



**Notice of a public meeting of
Domestic Waste Recycling Task Group**

To: Councillors Healey, Orrell and Watson

Date: Monday, 13 May 2013

Time: 9.00 am

Venue: Giles Meeting Room (FO22) West Offices, York

AGENDA

1. Declarations of Interest

At this point, Members are asked to declare:

- Any personal interests not included on the Register of Interests
- Any prejudicial interests or
- Any disclosable pecuniary interests

which they may have in respect of business on this agenda.

2. Public Participation

At this point in the meeting, members of the public who have registered their wish to speak regarding an item on the agenda or an issue within the remit of the Task Group may do so. The deadline for registering is **5.00pm on Friday 10 May 2013.**

**3. Interim Report of the Domestic Waste (Pages 3 -
Recycling Task Group 60)**

Members are asked to consider the Interim Report of the Domestic Waste Recycling Scrutiny Review.

Democracy Officer:

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- Registering to speak
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Scrutiny Committees

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- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

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Domestic Waste Recycling Scrutiny Task Group**13 May 2013****Domestic Waste Recycling Scrutiny Review – Interim Report****Background**

1. In June 2012 the Community Services Overview & Scrutiny Committee met to consider a number of possible topics for scrutiny review during the 2012/13 municipal year. They also received information on a number of planned service reviews by Directorates for areas within the committee's remit, which included:
 - The rationalisation of waste rounds (including consideration of a move away from the policy on same day waste collection arrangements)
 - Policies at household waste sites
 - Greenwaste collection
 - Commercial waste/recycling/incinerator
2. Discussion took place regarding a proposed topic on commercial waste. Officers provided information as to why commercial waste income targets were not being achieved and the charging structure, together with an update on the waste incinerator plan and the alternative arrangements that might be put in place depending on the outcome of an ongoing planning application.
3. In view of the planned service review of commercial waste, the Committee agreed that it would not be appropriate to carry out a scrutiny review on that topic at that time. However, they agreed there were aspects of domestic recycling that merited review e.g. the disparity between rates of recycling within different parts of the community and comparisons with other local authorities.
4. At a meeting in July 2012, the Community Safety Overview & Scrutiny Committee considered an associated scrutiny topic submitted by Cllr Healey on Domestic Waste Recycling.
5. In coming to a decision to review the topic, the Community Safety Overview & Scrutiny Committee set up a Task Group to carry out the review on their behalf and agreed the following remit:

Remit - To identify future improvements in CYC's working methods in order to increase domestic waste recycling

Key Objectives:

- i. To consider best practice from exemplar Local Authorities including incentive schemes
 - ii. To consider the views of CYC waste operatives
 - iii. To gather evidence on the effectiveness of the initiatives scheduled for this financial year.
6. Work on the first two objective of the review was carried out in early 2013 and the Task Group provided an interim report to the Community Safety Overview & Scrutiny Committee detailing that work, in March 2013. Officers are now required to assist Members in addressing objective iii by providing a clear and definitive response to when the required control rounds will be introduced, in order to conclude the work on this review.

Information Gathered & Analysis

7. Objective i - To consider best practice from exemplar Local Authorities including incentive schemes

The Task Group carried out an analysis of the 20 top performing Local Authorities (LAs) in terms of recycling rates recorded in 2010/11 – see table in Annex A. Of the 20 LAs looked at, 2 were Unitary Authorities and 18 were WCA's. The highest recycling rate recorded was by Rochford District Council, a WCA with a recycling rate of 66%.

8. Residual Waste

- 1 WCA had a weekly collection of residual waste in a 140L wheeled bin.
- 18 LA's had an alternate week collection of residual waste and recycling
- 1 LA had a fortnightly collection of residual waste and a weekly collection of recycling.
- 2 x LA's collected residual waste in 240L wheeled bins
- 3 x LA's collected residual waste in 180L wheeled bins
- 1 x LA collected residual waste in a 140L wheeled bin.
- 1 x LA collected residual waste in black sacks.
- 13 x LA stated wheeled bins but size was unspecified
- 19 LA's specified a 'No side waste policy'
- 1 LA allowed residents to purchase additional sacks for residual waste to be placed alongside their wheeled bin. (£12 for roll of 15 sacks)

9. Dry Recycling

- 19 LA's had a fortnightly collection of recycling
- 1 LA has a weekly collection of recycling

10. <u>Materials collected</u>	<u>% of LA's that collect at the kerbside</u>
Paper	95%
Cardboard	85%
Aluminium tins and cans	95%
Foil	50%
Aerosols	55%
Plastic bottles	85%
Mixed plastic packaging	65%
Plastic film and bubble wrap	25%
Tetra packs	45%
Glass	85%
Textiles	5%
Shoes	5%
Books	10%
Batteries	10%
Mobile phones	5%
Printer cartridges	5%

11. Garden Waste

- 100% of the Local authorities have some kind of Garden waste collection service available for residents
- 2 x LA's have a weekly service
- 18 x LA's have a fortnightly service
- Of the 18 LA's with a fortnightly service, 5 have a chargeable subscription system (prices range from £30-£47 per bin per year)
- None of the LA's that charge for garden waste suspend the collection over the winter period.
- Of the 15 free collections from LA's, 4 reduced the garden waste service over the winter months.

12. Food Waste

- 16 LA's have a food waste collection.
- 8 of these LA's have a weekly collection and 8 have a fortnightly collection
- All 8 LA's that have a fortnightly collection co-mingle the food waste with a fortnightly garden waste collection
- All 8 LA's with a weekly collection collect food waste separately in a food waste caddy.

13. HWRC's & Trade Waste

A common theme throughout was the non acceptance of trade waste at nearby HWRC's. In addition, many LAs had stringent permit schemes in place at HWRC, including not allowing any construction waste or trailers entry and only allowing vans if they are the only registered vehicle at the property.

14. Bournemouth Borough Council had a 64% recycling rate despite no food waste collection and a subscription based garden waste collection. However, they did have dedicated garden waste bring sites which may explain their high recycling rate.

15. Waste Prevention

Waste prevention campaigns and information varied widely between Local Authorities. Most WCA that had food waste and garden waste collections had limited waste prevention information available for the public. Whereas, those Local Authorities that did not have food waste collections, or charged for garden waste collections or collected a limited number of dry recycling materials, provided comprehensive waste prevention information.

16. The Task Group looked in detail at the following four 20 top performing LAs from 2010-11, in an effort to better understand their recycling rates (see Annex B). They noted that:

- Rocheford District Council provides a simple and instructive bin schedule and detailed lists of the widest ranges of recyclables collected nationally.
- South Oxfordshire District Council provides in depth information via their website about what can and cannot be recycled. Also information on where else / other ways things can be recycled.
- Bournemouth Borough Council runs 'big' bin / 'little' bin scheme. Bin provided for landfill rubbish is smaller than recycle / garden waste bins. Comprehensive website including waste strategy and schemes.
- Stratford upon Avon District Council
- 3 out of 4 of the above LAs:
 - Collect household waste and garden waste fortnightly – Bournemouth Borough Council collects household waste weekly and Rochford District Council collects garden waste weekly
 - Collect garden waste all year round with the exception of South Oxfordshire District Council which offers a year round 'opt in' service with a charge per bin (see paragraph 16 below)

- Runs a food waste service and offers a kitchen caddy to those who want one, with Bournemouth Borough Council being the exception.
 - All use one mingled bin
 - All have very detailed lists and guidance
17. The Task Group noted the charges made by South Oxfordshire District Council for the collection of garden waste and bulky items; £34.00 a year for a 240 litre wheeled bin emptied fortnightly, and a minimum charge for bulky waste collection of £21.00 for up to 3 items and a further £6.67 for each additional item (service limited to a maximum of 6 items per collection day).
18. The Task Group also looked in detail at four of the 20 top performing LAs from 2010-11 (see Annex C). They noted that Vale of White Horse District Council runs an app named 'BINFO' that helps users find out when their next collection is due and which bin needs to be out. Residents can also register online for their garden waste scheme. It also provides homes and flats unsuitable for wheeled / shared bins with pink sacks for rubbish and green sacks for recycling, which are collected fortnightly (rubbish one week and recycling the next).
19. The Task Group also considered information on recycling by other LAs considered similar to York i.e. within the same family group. Information and waste statistics for those LAs for the periods 2010-11 & 2011-12 are shown at Annex D.
20. The Task Group also considered the pros and cons of 'Co-mingling' i.e. the collection of materials in a single compartment vehicle with the sorting of these materials occurring at a Materials Recovery Facility. They considered a Waste & Resources Action Programme (WRAP)¹ document called 'Choosing the Right Recycling Collection System' which addressed the issue of which recycling collection system was best and in particular whether kerbside sort systems or co-mingled collections were to be preferred. – see copy attached at Annex E.
21. Customer Insight Study on Residents' Recycling Behaviour & Communication Preferences

¹ WRAP UK was set up in 2000 to help recycling take off in the UK and to create a market for recycled materials. Over the last decade, they have helped and continue to help local governments devise strategies to deal with those issues through their expertise, research and practical advice.

The Task Group considered the findings from a study of resident's behaviour carried out by Southampton City Council & its Partners. The project was undertaken in an effort to tackle waste management & recycling issues, and enable a more direct targeting of customers who did not recycle or who contaminated their bins, thereby reducing the need for the Council's more generic campaigns. See a summary of the work undertaken and the finding from the study at Annex F.

22. The Task Group were particularly interested in the results from the socio-demographic profiling undertaken as part of the study, and noted that Southampton City Council had used those findings to help focus their behaviour change campaigns and achieve better value for money. The Task Group agreed that where those same profile groups existed in York, similar achievements could be made if the propensity of each group to change its behaviour, and each group's communication preference was taken into consideration. The level of achievement possible would be based on the population volumes of each of those profile groups.

23. **Objective iii. - To gather evidence on the effectiveness of the initiatives scheduled for this financial year.**

The Task Group received information on the promotional initiatives planned for 2012/13. They recognised that as resources for the promotional work were limited the Council needed to target them where it thought they would be most effective and obtain the best results. Initial research carried out generally indicated that the best target areas would be communal properties, terraced properties and areas with a high density of student population. The Task Group agreed to focus their work in support of their third objective on the council's 'Recycle More' initiative, which was one of the themes in the Zero Waste York Challenge work plans for 2012/2013 and 2013/2014.

24. 'Recycle More' included promotion of kerbside recycling to boost participation, capture rates and quality of material collected, which the task group agreed would support the aim of their scrutiny review. The Scrutiny Task Group therefore sought the agreement of the appropriate Cabinet Member for a number of rounds to be used as control rounds during the implementation of the 'Recycle More' initiative in 2012/13. The Task Group planned to use the data gathered to carry out a comparison of the results from the control rounds with that of the remaining rounds of a similar type.

25. The Task Group learnt that some review and promotional work had been carried out during the 2012/2013 financial year, and was ongoing, but progress had been restricted by reduced availability of staffing resources for various reasons.
26. In addition, the work programme for 2013/2014 was being developed which would enable resources to be targeted where they would be most effective and obtain the best results. The Task Group recognised that the work would involve comparing service provision and performance at various property types and locations. And, that the basic areas subject to comparison and review would vary in size, e.g. blocks of flats, a street, several streets or a housing estate.
27. The Task Group learnt that for each basic area subject to review, the following key elements would be included:
 - Background - Identify demographics of area, current and proposed services, waste data and targets, research, funding and support.
 - Situational Analysis - analyse current position, outline where we need to be.
 - Aims & Objectives - Define aims and objectives (**S**pecific / **M**easurable / **A**chievable / **R**ealistic / **T**imebound).
 - Target Audience - Identify audience i.e. all householders, internal and external groups, specific groups, hard to reach and engage, lifestyle characteristics.
 - Branding & Messaging - Developing communications i.e. visual identity, tone of voice, type of message.
 - Strategy & Communications Methods - Develop overall approach, methods to support services, methods to reach audiences, impact of each method, and distribution methods.
 - Campaign Activities - Develop individual campaign aims and objectives, communications tactics, agree measuring and evaluation mechanisms - such as participation, tonnages, recycling rate, website hits etc.
 - Planning Activities - Scheduling and costs linking with service provision and national events. Schedule campaign activities, outline indicative costs, and include contingencies.
 - Monitoring & Evaluation - Evaluate whether overall aims and objectives achieved, and individual campaign aims and objectives achieved. Review impact of campaign activities and determine future activities.
28. An example of how that approach would be utilised is detailed below:

Comparing block of flats A and B that are of similar size, have same recycling service and similar recycling performance.

