

## Briefing: Waste Minimisation Projects

- V1 – SLT - 17 September 2019
- V2 – Informal Cabinet - 22 October 2019

From: Waste Minimisation Team

### Strategic Plan

Minimising the creation of waste and increasing the awareness of recycling and composting through organising and supporting community initiatives, stronger communication with residents through face to face opportunities as well as social media and leafletting, promoting a higher quality of recyclable material.

### Objectives

- Consider a long term and sustainable approach to waste minimisation
- To increase understanding and engagement in waste and recycling of the local community
- To increase recycling rates
- Ensuring the correct materials are placed in the correct bins, as well as the importance of maintaining a high level of quality in what is recycled.
- Educating those that wish to know more on the reasons behind these processes
- To ensure effective, efficient value for money



### Why

It has never been more important to encourage residents to minimise the waste that they produce. The Waste Minimisation Team work to encourage a reduction in the amount of waste produced, improved reuse and recycling rates, and reduce the amount of waste taken to landfill.

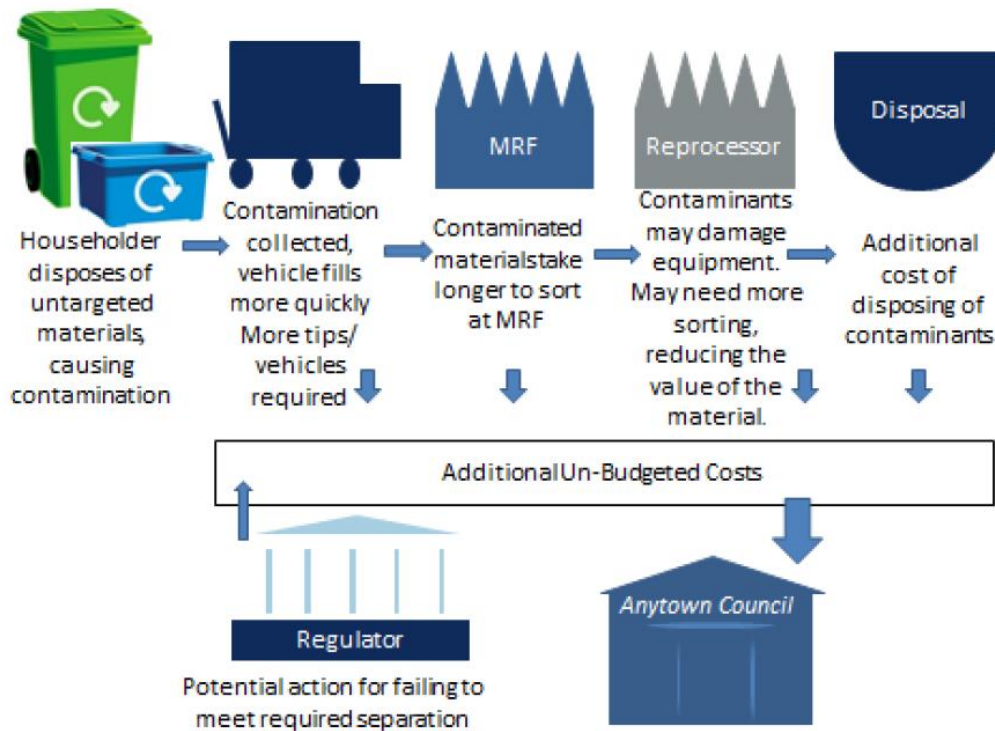
Improving the quality of recyclable material by cutting the contamination level at the point of collection can generate valuable benefits.

Unwanted materials placed out for recycling results in

- an increase in collection, sorting and reprocessing cost
- a reduction in the quality and quantity of materials destined for recycling
- Lower revenues and higher gate fees for the material.

The annual contamination rate is set at <7%. Once we hit this, a financial penalty is incurred which is calculated from 6% upwards. Year to date the rejection rate is at 7.03%. This equates to 500 tonnes of material which made it to the material recycling facility (MRF) and couldn't be recycled. Therefore focusing on contamination at the point of collection is fundamental to ensure unnecessary costs aren't gained. A contamination level of 9% equates to an additional revenue cost to the Council in the region of £100,000 for the year.

## Impact of contamination on recycling collections



### Projects to support the objections

To help achieve all this we are undertaking a number of projects to tackle from different angles, maximising impact and sustainability.

