

LARAC CONFERENCE DAY ONE

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INCREASING RECYCLING AND MAKING SUBSTANTIAL SAVINGS AT CHESHIRE WEST AND CHESTER COUNCIL



ALISON BUTLER,
WASTE COMMISSIONER, CHESHIRE
WEST AND CHESTER COUNCIL



JODY SHERRATT, WASTE TRANSITION
MANAGER AND BUSINESS LEAD, CHESHIRE
WEST AND CHESTER COUNCIL

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Consistency case study

English perspective on increasing recycling and making savings in your Council

Mr Jody Sherratt
Waste Transition Manager

Alison Butler
Waste Commissioner





Recycle First Service

Cheshire West & Chester Council

Your Quick Start Guide

What goes where?

Grey box

- Plastic bottles (lids can be left on but please squash the bottle first)
- Household plastic pots, tubs and trays (no black plastic)
- Food and drink cans and lids
- Aerosols and foil

**please note some residents recycle these items in a red box*

Green box

- Paper and envelopes (including windowed)
- Cardboard
- Food and drink cartons (eg tetrapaks)
- Phone directories and magazines
- Glass bottles and jars
- Mixed textiles, cloths and shoes (bagged)
- Batteries (car batteries must go beside the box)
- Cooking and engine oil (in a sealed container left upright beside the box)
- Small electrical items (smaller than a toaster)
- Spectacles
- Empty printer cartridges
- Mobile phones

Brown food bin

- Meat and fish - raw and cooked (including bones)
- Fruit and vegetables - raw and cooked
- All dairy products (e.g. cheese and butter) and eggs (and their shells)
- Bread, cakes and pastries
- Rice, pasta and beans
- Uneaten food from your plates and dishes
- Tea bags and coffee grounds

Green wheeled bin

- Leaves
- Small branches and twigs
- Grass cuttings
- Plants and hedge clippings
- Cut flowers

Black wheeled bin

- Any other household waste that cannot be recycled



How did we get there?

