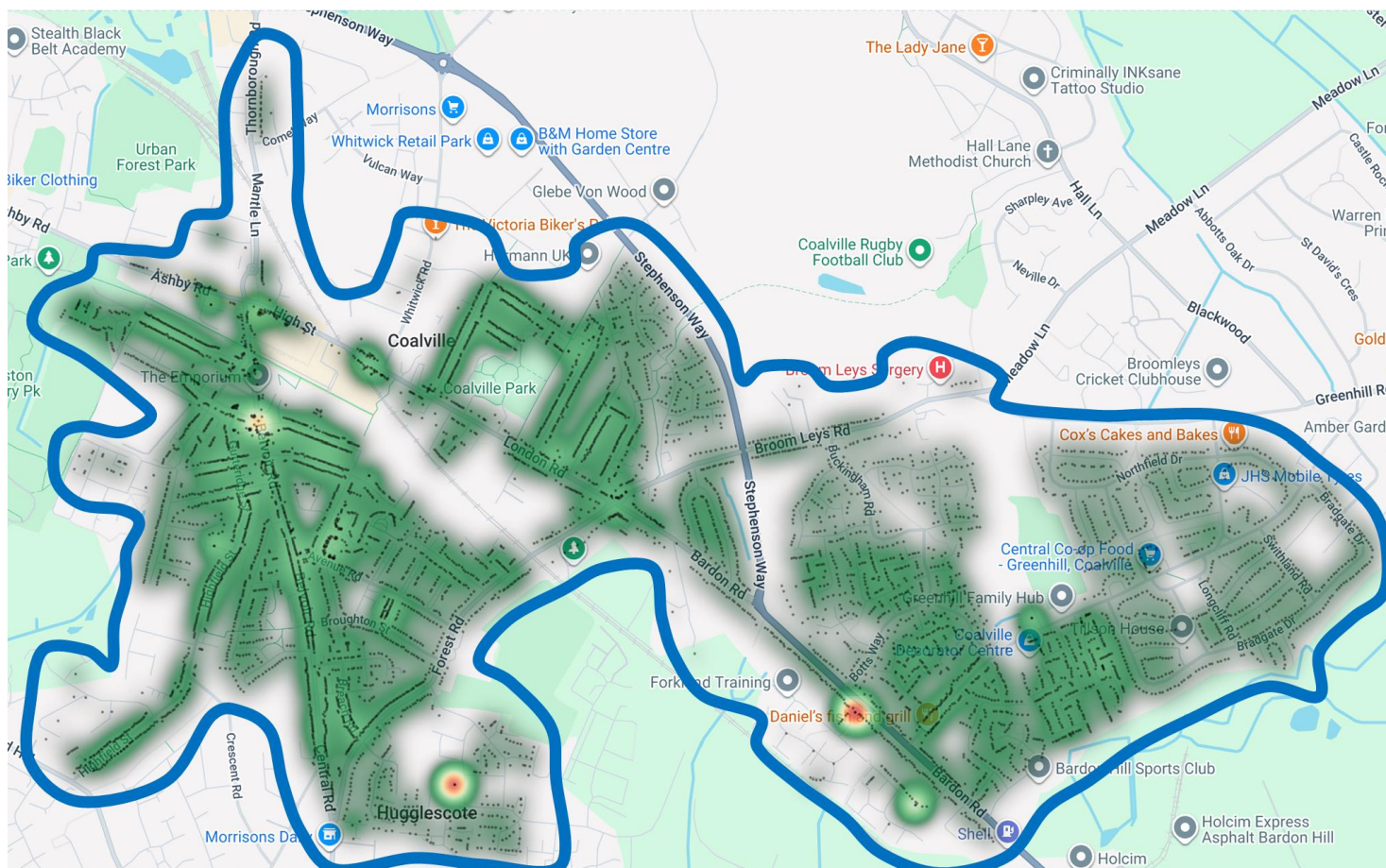


Image 3: Wednesday week two collection zone geographical area.