- **Prevention rather than cause – Zero Waste Initiatives**

We have been working with a number of different community groups and initiatives to help residents pick alternatives to the norm, such as refill shops to be able to refuse packaging, real nappy circles to encourage reusable options and repair cafes to help repair what they have. This will be available on the external website for reference. (Please see appendix 2)

We are looking to build this over time, being a point of connection and helping link the different groups together.

- **Contamination**

It has become apparent that many collection operatives do not know why contamination is a problem. In the past the collection crews rarely received feedback on any contamination checks undertaken.

By working more closely with the crews ensuring the rejection policy is being strictly followed, and providing the feedback will hopefully empower the crews to gather reliable information that will help us establish where contamination is an issue



Simultaneously we'll be working with residents to educate on what goes in what bin, ensuring that recycling is both maximised and maintained at the highest level. This



has been through targeted leafleting (**revamped literature, sent out to 466 households**) as well as a social media campaign. This has been difficult to enforce previously due to time and other role demands.

The first 4 weeks of this campaign have helped to identify the hotspot areas as:

Town	Number of collections	% of collections contaminated
Wansford	110	5%
Huntingdon	8454	4%
Wyton on the Hill	595	4%
Ramsey	2923	4%
Colne	369	4%

Analysis of the nature of the contamination, numbers reported per collection round and monitor which residents have provided feedback etc. Appendix 3 shows some of this analysis to date

- **Communal Collections**

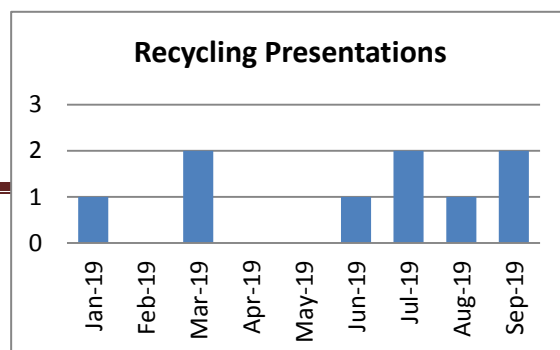
Recycling contamination has always been a bigger issue in communal collections due to the lack of ownership. We have been working with property management companies to resolve these issues. A common suggestion for the reasoning for this has been language barriers. A very word- light leaflet has been developed to highlight what goes into what bin in picture format. We have generated communication in another language, which if successful will be replicated in other languages too. We have also revamped the communal waste collection guide to help further educate residents on the reasoning for better recycling management (please see Appendix 4).

The recent waste analysis highlighted **38% food waste**. To help reduce this level we have set up the first trial of green waste collection from communal collections. We will be working closely with the property management companies to ensure a smooth running of the trial and ironing out any issues before rolling out to other communal collections (please see Appendix 5).

This project has been difficult to focus on previously due to time and other role demands within the team.

- **Communication**
  - **Recycling Presentations**

We have delivered 9 recycling presentations to date, engaging with a wider selection of residents



face to face, answering any questions they may have. We are looking at implementing an evaluation questionnaire which is sent out after each presentation to highlight any changes that may be needed and focus points for future presentations.

- **Social Media**

With so many people turning to social media platforms to keep up to date we have ramped up our activity on these.

Year to 31st Aug 2019, page **likes on Facebook** have grown from 484 to **1044**, with a slow and steady growth rate since the summer. The post reach has also improved, with average reach of a few thousand per post, and **one post reaching over 20k** in less than a week (please see Appendix 6). This drives new people to our page and generates more awareness. There has also been an increase in the number of followers commenting and educating each other, sharing the correct advice and guidance.

Our Twitter and Instagram pages have also seen increases. Twitter followers have increased from 254 followers a year ago to 307 followers at the beginning of September, 19 of these 53 followers have been in the last 2 months.

We regularly use a selection of #s to help keep consistent messages, and have begun to localise these too to the towns and villages to gain more buy in from residents. If you do not already follow us, please do, and please share the #s.

