



APSE Waste Management, Refuse Collection and Street Cleansing Advisory Group

Southern region

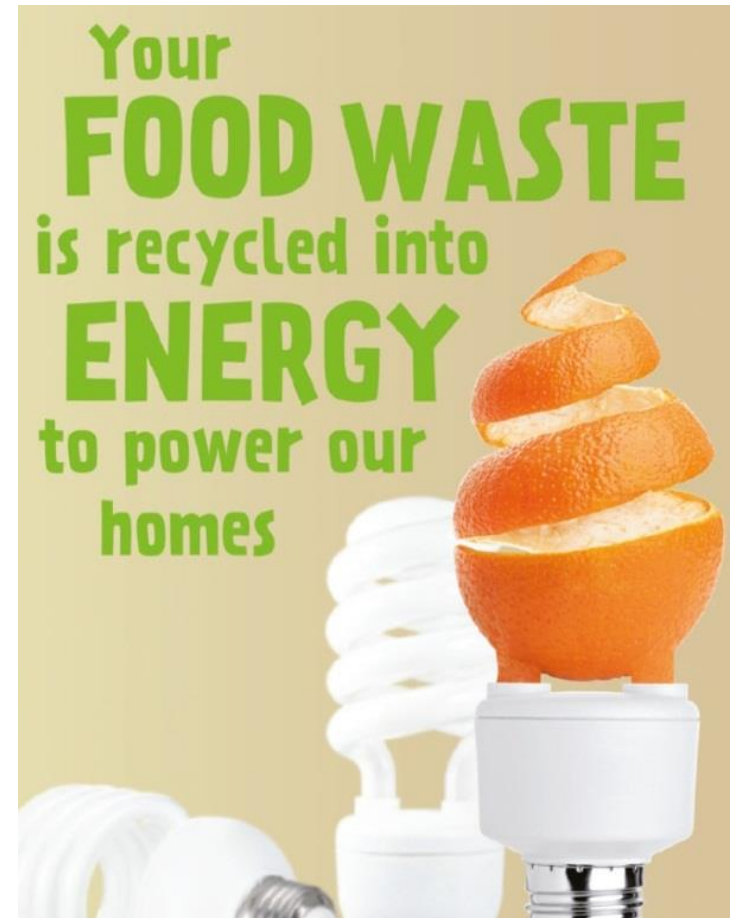
Recycling Liaison Officer Simon Phipps

Driving forward food recycling in Oxford

Why I'm here today



- Snapshot of Oxford City
- Why recycle food?
- 2010 food recycling collection from houses
- 2013 food recycling collection from flats
- Barriers to participation
- Solution – plastic liner campaign
 - ✓ Launch
 - ✓ Promotion
 - ✓ Results
- Next steps
- Questions



Snapshot of Oxford

- 161,000 residents, 39,000 students
- 25% population turnover
- 40,000 houses, 20,000 flats (500 council- owned)
- Unique challenges (population churn/HMOs)
- Despite this, recycling rate for 2017/2018 was over 50%

