



Waste minimisation and recycling policy

Communities Scrutiny Commission
24th July 2019



Strategic context

National

- DEFRA: Our waste our resource: A strategy for England

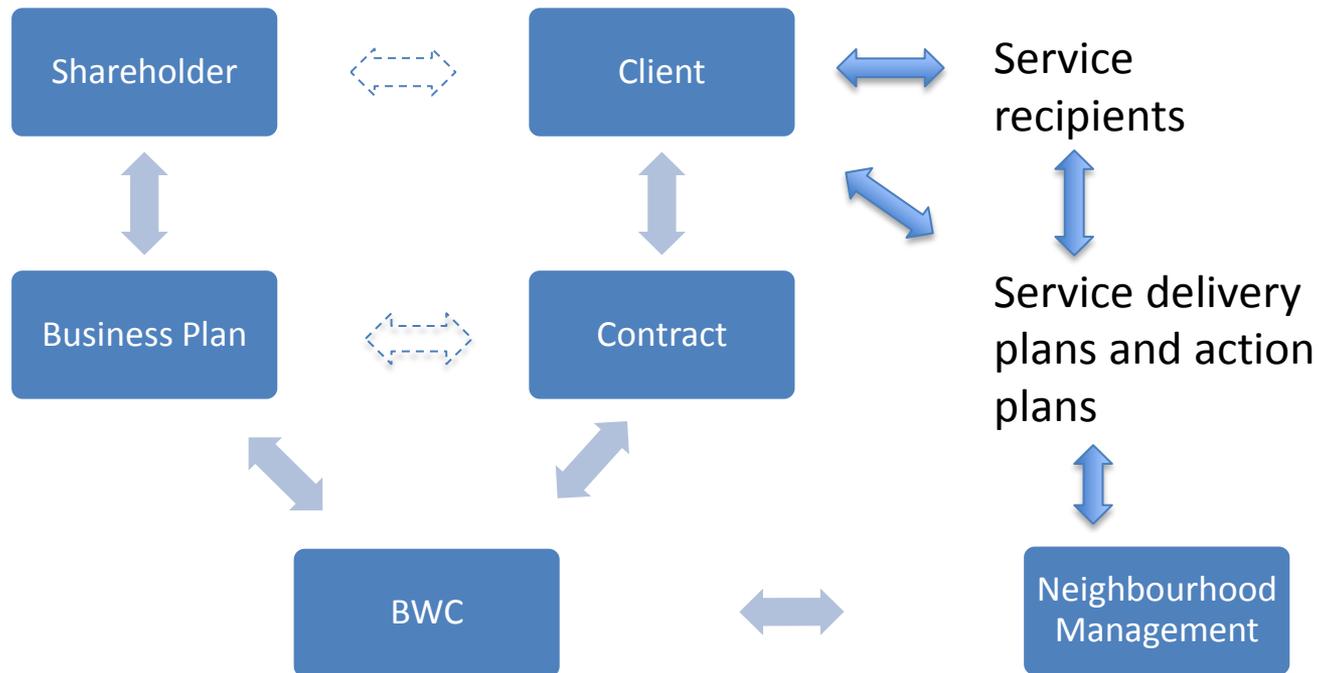
Local

- One City Plan – zero waste by 2050
 - Clean Streets mayoral pledge
 - Corporate plan - BCC
 - Towards Zero Waste strategy - BCC
-

Targets

Description	Target	Current Position
Residual household waste per person per year - Lowest UK Core City	150 kg per person per year by 2025	200 kg per person – 2 nd lowest core city
Reduce waste sent to landfill	<5% by 2030	YTD is 15%
Recycling, re-use and composting rate	50% by 2020	Household Recycling YTD 45.8%. Municipal Recycling YTD 50.5%,
Reduce the amount of food waste going into residual waste (black bin)	40% to 10% by 2025	Approx. 25%

Managing waste in the council



Waste minimisation and recycling policy proposals

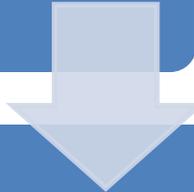
- Tactical measures to improve and increase recycling and to encourage waste minimisation
 - Key outcome is to reduce the amount of waste collected from residual waste bins as per target
 - Supported by good quality communications aimed at lasting behaviour change
 - Measures support a longer term plan to update the Waste and Resources strategy and develop a detailed waste minimisation approach for Bristol – timeline to be confirmed
-

Approach to reducing waste collected

Engagement and communications across the city - including info on new recycling sacks, how to recycle, waste minimisation.