*#huntingdonshiredoes*  
*#huntingdonshirerecycles*

- **RECAP**

We have also been working with the RECAP Partnership on a number of projects, sharing literature for the contamination project as well as promoting the Recyclables Reading Challenge, which runs until 20<sup>th</sup> September. We have also taken the lead on the Recycle Week campaign, creating a series of videos to be shared on social media and intranet sites, showing a week in the life of a recycler to complement this year's theme of 'in our hands'

### **Measuring Success**

- The percentage of household waste sent to landfill Vs. recycling/organic
- Working towards the manifesto pledge of a 60% recycling rate
- Measuring the contract costs
  - Minimises the financial risk to the organisation by controlling contamination
  - Improving the quality of materials from householders will potentially increase the income giving better route to market and a higher value
- Collaborative working between litter minimisation and enforcement will ensure the same messages and policies are being followed throughout the district.
- Community engagement to spread the message will be measured from social media insights and feedback from presentations

### **Appendix 1**

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## Appendix 2

Type	Name	Description	Contact Details	Opening Hours
Refill Shop	Arjuna Wholefoods	Arjuna is the original 100% vegetarian wholefoods shop in Cambridge. We are also a workers' cooperative - fully owned and run by its members	Address: 12 Mill Road, CB1 2AD Cambridge, Cambridgeshire <a href="#">Website</a> Facebook: @ArjunaMillRoad	Monday – Saturday: 9:30am-6pm Sunday: Closed
Refill Shop	Backyard Food	Shop offering food, cleaning and toiletry refill products as well as a range of local and ethical pre-packaged items.	Address: Oundel Road, Peterborough, PE2 8AT <a href="#">Website</a> Facebook: @backyardfoodpeterborough Twitter: @Backyard_Food Instagram: @backyardfoodpeterborough	Saturday: 11am-4pm Sunday: 11am-1:30pm
Swish	Backyard Food	Seasonal events every 4-6 months	Address: The Green Backyard, Oundle Road, Peterborough, PE2 8AT <a href="#">Website</a> Facebook: @backyardfoodpeterborough Twitter: @Backyard_Food Instagram: @backyardfoodpeterborough	
Repair Cafe	Barrington Repair Café	Repair Cafe	Address: 17 Orwell Road, Barrington, Cambridgeshire, CB22 7SE	
Refill Shop	Be Kind Kitchen	Be Kind Kitchen is a small grass roots venture serving cruelty free food that is kind for the planet, kind for animals and kind for your health	Address: Peterborough City Market, Unit 130 <a href="#">Website</a> Facebook: @bekindkitchenvegan Twitter: @bekindkitchen Instagram: @bekindkitchen_uk	Monday – Thursday: 10am-5pm Friday: 8.30am-5pm Saturdays: 10am-5pm Sunday: Closed
Repair Cafe	Cambridge Repair Cafe	Repair Cafe	Address: Cambridge Carbon Footprint, The Bike Depot, 140 Cowley Road, Cambridge, CB4 0DL <a href="#">News featuring Repair Cafe</a>	

Type	Name	Description	Contact Details	Opening Hours
			<a href="#">Facebook event</a> Twitter: @TransitionCambs	
Nappies	Cambs Reusable Nappies	Service offering parents the chance to see, learn more about and try a range of reusable nappies to decide which ones best suit their family's circumstances	Location: Ely and St Neots  <a href="#">Website</a>	By appointment
Repair Cafe	Cottenham Repair Cafe	Repair Cafe	Address: Cottenham Community Centre, 250A High Street, Cottenham, Cambridgeshire, CB24 8RZ	
Refill Shop	Daily Bread Co-Operative - Cambridge Ltd	Daily Bread Cambridge is a whole food shop, committed to supplying ethically-sourced natural foods to our local communities at affordable prices	Address: Kilmaine Close Unit 3 Cambridge, Cambridgeshire, CB4 2PH  <a href="#">Website</a> Facebook: @DailyBreadCambridge Twitter: @DB_Cambridge	Monday: 9am-4pm Tuesday – Saturday: 9am-5:20pm Sunday: Closed
Repair Cafe	Histon Repair café	Repair Cafe	Address: St. Andrews Centre, School Hill, Histon, Cambridgeshire, CB24 9JE	
Community Fridge	Millfield Community Fridge	Our fridge helps 2 reduce food waste and food poverty. Anybody can put food in anyone can take food out. Bringing community together. It has developed in to an amazing community hub.	Address: Open Door Baptist Church Hall, Searjeant Street, Millfield, Peterborough  <a href="#">Website</a> Facebook: @millfieldcommunityfridge	Wednesday: 10am-12pm Thursday: 10am-12pm Friday: 9.30am-11.30 am and 1pm-3pm
Community Fridge	Paston Farm Community Foundation	A community centre housing a community fridge	Address: Paston Farm Community Centre, Freston, Peterborough, Cambridgeshire, PE4 7XB  <a href="#">Website</a>	