Block of flats A

- Identify recycling performance and customer satisfaction.
- Make no changes to services.
- Do not promote services.
- Review recycling performance.

Block of flats B

- Identify recycling performance and customer satisfaction.
- Review service that is provided to ensure that there are sufficient communal recycling containers on site. If not, arrange for additional containers to be provided.
- Consult with residents to identify any issues and barriers to using recycling service. Try to resolve any reasonable and affordable service issue(s).
- Promote recycling service to ensure that residents know what is available and how to use it (leaflets, posters, door to door canvassing etc.). Also take the opportunity to inform residents about what other services are available from the council or other organisations.
- Try to recruit a local person to help monitor the recycling service so that problems can be identified and resolved as soon as possible.
- Assess opportunity to introduce additional recycling facilities in the area (for example at a local meeting hall or school).
- At the end of the trial period quantify the outcome of the work, e.g. expenditure, impact on recycling performance, customer satisfaction etc.

Compare block of flats A with block of flats B

- Compare recycling performance and customer satisfaction at both locations to establish if the work undertaken provides value for money and could be rolled out to other similar locations.

29. The Task Group noted that initially the work would be targeted at property types and locations where data for comparison and monitoring purposes was currently readily available, and would continue to be so. That first phase of work would include the following property types and locations:

- Communal properties, e.g. flats in areas such as the Groves and Navigation Road.
- City centre area within the city walls where service is provided by Friends of St Nicholas Fields.

- Areas with a high density of student population, e.g. Hull Road, Lawrence Street.
30. It will also include the introduction of some control areas/ buildings /rounds in order to support the work on the third objective of this review. The Task Group noted that this approach would avoid potential complications with the ongoing development of the waste collection rounds infrastructure and availability of robust data.
31. The rescheduling work on the waste collection rounds is due to be completed in the next few months and following this it should be relatively straightforward to move onto other low participation areas and build on the initial work detailed above. It is envisaged that this phase of work would include the following property types and locations:
- Terraced properties, e.g. Leeman Road, Poppleton Road, Burton Stone Lane area (such as Cromer Street and Garth Terrace).
 - Areas predominantly with semi detached properties, e.g. ETTY Avenue, Monkton Road, Dodsworth Avenue, Pottery Lane, Kingsway North and nearby streets.
32. Again, some controls areas will be introduced in order to gather data in support of the third objective of this review. The final stage in regards to supporting the final objective of this review, will be to calculate the waste tonnage to identify whether the campaigns carried out have led to a sufficient improvement to want the cost incurred to the council.
33. There are various methods that can be used for calculating waste tonnages:
- Visual assessment of the fill levels of recycling containers. The collection crew note down the fullness of each communal waste container bin before it is emptied. This can then be converted into a weight using the known fullness of a bin and appropriate conversion factors.
 - Use of vehicle on-board weighing equipment to record weights.
 - Dedicated collections of waste and recycling can be made from specific sites / areas using one vehicle. After collecting material from the site the vehicle goes to the weighbridge and the tonnage for that specific site / area is recorded.
 - Use of scales to weigh waste and recyclables.
 - Arranging waste audits to provide a snapshot of the waste and recycling stream.

34. The choice of method used for each area reviewed will be determined by a variety of factors - including property type, location, number of households, size of area, availability of vehicles and equipment, budget resources.
35. For each area that is reviewed an evaluation report will be produced. Each report will include a summary of the key elements of work undertaken and findings (using a template based on the key elements identified above).

Concluding the Work on the Review

36. Due to the planned timing of the promotional initiatives for 2012/13 and the hold up in introducing the control rounds to support the work on this review, it has not been possible to date to complete the comparison work in support of objective iii of the review.
37. The Task Group therefore presented their findings to date to the March 2013 meeting of the Community Safety Overview & Scrutiny Committee, who agreed to reform the Task Group to conclude the work on the review, at the appropriate time in the new municipal year once the comparison data was made available.
38. Clear advice from officers on when the required work will be carried out in order to help bring this review to completion, is now being sought.

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Report Approved



Date

2 May 2013

Wards Affected:

All



For further information please contact the author of the report

Background Papers: N/A

Annexes:

Annex A – Analysis of the 20 top performing Local Authorities (LAs) in terms of recycling rates recorded in 2010/11

Annex B – Breakdown on 4 of the top performing LAs in 2010/11

Annex C – Breakdown on 4 of the top performing LAs in 2011/12

Annex D – Information on LAs in York Family Group

Annex E – Supporting information on Choosing the Right Recycling Collection System

Annex F – Customer Insight Study on Residents' Recycling Behaviour & Communication Preferences

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<i>Local Authority</i>	<i>Type of Authority</i>	<i>Base recycling rate</i>	<i>Residual waste collection frequency</i>	<i>Residual waste container options</i>	<i>Residual waste side waste policy</i>	<i>Recycling collection frequency</i>	<i>Comingled or kerbside sort</i>	<i>Recycling container options</i>	<i>Materials collected at the kerbside</i>	<i>Garden waste collection Y/N</i>	<i>Garden waste collection frequency</i>	<i>Garden waste container options</i>	<i>Chargeable service Y/N</i>	<i>Details</i>
Rochford District Council	WCA	66%	Fortnightly	Wheeled bin only	Do not collect any side waste	Fortnightly	Co mingled	180L wheeled bin only - upgrade to 240L allowed	Paper, cardboard, tin cans, glass, foil, mixed plastics, tetrapacks, carrier bags.	Y	Weekly	180L wheeled bin only. Upgrade to 240L allowed	N	n/a
South Oxfordshire district council	WCA	65%	Fortnightly	Wheeled bin only	Do not collect any side waste	Fortnightly	Co mingled	Wheeled bin only	Paper, cardboard, tin cans, glass, plastic bottles, tubs and pots.	Y	Fortnightly	240L wheeled bin	Y	£34 p/a charge for service. Bin remains property of council.
Surrey Heath borough council	WCA	65%				Fortnightly	Co mingled	Wheeled bin only	Glass bottles and jars, tin cans, aerosols, foil, plastic bottles, mixed plastic, tetra packs, paper, cardboard.	Y	Fortnightly	240L wheeled bin	Y	Different payment options available, rolling subscriptions 12, 24 or 36 month contracts. Monthly payment option available.
Bournemouth borough council	Unitary	64%	Weekly	Wheeled bin (Big bin little bin scheme - Refuse =140L)	Do not collect any side waste	Fortnightly	Co mingled	240L wheeled bin	Glass bottles and jars, plastic bottles, mixed plastics, paper, cardboard, tins and cans, tetrapacks.	Y	Fortnightly	140L wheeled bin	N	Opt in service not available to all residents. Specific garden waste bring sites avail Apr-Nov
Cotswolds district council	WCA	60%	Fortnightly	180L Wheeled bin or beige sacks. 100 per annum per residence	No side waste collected but residents can buy additional beige sacks for excess waste - £12 for a roll of 15.	Fortnightly	Kerbside sort	Up to 3 x 55L box and a blue bag for cardboard	Paper, glass, tins and cans in the box. Cardboard only in the bag.	Y	Fortnightly	240L bin or sacks	Y	£30 p/a

<i>Local Authority</i>	<i>Type of Authority</i>	<i>Base recycling rate</i>	<i>Residual waste collection frequency</i>	<i>Residual waste container options</i>	<i>Residual waste side waste policy</i>	<i>Recycling collection frequency</i>	<i>Comingled or kerbside sort</i>	<i>Recycling container options</i>	<i>Materials collected at the kerbside</i>	<i>Garden waste collection Y/N</i>	<i>Garden waste collection frequency</i>	<i>Garden waste container options</i>	<i>Chargeable service Y/N</i>	<i>Details</i>
Staffordshire moorlands district council	WCA	60%	Fortnightly	Wheeled bin	Do not collect any side waste.	Fortnightly	Co mingled	Wheeled bin only, plus a sack for paper & sack for textile recycling	Glass bottles and jars, tins and cans, plastic bottles, mixed plastic, foil, aerosol cans, tetra packs, cardboard.	Y	Fortnightly	Wheeled bin	N	n/a
Stratford on Avon district council	WCA	59%	Fortnightly	Wheeled bin	Do not collect any side waste	Fortnightly	Co mingled	Wheeled bin	Paper, cardboard, Cans, Glass, Plastic bottles, mixed plastics, aerosols, foil, tetra packs	Y	Fortnightly	Wheeled bin	N	n/a
Epping forest borough council	WCA	59%	Fortnightly	180L wheeled bin	Will collect recycling side waste but no side waste		Kerbside sort	55L box for glass & kerbside sack for paper, card & plastic	Paper, cardboard, Cans, Glass, Plastic bottles, mixed plastics, aerosols, foil.	Y	Weekly	180L wheeled bin	N	n/a
Harborough district council	WCA	58%	Fortnightly	Wheeled bin	unknown - no information. Website says bins must be closed.	Weekly	Kerbside sort	2 x 55L recycling boxes	Box for glass, foil, food trays, aerosols, tins and cans. Box 2 for paper only. No plastic collected at kerbside. Card composted with green waste	Y	Fortnightly	Wheeled bin	N	n/a
Huntingdonshire district council	WCA	58%	Fortnightly	Wheeled bin	Do not collect any side waste	Fortnightly	Co mingled	Wheeled bin	Glass, paper, cardboard, tins, cans, tetra packs, plastic bottles.	Y	Fortnightly	Wheeled bin	N	n/a
Cherwell district council	WCA	57%	Fortnightly	Wheeled bin		Fortnightly	Co mingled	Wheeled bin / 55L recycling boxes (residents choice)	Tins and cans, plastic bottles, paper, cardboard, aerosols, tetrapacks.	Y	Fortnightly	Wheeled bin	N	n/a

<i>Local Authority</i>	<i>Type of Authority</i>	<i>Base recycling rate</i>	<i>Residual waste collection frequency</i>	<i>Residual waste container options</i>	<i>Residual waste side waste policy</i>	<i>Recycling collection frequency</i>	<i>Comingled or kerbside sort</i>	<i>Recycling container options</i>	<i>Materials collected at the kerbside</i>	<i>Garden waste collection Y/N</i>	<i>Garden waste collection frequency</i>	<i>Garden waste container options</i>	<i>Chargeable service Y/N</i>	<i>Details</i>
Teighbridge district council	WCA	57%	Fortnightly	Wheeled bin	Do not collect any side waste	Fortnightly	Kerbside sort	2 x 55L recycling boxes	Green box for plastic bottles, glass bottles and jars, printer cartridges, mobile phones, batteries. Black box for paper and food and drinks cans. Cardboard composted via garden waste bins.	Y	Fortnightly	Wheeled bin	N	n/a
Rutland county council	Unitary	57%	Fortnightly	Wheeled bin	Do not collect any side waste	Fortnightly	Co mingled	Wheeled bin	Glass, paper, cardboard, tins, cans, tetra packs, aerosols, foil, batteries, mixed plastic packaging.	Y	Fortnightly	Wheeled bin	N	Reduced collection service Dec-Feb (monthly)
Lichfield district council	WCA	57%	Fortnightly	240L wheeled bin	Do not collect any side waste	Fortnightly	Co mingled	Wheeled bin	Glass, paper, cardboard, tins, cans, tetra packs, foil, plastic bottles, plastic packaging.	Y	Fortnightly	Wheeled bin	N	n/a
South Cambridgeshire district council	WCA	56%		240L wheeled bin	Do not collect any side waste Additional bin can be supplied to households if they meet certain criteria - cost £63.50.	Fortnightly	Co mingled	240L wheeled bin	Aerosols, bubble wrap, cardboard, tetra packs, foil and food trays, plastic packaging, film and bottles, glass bottles and jars.	Y	Fortnightly	Wheeled bin	N	n/a
West Lindsey district council	WCA	56%	Fortnightly	180L wheeled bin	Do not collect side waste	Fortnightly	Co mingled	180L wheeled bin	paper, cardboard, tins, cans aerosols, foil, glass, plastic bottles and ready meal trays.	Y	Fortnightly	Wheeled bin	N	Reduced frequent over the winter months.