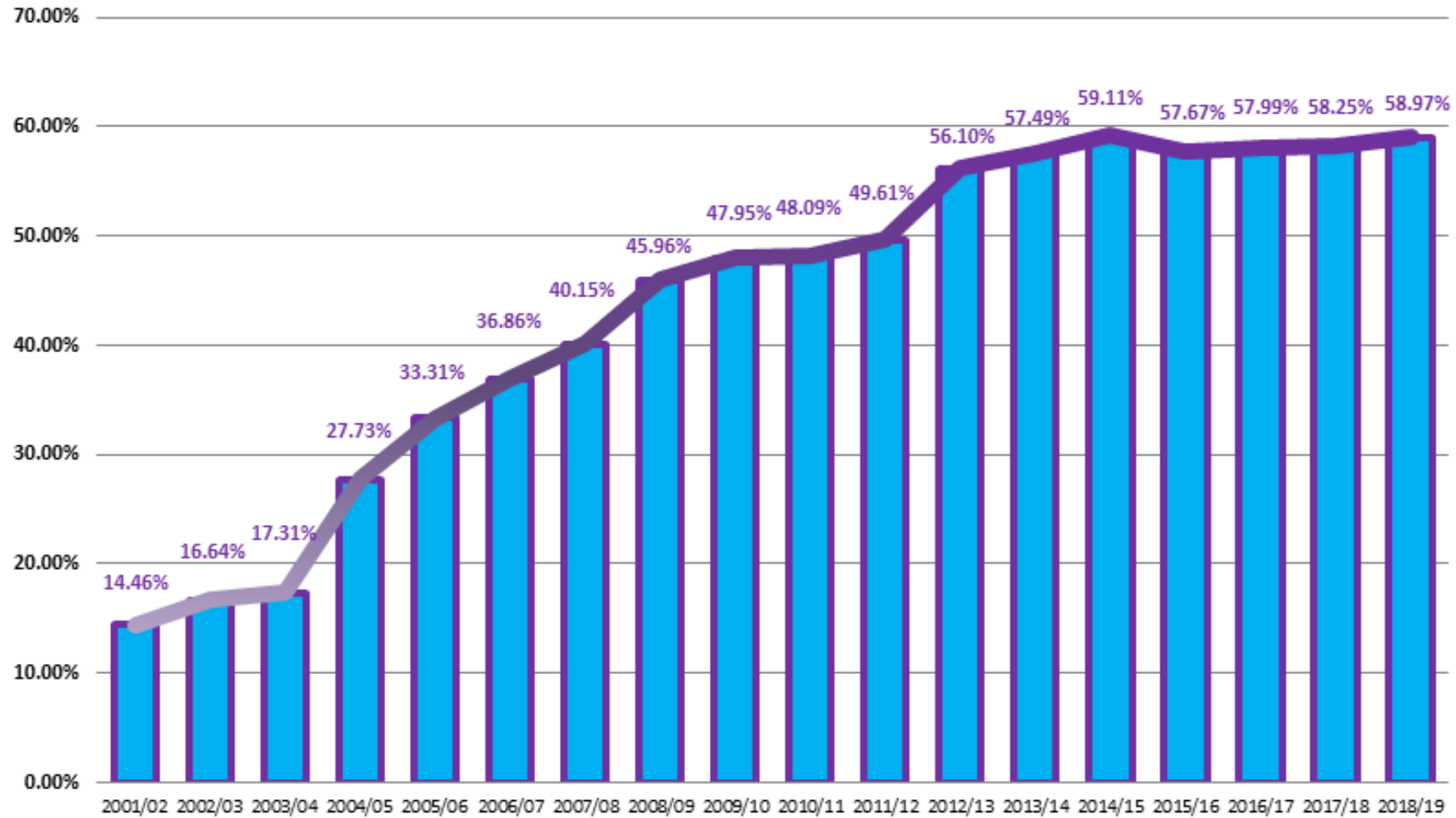
- Historically a mix of legacy services
- 2010-12 competitive dialogue progress, open output based specification
- Stipulating key elements ie uniformity, core materials, min collection frequently and target performance levels
- Specific methodology was not prescribed
- Awarded to May Gurney, kerbside sort methodology focusing on putting 'recycling first'
- Significant cost savings
- Aimed to fundamentally change the way waste and recycling services were delivered.