Type	Name	Description	Contact Details	Opening Hours
			Facebook: @pastonfarmcommunityfoundation	
Swish	PECT	Annual event during the Green Festival	<a href="#">Website</a> Facebook: @SustainablePECT Twitter: @SustainablePECT Instagram: @sustainable_pect	
Refill Shop	Refill Revolution Oundle	Bringing the Refill Revolution to Oundle! We're launching our popular zero waste shop in Oundle. Bring along your empty shampoo, conditioner, laundry detergent, fabric conditioner, washing up liquid, hand soap and body wash bottles for refills - all vegan friendly and cruelty free. We will also have a range of dry foods and other items to help you to reduce your plastic waste. Opening fortnightly on Fridays and Saturdays to begin with - to see if you like us - we are keen to open weekly & for more days from September.	Location: The Wharf, Oundle  <a href="#">Website</a> Facebook: @refillrevolutionharbs Twitter: @refillrevoluti1 Instagram: @refill.revolution	
Refill Shop	St Neots Zero Waste Club	A group that buys wholesale food and domestic products in bulk and fills up with their own containers. Products are vegan and as plastic free as possible. The location is in Eaton Socon. Melina will place	Location: St Neots, Cambridgeshire  <a href="#">Facebook Group</a>	



Type	Name	Description	Contact Details	Opening Hours
		orders based on our polls. A £10 deposit is needed to start off with in order to make the orders. You can then purchase the quantities and products you like. Please send Melina a message to get the address and bank details for deposit. Please check updates to see what there is in stock. This is a not-for-profit enterprise for us to use less plastic. We also sell Rawtangle dairy-free chocolate and nut milks.		
Repair Cafe	The Eversdens Repair Cafe	Repair Cafe	Address: Eversden Village Hall, 4 Chapel Road, Great Eversden, Cambridge, Cambridgeshire, CB23 1HP  <a href="#">Website</a>	
Repair Cafe	Villages South of Cambridge Repair Café (e.g. Fulbourn, Sawston, Shelford, Abington, Linton)	Repair Cafe	Address: The Fulbourn Centre, Townley Memorial Hall, Home End, Fulbourn, Cambridgeshire, CB21 5BS  <a href="#">Website</a>	
Community Fridge	WestRaven Community Fridge	Community Cafe - Has a community fridge on site	Westwood Community Hub, 31-35 Hampton Court, Westwood, Peterborough  <a href="#">Website</a>	Monday – Saturday: 8am-3pm Sundays: 11am-3pm

Type	Name	Description	Contact Details	Opening Hours
			Facebook: <a href="#">@BigLocalWestraven</a>	
Community Fridge	Yaxley Community Fridge	A community project set up by the parish council for the benefit of the parishioners. Free to use no matter what your social status is. if you wish you can leave something in the food bank in return, Example: biscuits or tins	Address: Austin Hall at the Amenity Centre on Main Street, Yaxley  <a href="#">Website</a> Facebook: <a href="#">@yaxleycommunityfridge</a>	Weekdays: 9 am-4pm Saturdays: 9am-1pm
Nappies	St Neots Cloth Nappy Chat	Facebook group	<a href="#">Facebook Group</a>	

Appendix 3

## Household Recycling Centres






**Residual Waste Only**  
Telephone: 01480 388640



**Recycling Waste Only**  
Telephone: 01480 388640

## Other recyclables

Available at most supermarkets



Household Recycling Centres





HPS-2165



## Food Waste Collection for Flats and Communal Residents



We have provided you with a 7 litre caddy to use in the kitchen to collect food waste as and when it is generated. Once full, empty it into the green bin in the communal bin store.

Communal bins are provided in the bin store for food waste, which are for you to share with your neighbours.

**Please use them properly and look after them.**



If the wrong items are put in the food waste bin the collection may not take place and the bins may have to be removed.

- ✓ Do use paper liners, newspaper and kitchen roll
- ✓ Do Keep your bin store tidy

- ✗ Do not use plastic or biodegradable caddy liners
- ✗ Do not overfill the bins
- ✗ Do not block the bins

## Why RECYCLE your food waste?

Food waste that is sent to **landfill** doesn't harmlessly breakdown. It has a big impact on the **environment** as it rots and releases **methane** – a harmful greenhouse gas that is 25 times more potent than carbon dioxide.