<i>Local Authority</i>	<i>Type of Authority</i>	<i>Base recycling rate</i>	<i>Residual waste collection frequency</i>	<i>Residual waste container options</i>	<i>Residual waste side waste policy</i>	<i>Recycling collection frequency</i>	<i>Comingled or kerbside sort</i>	<i>Recycling container options</i>	<i>Materials collected at the kerbside</i>	<i>Garden waste collection Y/N</i>	<i>Garden waste collection frequency</i>	<i>Garden waste container options</i>	<i>Chargeable service Y/N</i>	<i>Details</i>
Mole Valley district council	WCA	55%	Fortnightly	Wheeled bin	Do not collect side waste	Fortnightly	Co mingled	Wheeled bin	Paper, cardboard, tins, cans and plastic bottles.	Y	Fortnightly	Wheeled bin	Y	£47 per hire of bin per year. Residents can hire up to 3 bins for garden waste disposal.
Uttlesford district council	WCA	55%	Fortnightly	Wheeled bin	Do not collect side waste	Fortnightly	Co mingled	Wheeled bin	Paper, cardboard, tins, cans, plastic bottles, mixed plastics (including bubble wrap etc), textiles, shoes (paired), glass.	Y	Fortnightly	Wheeled bin	Y	£20 for the bin, £40 per year for the service.
East Lindsey district council	WCA	55%	Fortnightly	Wheeled bin or sacks	Do not collect side waste	Fortnightly	Co mingled	Wheeled bin or sacks	Paper, cardboard, tins, cans, plastic bottles, mixed plastics, glass	Y	Fortnightly	Wheeled bin	N	Service only available Easter-Nov. No service at all in the winter months.
South Hams district council	WCA	55%	Fortnightly	Wheeled bin	Do not collect side waste	Fortnightly	Kerbside sort	Sacks	Sacks (1 for paper and card only, 1 for plastic bottles, tins and cans, aerosols etc)	Y	Fortnightly	Wheeled bin	N	

<i>Local Authority</i>	<i>Food waste collection Y/N</i>	<i>Food waste collection frequency</i>	<i>Food waste collection container options</i>	<i>Co-mingled with garden waste collection Y/N</i>	<i>Number of Household waste sites</i>	<i>Allows trade waste? /Permit scheme?</i>	<i>Notes</i>	<i>Communications campaigns and events</i>	<i>Dedicated waste prevention website/pages</i>	<i>Social networking</i>	<i>Website usability & design</i>	<i>Website rating 1-5 (1=poor, 5 = excellent)</i>	<i>Other</i>
Staffordshire moorlands district council	Y	Fortnightly	Wheeled bin	Y	3	No trade waste allowed on sites - residents in a van or trade marked vehicle have load inspected.	Garden waste and food waste comingled in wheeled bin and collected fortnightly.	None	N	N	Poor	1	
Stratford on Avon district council	Y	Fortnightly	Wheeled bin	Y	4	Trade waste allowed at some sites. Residents Permit scheme in operation for those with only a van.							
Epping forest borough council	Y	Weekly	180L wheeled bin	Y									
Harborough district council	Y	Weekly	Outdoor food waste caddy. (23L)	N									
Huntingdonshire district council	Y	Fortnightly	Wheeled bin - comingled with garden waste	Y	3	No		Waste prevention campaigns & roadshows. Link with work on climate change. Promote swishing parties locally & host swap & sell website.	External reuse pages and page on Council website	Twitter and facebook (council main)	Very Good	4	
Cherwell district council	Y	Fortnightly	Wheeled bin - comingled with garden waste	Y	7 (in County area)	Y Permit scheme similar to CoYC		Website includes pages with information on home composting, recycling in schools and reasons to recycle.	Y Pages on Council website	N	Good	3	Council using QR codes on posters and communications about refuse and recycling to make the service much more user friendly.

Local Authority	Food waste collection Y/N	Food waste collection frequency	Food waste collection container options	Co-mingled with garden waste collection Y/N	Number of Household waste sites	Allows trade waste? /Permit scheme?	Notes	Communications campaigns and events	Dedicated waste prevention website/pages	Social networking	Website usability & design	Website rating 1-5 (1=poor, 5 = excellent)	Other
Teighbridge district council	Y	Fortnightly	Wheeled bin - comingled with garden waste	Y				Comprehensive info on website & variety of campaigns inc: LFHW, reuse, home composting, real nappies, smart shopping, junk mail. Offer free real nappy trial kits. Schools education programme. Dedicated recycling and waste reduction magazine / newsletter	Y	Y	Very Good	4	
Rutland county council	N	n/a	n/a	n/a	2	No. All householders must have a valid permit to use the site.		Some communication campaigns & events. Info on website about ways residents can reduce, reuse and recycle effectively. Waste Strategy & Action Plans detailing specific WP campaigns	Y Pages on Council website	N	OK	3	
Lichfield district council	Y	Fortnightly	Wheeled bin - comingled with garden waste	Y	4 (in County area)	Y A limited amount - chargeable							
South Cambridgeshire district council	Y	Fortnightly	Wheeled bin - comingled with garden waste	Y	2	N							
West Lindsey district council	N	n/a	n/a	N	7 (in County area)			Specific waste reduction pages with campaign info inc: LFHW, reducing packaging, charities, real nappies & furniture reuse	Pages on Council website	N	Rubbish	2	

<i>Local Authority</i>	<i>Food waste collection Y/N</i>	<i>Food waste collection frequency</i>	<i>Food waste collection container options</i>	<i>Co-mingled with garden waste collection Y/N</i>	<i>Number of Household waste sites</i>	<i>Allows trade waste? /Permit scheme?</i>	<i>Notes</i>	<i>Communications campaigns and events</i>	<i>Dedicated waste prevention website/pages</i>	<i>Social networking</i>	<i>Website usability & design</i>	<i>Website rating 1-5 (1=poor, 5 = excellent)</i>	<i>Other</i>
Mole Valley district council	Y	Weekly	Outdoor food waste caddy. (23L)	N	15 (in county area)	N Electronic permit scheme in place - unique Ref No. matched to reg No. Waste & recycling brought on site is monitored. No construction waste allowed on site.		None - promotion of recycling and current recycling performance but no specific waste prevention.	N	N	n/a	n/a	
Uttlesford district council	Y	Weekly	Outdoor food waste caddy. (23L)	N	1	No trade waste allowed. No permit scheme in place, height barriers used to control vehicles entering site.		Information on the website re the 3 R's and contact details of organisations that may be able to help.	N	N	OK	3	
East Lindsey district council	N	n/a	n/a	n/a				Nothing on the website	N	N			
South Hams district council	Y	Fortnightly	Wheeled bin - comingled with garden waste	Y				Very good WP info and campaigns inc: home compost bin subsidy, community composting, waste reduction, schools recycling, LFHW, & top tips for reducing waste.	Y pages on the website	N	Good	4	

Top Performing Councils 2010-11

Authority	Bournemouth Borough Council	Rochford District Council	South Oxfordshire District Council	Stratford on Avon District Council
Authority Type	Unitary	Collection	Collection	Collection
Region	South West	Eastern	South East	West Midlands
Waste Collection - Frequency & Containers	Weekly - 'small' grey wheelie bin	Fortnightly - Black wheelie bin	Fortnightly - Grey wheelie bin	Fortnightly - Grey wheelie bin
Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency	Fortnightly - 1 x mingled 'big' bin	Fortnightly - Grey mingled wheelie bin	Fortnightly - Green wheelie bin	Fortnightly - Mingled Green Wheelie bin
Kerbside Recycling Collection - Materials	Paper (including newspaper, office paper, catalogues, phone directories, windowed envelopes) Cans (including drinks cans and household aerosols) Glass (including bottles of all colours) Cardboard (including packaging, toilet roll tubes) Plastic bottles and food containers (including milk containers, fizzy drinks bottles, shampoo, cleaning products, meat trays, yoghurt pots, fruit punnets, margarine tubs and also bottle tops) Food and drink cartons (including fruit juice containers, fresh soup cartons, milk products etc)	Newspapers and Magazines, Junk mail, Office paper, Telephone directories, Shredded paper, Catalogues, Yellow Pages, Envelopes (with and without windows) Cardboard, Greetings cards, Cardboard food packaging, Cardboard boxes, Glass jars and bottles, Perfume bottles, Broken glass jars and bottles, Jam jars, sauce jars, Spirit, wine and beer bottles, Food and drink cans, Food and drink cans and tins (clean) Aerosol cans, Foil (clean) Tin lids, Aluminium food containers (clean), Biscuit and sweet tins, Plastic bottles, Soft drinks bottles, Plastic milk bottles, Shampoo and other plastic toiletry bottles, Fabric conditioner and other cleaning products, Plastic bottle lids, Plastic food packaging, Fruit and vegetable punnets, Meat trays, Margarine tubs, Yoghurt pots, Ice cream containers, Plastic tubs, Ready meal and food trays, Plastic take away food containers, Party platters, Plastic cups, Sandwich packs, Loose plastic carrier bags, Liquid food and drinks cartons (tetra paks)	Books, Catalogues, Cereal boxes, Corrugated cardboard, Envelopes (including envelopes with windows) Greeting cards, Junk mail, Magazines, Newspapers, Phone, directories (including the Yellow Pages) Shredded paper (in a paper bag) Tissue boxes, Toilet roll tubes, Window envelopes, Writing paper, Glass, Mixed glass bottles and jars - any colour (and bottle tops) All plastic packaging (with the exception of cling film), including: Carrier bags, Detergent bottles, Drinks bottles, Food and drink cartons (Tetra Paks) Food trays, General plastic packaging (e.g. salad bags) Ice cream tubs, Margarine tubs, Plastic plant pots, Plastic milk cartons and bottles, Shampoo bottles, Yoghurt pots, We can accept plastic wrapping from newspapers and magazines, but please remove this from the magazine before placing it in the recycling bin. Metal, Aerosols, Foil, Food tins, Steel and aluminium food and drink cans (please wash and squash them first) All these can go in your bin together and should be loose (no bagged materials). We prefer all materials to be clean and the labels removed. extra recycling can be put out in either clear or opaque sacks, carrier bags or cardboard boxes. Household batteries, such as 6v batteries, 9v batteries (transistor batteries), D, C AA, AAA and button batteries (watch batteries) as well as mobile phone batteries, laptop batteries and lithium batteries with tape across the terminals should be placed into a small, clear plastic bag and placed on top of your green bin on recycling week.	Newspapers, magazines, scrap paper, envelopes, catalogues & directories and shredded paper (ideally contained in an envelop/newspaper/cardboard box) Cardboard Greetings cards, boxes packaging material and corrugated cardboard (broken up to fit in the bin) Glass Bottles and jars, Tins and Cans Food tins, drink cans, biscuit tins, Plastic Packaging Bottles, yoghurt pots, margarine / ice cream tubs, fruit punnets, microwave meal trays, Aerosols Deodorant cans, hair spray cans, Aluminium foil Clean kitchen foil, cake and pie trays, Cartons Drinks cartons, soup cartons and tetrapak
Garden Waste Collection - Frequency & Containers	Fortnightly April - November. Green Wheelie bin	Weekly - Mingled wheelie bin for garden & food waste combined	Fortnightly year round 'opt in' service £34 for a bin	Fortnightly Green wheelie bin - mingled kitchen & green waste
Food Waste Collection - Frequency & Containers	No Service	Weekly - Kitchen caddy & Mingled wheelie bin for garden & food waste combined	Weekly Kitchen caddy & Larger outdoor bin (liners not provided)	Fortnightly Green wheelie bin - mingled kitchen & green waste. Kitchen caddy available to those who want one - not rolled out as standard though

