

Get ready to Recycle More

Briefing April 2021

Coming to
**South
Somerset,**
June 2021



What is Recycle More?

Most people in Somerset are recycling. We are making it easier to recycle even more.

- **More materials collected weekly from the kerbside**, importantly plastic pots, tubs and trays.
- **Rubbish collected every three weeks instead of every two** - more recycling = less rubbish.
- **Collection days will change for some.** Around a third of households.
- Householders get a new recycling container, a **Bright Blue Bag**, and need to put different items into different recycling containers.
- Recycling collections expanded for properties with **communal collections**, e.g. flats.
- Improvements to **schools** recycling to follow.



Why Recycle More?

- We're good, but could do better.
- **More than half the contents** of the average rubbish bin could have been recycled.
- Saves carbon and cash (67,500 tonnes in 2019/20, and £2m per year cheaper)



The Bright Blue Bag

60 litre bags will be delivered to every household over the two weeks before new collections start.

- Plastics bottles, pots, tubs and trays
- Food and drink tins and cans
- Foil and empty aerosols



- Tough and hard-wearing
- Base-weighted (so they won't blow away)
- Folds-flat when not in use
- Velcro-fastened (so recycling won't blow away)

Three-weekly collections

- Trialled successfully in Somerset six years ago.
- 16 UK authorities on three-weekly weekly collections.
- Nearly 1.5m households and millions of residents.
- Working well in Mendip.

New routes and collection days

Updated and more efficient routes mean roughly a third of households will have a change to their collection days.

*** Garden waste collections:** These are not affected by Recycle More, but re-routing in early May will mean changes to collection days. Subscribers will be written to.

More from the kerbside

Everything we already collect, plus

- **Plastic pots, tubs and trays** (known as PTT)
- Food and drink cartons (such as Tetra Pak)
- Small household batteries
- Small electrical items

People need sort things differently into their recycling boxes, as well as using a new Bright Blue Bag



Plastics – In the bag / in the bin

Recycle More does NOT mean we collect all plastics

We only collect what we know we can recycle. For some materials there is currently no market.

In the bag

Pots: yoghurt, soup, face cream, hair gel.

Tubs: margarine, ice cream, laundry tablets.

Trays – e.g. for meat, ready meals; punnets for fruit and mushrooms; plastic egg boxes.

As well as the current collection of **plastic bottles:** milk, bleach, juice, shampoo.



In the bin*

Thin stretchy/crinkly: carrier bags, food wrappings or the film from food trays and punnets.

Mixed materials: pet food pouches, crisp packets, dishwasher tablet bags.

Other plastics: plastic toys, CD cases, car parts, coat hangers, plastic paint pots, toothbrushes, toothpaste tubes, blister packs, pens, expanded polystyrene.



*Terracycle.com or supermarket collections (e.g. Tesco)

What goes where?



Box stickers

RECYCLE MORE

Black box

	Paper – such as newspaper, office paper, envelopes, magazines, leaflets.
	Cardboard – such as cereal boxes, delivery boxes, egg cartons, ready meal sleeves. <i>Flatten cardboard and remove plastic packaging.</i>

RECYCLE MORE

Green box

	Glass – bottles and jars of any colour. <i>Rinsed and unbroken. Put metal lids and tops in the blue bag.</i>
	Food and drink cartons (or Tetra Pak) – such as juice, milk and soup cartons.

* Textiles – a moveable feast

Help and support

Trials and experience show that it works but **we want to address any concerns before Recycle More starts.**

It is important that residents make full use of the kerbside collections.



Website information

- Refreshed and updated
- Tips on managing and reducing waste

Customer Services

- Briefed in advance
- Contacts triaged and prioritised

Extra staff

- Customer Services
- Waste Management Officers

Online engagement

- Facebook Q&As
- Talking Cafés

Requests for more space

Raised through the usual routes:

- Online using My Waste Services or through a SWP account.
- Telephone calls to district council Customer Services.
- Contacts will be prioritised and handled by dedicated staff.
- Everyone is encouraged to manage waste and make full use of the weekly collections.
- Followed-up with calls and visits.
- Extra space – a larger bins or stickers for rubbish sacks – arranged if essential.