The rationale follows a comprehensive assessment of operational, logistical, and service-delivery considerations, these considerations are outlined in further detail:

1. Proximity to the waste and recycling depot

The Wednesday collection zone is geographically close to the waste and recycling depot, situated on Linden Way in Coalville. This will ensure faster deployment and quicker response times to operational issues, which is critical during the initial rollout when adjustments are likely.

This positioning of the depot to the Wednesday collection zone is also advantageous for monitoring travel times, route efficiency, and the impact of new tipping arrangements and locations. This will enable operational staff and officers to refine the logistics of operating the new system, ensuring efficiency, before further rollout across the district.

2. Diverse housing and demographics

The Wednesday collection zone offers a broad spectrum of property types, including terraced streets, both new and established housing estates, areas of deprivation, affluent neighbourhoods, and some rural properties. It also includes housing in town centre locations and densely populated areas.

The diversity of this collection zone allows officers to identify potential pinch points, developing solutions that will work district wide. Some of this work has been undertaken in the phase one area, which is detailed later in this document.

3. Existing food waste collection and FlexCollect trials

Within the Wednesday collection zone, 2,773 households receive a weekly collection of food waste as part of the Council's weekly food waste collection trial. Also, as part of the FlexCollect trial all 6,330 households in the Wednesday week two collection zone receive a fortnightly collection of plastics bags and wrapping alongside the existing recycling service. Therefore, the Wednesday collection zone is ideal for rolling out and integrating the new recycling bins alongside these trial collections.

4. Resident communications

There will be minimal disruption by keeping the zone and collection day the same. The current zoning structure will make the new recycling collections easier to manage, minimising confusion for residents as there will be no changes to the collection day for recycling.

5. Waste operations and communications

Rolling out phase one to a single collection day area ensures the waste operatives find it much easier to know when and where they are collecting from. It also makes it quicker for them and operational colleagues to identify and report issues during implementation. This will assist when rolling the system out across the rest of the district.

Housing types and street assessments – accommodating the new recycling bins

The introduction of new recycling bins and food waste containers, alongside the existing wheeled bins for general waste and garden waste, represents a significant change to the waste and recycling service for all residents.



- 1 1 x 240* litre or 1 x 180 litre** black lidded black wheeled bin for general waste
- 2 1 x 240 litre brown lidded black wheeled bin for garden waste
- 3 1 x 180 litre orange lidded black wheeled bin for cans, glass, plastics, flexible plastics, tetra paks & S
- 4 1 x 180 litre blue lidded black wheeled bin for cardboard and paper
- 5 1 x 23 litre silver outdoor food waste caddy
- 6 1 x 7 litre silver indoor food waste caddy

*For households between 4-5 occupiers

**For households between 1-3 occupiers

***On a case-by-case basis, and if criteria is met, households may request a smaller 140 litre bin

Image 4: Waste and recycling wheeled bins and food waste containers for standard households.

The 12,829 dwellings in the Wednesday collection zone represents diverse housing types, as detailed in the tables below.

Challenges regarding the storage and presentation of the new bins could impact residents who live in certain house types, particularly terraced dwellings.

House type	Number of dwellings	House type by percentage
Detached (inc. bungalow)	2,379	37%
Semi-detached (inc. bungalow)	2,467	38%
Flat/communal	332	5%
Terraced	1,324	20%
Total	6,502	100%

Table 1: House type and number of dwellings in the Wednesday week one collection zone, which encompasses the whole of Whitwick and New Swannington, a significant proportion of Coalville and some areas of Thringstone.

House type	Number of dwellings	House type by percentage
Detached (inc. bungalow)	1,445	23%

Semi-detached (inc. bungalow)	2,219	35%
Flat/communal	404	6%
Terraced	2,259	36%
Total	6,327	100%

Table 2: House type and number of dwellings in the Wednesday week two collection zone, which encompasses a significant proportion of Coalville, and a limited number of households in Swannington and Thringstone.

Detached and semi-detached households

Across the Wednesday collection zone, the 3,824 detached households (representing 30% of house type) and the 4,686 semi-detached households (representing 36.5% of house type) will be provided with the new recycling bins and food waste containers, alongside the existing wheeled bins for general waste and garden waste, as illustrated in image four.