Top Performing Councils 2010-11

Authority			Bournemouth Borough Council	Rochford District Council	South Oxfordshire District Council	Stratford on Avon District Council
2010/2011	% of house hold waste sent for reuse, recycling or composting (Ex NI192)	Dry	41.81%	28.52%	37.02%	27.16%
		Green / Food	21.98%	35.23%	29.70%	32.14%
		Total	63.79%	27.16%	32.14%	59.13%
2011/2012	Residual household waste per household (kg/household) (Ex NI191)		444.23	303.85	274.85	404.50
	% of household waste sent for reuse, recycling or composting (Ex NI192)	Dry	30.07%	28.87%	36.95%	27.33%
		Green / Food	22.08%	38.32%	30.81%	29.93%
		Total	52.15%	67.19%	67.76%	57.26%
	% of municipal waste sent to landfill (Ex NI193)		19.10%	-	-	-
Collected household waste per person (kg) (Ex BVPI 84a)		480	385	369	432	
Weekly Collection Support Scheme For Serice Development	Description	Enhanced existing fortnightly co-mingled recycling collection; drove down amount of waste produced per resident; introduced incentivised 'opt-in' weekly food waste collection, + supported weekly residual waste collections.	Constructed a strategic waste facility to process the range of co-mingled recyclable materials collected by partnering authorities, whilst supporting a weekly collection of residual waste.	Supporting weekly residual waste and kitchen waste collections.		
	Amount	£7,104,837	£14,225,000	£600,000		
	No. of Households	86,170	86,170	3,100		

27.16%

32.14%

59.30%

Authority	South Oxfordshire District Council	Rochford District Council	Vale of White Horse District Council	Surrey Heath Borough Council
Authority Type	Collection	Collection	Collection	Collection
Region				
Waste Collection - Frequency & Containers			Fortnightly - Grey wheelie bin	Fortnightly - Grey wheelie bin
Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency			Fortnightly - Mingled green wheelie bin (extra recycling can be left in a clear bag at the side)	Fortnightly - Mingled green wheelie bin (extra recycling can be left in a clear bag at the side). Electricals Carrier bag: small electrical items can be left in a normal carrier bag with recycling collections
Kerbside Recycling Collection - Materials	Refer to details in 'Top Performing 2010.2011' worksheet.	Refer to details in 'Top Performing 2010.2011' worksheet.	Books, Catalogues, Cereal boxes Mixed glass bottles and jars - any colour (and bottle tops) Carrier bags, Aerosols, Foil, Food tins such as takeaway or pie tins, Steel and aluminium food and drink cans, Detergent bottles, Drinks bottles (and tops) Food and drink cartons (Tetra Paks) Food trays, General plastic packaging (e.g. salad bags) Ice cream tubs, Margarine tubs, Plastic plant pots, Plastic milk cartons and bottles, Shampoo bottles, Yoghurt pots, Corrugated cardboard, Envelopes (including envelopes with windows) Greeting cards, Junk mail, Magazines, Newspapers, Phone directories (including the Yellow Pages) Shredded paper, Tissue boxes Toilet roll tubes, Window envelopes, Writing paper	Green Wheelie bin: Aerosols, Aluminium Foil, Cans, Cardboard (waxed/plastic coated) Cardboard boxes, tubes, Cards (birthday/Christmas etc) Cartons (juice, milk etc) Cereal boxes, Catalogues, Detergent/washing power boxes, Directories, Egg Cartons (plastic or cardboard) Envelopes, Foil-lined cartons (TetraPak) Glass bottles/jars, Junk Mail, Magazines, Margarine tubs, Newspapers, Paper bags, Paper (plain) Paper plates, Phone books, Plastic bottles tops can remain on (including PVC) Plastic egg cartons, Plastic containers (includes all polymers and attached film) (includes triangular plastic sandwich boxes) Plastic carrier bags Shredded paper (loose) Telephone directories, Toilet roll tube, Yellow Pages, Yoghurt pots Normal Carrier bag: Alarm clock, Answer phones, Batteries, Battery operated toys, Bedside lamps (remove light bulb) Cables (including computer leads) Calculators, Carbon Monoxide detector, Cassette player, CD player Chargers, Clocks, Convection heater, Dictaphone, Digiboxes, Electric can opener, Electric toothbrushes, Electronic toys, Food mixer/blender, Games consoles, Hair dryers, Hair tongs/straighteners, Hairdryers, Hand held Power tools, Hand held vacuum cleaners, Household batteries (A,AA,AAA, C & D), Irons, Kettles, Laptop, batteries, Mobile phone batteries, Mobile phone charger, Phones, Radio, Remote controls, Sandwich toaster, Shavers, Small DIY tools, Small kitchen appliances, Smoke alarm, Telephones, Toasters, Torch (battery powered) Video recorders
Garden Waste Collection - Frequency & Containers			Fortnightly - Brown Wheelie Bin. (This is an 'opt in' scheme and costs £37 per year)	Monthly - Green Wheelie bin. 'Opt in' Monthly service: 24 Months £89.91 (10% discount). 36 Months – 119.88 (20% discount). (or Pay Monthly 'DD' £4.16)
Food Waste Collection - Frequency & Containers			Weekly - Green Kitchen caddy & mingled brown wheelie bin (compostable liners not provided by council)	Weekly - Silver Kitchen Caddy / green outdoor larger food only bin (compostable liners not provided)

Top Performing Council 2011-12

Authority		South Oxfordshire District Council	Rochford District Council	Vale of White Horse District Council	Surrey Heath Borough Council	
2011/2012	Residual household waste per household (kg/household) (Ex NI191)	Refer to details in 'Top Performing 2010.2011' worksheet.	Refer to details in 'Top Performing 2010.2011' worksheet.	238.01	278.55	
	% of household waste sent for reuse, recycling or composting			Dry	68.7%	65.0%
				Green / Food		
				Total		
	% of municipal waste sent to landfill (Ex NI193)			-	-	
Collected household waste per person (kg) (Ex BVPI 84a)	324	329				

Information Statistics on LAs in Family Group with York's Family Group

Authority	Authority Type	Region	Waste Collection - Frequency & Containers	Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency	Kerbside Recycling Collection - Materials Collected	Garden Waste Collection - Frequency & Containers	Food Waste Collection - Frequency & Containers
Bath and North East Somerset Council	Unitary	South West	Weekly Black bin bags	Weekly Mingled Green Box / Blue bag	Green box recycling collection – weekly collection for paper, cans and aerosols, plastic packaging (*Plastic pots, tubs, trays and bottles only. glass bottles and jars, foil, textiles including clothes, shoes, towels and sheets, batteries, mobile phones, ink cartridges, spectacles, car batteries, engine oil, small electrical items (from 18/02/13). Blue bag cardboard collection – weekly collection for cardboard, brown paper and drinks cartons (Tetrapaks)	Fortnightly £ 'opt in' scheme - complex charges for wheelie bins. Garden waste sacks £1.50 each but a minimum of 20 sacks must be ordered .	Weekly Black Kitchen caddy and larger outdoor bin
Bedford	Unitary	Eastern	Weekly Black Wheelie bin - Waste sent to MBT plant	Fortnightly Orange lidded mingled wheelie bin	Paper / Cardboard / Cartons / Plastic Bottles & Packaging / Tins & Cans / Aluminium Foil & Trays / Aerosols / Textiles	Fortnightly Green lidded wheelie bin or sacks for properties that can't accomodate	No service
Bury MBC	Collection	North West (Greater Manchester)	Fortnightly Grey Wheelie bin	Monthly Blue bin Green bin	Blue Bin: Glass bottles and jars / plastic bottles / aluminium & steel food and drinks can / empty aerosal cans / aluminium foil Green Bag: Newspapers, magazines and junk mail, Catalogues and phone directories, Paper and shredded paper, Cardboard boxes and packaging, Clean cardboard food packaging, Wrapping paper, greetings cards and envelopes, Cardboard milk and drink cartons.	Fortnightly - Brown bin: food / garden bin	Fortnightly - Brown bin: food / garden bin
Calderdale MBC	Unitary	Yorkshire and Humber	Fortnightly Grey wheelie bin	Weekly Recycling box, green bag for paper, a white sack for plastic bottles	Green box :Any food and drinks cans, Drinks bottles, sauce and food jars and any clear, green, brown or blue glass bottles and containers, White sack: Any plastic bottle which held a liquid, eg Milk bottles, drinks bottles, detergent bottles, cleaning fluid bottles, shampoo bottles. Green bag: Newspapers, magazines, brochures, office paper, junk mail, telephone directories, catalogues, thin card. Unwanted textiles; clothes, blankets, bedding, shoes curtains, etc can be left in a tied plastic carrier bag	No Service Garden waste must be taken by the householder to one of 5 local recycling centres	Weekly - Two food waste caddies (one small 7 litre caddy for indoors and a larger 25 litre caddy for outdoors) provided with compostable liners.

Information Statistics on LAs in Family Group with York's Family Group

Authority	Authority Type	Region	Waste Collection - Frequency & Containers	Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency	Kerbside Recycling Collection - Materials Collected	Garden Waste Collection - Frequency & Containers	Food Waste Collection - Frequency & Containers
Cheshire East	Unitary	North West	Fortnightly Black Wheelie bin	Fortnightly Mingled Silver wheelie bin	Food tins, Drinks cans, Sweet/biscuit tins, Metal lids Glass bottles, Glass jars, Drinks bottles, Milk/juicebottles, Detergent and fabric conditioner bottles, Cleaning/ bleach bottles and toiletry bottles, Yoghurt pots, Margarine/ice cream tubs, Fruit/vegetable punnets, Cream/custard pots, Plastic trays e.g meat/fish/cake trays, Soup/sauce pots, egg boxes, Plastic cups, All empty plastic bags, carrier bags and film, Newspapers/magazines, Telephone directories Yellow pages, Catalogues/brochures, Junk mail/leaflets, White and coloured office paper, Greetings cards, Envelopes including window type, Wrapping paper and clean paper bags, Shredded paper, Cereal boxes, Ready meal boxes, Corrugated/Thick Cardboard, Egg boxes, Kitchen/toilet roll tubes, Waxed paper coffee/tea cups, Milk/juice/smoothie cartons, Fabric conditioner cartons, Soup/chopped tomatoes cartons, Custard cartons, Clean aluminium foil, Clean foil trays, Hairspray, Deodorant, Shaving foam, Carpet cleaner	Fortnightly Green Wheelie bin	No service
Cheshire West and Chester	Unitary	North West	Fortnightly Black wheelie bin	Weekly Green & Grey Recycle boxes	Plastic bottles (lids may be left on but please squash the bottle first)Household plastic pots, tubs and trays, Food and drinks cans and lids, Aerosols and foilPaper and envelopes (all colours), Cardboard (all colours) Food and drink cartons (eg tetrapaks) Telephone directories and magazines, Glass bottles and jars, Clothes and shoes, Batteries (place car batteries beside the box), Cooking oil and engine oil (in a sealed container), Small electrical items (smaller than a toaster) Spectacles, Empty printer cartridges, Mobile phones	Fortnightly Green Wheelie bin	Weekly - Brown Food bin & Kitchen caddy with compostible liners

