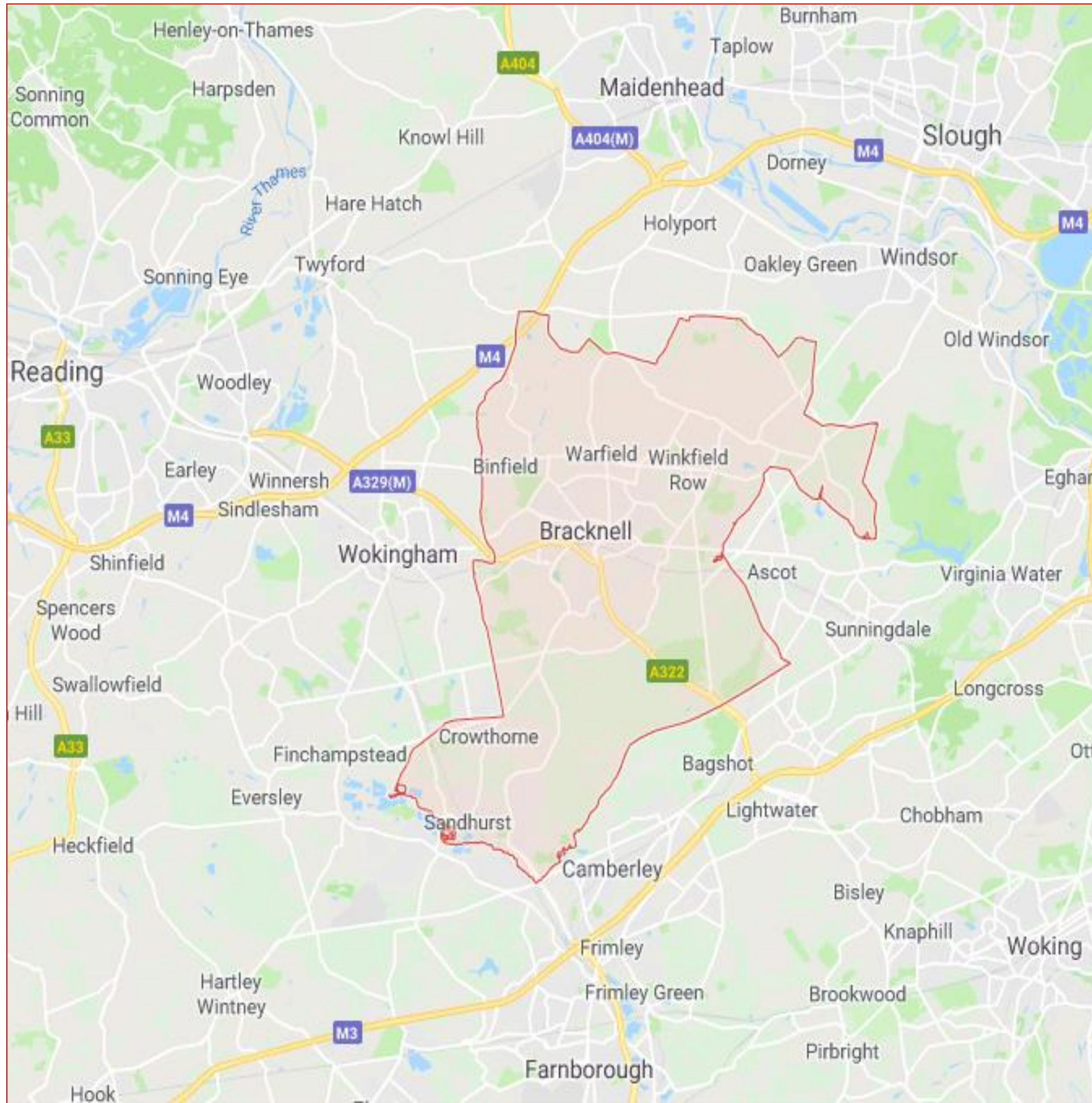


Recycling Education, Incentives and Enforcement

Donna Cox Recycling Assistant, Bracknell Forest Council





Over 48 000 households

Waste collection

SUEZ recycling and recovery UK

Waste disposal

re3 - the Partnership between Bracknell Forest, Reading and Wokingham Borough Councils and FCC Environment

