

HOUSEHOLD WASTE RECYCLING PROMOTIONAL CAMPAIGNS

Direct and Trading Services Advisory Committee - 21 January 2016

Report of Chief Officer Environmental and Operational Services

Status: Presentation

Key Decision: No

This report supports the Key Aims of a clean and healthy environment.

Portfolio Holder Cllr. Matthew Dickins

Contact Officer(s) Paul Vanston (KRP Manager) Ext. 7127
Charles Nouhan (Recycling Manager) Ext. 7420

Recommendation to Direct and Trading Services Advisory Committee:

To note the presentation.

Introduction

- 1 A presentation will be provided to the Advisory Committee on current and future household waste recycling promotional campaigns.
- 2 The campaigns will target various household waste items for recycling to encourage greater participation and capture rate and to promote high quality recycling.
- 3 The District recycling/composting rate for the month of November 2015 was 37.53%; comprising 23.54% dry recycling and 13.99% garden waste for composting. The annualised average for the financial year to 30 November is 36.80% (22.40% dry recycling & 14.40% composting). This compares with a Kent average for District Councils of 42.6% (Quarter 1 2015/16).
- 4 The Councils current recycling services collect a range of dry recyclable materials (paper, card, plastic, cans) by the weekly clear sack collection.
- 5 There is also a network of 51 community-based recycling sites, collecting a range of materials not collected at kerbside, particularly glass.
- 6 A pre-paid fortnightly garden waste collection service is also provided, collecting garden waste for composting. 4,723 tonnes of garden waste were collected during FY 2014/15.

- 7 The presentation will be jointly presented by Paul Vanston (Kent Resource Partnership Manager) and Charles Nouhan (SDC Recycling Manager).

Background

- 8 The England and Wales Waste Regulations 2012 were introduced to promote high quality recycling.
- 9 A report presented to the Local Planning and Environment Advisory Committee on 22 October 2014 and Cabinet on 13 November 2015, following an Independent assessment, concluded that, on the basis that the recommended actions are implemented, the council could continue with the current method of collection in order to promote high quality recycling.

Planned Actions

a) Communications

- 10 Improving participation, set out rates and minimising contamination are fundamental to improving the Councils performance. To this end SDC has been given funding from the Kent Resource Partnership to conduct a resident's communication campaign on recycling.
- 11 The funding is to be used to provide more information to the public about the Councils recycling services and ensure it is better engaged in the District's efforts to reduce its waste stream and fully recover valuable resources from it.
- 12 The campaign 'Recycle Right' will include direct delivery to households, public relations - through events and press, and use of electronic media. The aim of the campaign is to boost both the quantity of dry recycling captured, improve the quality of the material, and reduce contamination. There will be topic-specific messages during the course of the campaign, including an improved version of the recycling message which all residents will receive with the delivery of recycling sacks.
- 13 The scope and reach of the campaign will be magnified by linking it to other related activities for example, the expanded kerbside collection service resulting from the new Provision of Dry Recyclate Processing for Kent County Council, and the national campaigns Fresher for Longer, Metal Matters and Pledge for Plastics. The second year of the campaign might include a smartphone and tablet-based App to link all District recycling activities and - where possible - national campaigns with the same goals.
- 14 In addition to the above, the Council plans to:
- Reinforce the campaign through articles every quarter in its In Shape magazine delivered to every District household;
 - The Councils website will be refreshed to provide updated information on services and performance; and