Recycling food waste creates **compost** for **local parks** and to sell to **farmers**. All while **saving money** over disposal and creating local jobs.

### Top tip:

You cannot use biodegradable liners in your food bin, but please feel free to use newspaper or kitchen roll to line, or wrap scraps directly in newspaper and place in your green bin.



Last year households in Huntingdonshire recycled 19,000 tonnes of food and garden waste

Last year 525 tonnes of food and garden waste was disposed of in the dry recycling system, adding to the charges we receive for contaminated waste

## FOOD FOR THOUGHT

Remember there is **no amount too small**. The **best thing** we can do with our food is enjoy it but some waste like banana skins, tea bags and plate scrapings are inevitable.

### Remember to recycle

- ✓ All uneaten food & plate scrapings
- ✓ Mouldy or out of date food - inc. ready meals removed from their packaging
- ✓ Peelings
- ✓ Tea bags & coffee grounds
- ✓ Bread & pastries
- ✓ Dairy products (inc. egg shells)
- ✓ Rice, pasta & beans
- ✓ Meat, fish & bones (raw & cooked)

### Please do not recycle

- ✗ Packaging of any kind
- ✗ Liquids such as milk
- ✗ Oil or liquid fat
- ✗ Any material that is not food waste



HPS-2167

## Appendix 5

Social Media:

Facebook:

Year to 31st Aug 2019

Total Page Likes as of Today: 1,044



Year to 31<sup>st</sup> Aug 2019

### Post reach

The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise.



Daily data is recorded in the Pacific time zone.

## Appendix 6

### **Waste Minimisation Team Update – July/August 2019**

In July we **welcomed Danette** to the team.

**Assisted collection and additional grey bins reviews** took place - letters sent to 3500 properties and the team has processed returned forms

There is still c. 900 who have not been in contact – further correspondence

#### **Additional Garden bin renewal on 1 July**

- Updated 3342 records to ensure crews schedules are accurate
- Arranged for new stickers/permits to be sent to all
- Correspondence with those who's DD were unsuccessful of which there were 46

#### **Throughout July we have dealt with**

- 50 Assisted collection requests
- 18 Additional grey bin request
- Processed 1053 bin requests – includes printing schedules, updated address records and completing schedules once delivery had taken place
- 124 resident enquires responded to
- Weekly missed bin reports
- Responded to 12 planning consultations
- Database management – routing new properties, updating schedules, LLPG updates
- Reporting to DEFRA, County Council and Corporate

#### **Community engagement**

- July :
  - Buckden Primary School
  - National Women's Register
  - Kimbolton WI
- August:
  - Oxmoor group
  - Huntingdon Carnival

#### **Communications**

- Social Media Stats
  - 74 new Facebook likes taking the total to 951
  - 26.4k people reached via Facebook posts

301 Twitter followers  
182 Instagram followers

- Communications Plan
- Social Media Plan
- Inventory of communications material and proposed changes

### **RECAP projects**

- Waste Analysis
  - Data requirements for KAT Proforma – Deadline- 9 August
- Recyclable Summer Reading Challenge – attended workshop on 2 August at St Ives Library
- Recycle Week Comms with Amey & Charpak
  - Working with Siobhan in housing to create a number of short films to support Recycle Weeks theme of 'It's in our Hands'
    - Ideas for a number of films showing a day in the life of a recycler
      - Washing/sorting
      - Donating clothing
      - Etc..

### **Project Updates**

#### **Anti-Contamination Campaign – Communications Plan**

- Crew training took place 2 August
- From w/c 5 August crews are being hot on checking bins
- Team are monitoring crew rejections over the next 4 weeks – this will assist with identifying our worst areas for targeted communications
- Increased social media posts
- Textile and food waste specific leaflet designed which will be sent to those who have had their bins rejected because of these contaminants
- Vehicle livery being designed and printed

#### **Communal Areas – Communications Plan**

Redesigning the leaflet with a pictorial leaflet too

Focusing on Percy Green Place & Traders Walk to look at different communications and working with the management companies

Introducing a food waste trial – dedicated leaflet being created

### **Upcoming projects/work**



## **APSE benching marking data for 2018/19 – deadline 10 October**

### **Zero Waste Zones**

- Refill shops,/advisors
- Repair café
- Community fridges
- Further recycling facilities – crisp packets, cartridges, batteries etc...
- Dedicated webpage on HDC website providing contacts – what's happening were

