

2016 PROPOSALS

1. Improvement Actions

1.1. More Materials

- Encouraging further use of kerbside recycling bins:
- Expanding range of materials accepted through contract negotiation with SITA or new dry mixed recycling contract in 2016

With the on-going roll out of the New Household waste & recycling Service, there has been a sustained amount of campaigning through events and direct mailings. This contact has acted not only as a guide to the new service, but also as a reminder to households of all the materials they can recycle at the kerbside.

A new tender was issued for bids, with the final award going to SITA. Within the tender, the Procurement Team have managed to secure the addition of cartons in to the recycling mix, and bottle tops. Although these may seem fairly inconsequential, they are the two of the most commonly requested items to be recycled at the kerbside.

1.2. More Information On What Can Be Recycled

- Providing more information on what can go in each bin:
- Bringing other support materials in-line with the Garden Food Waste leaflet
- Further use of focus groups to provide effective communications

Information is continually reviewed and updated on the Council's website, and through the social media channels. The results from the survey support the issuing of leaflets as the most popular way for householders to out information. With this in mind, the new guide issued to residents prior to the start of the new service roll out has been optimised to provide a reminder of what can and cannot be recycled at the kerbside. This guide is due to be updated for phase 5 of the roll out to reflect the changes in the DMR contract.

The feedback from the leaflet has been very positive, due in large to the focus group testing. It is planned that further use of focus groups will be considered when introducing new communications.

A new prop board has been created for events which has various household recyclable materials attached to it. It has proven to be a very useful tool in showing common household items, particularly plastics, which can be recycled in the blue-lidded bin.

1.3. Information On Recycling Journeys

- Providing information on what happens to our recycling:
- Expanding journeys on website to include new videos
- Continue giving tool box talks (a brief summary) for frontline staff
- Utilising targeted social media as per Inveralmond Recycling Centre Campaign

A photo recycling journey, for both blue and brown-lidded bins, has been created and published online. In addition, the photo journey for blue-lidded bins has been printed and used to create a new display board for events. It has proved to be an interesting point of conversation, and helps in the explaining of the sorting process.

The images for the journeys have also been used in school presentations to help pupils visualise what happens to their recycling to better understand its importance.

The use of social media thus far has been information posts. It is hoped that this communication outlet will be better utilised by creating more interesting content such as the short video made by the Communications Team for the CHAS glass campaign.

The survey has identified the important part that front line staff, particularly Operations, play in providing information. The New Household Waste & Recycling roll out is providing up to date toolbox talks to Operations staff. This will be an on-going task that will be delivered across all of the depots.

1.4. More Comparable Data

- Encouraging other local authorities to take part to improve benchmarking
- As part of their work programme for 2015/16 Zero Waste Scotland are considering this survey approach nationally.

Participation in the survey was promoted by Council officers through the COSLA Waste Managers Network.

Discussions were held between measure2improve and Zero Waste Scotland on the promotion and potential funding for Scottish local authorities to take part in the survey.