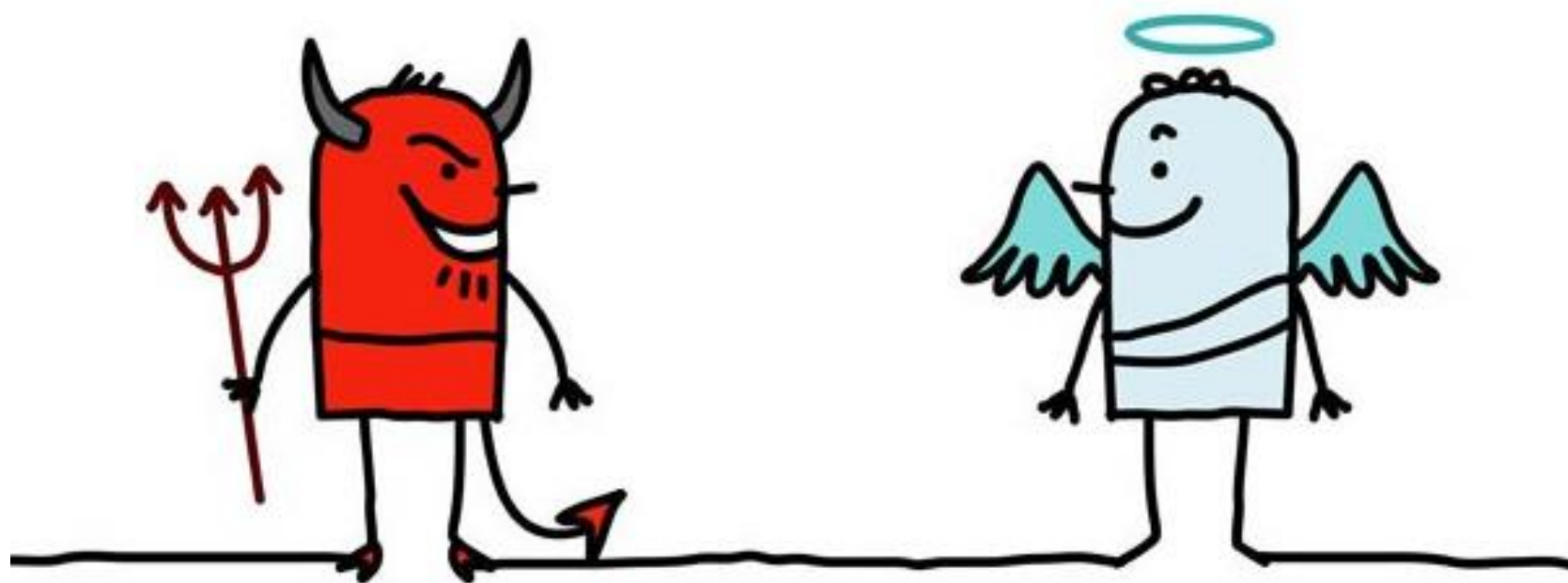


How are we performing?

- Recognised as high performing Authority for many years
- 58.97% Recycling Rate for 2018/19
 - 17/18 ranked as 4th highest performing Unitary Council
- Top performing English authority in “Eunomia Recycling Carbon Index” for 3 years running
- 99.8% of collections completed first time

Recycling Rates (2001-19)





Waste Revolution!!

- High performing, efficient cost effective service
- Delivered on the 'big things'
- Not fulfilled the promise to 'change the world of waste'
 - Limited information to make informed changes
 - Lack of ICT investment
 - No incentive for staff or the community
 - Limited social value
 - Small cogs in a big machine
 - Commercial issues



LATO Iceberg

Service type

- **Data & intelligence**
- **Incentivisation**
- **Value and culture**
- **Engagement, workforce and community**
- **Added social value**



Challenge of Consistency

- Agree and aligned with proposed consistency, still see issues;
 - Hard to reach areas / flats
 - Budget pressures – charging for green waste
 - Food waste – liners!
 - Localism (local solutions to local problems)
 - Material market saturation



Waste Strategy Review

- Review of Council strategy, complete by 2021
- The Waste Strategy will consider;
 - Wider national strategy ??
 - Consistency
 - The needs of the community
 - Protects and where possible improves the local environment
 - Delivering wider social benefits
 - Budget pressures and service change





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KEEP IT OUT CAMPAIGN: NO RECYCLING TO LANDFILL

REBECCA TRIBE, WASTE MINIMISATION,
DOMESTIC AND COMMERCIAL RECYCLING
TEAM LEADER, SWANSEA COUNCIL

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‘Keep it Out’ Campaign.

No Recycling to Landfill

Rebecca Tribe

Recycling Promotions Team Leader



@recycle4swansea



Recycle For Swansea



Abertawe yn ailgylchu
Swansea recycles



Cyngor **Abertawe**
Swansea Council

So today I will be covering...

1. How's recycling going in Swansea
2. Keep it Out - How it all started
3. How it works on the ground
4. Results so far...