These house types tend to have the following, making them suitable for the storage and emptying of the bins:

- A driveway, which can include a garage
- Sufficient space at either the front or rear of the dwelling
- Pavements are generally wide enough to accommodate bins on collection day for emptying.



Image 5: Detached dwelling on Sandringham Road, Coalville



Image 6: Semi-detached dwellings on Hall Lane, Whitwick

Flats and communal households

Across the Wednesday collection zone, there are 736 flats and communal households (representing 5.5% of house type). 275 of these flats and communal households are located across 21 sites using shared general waste and recycling bins provided in dedicated bin stores. Arrangements for the delivery of the shared recycling bins to these 21 sites will take place in collaboration with the housing provider for each site.

For the 275 flats and communal households detailed above, residents are not required to present the shared waste and recycling bins, as the waste operatives directly service bin stores.

The remaining 461 flats and communal households are provided with their own individual waste and recycling bins, some of which present the bins on the street, and others are collected from a shared bin store by the waste operatives. Arrangements for the delivery of the shared recycling bins will take place in collaboration with the housing provider for each site. Where residents are required to present bins, a site visit will be undertaken by officers from the council's waste services team in collaboration with the housing provider for each site to ensure this is appropriate.



Image 7: Example of a dedicated bin store at a flat / communal household site

Terraced households

Across the Wednesday collection zone, the 3,583 terraced households (representing 28% of house type) will be provided with the new recycling bins and food waste containers, alongside the existing wheeled bins for general waste and garden waste, as illustrated in image three.

32 of the terraced households, listed below in table three, have been identified to have insufficient pavement space for the presentation of the standard 180 litre recycling bins on collection day.

House number	Street	Area	Postcode	Collection zone
13	Brooks Lane	Whitwick	LE67 5DG	Wednesday week one
15	Brooks Lane	Whitwick	LE67 5DG	Wednesday week one
17	Brooks Lane	Whitwick	LE67 5DG	Wednesday week one
19	Brooks Lane	Whitwick	LE67 5DG	Wednesday week one
21	Church Lane	Whitwick	LE67 5DN	Wednesday week one
23	Church Lane	Whitwick	LE67 5DN	Wednesday week one
25	Church Lane	Whitwick	LE67 5DN	Wednesday week one
27	Church Lane	Whitwick	LE67 5DN	Wednesday week one
29	Church Lane	Whitwick	LE67 5DN	Wednesday week one
31	Church Lane	Whitwick	LE67 5DN	Wednesday week one
33	Church Lane	Whitwick	LE67 5DN	Wednesday week one
35	Church Lane	Whitwick	LE67 5DN	Wednesday week one
37	Church Lane	Whitwick	LE67 5DN	Wednesday week one
39	Church Lane	Whitwick	LE67 5DN	Wednesday week one
41	Church Lane	Whitwick	LE67 5DN	Wednesday week one
43	Church Lane	Whitwick	LE67 5DN	Wednesday week one
45	Church Lane	Whitwick	LE67 5DN	Wednesday week one
47	Church Lane	Whitwick	LE67 5DN	Wednesday week one
49	Church Lane	Whitwick	LE67 5DN	Wednesday week one
45	Church Lane	Whitwick	LE67 5DN	Wednesday week one
218	Hermitage Road	Whitwick	LE67 5EH	Wednesday week one
220	Hermitage Road	Whitwick	LE67 5EH	Wednesday week one
56	Hermitage Road	Whitwick	LE67 5EG	Wednesday week one
58	Hermitage Road	Whitwick	LE67 5EG	Wednesday week one
60	Hermitage Road	Whitwick	LE67 5EG	Wednesday week one
7	Silver Street	Whitwick	LE67 5EW	Wednesday week one
9	Silver Street	Whitwick	LE67 5EW	Wednesday week one
14	Breach Road	Coalville	LE67 3SA	Wednesday week two
16	Breach Road	Coalville	LE67 3SA	Wednesday week two
18	Breach Road	Coalville	LE67 3SA	Wednesday week two
20	Breach Road	Coalville	LE67 3SA	Wednesday week two
22	Breach Road	Coalville	LE67 3SA	Wednesday week two

Table 3: Addresses of the 32 terraced households unable to accommodate two 180 litre recycling wheeled bins due to insufficient pavement space.