### **Internal Waste Initiatives**

To initially increase the quality and quantity of the materials we are currently collecting and to also look at collecting the following for recycling

- Crisp packets
- Batteries
- Food
- Small WEEE

### **Annual Leave**

- Heidi – 19<sup>th</sup> August – 4<sup>th</sup> September
- Danette – 5<sup>th</sup> September
- Kathryn – 12<sup>th</sup> & 13<sup>th</sup> September

## Waste Minimisation Team Update – August/Sept 2019

**Assisted collection and additional grey bins reminder letters** have been sent to c.900 – the team are processing returned forms and information from these residents

### Throughout August we have dealt with

- 39 Assisted collection requests
- 21 Additional grey bin request
- Processed 806 bin requests – includes printing schedules, updated address records and completing schedules once delivery had taken place
- 288 resident enquires responded to
- Weekly missed bin reports
- Responded to 10 planning consultations
- Database management – routing new properties, updating schedules, LLPG updates
- **Q1 2019/2020 waste figures for WasteDataFlow by 30 Sept 2019**
- County Council and Corporate

### Community engagement

- August:
  - Oxmoor group
  - Huntingdon Carnival
- September
  - 17<sup>th</sup> Huntingdon Conservatives Group
  - 19<sup>th</sup> – Warboys – Zero Waste Talk

### Communications

- Social Media Stats
  - 107 new Facebook likes taking the total to 1058
  - 160k people reached via Facebook posts
  - 305 Twitter followers
  - 192 Instagram followers
- Communications Plan
- Social Media Plan
- Inventory of communications material and proposed changes

### RECAP projects

- **Waste Analysis** – Initial results show that 35% of the grey bin includes food waste which could be recycled within the green bins. Complete report is imminent
- **Recyclable Summer Reading Challenge** – ongoing promotion. **Closing date 20 September**

- **Recycle Week (23<sup>rd</sup> September)** Comms with Amey & Charpak
  - Working with Siobhan in housing to create a number of short films to support Recycle Weeks theme of 'It's in our Hands' will include Batteries, Clothes, visiting the HRC etc..  
All films have be recorded, editing is taking place
- Reviewing RECOUP's Pledge2Plastics campaign materials
- Food waste project team to be brought together

## **Project Updates**

### **Anti-Contamination Campaign –Communications Plan**

- The recycling crews have been monitoring bins. Through August 1342 recycling bins were rejected for having the wrong materials in.

New leaflets have been created for advice on textile recycling and food waste recycling. These leaflets are being sent to though who contaminate for these specific reasons.

- 249 residents have received the textiles leaflets
  - 184 have received the food waste leaflet
  - 47 letters have been sent to the repeat offenders
- Increased social media posts
  - Vehicle livery being designed and printed
  - Full page 'Green News' page within the Hunts Post on 4 September highlighting the rejection policy to readers

### **Communal Areas – Communications Plan**

Redesigning the leaflet with a pictorial leaflet too

**Traders Walk, Godmanchester** – communal bins have be sited so that one bin store is for refuse and the other is for recycling. The management company has written to all tenants' information of their responsibilities. They have also served notice to two residents who have continued to misuse the bins

Introducing **food waste collection trial** to flats at Walston way, Brampton. Residents have been informed; caddies and bins are being delivered 10 September. Collections commence Thursday 19 September

### **Upcoming projects/work**

**APSE benching marking data for 2018/19 – deadline 10 October**

### **Zero Waste Zones**

- Refill shops,/advisors

- Repair café
- Community fridges
- Further recycling facilities – crisp packets, cartridges, batteries etc...
- Dedicated webpage on HDC website providing contacts – what's happening were

### **Internal Waste Initiatives**

To initially increase the quality and quantity of the materials we are currently collecting and to also look at collecting the following for recycling

- Crisp packets
- Batteries
- Food – Introduction of a food waste collection as part of the Commercial waste service. Collections from Pathfinder House & Eastfield House to be implemented initially. Caddies & Bins to be provided and comms to be written
- Small WEEE

### **Annual Leave**

- Heidi –
- Danette – 13<sup>th</sup> September, 7<sup>th</sup> to 11<sup>th</sup> October
- Kathryn – 12<sup>th</sup> September, 16<sup>th</sup> to 20<sup>th</sup> September, 30<sup>th</sup> Sept to 4<sup>th</sup> October