@recycle4swansea
Recycle For Swansea



Cyngor **Abertawe**
Swansea Council

KERBSIDE RECYCLING GUIDE

Green Week	 Paper & card together
	SEPARATE BAGS
	 Metal, glass & foil together
	 Empty and flatten corrugated cardboard boxes and place out underneath your green bags
	 Garden waste
Pink Week	 Loose Plastic bottles, pots, tubs and trays
	 Non-recyclable waste only
Every Week	 Food waste

Swansea's Kerbside Collections

Alternate weekly black bag collections (Keep it to 3 black bags)

Green week and Pink week collections

Weekly food waste collection



@recycle4swansea

Recycle For Swansea

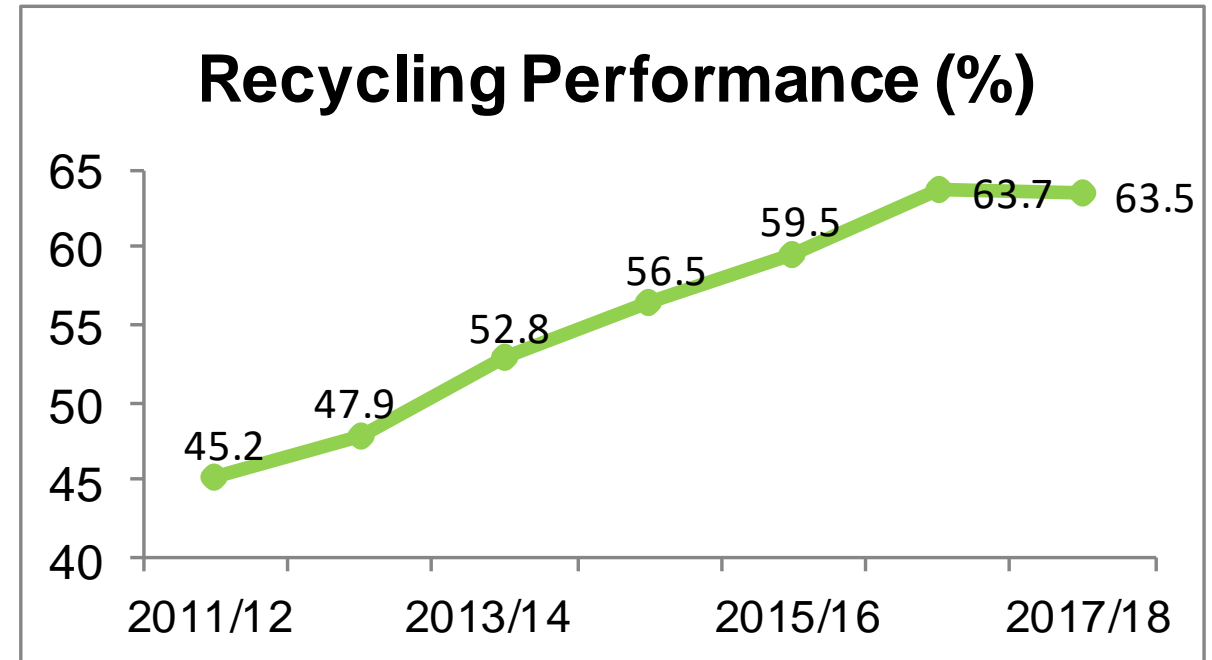
 **Abertawe yn ailgylchu**
Swansea recycles



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Swansea Council

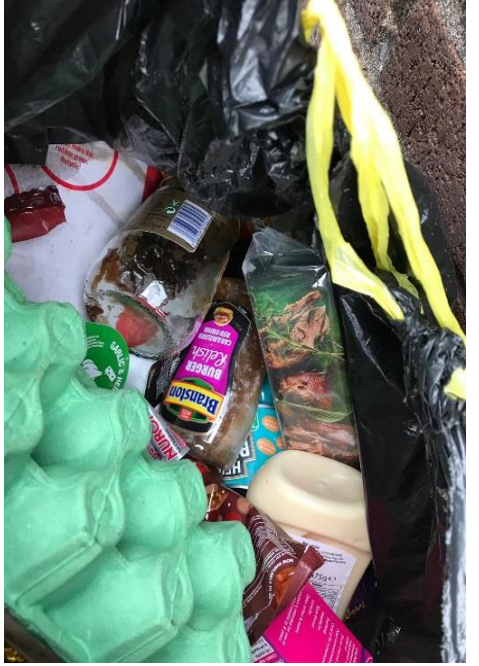
Swansea's recycling performance has risen steadily over recent years due to various initiatives including:

- The introduction of kerbside collections of various recyclables,
- Fortnightly black bag collections,
- Effective recycling promotions & enforcement,
- Further residual restrictions through 3 black bag limit,
- Prohibition of recyclable materials from black bag skips at HWRCs.