Information Statistics on LAs in Family Group with York's Family Group

Authority	Authority Type	Region	Waste Collection - Frequency & Containers	Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency	Kerbside Recycling Collection - Materials Collected	Garden Waste Collection - Frequency & Containers	Food Waste Collection - Frequency & Containers
City of York Council	Unitary	Yorkshire and Humber	Fortnightly Grey Wheelie bin	Fortnightly Kerbside sorted boxes x3	Magazines and newspapers, Junk mail, Catalogues and brochures , White office paper and shredded paper, Directories and Yellow Pages, Envelopes without windows, All types of flattened cardboard packaging, Greeting and Christmas cards and non-metallic wrapping paper (please remove bows and ribbon) All plastic bottles for example detergent, fizzy drinks, shampoo, yoghurt drinks, toiletry and milk bottles. We can accept all colours, sizes and shapes of plastic bottles along with their lids and tops. Food tins, Drinks cans , Metal biscuit/cake/sweet tins, Empty aerosols All colours and sizes of glass bottles and jars	Fortnightly Green Wheelie bin	No service
Darlington Borough Council	Unitary	North East	Weekly Black Bin bags - Wheelie bins from June 2013	Fortnightly Green Box / Blue bag	Glass in green box, paper and card in blue bag	No Service £ charges £7.60 to collect up to ten bags (treated as bulky waste)	No service
Derby City Council	Unitary	E Midlands	Fortnightly black wheelie bin	Fortnightly Blue bag, Red bag, Orange bag, Blue wheelie bin	Blue Bag: for papers, magazines and junk mail Red bag: Textiles Orange bag: Cardboard Blue wheelie bin: mixed recyclables (glass, cans, plastic, drinks cartons, aerosols)	Fortnightly Brown Wheelie bin	Fortnightly Brown Wheelie bin
Dudley MBC	Unitary	W Midlands	Weekly Black bin bags	Fortnightly 1 mingled Black box	Glass (bottles and jars), cans (food and drinks), newspapers, magazines, junk mail, catalogues, phone directories (including Yellow Pages), printer paper and shredded paper (placed in a sealed envelope; paper bag; or in a piece of crumpled-up newspaper). (no plastic recycling)	Fortnightly Green wheelie bin	No service

Information Statistics on LAs in Family Group with York's Family Group

Authority	Authority Type	Region	Waste Collection - Frequency & Containers	Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency	Kerbside Recycling Collection - Materials Collected	Garden Waste Collection - Frequency & Containers	Food Waste Collection - Frequency & Containers
Solihull MBC	Unitary	W Midlands	Weekly Grey wheelie bin	Fortnightly Green Box, White Sack, Black box	<p>Green Box: Corrugated card, Newspapers, Directories (including Yellow Pages), Catalogues, Magazines, Junk, mail, Envelopes, Greetings cards, Shredded paper, Cereal boxes, Card tubes (e.g. toilet roll tubes) Card sleeves from food packaging, Tissue boxes, Egg boxes</p> <p>Black box: All glass bottles, Glass jars</p> <p>White Sack: Food trays (e.g. fruit punnets, trays from microwave meals) Food tubs (e.g. margarine, ice cream) Yoghurt pots, Food cans/tins Drinks cans/tins, Metal caps and lids, Aluminium food trays, Plastic milk bottles, Pop bottles, Washing up liquid bottles, Make-up cleanser bottles, Shampoo and conditioner bottles, Household cleaning bottles, Squash bottles</p>	Fortnightly (April to Dec only) Green Wheelie bin	No Service
South Gl'stershire Council	Unitary	South West	Fortnightly Black Wheelie bin	Fortnightly Green box, White bag	<p>Green box: glass bottles and jars, food and drink cans, empty aerosol cans, aluminium foil, clothes and textiles, shoes, car batteries, household batteries, engine oil (in a sealed container (1 gallon max) next to the box) newspapers and magazines, all envelopes</p> <p>white bag: plastic bottles</p> <p>White bag: paper/ cardboard, newspapers and magazines (including those with glossy covers) junk mail and leaflets (taken out of plastic wrappers and envelopes) white office paper, catalogues and brochures (made from paper that doesn't have plastic or metal bindings) Yellow Pages and directories, envelopes with the plastic windows removed</p>	Fortnightly Green Wheelie bin	Weekly 5 litre caddy & 25 litre kerbside food waste bin.

Information Statistics on LAs in Family Group with York's Family Group

Authority	Authority Type	Region	Waste Collection - Frequency & Containers	Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency	Kerbside Recycling Collection - Materials Collected	Garden Waste Collection - Frequency & Containers	Food Waste Collection - Frequency & Containers
Stockport MBC	Collection	North West	Fortnightly Grey wheelie bin	fortnightly / Monthly Brown Wheelie bin / black box. Blue Wheelie bin / white sack	Brown Wheelie bin or black box: (collected monthly) Glass bottles, Glass jars, Food tins, Drinks cans, Empty aerosols, Plastic bottles, Aluminium foil and foil trays Blue Wheelie bin or white sack (collected fortnightly) Newspapers, Magazines, Junk mail, Catalogues, Envelopes, Shredded paper, Wrapping paper (no foil wrapping paper), All types of cardboard, Telephone directories, Yellow Pages, Greetings cards, Cardboard milk, juice and drink cartons	Fortnightly Green Wheelie bin	Weekly Green Kitchen caddy / green wheelie bin
Swindon Borough Council	Unitary	South West	Fortnightly: wheelie bin Weekly: blue sack (depending on which borough you live in)	Weekly - One mingled orange box Fortnightly - White or clear bag Plastics (bought by resident - not provided by council)	Orange Box: Mixed paper and card, glass, Food and drink cans, Foil, Aerosols, Mixed Textiles and Clothes (placed in a plastic bag) Plastic bag: Plastic bottles, Margarine tubs, Ice cream tubs, Yoghurt pots, Plastic bags, Cling film and other plastic food wrapping film, Biscuit trays, Cake trays, Meat trays, Fruit and vegetable trays, Plastic take-away tubs	Fortnightly £ residents must use green waste bags bought from anywhere and they must be tied not open - bags not provided by the council	No service
Trafford MBC	Collection	North West	Weekly Grey Wheelie bin	Monthly Mingled Blue wheelie bin	Paper, Newspapers, Magazines, Pamphlets, Junk mail, Catalogues, Brochures, Telephone directories, Envelopes, Card/Cardboard, Drinks cartons, Yellow Pages, Wrapping paper, Greetings cards, Paperback and hardback books (plastic covers removed)	Fortnightly Green Wheelie bin	Fortnightly Green Wheelie bin Mingled in with green waste: (kitchen caddy and compostable liners are not provided though - residents are given advice on what / where to buy)

Information Statistics on LAs in Family Group with York's Family Group

Authority	Authority Type	Region	Waste Collection - Frequency & Containers	Kerbside Recycling Collection - System (Kerbside Sort / Co-mingled) & Frequency	Kerbside Recycling Collection - Materials Collected	Garden Waste Collection - Frequency & Containers	Food Waste Collection - Frequency & Containers		
Warrington Borough Council	Unitary	North West	Weekly Grey wheelie bin	fortnightly Mingled Blue Wheelie bin	Plastic yoghurt pots, margarine tubs and plastic cups, Plastic food trays - clean, Shredded paper, Tetra Pak & drinks cartons, Tin foil and foil trays - clean, Aerosols - empty, Steel / aluminium cans and tins, Cardboard boxes and packaging, Glass bottles and jars (all colours) Newspapers, magazines, envelopes, junk mail, Plastic bottles - juice, water, milk bottles, also shampoo and household cleaner plastic bottles, Yellow Pages, Christmas cards	Fortnightly Green Wheelie bin (Only collected between 5th feb - 30th Nov)	No service		
			7/ 16 coll weekly	7/ 16 Mingle recycling				12/ 16 Run a free fortnightly service	08/ 16 Run a food waste service
			9/ 16 coll Fortnightly	9/ 16 Use seperate boxs				02/ 16 Run a fortnightly / charged for service	03/ 08 combine with green waste and collect
			3/ 16 still use bin bags	3/ 16 coll weekly				01/ 16 Treats green waste as bulky waste (one off	05/ 08 Use kitchen caddy sytem and collect
			13/ 16 use wheelie bins	9/ 16 coll fortnightly				01 / 16 Runs no service at all (must be taken to local sites)	
				2/ 16 coll weekly & fortnightly 2/ 16 collect monthly only				02/12 free services! do not run in winter	

Information Statistics on LAs in Family Group with York's Family Group

Authority	2010/2011			Weekly Collection Support Scheme For Service Development			2011/2012					
	% of household waste sent for reuse, recycling or composting (Ex NI192)						Residual household waste per household (kg/household) (Ex NI191)	% of household waste sent for reuse, recycling or composting (Ex NI192)			% of municipal waste sent to landfill (Ex NI193)	Collected household waste per person (kg) (Ex BVPI 84a)
	Dry	Green / Food	Total	Description	Amount	No. of Households		Dry	Green / Food	Total		
Bath and North East Somerset Council	29.04%	16.86%	45.90%	Supporting weekly residual waste and recycling collections, whilst rewarding environmental improvements in communities and increasing recycling levels.	£2,185,082	73,993	467.62	29.96%	22.06%	52.02%	39.80%	416
Bedford	22.34%	16.73%	39.07%	Supporting weekly residual waste collections whilst encouraging residents to recycle more, for example through introducing a recycling	£3,137,983	67,690	662.24	22.17%	15.97%	38.14%	53.19%	450
Bury MBC	15.88%	8.38%	24.26%	N/A			538.92	19.46%	16.84%	36.30%	-	376
Calderdale MBC	24.80%	16.27%	41.07%	N/A			465.82	27.85%	15.85%	43.70%	49.15%	380

Information Statistics on LAs in Family Group with York's Family Group

Authority	2010/2011			Weekly Collection Support Scheme For Service Development			2011/2012					
	% of household waste sent for reuse, recycling or composting (Ex NI192)						Residual household waste per household (kg/household) (Ex NI191)	% of household waste sent for reuse, recycling or composting (Ex NI192)			% of municipal waste sent to landfill (Ex NI193)	Collected household waste per person (kg) (Ex BVPI 84a)
	Dry	Green / Food	Total	Description	Amount	No. of Households		Dry	Green / Food	Total		
Cheshire East	25.47%	23.29%	48.76%	N/A			505.87	28.11%	24.52%	52.63%	43.53%	487
Cheshire West and Chester	25.06%	22.66%	47.72%	N/A			551.18	26.19%	23.03%	49.22%	48.21%	491

Information Statistics on LAs in Family Group with York's Family Group

Authority	2010/2011			Weekly Collection Support Scheme For Service Development			2011/2012					
	% of household waste sent for reuse, recycling or composting (Ex NI192)						Residual household waste per household (kg/household) (Ex NI191)	% of household waste sent for reuse, recycling or composting (Ex NI192)			% of municipal waste sent to landfill (Ex NI193)	Collected household waste per person (kg) (Ex BVPI 84a)
	Dry	Green / Food	Total	Description	Amount	No. of Households		Dry	Green / Food	Total		
City of York Council	26.44%	18.45%	44.89%	N/A			563.75	27.08%	19.16%	46.24%	52.92%	443
Darlington Borough Council	34.08%	7.70%	41.78%	N/A			540.59	36.94%	7.76%	44.70%	38.39%	469
Derby City Council	22.03%	25.31%	47.34%	N/A	N/A	N/A	517.81	21.58%	24.69%	46.27%	49.84%	417
Dudley MBC	16.65%	17.67%	34.32%	Introduced plastic bottles and cardboard recycling, a free-of-charge recycling collection for schools, and a recycling rewards scheme, whilst supporting weekly residual waste collections.	£1,807,792	134,500	574.95	17.35%	17.75%	35.10%	9.12%	387

Information Statistics on LAs in Family Group with York's Family Group

Authority	2010/2011			Weekly Collection Support Scheme For Service Development			2011/2012					
	% of household waste sent for reuse, recycling or composting (Ex NI192)						Residual household waste per household (kg/household) (Ex NI191)	% of household waste sent for reuse, recycling or composting (Ex NI192)			% of municipal waste sent to landfill (Ex NI193)	Collected household waste per person (kg) (Ex BVPI 84a)
	Dry	Green / Food	Total	Description	Amount	No. of Households		Dry	Green / Food	Total		
Solihull MBC	23.12%	21.25%	44.37%	Supporting a weekly residual waste collection and moving from a fortnightly kerbside sort to a fortnightly co-mingled collection for recyclable materials. This will expand the range of recycling collected and reduce the number of receptacles needed for householders.	£2,959,038	88,790	551.92	27.14%	18.94%	46.08%	8.11%	441
South Gl'stershire Council	23.66%	21.48%	45.14%	N/A			520.07	27.18%	26.15%	53.33%	25.97%	461