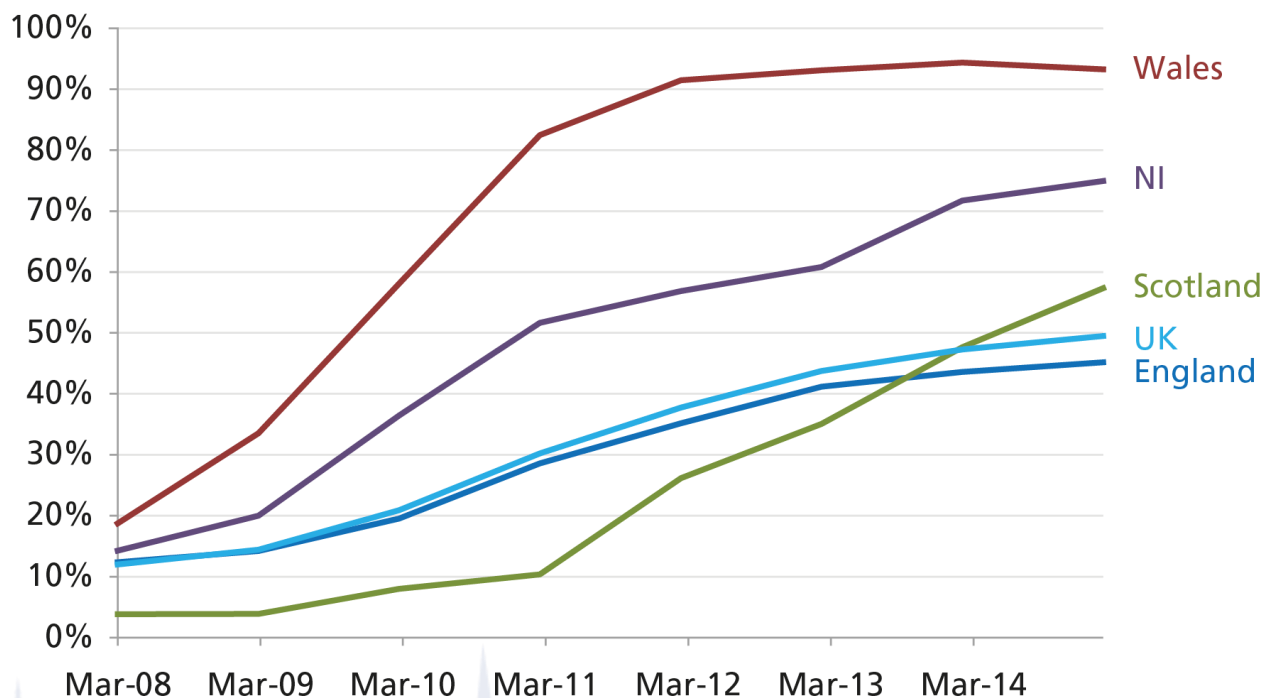


Why recycle food?

- Average annual cost of food thrown away by families?
- Councils/Agrivert want to recycle this 30%
- Anaerobic digestion = electricity & fertiliser
- Cheaper than sending to ERF incineration



National adoption of food recycling



Percentage of households with a food recycling collection 2007/8 to 2014/15

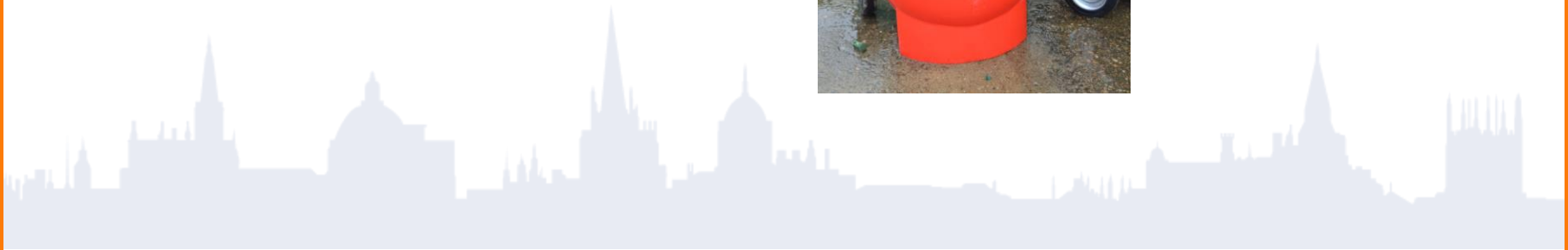
Early steps – introducing food recycling to houses

- 2010 introduced food recycling to all houses
- 7lt (moved to 5lt) indoor, 23lt outdoor
- Weekly service
- Residents were able to 'opt out'
- Compostable liners were a barrier to uptake
- 1 in 6 using service after introduction



Anaerobic digestion, flats food recycling and barriers to participation

- Anaerobic digestion in Oxfordshire
- How AD works
- 2013 operational change
- Food recycling introduced at flat sites
- Uptake
- Barriers to participation



Not letting it go: the plastic liner project

- A persistent problem
- An innovative solution
- Objectives
- Oxford the pioneer
- External rationale
- Strategic benefits



Campaign launch

- February 2017 launch at flat sites
- Team recruitment and training
- Online caddy ordering and collection
- March introduction to houses
- FAQ training



Campaign promotions

- Press release
- Free Agrivert plant tours
- Mascots visited Cassington AD
- Social media
- Road shows
- Councillor backing
- Sharing best-practice



Results

- Cost 72p per household
- 18.5% increase in first month
- Up 1.68, 1.37 and 1.08 kg/household
- Increase from 2 tips to 3 tips a day
- Over 1000 requests for food caddies
- 7% annual decrease in residual
- Estimated annual savings
- Agrivert gave go-ahead for all plastic



What's next?

- M-E-L Research
- Persistence of improvements and challenges
- One solution begets another
- No more fatbergs
- 55% by 2023



Questions