The Challenge

- Need to meet **64%** in 2019/20
- **50%** of waste in black bags is recyclable
- **25%** of waste in black bags is food waste
- **Non/token recyclers** mostly know how to recycle but are determined not to



The options to meet 64%

Increased education/promotions/enforcement

2 black bag limit

3 or 4 weekly collections

Decision: Prohibition of Recyclables

Our approach will be to target those who are not recycling.

We've made it easy to recycle, we have to start making it hard not to recycle



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Swansea Council

What is 'Keep Recycling Out' all about?

- Has a **Direct Impact** and only on non/poor recyclers
- It's not about the **odd mistake**,
- This is **not** about making money from fines.
- This is to ensure everyone **does their bit** for the environment and they do the **RIGHT** thing.
- Mirrors Recycling Centres initiative



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Swansea Council

Potential Benefits...

- Increase in Recycling Rate of 2%*
- Could divert over 3,000T from landfill/year*
- Potential savings £150-250K per year*
- Potential fine for missing target – £250K for each 1% per year

* Assumptions:

- Based on 15% reduction in black bag waste at the kerbside
- Saving dependant upon cost of education/enforcement

Potential Comments...

- **This is over the top!!** – *it is often what keen recyclers want to happen*
- **It will be an invasion of privacy!** – *is just the same as the bag checks we already do for excess black bags and fly tipping*
- **You can't search all bags!** – *you can tell whether a black bags has lots of recycling even without opening.*
- **It will cause more litter** – *any bags opened will be retied or re-bagged and removed by the Collection Crew*

Potential Comments...

- **This won't work for flats or communal collection points** – *Yes it will, and better than the 3 bag limit checks*
- **What about people who don't know how to recycle?** – *This is to tackle those who simply refuse to recycle some things, or everything. We need to help those who are simply making mistakes.*
- **Just take it all in one bag for the Council to sort out themselves!** – It's ineffective and contaminates the recyclables

Keep it Out Promotion

- Councillors
- Press releases
- Posters, Banners etc.
- Video productions
- Influencers e.g. WI
- Supermarkets
- Radio ads & phone in
- TV news reports
- Website & Social Media



NID FAN HYN!



KEEP IT OUT!

- Implementation **25th February**.
- 6 teams of 2 officers – Trainee opportunity
- Pre-collection checks targeting all properties
- 4 stage education/enforcement process
- Follow up checks after each stage
- Thank you letters for recycling improvements



@recycle4swansea

Recycle For Swansea

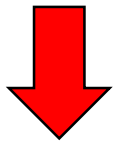
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Swansea Council

Results so far...

Around 95,000 properties have been surveyed



Black bag tonnage down



Recycling tonnage up



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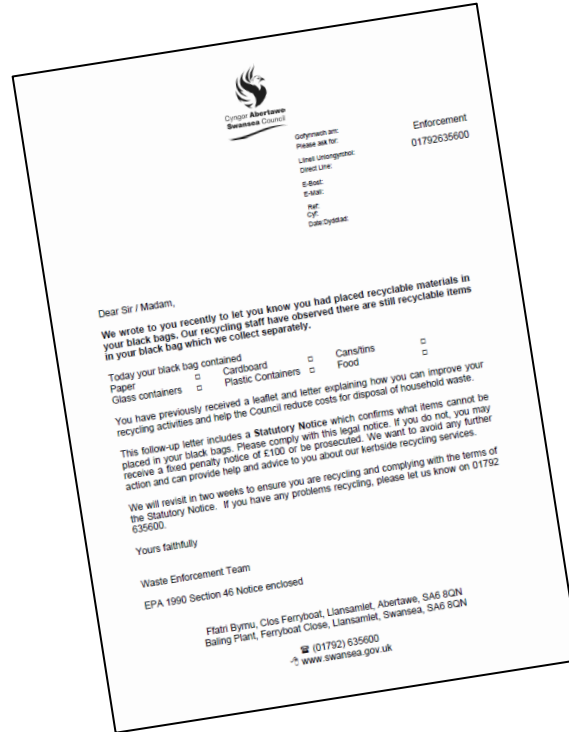
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Swansea Council