Improving communal recycling

Blocks of flats, houses of multiple occupancy and retirement developments often have communal rather than individual collections. Approx. 260 sites and **around 4,000 households in South Somerset.**

All sites are different, arrangements have evolved. **We will simplify and improve.**

- **Full individual/kerbside collections** wherever possible. Including. Bright Blue Bag and food waste.
- **Expanded communal collections** if kerbside collections are not possible. Adds plastic bottles, pots, tubs & trays & cardboard; stickers & signs (everything except batteries, electricals, cartons and textiles)
Same frequency as now (mostly two-week)

Food waste:

Current collections will continue
All households can request food waste recycling.

- **Management companies** written to twice
- **Residents** written to twice
- **Stickers & signage**
- **Support from Waste Management Officers**



The Mendip experience

People prepared

We delivered 17,000+ recycling boxes, 14k more than usual. Increased recycling capacity by 730,000 litres.



Issued just 100 excess waste stickers, giving temporary extra capacity.

The service worked well

The right materials were put in the right containers and presented on the right day for 98.5% of collections.



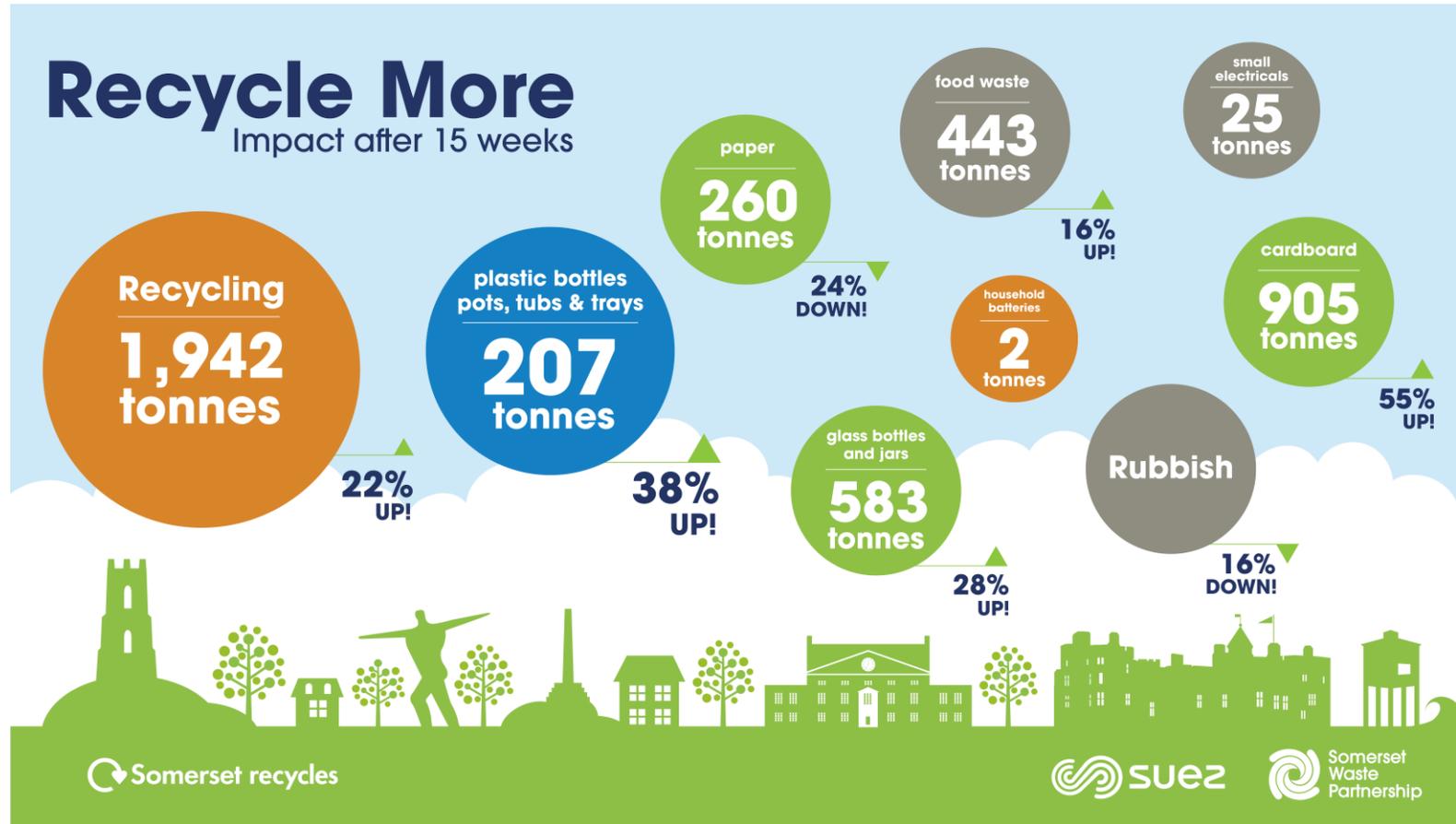
People engaged

Website page views

- Aug 4.1k
- Sept 8.3k
- Oct 16.8k
- Nov 7.3k



Recycle More is working...



Early days but very positive launch in Mendip.

Also running successfully elsewhere, for example in East Devon.

New vehicles which take more and different materials.

Note: Overall recycling figure includes tins and cans and textiles. These are not shown individually - lag-times in sending these materials to reprocessors means accurate tonnages are not always known for specific time periods. The reduction in paper (newspaper/pamphlets) represents a continuing long-term national trend.

Key communications

Direct mailing

- **Your Somerset:** (early July)
- **Warm-up Leaflet:** six weeks before launch (mid-May)
- **Pre-Launch Leaflet:** three weeks before launch (early June)
 - KEEP ME!
 - Includes 'What goes where?' guide and calendar



Other communications

- **Website information**
- **Service change film**
- **Social media and PR**
- **Virtual engagement (Facebook, Talking Cafes, NextDoor)**
- **Recycle More Messenger (regular briefing for stakeholders)**

Your Recycle More collection calendar
Your collection day will be a **Friday** Please keep me!

October 2020				24	30