Information Statistics on LAs in Family Group with York's Family Group

Authority	2010/2011			Weekly Collection Support Scheme For Service Development			2011/2012					
	% of household waste sent for reuse, recycling or composting (Ex NI192)						Residual household waste per household (kg/household) (Ex NI191)	% of household waste sent for reuse, recycling or composting (Ex NI192)			% of municipal waste sent to landfill (Ex NI193)	Collected household waste per person (kg) (Ex BVPI 84a)
	Dry	Green / Food	Total	Description	Amount	No. of Households		Dry	Green / Food	Total		
Stockport MBC	27.35%	21.97%	49.32%	N/A			300.73	27.37%	35.24%	62.61%	-	356
Swindon Borough Council	32.69%	17.01%	49.70%				477.87	33.33%	14.90%	48.23%	52.11%	416
Trafford MBC	25.98%	14.81%	40.79%	Supporting a weekly residual waste collection and increased frequency of food/garden waste collections from fortnightly to weekly for all properties in the borough. Introduced service into flats / terraced properties).	£6,386,244	96,750	440.35	26.43%	22.77%	49.20%	-	386

Information Statistics on LAs in Family Group with York's Family Group

Authority	2010/2011			Weekly Collection Support Scheme For Service Development			2011/2012					
	% of household waste sent for reuse, recycling or composting (Ex NI192)						Residual household waste per household (kg/household) (Ex NI191)	% of household waste sent for reuse, recycling or composting (Ex NI192)			% of municipal waste sent to landfill (Ex NI193)	Collected household waste per person (kg) (Ex BVPI 84a)
	Dry	Green / Food	Total	Description	Amount	No. of Households		Dry	Green / Food	Total		
Warrington Borough Council	23.55%	19.14%	42.69%	N/A			589.22	24.22%	18.90%	43.12%	53.45%	464

Choosing the right recycling collection system



WRAP's role in relation to the design of recycling systems is to help practitioners by gathering and sharing knowledge and understanding about the relevant operational principles. This leaflet addresses a question which WRAP (Waste & Resources Action Programme) is often asked: which collection system is the best, in particular whether kerbside sort systems or co-mingled collections are to be preferred?

There is no simple answer, and certainly no one-size-fits-all solution. Local authorities have to make choices that are right for their local circumstances. Provision for recycling needs to be considered alongside requirements for refuse, garden and increasingly food waste and taking account of factors such as the physical characteristics of collection areas and property types.

Recognising that experience and knowledge is increasing all the time WRAP has identified some underlying principles which we believe should guide decision making.

Kerbside collection systems

Kerbside sort – involves the sorting of materials at kerbside into different compartments of a specialist collection vehicle.

Single stream co-mingled – involves the collection of materials in a single compartment vehicle with the sorting of these materials occurring at a MRF (Materials Recovery Facility).

Two stream co-mingled – residents are provided with two recycling containers and are asked to place different materials in each container, typically paper/card (fibre) in one and plastics, glass and cans (containers) in the other. These materials are kept separate but collected on one vehicle which has two chambers.

In WRAP's view, the choice of collection system should be based on:

- quality of material;
- cost efficiency;
- cost effectiveness; and
- public acceptability.

Whichever system local authorities choose they have a duty to ensure that it is operated safely. The collection of materials for recycling is a physically demanding activity carried out in a hazardous environment. In respect of the principle categories of accidents reported – slips, trips and falls and moving vehicle injuries – the exposure to risk is likely to be similar for all systems. There are some risk categories where there are differences between the systems but no system is believed to carry risks which cannot be practically managed.

Health & safety

In 2006 an ergonomic study by the Health and Safety Laboratory (HSL/2006/25) concluded that the likelihood of muscular skeletal disorders could be greater for box and sack based systems and recommended the use of wheeled bins. A later report from Centre for Health and Environment Research and Expertise (*A Health and Safety Study of Kerbside Recycling Schemes Using Boxes and Bags*) concluded that there were no significant risks in kerbside sort systems that could not be managed or controlled. For co-mingled collections there are the safety implications of sorting materials at MRFs to take into account when making decisions. In making decisions authorities can consult the latest HSE/WISH guidance: *Safe Waste and Recycling Collection Services* and may also wish to use the *Risk Comparator Tool (RSU/RA/07/01)* on the HSE website.

Quality

Recycling has to be done for a purpose and it is clear from the national waste strategies that recycling should be viewed as more than simply an alternative to traditional waste disposal practices.

Recycling is an integral part of the vision for the UK's Low Carbon Industrial Strategy designed to bring financial benefits for business, economic growth and job creation through improved resource efficiency. Recycling reduces the use of virgin materials and much of the energy required to extract and process raw materials.



Generally the greatest benefit is achieved by closed loop recycling where materials are put back into the same or equivalent application substituting for virgin materials. These benefits can only be achieved if the collection system delivers recyclates of sufficient quality.

Lower quality recyclates can generally only be used for lower value open loop applications. One example is container glass that has to be used as aggregate with little environmental, resource or financial benefit because it is not of a quality suitable for re-melt applications.

What is quality?

Quality means consistently delivering materials to the market place that are:

- effectively separated to meet reprocessor and end market requirements;
- in the required volumes and with security of supply; and
- at a price that sustains the market.

It is well known that the UK has become very dependent on export markets for its collected recyclates. It is less well known that in key areas e.g. paper, aluminium and certain types of glass, UK reprocessors are importing materials because sufficient material of the required quality is not available on the UK market.

WRAP believes that a healthy international market for recyclates is helpful to resource efficiency and increases the chances of closed loop recycling. However, we know that some material, which would not be of sufficient quality for UK reprocessors, finds export markets in countries where low labour costs allow further sorting before the material can be reprocessed. Where this is managed badly, media coverage of the activity has posed a significant threat to the positive perception of recycling among the public and is one of the identified barriers to recycling.

WRAP has maintained for more than two years now that kerbside sort systems which allow contamination to be filtered out at the point of collection gives the most reliable stream of quality materials.

Co-mingled collections – particularly single stream collections – face quality problems from three sources: householders putting the ‘wrong’ materials into the collection, compaction of the waste which breaks glass into small pieces and tends to bind materials together, and the technical and physical capacity of the MRF to separate materials in the volumes delivered to them.

Two stream co-mingled collections can reduce some of these problems by keeping fibres separate from containers and reducing the potential for materials to bind together.

WRAP is working with MRF operators to improve the quality of materials recovered by UK MRFs. Whilst it is true that considerable success is being achieved by some newer MRFs, even they are unable to deliver the levels of quality achieved by kerbside sort systems.



MRF reject rates

Reject rates for kerbside sort schemes typically are <1%.

Reports of MRF reject rates vary:

- The Environment Agency (2008) considers **10.8%** to be a typical average reject rate.
- Waste Data Flow 2007/08 reports total MRF rejects at **7%** (of total input by weight).
- Residue rates at MRFs involved in a WRAP study (2006) ranged widely with average reject rates in the range **12% to 15%** (of total input by weight) and those for the most efficient MRFs in the range **2% to 5%**.

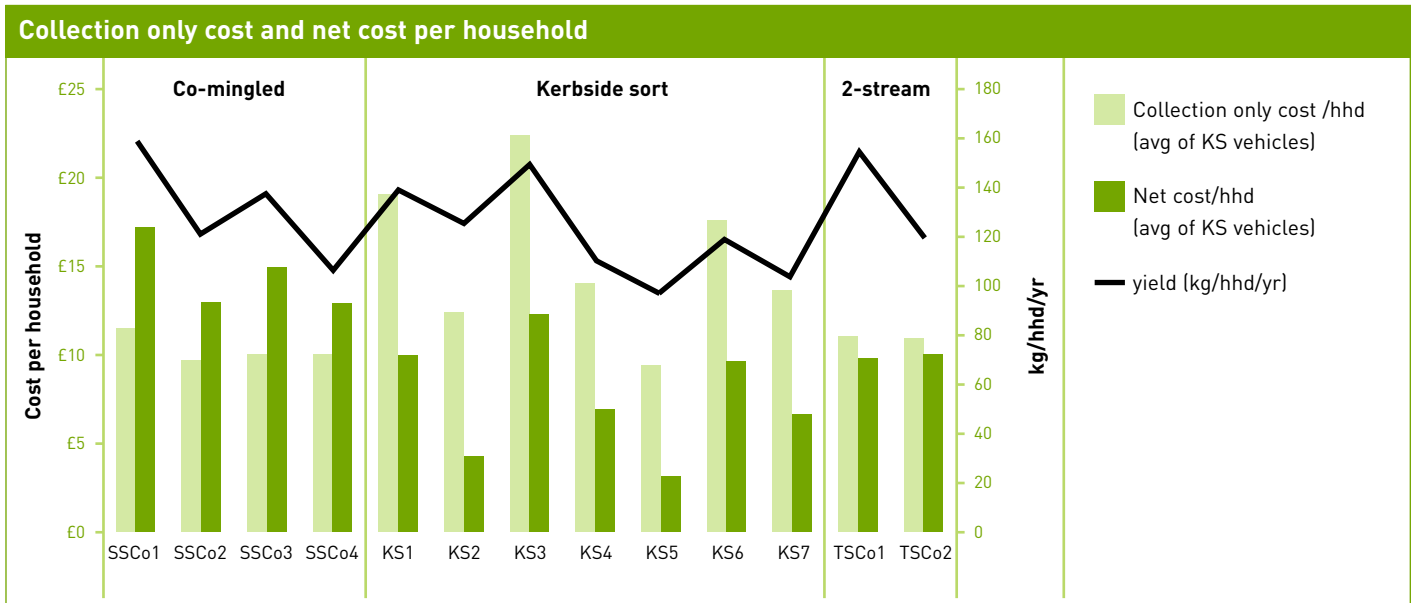
However, these reject rates reflect only the residual material sent for disposal. Reports from UK reprocessors suggest that they send a further fraction to landfill reflecting contaminants in the material supplied to them.

Cost efficiency

Local authorities are rightly concerned about the cost to the council taxpayer of recycling services. But it is important in comparing options that the full cost of the service should be taken into account and options are compared on a like for like basis. Kerbside sort collections often appear more expensive but the comparison should be made with co-mingled collections plus the cost of the MRF gate fee.

WRAP has modelled collection costs for different systems and the results are summarised in the graph below.

The graph shows that on a like for like basis kerbside sort systems have lower net costs than co-mingled systems. This reflects the effect of MRF gate fees and the opportunity for kerbside sort collections to sell materials direct to reprocessors. Two stream co-mingled systems have lower net costs than single stream systems reflecting lower MRF requirements and the opportunity to sell fibre streams direct to reprocessors.





In practice the prices charged for services will not be the same as the modelled cost. The differences will reflect the appropriateness of the system specification and the effectiveness of the procurement process. The modelled costs, however, provide a better benchmark than the cost of an existing service which may be inefficient or less effective than what is now desired.