Current recycling rate 40%

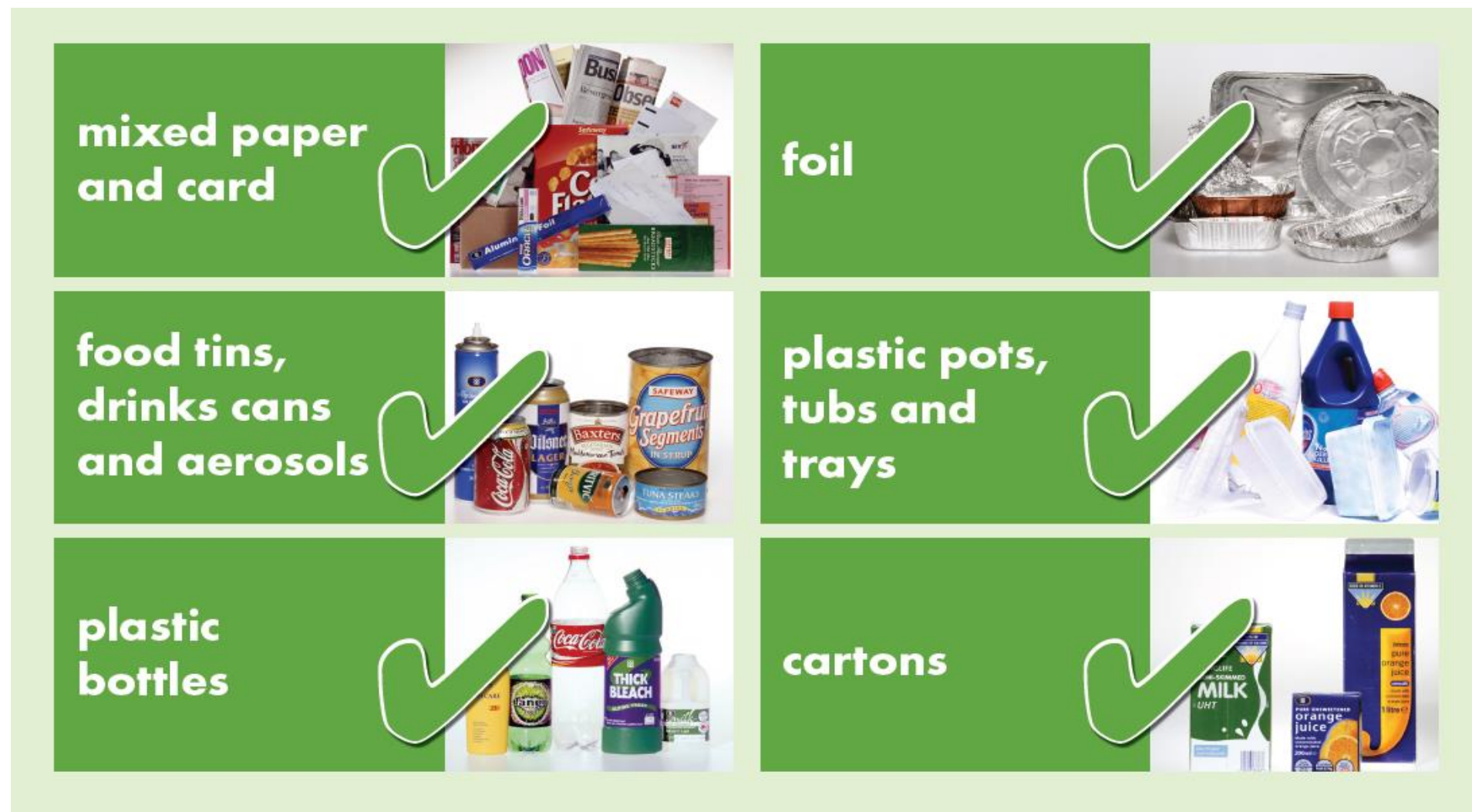


An overview of the service at Bracknell Forest Council

- Fortnightly waste and recycling collections

- Paper
- Cardboard
- Tins
- Cans
- Aerosols
- Plastic bottles

- Cartons
- Foil
- Plastic pots, tubs and trays



- Subscription fortnightly garden waste service

An overview of the service at Bracknell Forest Council - Challenges



Initiatives to improve recycling rates – Recycling Incentive Scheme



Recycling Incentive Scheme – how does it work?