Results so far...

5046 initial letters,
292 Notices issued,
128 final warning,
2 FPNs



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Swansea Council

resource
Sharing knowledge to promote waste as a resource

NEWS MATERIALS BUSINESS GOVERNMENT RESOURCE

REPIC offers battery collection and treatment solutions for portable batteries, as well as providing expert guidance on producer compliance. Request more Info from Info@repic.co.uk

GOVERNMENT UK LOCAL AUTHORITY

SWANSEA COUNCIL COULD FINE RESIDENTS FOR NOT RECYCLING

By Kate Dickinson | 5 March 2019 | Add a Comment

PRINT E-MAIL SHARE

News that Swansea Council will be checking black bin bags for recyclables at the kerbside – and fining residents who fail to recycle properly – has been met with a mixed response from residents.



WalesOnline





the wave

ON AIR: The Wave Breakfast with Leigh and Claire
NOW PLAYING: Alexandra Burke - Bad Boys

Home On Air News Win Photos Tickets **Local** Contact

KEEP IT OUT!
It's time for EVERYONE in Swansea to recycle

 @recycle4swansea
 Recycle For Swansea

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Swansea recycles

 **Cyngor Abertawe**
Swansea Council



Still plenty to do...

- Continue engaging with individual households
- Continue working with residents in flats
- Target communal collection points
- Work with crews to tackle the 'Not Out's



@recycle4swansea



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Swansea Council

Thank you

Any questions?

Contact

rebecca.tribe@swansea.gov.uk



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LESSONS LEARNT FROM THE SCOTTISH CHARTER FOR HOUSEHOLD RECYCLING

JON MARSHALL, SECTOR MANAGER –
RECYCLING, ZERO WASTE SCOTLAND

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Lessons Learned from Scotland's Household Recycling Charter

Jon Marshall
Sector Manager – Recycling

zerowastescotland.org.uk

 [@zerowastescot](https://twitter.com/zerowastescot)



European Union



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European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

Overview



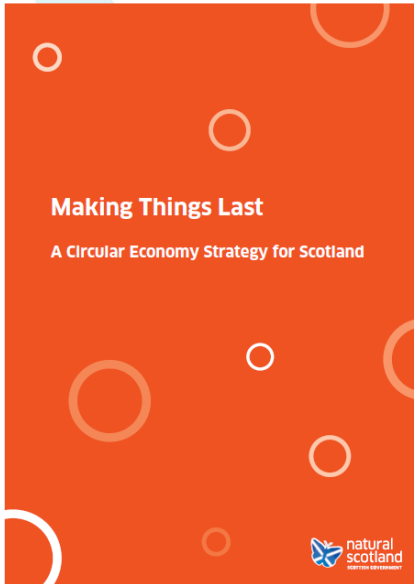
- Background
- Overview of Charter & CoP
- Progress
- Support
- Lessons Learned