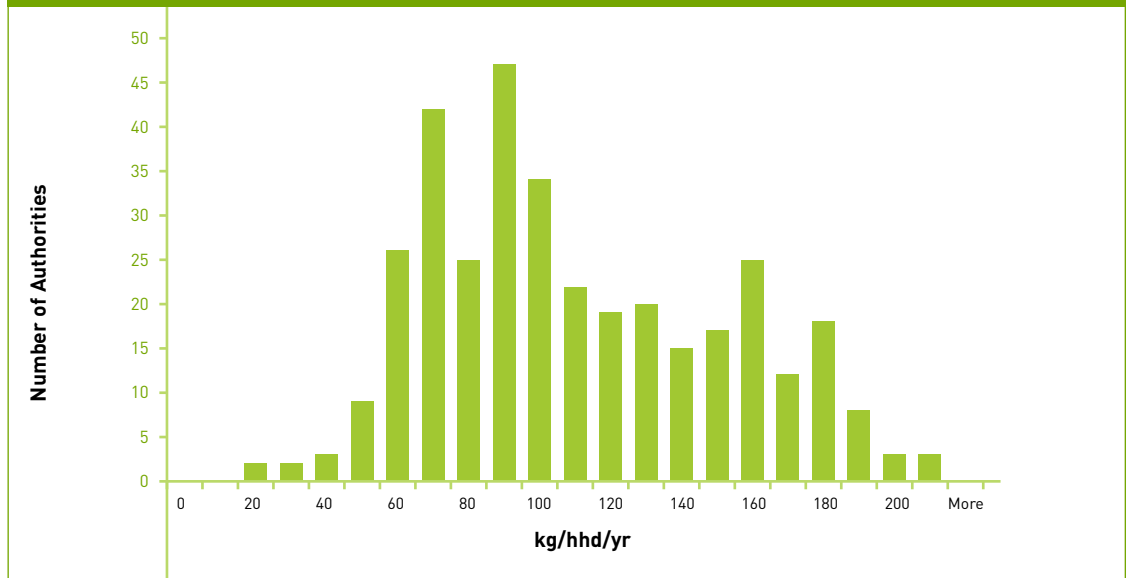
Cost effectiveness

There have been significant investments made by local authorities in recycling systems, however they are not all performing as well as they should in capturing recyclable materials. It is widely perceived that co-mingled collections are more effective at capturing material than kerbside sort schemes. A number of local authorities have reported that their recycling rates have increased dramatically following introduction of a co-mingled system. On the surface, WRAP's analysis of local authorities' WasteDataFlow returns suggests that on average co-mingled collections do attract around 36kg per household more material – most of which is paper and card. But these figures make no allowance for rejects from either the MRF or the reprocessor of wrongly sorted material.

However, local authority experiences of increased capture rates with co-mingled systems often reflect the contrast between kerbside sort systems using standard 55 litre boxes and co-mingled collections using 240 litre wheeled bins. Closer inspection of the data suggests that it is the amount of space provided for recycling and the frequency of collection of both recycling and residual waste which determines the amount of material collected. There is evidence that by providing additional containers or by more frequent collections, kerbside sort schemes can have the same effective volume for recyclates as co-mingled collections and achieve similar results.

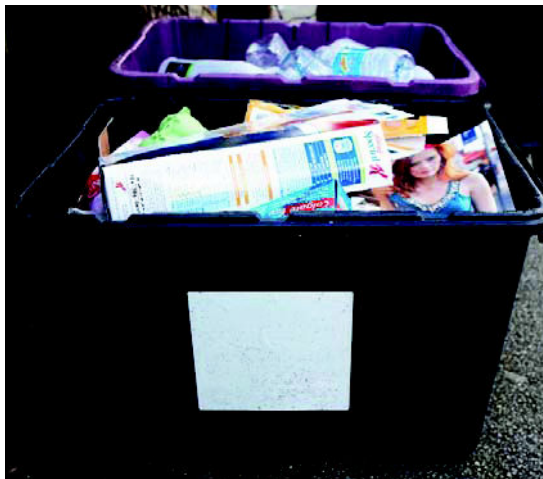
In fact variations in the capture of materials are greater between authorities running the same types of collection than between different collection systems. This reflects a need for greater attention to performance benchmarking.

Distribution of yields for paper & card collected for recycling via kerbside schemes, England 2007/08 (352 of 354 LAs collect this material)



Public acceptability

Engaging the public in their local recycling scheme has been shown to be essential to the success of a scheme. Whichever scheme is chosen it is important that it is designed to fit the needs of the local population and the houses they live in. The type and sizes of containers can be central to this.



Separating materials

All collection systems require residents to separate their recyclables from their residual waste and place each in a designated container (box, bin or sack) and to present the container for collection on the specified collection day. Some kerbside sort and co-mingled schemes provide residents with more than one container and ask that people put different materials into each container for collection on the same day or on alternate weeks. Contrary to perception, WRAP's research indicates that the requirement to sort materials into different containers is not of great concern to householders – 87% of respondents who have to separate out different materials indicated that they do not mind that task – and all systems can be designed to limit the amount of sorting done by householders.

Householders do care about having a scheme which is understandable and properly explained. Half of households say they withhold material which may be recyclable if they are not sure about it and a third say they include material which may not be recyclable if they think it ought to be recyclable or is recycled elsewhere. Kerbside sort schemes are better able to deal with contaminants and explain errors to householders.

Householders also say that they want to know where their materials go for reprocessing to give them assurance that recycling is actually taking place. This is something which should be possible with any collection system but where marketing of the material is managed by a waste company or MRF operator provision for this should be included in contracts.

Conclusion

Ultimately, the choice of collection system remains a matter for local authorities to decide. The purpose of this leaflet is to help local authorities in making these choices by indicating what evidence is available and the conclusions we have drawn from it.

On the evidence available to WRAP, our view is that kerbside sort systems offer reliable material quality and lower net costs for council taxpayers. They are also capable of capturing the same volume of material as co-mingled schemes. There is no evidence that their operation – properly explained and justified – is unacceptable to householders and the physical evidence of sorting of materials happening at the kerbside is reassuring to sceptical residents. There appear to be no unmanageable health and safety considerations. Because of our priority for quality materials as a way to improve resource efficiency, WRAP believes that kerbside sort collections should be preferred where they are practical and should be in the majority of local authority areas.

Where there are practical and operational barriers to kerbside sorting, two stream co-mingled collections have significant advantages over single stream collections, mainly through improved material quality and value as a result of keeping paper and card separate from other materials, particularly glass.

Single stream co-mingled collections may be appropriate in circumstances where the other options are impractical. These might be the densest urban areas where on-street parking and heavy traffic require fast loading without the need to return containers to the point of collection or for high density flats, transient areas and multi-occupied properties.

WRAP will of course continue to work to improve the quality of materials achieved from mechanical sorting for both single and two stream collections.

If you have any comments on the content of this leaflet, or ideas for areas of further work, please contact us at LGS@wrap.org.uk

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Summary of Customer Insight Case Study

Carried out Summer 2010 by Southampton City Council & Partners

The project used customer insight to tackle waste management & recycling issues, as well as collaboration between practitioners in those two areas.

Project Objective

By developing insight into and understanding of residents' behaviour with regard to recycling, the partners hoped to remove the barriers and issues that residents experience. Specifically, the insight enabled a more direct targeting of customers who did not recycle or who contaminated their bins, thereby reducing the need for more generic campaigns.

The insight also helped shape more relevant and accessible communication, both in terms of methods of contact, and the content of the message.

Project Outcomes

- **Household waste:** Between April 2010 and April 2012, household waste sent for disposal was reduced by 18%, or 17,000 tonnes.
- **Waste disposal:** By reducing household waste by 9,426 tonnes between 2010 and 2011, and by a further 7,154 the following year, the partners saved a total of £546,708 and £486,472 respectively each year in waste disposal costs.
- **CO₂ Emissions** reduced by 2,272 tonnes, vastly exceeding the projects original target of 150 tonnes.
- **Contamination of recycling** reduced by 3 – 5%

Project Method

The project proceeded through the following steps and phases:

- Socio demographic profiling
- Focus groups with users
- A 'Behaviour change' campaign
- Monitoring and evaluation.

1. Socio Demographic Profiling

The project combined a customised set of socio-demographic profiles that had been developed based on Mosaic UK¹ with existing waste management data, and was cross-referenced with information concerning environmental behaviour.

The analysis indicated the specific geographical areas of each authority that most needed to improve recycling, and highlighted customer segments that were strong recyclers versus poor recyclers.

The project also cross-referenced their existing social demographic profiles against Experian's 'Green Segments'², which classifies every UK individual and household into ten distinct groups according to both attitude to, and understanding of the environment and climate change. Each segment is mapped at individual, household and postcode level.

The Ten Green Segments are:

- i. Eco-evangelists (people most likely to support 'green' causes and who believe in the power of consumer action to make a difference to climate change)
- ii. Convinced consumers
- iii. Green but doubtful
- iv. Confused but well-behaved
- v. Doing their best
- vi. Sceptical libertarians
- vii. Too busy to change
- viii. Why should I bother?
- ix. Constrained by price
- x. Wasteful and unconvinced (people who have no interest in changing lifestyles and are more wasteful as a result).

As part of the project, the percentage of each of the socio demographic profiles was identified against their attitudinal traits.

Decisions regarding where to focus the behaviour change campaign were based on the population volumes of each group and the propensity of each group to change its behaviour.

¹ A unique consumer classification based on in-depth demographic data – see www.experian.co.uk/business-strategies/mosaic-uk.html

² Originally developed in collaboration with the Stockholm Environment Institute and available as part of Experian's 'Green Aware' product.

Based on an analysis of the cross-referencing, it was concluded that socio demographic groups with a high number of residents in the Green Segmentation described as 'Eco-Evangelists' (characteristic of profiles such as C 'Wealthy people in the most sought after neighbourhood' and D 'Successful professionals') were already likely to be conscientious recyclers and thus were not targeted by the campaigns.

It was also concluded that those groups described as 'Wasteful and unconvinced' or 'Constrained by Price' were unlikely to be receptive to the Partnership's message. These included the groups:

- Lower income workers in urban terraces.
- Young people renting flats in high demand social housing.
- Families in low rise social housing with high levels of benefit need.

The campaigning resources were therefore focused on low to medium recyclers described in the Green Segmentation as:

- green but doubtful – despite being well informed they remain unconvinced about green issues, although they are surprisingly responsible with their behaviours.
- confused but well behaved – these have an extreme concern for climate change and are willing to demonstrate green behaviours, but are held back by a lack of information.
- doing their best – these are concerned about environmental issues despite a lack of information.

Socio-demographic profiling also indicated the various customer segments' preferred communication channels for interacting with local public services (see table shown at Annex B1). The project also mapped the socio-demographic profile to the waste and recycling collection day routes in order to facilitate a face-to-face campaign (see 'Doorstepping' below).

2. Focus Groups

The project used focus groups to explore and understand the experiences, motivations and requirements of the target population. The focus groups comprised 8 to 12 people. Five group sessions were held. Each lasted for up to an hour and a half and was led by a trained facilitator using a topic guide.

Participants were recruited based on mosaic segmentation and invited by post to attend the groups. To supplement the numbers recruited in this way,

Southampton City Council deployed officers to local shopping precincts with the aim of recruiting residents directly.

Focus groups followed the following structure:

- An introductory discussion of participants' perspectives on waste and recycling
- A brief discussion on participants' motivations and barriers to recycling
- An open discussion based on the 'Twin Bin Game', whereby the facilitator held up a selection of materials with the group having to decide which items could be recycled and which could not
- Participants were then invited to offer feedback on the council's current approach to communication
- Participants were also invited to volunteer ideas on how the council could help them to recycle more effectively, e.g. would incentives make a difference?
- The closing exercise was a roundtable discussion where participants were posed the question "If you could give the council one message regarding waste and/or recycling, what would it be?"

Focus Groups Findings

Recycling Knowledge

During each session, participants' knowledge of recycling was tested and themes emerging from the sessions were compared.

Motivations & Barriers to Recycling

Social conditioning, convenience and information were felt to be the biggest drivers to recycling, with the absence of the latter two constituting a significant de-motivating factor. Participants were more likely to recycle if they both understood the rationale for doing so and if the process could be undertaken, without making a specific effort.

Parents attending felt that their children provided the main motivator for them to recycle. Having learnt about recycling at school, they brought their knowledge and enthusiasm home with them.

Lack of information was also seen as a significant barrier to good recycling habits. When information was displayed in close proximity to sites where waste was sorted, residents would be more likely not only to recycle but also to recycle the correct things.

Effective Communication

Having considered a range of communication materials, participants concluded that the most effective aide memoir tools were those that could be displayed conveniently, referred to easily and absorbed quickly. For this reason, fridge magnets were by far the preferred option (being both durable and straightforward to display) followed by flyers which advertised their message on one side only (the other being out of view if/when pinned up). Stickers displayed on bins were seen as another good example of an effective method of delivering a message both quickly and clearly.