- Residents sign up to the scheme and receive an education pack and RFID label for their bin
- The RFID label is read by the truck when the bin is emptied
- Each successful lift awards the resident 200 points
- Participation NOT weight
- Residents can access the rewards portal through the council website to review points and see available rewards
- Rewards are redeemed directly at source – no vouchers, no printing or postage costs
- Most rewards are for leisure and library facilities
- Points can be donated to a local good cause

Recycling Incentive Scheme - achievements

- 14,939 households are members – 31% of the borough
- Almost 9,000 rewards redeemed so far:
 - » Year 1 = 204 rewards
 - » Year 4 = 2,902 rewards
- Almost 12,000,000 points have been redeemed by members for rewards
- Recycling participation rate increased from 75% in 2012 to a current rate of around 88%
- 2 national recycling gold awards
- Costs: Capital – high

Resource, rewards and communications - low

Initiatives to improve recycling rates – what works?

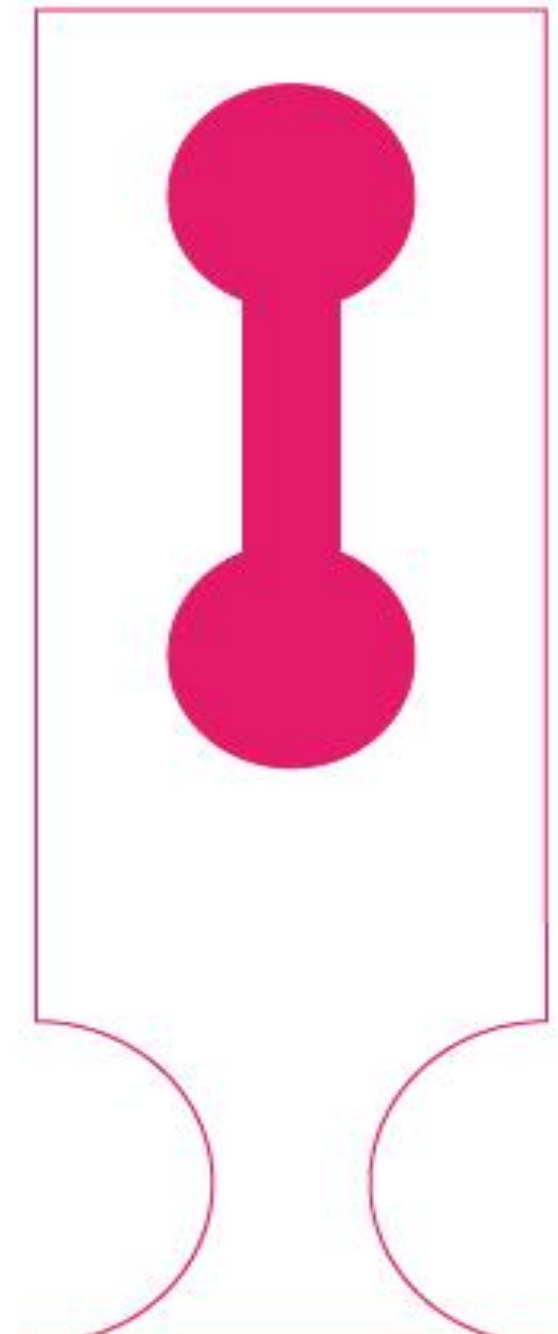
- Good partnership working
- Try something new
- Policies
- Get collection crews on board – listen to what they have to say