The 32 terraced households with restricted pavement space were identified by Waste Services Officers following an assessment of 50 Wednesday collection zone streets where terraced housing is located. The street assessments focussed on the following:

- **Pavement space** – terraced dwellings are directly adjacent to pavements, with some having no frontage.



Image 8: Terraced dwellings with no frontage. Castle Street, Whitwick.



Image 9: Terraced dwellings with frontage. Park Road, Coalville.

- **Shared access** – most terraced dwellings share access with one or more of its neighbours. This configuration is usually served via an enclosed alleyway providing access between the front and rear of the dwellings. The principal dwellings either side and adjacent to alleyway allow right of way to the alleyway, by permitting access across its rear garden for the other neighbouring dwellings. This arrangement can provide access for between six and eight dwellings. In some areas, the end terraced dwelling provides access to the rear of neighbouring dwellings.



Image 10: Shared alleyway for between two and eight dwellings. Belvoir Road, Coalville.

- **Bin collection points** – it was anticipated some residents would group recycling containers and bins together at the end of terraced dwellings. However, this was not observed as residents bring containers and bins from the rear of dwellings, leaving them at front of each individual dwelling.



Image 11: Recycling containers and bins left at the front of dwellings, despite access provided by the end terraced dwellings. Hermitage Road, Whitwick.

- **Space to accommodate bins** – some terraced dwellings have frontages where residents can choose to store bins, whilst other dwellings have no frontage, so bins are stored at the rear in a garden or courtyard area. It is anticipated most terraced dwellings will have sufficient storage for the bins as seen in the photographs below.

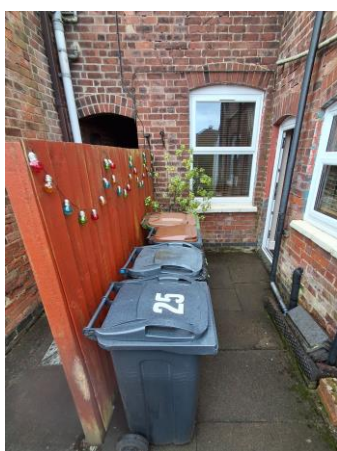


Image 12: example of storage at the rear of a terraced dwelling



Image 13: example of storage at the rear of a terraced dwelling



Image 14: example of storage at the front of a terraced dwelling

Findings from the street assessments

From the street assessments, it found the 32 terraced dwellings previously detailed would not have sufficient pavement space when residents put out the standard 180 litre recycling bins on collection day. Some of these narrow pavements can be seen in the images on the next page.



Image 15: Narrow pavement between 56 and 60 Hermitage Road, Whitwick



Image 16: Narrow pavement between 14 and 22 Breach Road, Coalville

In this circumstance, residents will be issued with two 140 litre wheeled bins. The footprint of each bin equates to two-thirds the size of a red box currently used by these households, as seen in image 17 below. This criteria will inform the new waste and recycling policy, ensuring a consistent approach and that smaller 140 litre bins will only be provided in this circumstance.



Image 17: A 140 litre wheeled bin footprint equates to two-thirds the size of a red box and its footprint.



Image 18: A 180 litre wheeled bin displayed next to three red boxes with total a capacity of 165 litres. An overall capacity increase of 15 litres.

In addition to pavement space, the street assessments recorded the following in relation to residents putting out the bin for collections:

- Uneven surface or steps
- Shared access
- Bin collection point
- Incline or decline
- Parked vehicles

It found residents already adapt to the above when putting the existing garden waste bin and residual waste bin out for collection, therefore the new recycling bins should not pose an issue. Residents who receive an assisted collection will continue to do so when the new recycling bins are introduced.