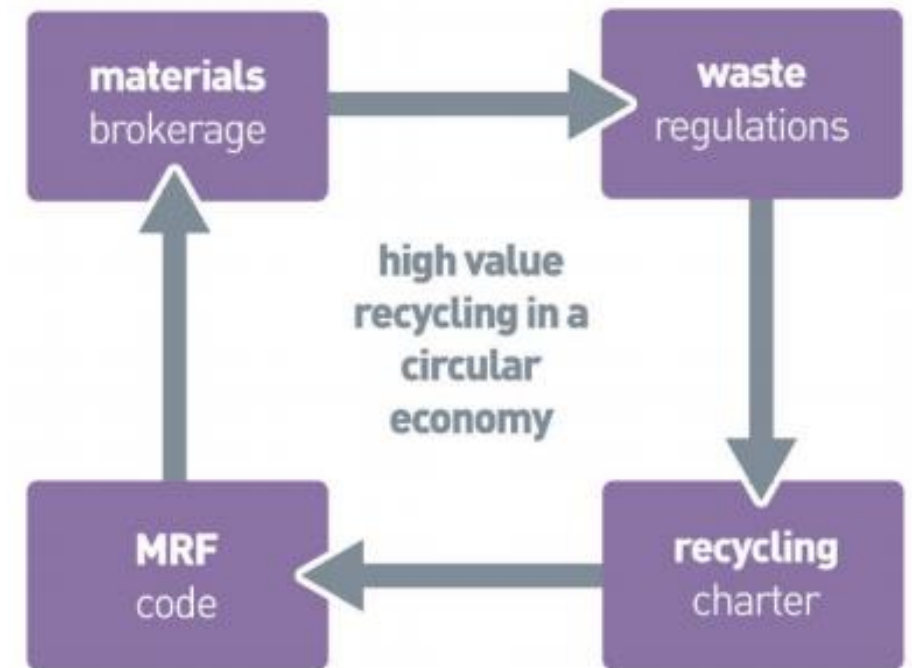
Background



- Scottish Governments' Make Things Last (2016)
- Circular Economy Strategy
- Commitment alongside :
 - Waste (Scotland) Regs
 - MRF Code
 - Materials Brokerage



- Zero Waste Taskforce formed 2014/15
- Recommended development of Household Recycling Charter to deliver greater consistency