Sorry we could not empty your bin today because:

- Your bin was contaminated – it contained the wrong waste
- Your bin was too heavy
- Too much rubbish was jammed in the bin – this makes it difficult to empty
- The bin lid was not closed – this can cause damage to the bin whilst emptying
- Glass was identified in your recycling bin – glass can be taken to your local bottle bank
- Your brown bin contained items that cannot be composted
- We could not gain access to your bin
- The wrong bin was placed out for collection
- Your bin was emptied, however excess refuse cannot be taken

For more information on your waste and recycling collections, or if you have any further enquiries, please ring 01344 352000 or visit our website www.bracknell-forest.gov.uk/abc



Sorry we could not empty your bin today because it contained the wrong items.

What we can recycle in your blue bin:

mixed paper and card	✓
food tins, drinks cans and aerosols	✓
plastic bottles	✓
foil	✓
plastic pots, tubs and trays	✓
cartons	✓

www.bracknell-forest.gov.uk/abc

Items we cannot accept in your blue bin

plastic bags and polystyrene	✗
electricals and metals	✗
glass	✗
food waste	✗
textiles	✗
black plastics	✗
food wrappers and pouches	✗
tissues, wipes and nappies	✗

www.bracknell-forest.gov.uk/abc

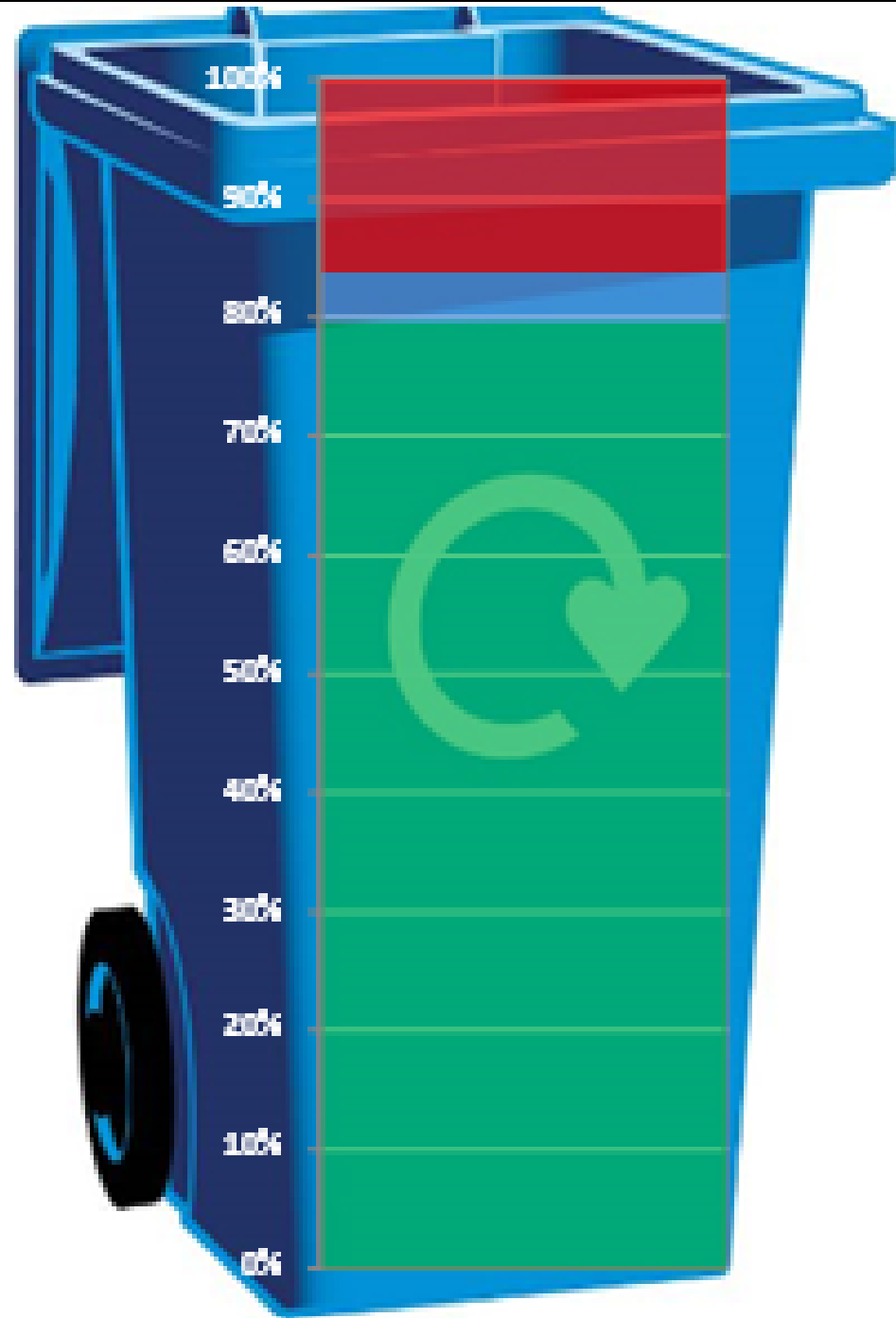
Initiatives to improve recycling rates – what works?