Communications to residents in the Wednesday collection zone

Residents in the Wednesday collection zone will receive communications through a variety of channels to ensure they are engaged and informed about the recycling collection service change, empowering them to feel confident on how to use the new recycling bins.

The communications form part of the project's wider communications strategy, which includes:

- Four printed communications in September, October, November and early 2027 delivered directly to households. Further information on these is detailed below:
- A press release prior to launch
- Instructional videos for use on the website, social media and emails
- Three emails to residents in September, October and November
- Social media posts from September through to December
- Face to face promotion at events in the Wednesday collection zone

1

Introduction letter (September) – every household in the Wednesday collection zone will receive a letter **eight weeks** before the new recycling bins and food waste containers are introduced, explaining why a new recycling container service is being introduced.

A different version of the letter will be received by flats and communal households to reflect how the collections will work for these households.

A specific version of the letter will be sent to the 32 terraced households, where it was identified pavement space will be unable to accommodate the two 180 litre recycling bins on collection day. It will confirm direct face-to-face engagement will take place with these residents to identify and discuss an appropriate solution for the households.

2

Head's up leaflet (October) – every household in the Wednesday collection zone will receive a head's up leaflet **four weeks before** the roll out of the new recycling bins and food waste containers.

This leaflet will remind residents why the new recycling bins and food waste containers are being introduced. It will also confirm when the new recycling bins and food waste containers will be delivered, and old red boxes collected, two weeks from the date of receiving this leaflet.

A different version of the leaflet will be received by flats and communal households to reflect the type of recycling bins and food waste containers that will be provided.

Another version of the letter will be received by the 32 terraced households, where it was identified pavement space will be unable to accommodate the two 180 litre recycling bins.

3

Instruction leaflet (November) – every household in the Wednesday collection zone will receive an instruction leaflet **when the new recycling bins and food waste containers are delivered**. It will confirm what can and cannot be placed in each of the recycling bins and food waste containers, when they will be emptied, and a list of frequently asked questions.

The leaflet will be adapted to meet the requirements for flats and communal households, and the 32 terraced households where it was identified pavement space will be unable to accommodate the presentation of two 180 litre recycling bins on collection day.

4

Follow up leaflet (Early 2027) – a number of weeks after rollout, we'll contact residents to see what's working for them and what can be improved for phase two. This contact may be accompanied by a reminder of what can and cannot be placed in each of the recycling bins and food waste containers, and a list of frequently asked questions. Communications will be adapted for flats and communal households, and the 32 terraced households where it was identified pavement space will be unable to accommodate two 180 litre recycling bins.

Communication programme

Communication	Method	Who	When
Introduction to the new service	Letter	12,829 – phase 1 Three versions required for standard households, flats/communal properties and 32 terraced households with limited space.	September
New recycling service coming soon	Press release	Local press	October
New recycling service coming soon / how to use your new bins	Social media	This Is NWLeics Facebook followers	October
Heads up	Leaflet	12,829 – phase 1 Three versions required for standard households, flats/communal properties and 32 terraced households with limited space.	October
Heads up	Telephone & face to face engagement	32 terraced households with limited space.	October
Heads up	Email	NWLDC GovDelivery subscribers within the Wednesday collection zone.	October
Your new recycling bins are here	Instruction leaflet	12,829 – phase 1 Three versions required for standard households, flats/communal properties and 32 terraced households with limited space.	November – alongside delivery of new bins
Your new recycling bins are here	Email	NWLDC GovDelivery subscribers within the Wednesday collection zone.	November
Your new recycling bins are here / how to use your new bins	Social media	This Is NWLeics Facebook followers.	November
Heads up / Your new recycling bins are here	Events - face to face	Wednesday collection zone residents.	November
Reminder	Follow up leaflet	12,829 – phase 1 Three versions required for standard households, flats/communal properties and 32 terraced households with limited space.	Early 2027
Reminder	Email	NWLDC GovDelivery subscribers within the Wednesday collection zone.	Early 2027
Reminder	Social media	This Is NWLeics Facebook followers.	Early 2027