Participants felt that the Council produced too many leaflets that essentially displayed the same or similar messages. What they actually wanted was one or two durable items that contained key points. They felt pictures worked best, as they could be understood by everyone (including young children and residents who speak little English) and their message is easily relayed via only a quick glance. Long, wordy leaflets, whilst useful in communicating the rationale and practicalities behind recycling, were of no value as a quick reference guide. It was felt that most people would not take the time to read them.

One of the findings that came out of the focus groups was that residents in Southampton who lived in flats did not like the blue bag that they were provided with for recycling. Respondents in the focus groups commented that the blue bag looked tacky, and had a tendency to tip over. "If you're very proud of your kitchen, you don't want some old tacky bag stuck in the corner!" As a result, Southampton City Council now offers a more aesthetically pleasing bag that more reliably stands upright.

The student focus group also remarked that flyers posted through the door tended to get lost within a pile of junk mail and therefore ignored. They suggested communication materials placed in an envelope, branded with the Council logo, would be more likely to actually receive their attention, and make them take note.

All the groups also felt that there should be more consideration of when communication is undertaken – with once or twice a year being the stated preference. For example, the Christmas period was viewed by residents as a profitable time, as people are creating more waste. Similarly the early autumn term for students, preferably at a juncture when they are already aware of local 'rules', but not so early that the message gets lost amongst a wider barrage of information.

3. Behaviour Change Campaigns

Communications Strategy

The socio-demographic analysis and focus groups helped Southampton City Council and partners to develop a rich understanding of current behaviours and barriers, and shaped the messages and tactics for a communications campaign.

Based on these insights a communication strategy was developed which focused on specific groups (summarised in the table shown in Annex B2). A mix of different media including a radio campaign, and a number of door-stepping campaigns focused on specific groups, was used in order to encourage an increase in recycling.

Radio & Mail

Southampton ran a radio advertising campaign to promote recycling, and undertook a direct mail campaign to 31,000 households, using mosaic analysis. The campaign focused on residents who did recycle but who were classified as confused or doubtful regarding some aspects of it. These residents were known to be more receptive to information received by post. The direct mail was a letter, with recycling information carried on the back.

Doorstepping

A number of 'doorstepping' campaigns were carried out. These were based on a consideration of the mosaic profile at postcode level - and what these profiles indicated in terms of residents preferred communication channels - namely information by face to face contact – coupled with the mapping of social demographic data to the waste and recycling collection routes.

The Recycling Advisors (Council Officers) attended a doorstepper training day and were given an induction and health and safety briefing. The advisors were given the rounds list, area map and told which roads were to receive a leaflet and which were to be directly spoken to but were left to work out their own route to minimise officer time spent on the project.

The doorsteppers spoke directly to up to 30 per cent of residents in the target group – largely through knocking on people's doors. This provided an opportunity for advisors to explain more fully what recycling means and to emphasise the importance of keeping residual waste out of recycling bins. By splitting roads according to location reference, doorsteppers did not spend time visiting properties that were unlikely to respond to door stepping tactics.

The Advisors were made aware of specific issues in the target area but were not given a script. This allowed the advisors to tackle the most common issues but also gave the residents a chance to steer the conversation in

another direction if they needed to. The Advisors recorded comments and complaints from each household to be analysed for commonalities.

177 streets across the city were targeted and 8,850 households visited and took approximately 120 staff hours to complete, including travel and reporting time. The hours worked were also flexible to allow for poor weather and other commitments. They were therefore able to work 4 hours on one day but 6 hours on another so they made up for the time, as long as both agreed to it. This led to good morale in the advisors and the success rate did not seem to change from one time of day to another.

Feedback from the Doorstepping Campaigns

The doorsteppers provided the following feedback on what residents identified as the key issues:

- Mixed plastics is the key issue (plastic packaging) – people feel that plastic is plastic
- People are confused when items state on their packaging that they can be recycled, when in fact they can't e.g. tetrapaks. This confusion is compounded by awareness that other areas recycle a wider range of materials e.g. mixed plastics Messages about what can/can't be recycled and why are quite technical/in-depth in nature – It was found however that residents do want to know exactly why things cannot be recycled On the whole people are receptive to the recycling message and do wish to do the right thing
- Residents were very keen to see glass recycling collections, particularly as a number of glass banks have been removed. Collections would also assist residents without a car who find this a major barrier to the recycling of glass
- Glass and textiles in recycling bins was not really found to be a problem
- There were some misconceptions/mistrust regarding what happens to recycling and a belief amongst some that it all ends up being incinerated or dumped 'in the sea'. We were able to disprove/allay these fears.

Following the doorstepping, SCC conducted a small visual audit of seven roads to check how messages had been received from face to face contact and the information left with residents. Out of 68 properties visited, 20 households had continued to contaminate their recycling bin. However, the remaining households (71%) had made changes to their recycling behaviours. Although this is a small sample, it did appear that the strategy had proved successful.

Calling Card Campaign

YOUR RECYCLING BIN

Recycling is easy!



✓ YES PLEASE			
			
paper	cardboard	food tins, drink cans & aerosols	plastic bottles

Please place your recycling clean and loose in the bin provided – no carrier bags or black sacks.

✗ NO THANKS			
			
plastic packaging	shredded paper	gift wrap	drinks cartons

recycle for Gosport

For more information, please call the Streetscene team on 08000 198 598 or visit www.gosport.gov.uk/recycling

Recycling - let's get it sorted!

Hello,

We called today to talk to you about recycling. We know recycling can seem confusing but it's really important that you put the right things in your recycling bin. Sorting out the wrong items wastes time and money and can sometimes prevent the right things from being recycled.

We've produced a handy guide explaining what to put in your recycling bin on the back of this card which we hope you'll find useful.

Did you know it takes just 7 days to recycle your old newspaper into a new one!

Gosport currently recycles nearly 26% of household waste, and with your help, we know we can do more!

recycle for Gosport

For more information, please call the Streetscene team on 08000 198 598 or visit www.gosport.gov.uk/recycling

The roads targeted were based on mosaic analysis and the key focus was medium recyclers whose preferred communication channel was 'face to face'. The mosaic segments used were 1, 2 & 3. These were:

- financially secure older couples living in owner occupied properties
- elderly singles with low mobility, reliant on public services for support
- low income older couples approaching retirement, living in low rise council housing.

The project found the main contamination items to be carrier bags and plastic packaging such as pots, tubs, trays and wrappers. Each interaction was recorded and all properties in 155 roads were visited if they had contaminated recycling bins. Contamination was defined as incorrect materials being placed in the recycling bins, e.g. bags of rubbish, plastic bags, glass, textiles, wood, 'wrong' plastics etc.

Where residents were at home, the team spoke to them about the 'wrong' items in their recycling bin. This was recorded and information cards were left at the property (a recycling card). In cases where residents were not available, the type of contamination was again noted and a recycling card put through the door, with the appropriate 'wrong' item circled on the card. A sticker was also placed on contaminated bins, which highlighted that plastic bags and sacks should not be placed in recycling bins.

Schools recycling pack

Given the potential role of 'Pester Power' in influencing the behaviour of some of the target segments – particularly families with young children, SCC created a recycling pack comprising teachers notes, an interactive presentation, postcards and a recycling letter given to children to take home to their parents explaining what they had learnt.

Postcards

This was another idea generated by the focus groups, aimed to act as a reminder of what could and couldn't be recycled– highlighting aerosols, cans and plastic bags. On the reverse was an explanation of what happens to recycling – again focusing on the main messages from the focus groups.

Fridge magnets

5000 'reminder' A6 fridge magnets were provided during October as students moved into new properties. These highlighted what could and couldn't be recycled along with collection day information. These could also be useful for low recyclers who are confused about recycling collection days. This tactic was requested by green credentials focus groups as a good reminder – for keeping the issue at the top of their mind.

Guide to Recycling for Students

One of the findings of the focus groups was that students were already inundated with leaflets from pubs, clubs and takeaways - and consequently a leaflet from the Council would be highly likely be lost or ignored. A number of student attendees to the focus groups highlighted that if relevant information was presented in the form of a mini guidebook and enclosed in an envelope it would be much more likely to be looked at and read.

Southampton Solent University produced the guide which can be viewed at:

<http://portal.solent.ac.uk/support/policies-andprocedures/student-handbook/resources/student-survival-guide-2011.pdf>

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Table of Key Characteristics of Relevant Mosaic Groups & Their Communication Preferences

Mosaic Groups	Characteristics		Communication Preferences
<p>Group B Residents of small and mid-sized towns with strong local roots</p>	<ul style="list-style-type: none"> * Strong roots * Lower incomes * Varying ages * Home improvement * Mixed housing <p>They are aware of green issues but are generally sceptical and do not go out of their way to reduce their environmental impact.</p>	<ul style="list-style-type: none"> * Small towns * Traditional * Mid-market papers * Grandchildren 	<p>Prefer:</p> <ul style="list-style-type: none"> * Face to face * Local newspapers * Magazines <p>Dislike:</p> <ul style="list-style-type: none"> * National newspapers * SMS text
<p>Group D Successful professionals living in suburban or semi-rural homes</p>	<ul style="list-style-type: none"> * Suburban or semi-rural * Executives and managers * Small businesses * Senior positions * Significant equity <p>Despite being aware of environmental issues, this group aren't convinced about the influence of man and continue to live as their income allows.</p>	<ul style="list-style-type: none"> * Married with children * Good education * Theatre / arts * Car ownership 	<p>Prefer:</p> <ul style="list-style-type: none"> * Telephone * Internet * Post * Magazines <p>Dislike:</p> <ul style="list-style-type: none"> * Face to Face * Local newspapers * National newspapers
<p>Group K Residents with sufficient incomes in right-to-buy social housing</p>	<ul style="list-style-type: none"> * Council tenants * Right to buy * Comfortable lifestyles * Few qualifications * Hard workers <p>Though not well-informed about green issues, this group tends to live a more eco-friendly lifestyle through financial constraint.</p>	<ul style="list-style-type: none"> * Self reliant * Little anti-social behaviour * Value for money * Catalogue mail order 	<p>Prefers:</p> <ul style="list-style-type: none"> * Face to face * Local newspapers * SMS text <p>Dislikes:</p> <ul style="list-style-type: none"> * Post * Magazines * Mobile phone

Mosaic Groups	Characteristics	Communication Preferences
<p>Group M Elderly people reliant on state support</p>	<ul style="list-style-type: none"> * Older people * Retired * Public rented * Nursing homes * Grandchildren <p>Generally unaware of green issues, these residents have little environmental impact through financial and physical constraints.</p>	<p>Prefer:</p> <ul style="list-style-type: none"> * Face to face * Local newspapers * National newspapers <p>Dislikes:</p> <ul style="list-style-type: none"> * Internet * Telephone * Mobile phone* Post * SMS text

Who	Message	Tactic
<p>Low recyclers (LR) Motivate & educate, make recycling easy to increase recycling rates</p>	<p>Simple motivating messages How to recycle What can and can't be recycled What happens to recyclables Highlight common excuses why people do not recycle, and the solution</p>	<p>PR: street rubbish challenge Recycling bags Fridge magnets Wave 105 promotion App</p>
<p>Medium recyclers (MR) Encourage those already motivated to recycle, to recycle more, and to improve quality i.e. to decrease contamination</p>	<p>More complex message. Aerosols can now be recycled Plastic bottles only Glass to recycling bank "Please place your recycling clean and loose in the blue lidded bin" Textiles No Tetra packs Other types of recycling - Waste Electrical and Electronic Equipment.</p>	<p>DM pack to mosaic groups (see above) Press release and sell in to all local print and broadcast media. Postcard – what to recycle</p>
<p>Future recyclers (FR) Primary & Secondary Schools 'Pester power' (81 schools)</p>	<p>Benefits of recycling What can and can't be recycled What happens to recyclables</p>	<p>Cardboard cut-outs of Rat with DVD Banners for schools – pride Wave 105 promotion Schools recycling pack to include:</p> <ul style="list-style-type: none"> • Teachers pack • Letter home to parents with questionnaire • Rat video.

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