Household Recycling Charter

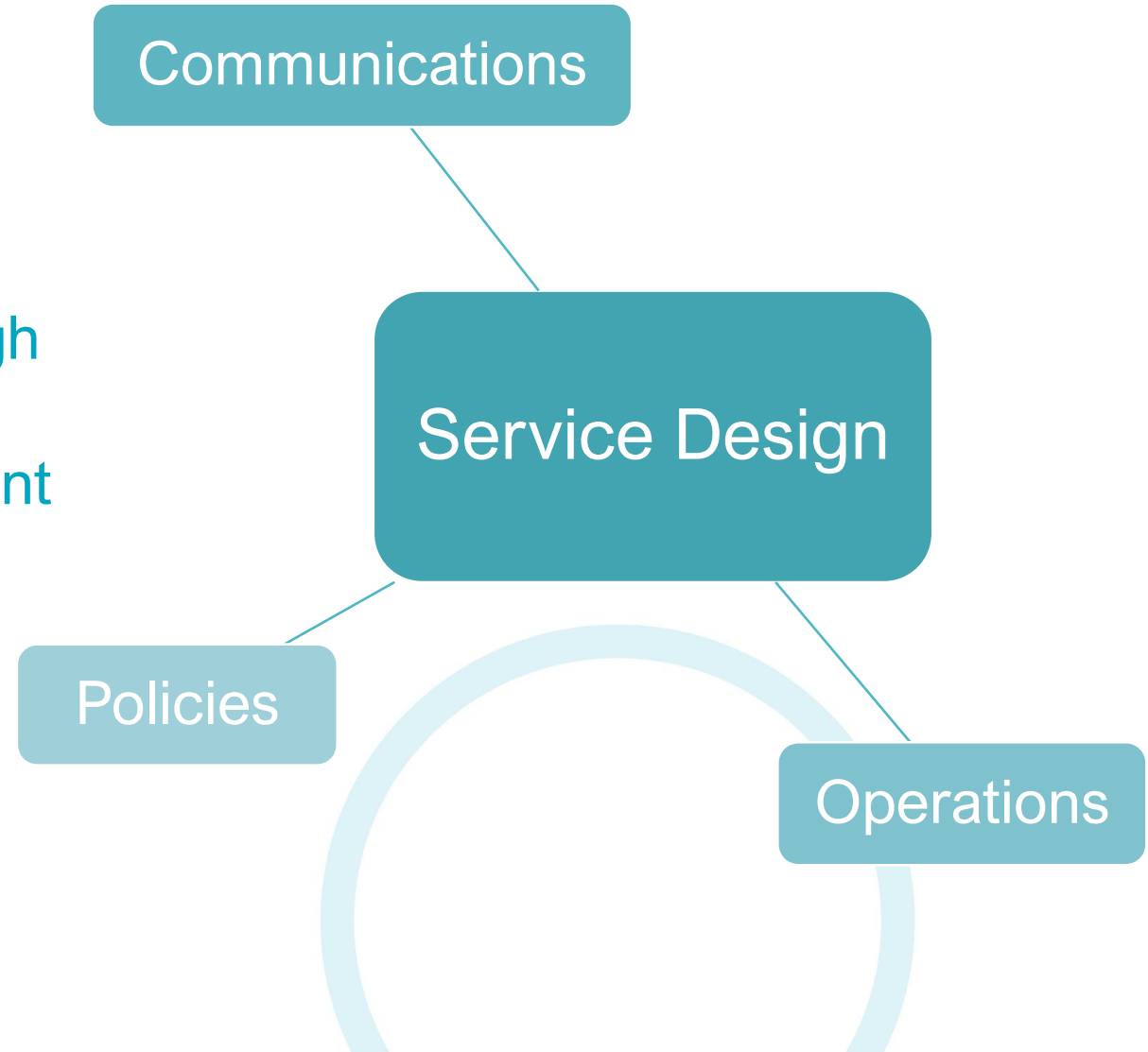
- Voluntary Charter agreed by COSLA leaders on 28th August 2015
- Charter sets out 21 principles and refers to a consistent service standard within associated Code of Practice
- Charter *not* expected to change
- Code of Practice *is* expected to evolve with best practice, policy changes



Code of Practice



- Developed by working group and through wider summit with LAs
- Defines Scotland's approach to consistent service delivery
- 6 outcomes
- Essential & Desirable Criteria



Consistent Service



Paper, card and cardboard



Plastics, metals and cartons



All colours of glass bottles and jars



Paper & Card	40 L / wk.
Plastics, Metals & Cartons	70 L / wk.
Glass	20 L / wk.
Food	20 L / wk.

Consistent Delivery



Policies:

- Additional capacity
- Excess or Side Waste
- Bulky / Special waste
- Contamination
- Operational policy delivery

Operations:

- Collection commitment
 - Missed collections
 - Container delivery & replacement
 - Assisted collections
- Material stewardship
- Frontline delivery
- Workforce development
- Health & Safety

Consistent Comms

- Branding – Recycle for Scotland
- Design
- Messaging / Tone
- Terminology

Routine Communication
Leaflets / Websites / Calendars / Social Media

Reactive Communications
Service Change / Service Disruption





Progress to date



- 30/32 LA signatories
- 12 LAs have completed options appraisals to inform their alignment
- 8 LAs have received funding and technical support to transition services ~ £7.5M
- 8 LAs now operating services broadly aligned with the CoP
- Charter communications toolkits researched & developed



Support

- Options appraisals
- Grant funding –
 - Capital items
 - Communications
 - Additional resources
- Communications support –
 - Toolkit development
 - Service change strategy support
 - Design sign-off



Lessons Learned



- Transition timescales
- Politics at play
- Data, data, data
- Business case for change
- Consistency... with options?
- National alignment costs
- Urban service design
- Deposit Return Scheme
- CoP Review



Thank you.



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