Implement improved recycling service and green waste offer.



Reduce easy availability of additional residual waste capacity

Approach to waste minimisation

- a) Behaviour change – delivered through engagement and communications campaigns aimed at permanently removing waste from the system
 - b) Tactical measures to encourage behaviour change including reducing residual bin capacity and considering other successful measures from other councils
-

1. Improving Recycling – policy approach

- Update the dry recycling container presentation policy
 - improve the information about how recycling needs to be presented to all residents, alongside the roll out of the blue cardboard recycling sacks
 - Provide feedback to residents when their recycling is contaminated
 - Consider which action is appropriate for repeatedly contaminated recycling
-

2. Garden waste – policy approach

Improve the garden waste collection service by:

- introducing annual updates on membership,
 - improvements in management and collections
 - Consider the finances associated with the garden waste service
 - Consider ways to increase the uptake of home composting , resulting in minimising waste collected and disposed of by the council.
-

3. Minimising waste – policy approach

- Ensure the existing bin policy is being implemented so that households have only one residual waste bin unless exceptional circumstances.
 - Consider other council approaches to bin policy and household refuse and recycling centre policy to see what may be relevant in Bristol and what results are delivered for waste minimisation.
-

Bag for cardboard & box presentation

Headline communications plan

- Teaser communications to inform residents of new receptacle (social, print and digital media)
- Rolling outdoor awareness campaign in wards, pre-empting arrival of sacks in each area
- Launch of animated guide to good recycling presentation
- Cardboard recyclable leaflet distributed with sacks to all households containing information on how to use
- Green and black box stickers with updated details on how to sort issued with every sack
- Pin and keep guide to good presentation issued with sack
- Webpage with details (BWC and BCC). Links included on all communications
- Proactive supportive mainstream media campaign
- Maximum use of all owned existing channels incl. social media, newsletters, websites, magazines

Information shared will include:

- How to use the new sack
 - How to present your recycling
 - Why it is important to (sustainability, cost saving, reduced carbon footprint, quicker collection)
 - When to present waste and recycling
-

Box presentation

Headline communications plan

- In addition to the communications above contained within the bag for cardboard roll out, we will:
- Communicate directly with residents on an individual basis, letting them know how they are doing; sharing messages such as; 'uh oh, you could do better'/'you're doing tonnes and helping Bristol Waste nothing'
- Direct communication on those who could do better with additional information flyer on better recycling

Key Messages

- A neatly sorted box helps our crews move quicker, helping us get out your way quickly, increases staff safety and reduces our carbon footprint and saving money
 - Help us remain the leading core city for recycling in the country
 - Help Bristol waste nothing
 - Recycling helps save the resources, save the city money and save the planet. You can be a waste hero
-

Removal of residual waste additional bins

Headline communications plan

- Initial letter to inform of plans and offer context
- Form/process given to affected households for requesting to keep additional bins
- How to guide on good recycling provided
- Good presentation film shared
- Provision of additional recycling containers where necessary
- Updates made to BCC ordering form (print and online)
- FAQs built on BWC & BCC websites
- Waste awareness and engagement visit where necessary

Key messages

- We know that more than 50% of waste in black wheelie bins could be recycled.
 - Research shows that by limiting the capacity for residual waste, households can be encouraged to recycle more and waste less.
 - We believe that the reduction in capacity, combined with education on good recycling, can help Bristol waste nothing, becoming a more sustainable city.
 - Reducing residual waste is an important step for the future of our planet and something we all as individuals have a duty to do.
-

Assisted collections

Headline communications plan

- Letters given to households with assisted collections notifying them of our plans and clear details on how to respond
- Secondary check with households before stopping service to ensure vulnerable, or people with access requirements are not adversely affected
- Updated information on BWC and BCC website
- Online request form on BCC website
- New assisted collection booking form, print and digital
- Accessible mechanisms implemented for responding to the notification; possibly sticker, free post form, weblink

Key messages

- We are committed to offering assisted collections to every resident who needs one
 - To ensure we can continue to do this, we need to review existing collections and make sure only those still needed are being collected
 - Offering assisted collections takes time and resources, and we want to make sure they are available to those who need them most
-

Scrutiny areas for feedback

- Recycling presentation policy
 - Garden waste service update
 - Bin policy
 - Communications approach
-