November 2020		6	13	20	27
December 2020	4	11	18	28*	
January 2021	4*	9*	15	22	29
February 2021	5	12	19	26	
March 2021	5	12	19	26	
April 2021	3*	10*	16	23	30
May 2021		8*	14	21	28
June 2021	5*	11	18	25	
July 2021	2	9	16	23	30
August 2021		6	13	20	27
September 2021	4*	10	17	24	

Your first new collection day will be **Friday 30 October**
You will have an extra rubbish collection on **Saturday 24 October** to help you through this change

Recycling week



Recycling and rubbish week



On collection day:

- ✓ Rubbish bin lid closed, with no waste on top or beside it
- ✓ Sort recycling into the correct container
- ✓ Recycling and rubbish out by 7am

* Due to the bank holiday, your collection this week is on a different day

Expanded SAW project



Carymoor Environmental Trust has already made more than 200 visits to primary schools in SWP's Schools Against Waste (SAW) initiative. Reached over 35,000 school children in assemblies and 14,298 in workshops.



- SAW is supporting Recycle More with virtual assemblies and workshops promoting the service as part of 'Reduce, Reuse Recycle' messaging.
- 'Visited' 30 schools in Mendip, delivering virtually sessions using Zoom – a mixture of live interaction with some video content.
- Feedback on the sessions has been very positive.

All 70 South Somerset primaries have been offered a Recycle More:

- Assembly
- Two workshops from a selection of themes for either KS1 or KS2.
- Planning Family Sessions that can be done during the summer holidays too.

'**Activity pack**', explaining and promoting Recycle More, is being made available for South Somerset schools for children to complete after a visit, to do in the classroom or at home.

* Details of SAW activities will depend on COVID restrictions.



Next steps

- **14-19 April: Three Briefings/Q&A with parishes and towns**
- **w/b 19 April: Launch PR/social media**
- **16 April: 1st Talking Café**
- **w/b 19 April: 1st Recycle More Messenger for stakeholders**
- **7 May 1st Facebook Q&A**
- **w/b 17 May: Warm-up/6 week Leaflet arrives**
- **w/b 7 June: Pre-Launch/3 week leaflet arrives**
- **w/b 28 June: Recycle More starts**



How can you help?

Understand what is changing, when and why.

Read Recycle More Messenger.

Champion it – it will protect your environment, tackle climate change and save taxpayers' money.

Encourage people to find out more – signpost to SWP.

Encourage people to prepare.

Social media – follow, share, like @somersetwaste

[somersetwaste.gov.uk/recycle-more](https://www.somersetwaste.gov.uk/recycle-more)