- Good partnership working
- Try something new
- Policies
- Get collection crews on board – listen to what they have to say
- Contamination monitoring
- Information sheets

What's in the Bin?

Round 1

This data is based on 4 samples.



This data shows what was found in the blue recycling bins on your round in samples from July, August and September.

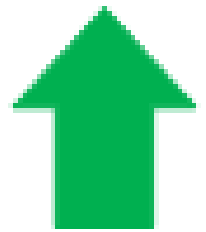


Use this information to help encourage residents on your round to recycle more and better!

Percentage of Good Recyclables in the July, August and September Samples on Round 1.

80%

How does performance compare with the previous three months (April – June)?



Where could we make improvements?

1

Less Black Bag Waste



2

Fewer Small Particles
(e.g. loose shredded paper, bottle tops)



3

Less Wet Cardboard



Unwanted Material in the Blue Bin

Wet Paper & Card

Good Recyclables

Other materials to keep an eye on this round are: Wet Paper, glass and plastic films.

Community engagement

- Get residents on board – listen to what they have to say

It's confusing,
I didn't know!

Why don't we
recycle
more?

I don't like the
word
contamination

I don't see the
point in
recycling

Where does it
all go?

MYTH



I SHOULD BE ABLE TO RECYCLE STEEL ITEMS LIKE KETTLES AND POTS AND PANS BECAUSE YOU CAN RECYCLE METAL PACKAGING WITHIN THE RECYCLING BIN.

FACT

Please only recycle cans and tins from home. Items like pots and pans are made from a different grade of metal and will spoil a batch of recycling, cause problems at the Materials Recycling Facility and can even damage sorting machinery or pose a safety risk to staff.

Other metal items can be brought to the re3 recycling centres for processing. Please check with your council on how to recycle small electrical appliances.

MYTH



AS GARDEN WASTE IS COMPOSTABLE, I CAN PUT THE SAME ITEMS THAT I WOULD OTHERWISE COMPOST SUCH AS VEGETABLE PEELINGS AND FRUITS IN MY GARDEN WASTE BIN.

FACT

Garden waste bins are for leaves, weeds, tree and shrub prunings, grass and hedge trimmings, plants and short branches.

We cannot accept organic food waste because of Foot and Mouth Disease regulations. Your garden waste is processed into compost that can be used on farmland, and we need to be 100% certain that it doesn't include harmful food waste bacteria that could trigger a Foot and Mouth Disease outbreak.

If you have space in your garden, you can compost any excess fruit and veg. Also, sharing with family and friends can make our food go further and help you to save money – both from your household bills and your council tax.

MYTH



RECYCLING IS TOO MUCH HASSLE, AND IT DOESN'T MATTER, IT ALL GETS SENT TO LANDFILL.

FACT

Recycling matters a great deal. Not putting the right things in the right bin can cost council tax payers money.

Per tonne of waste, it is around £87 cheaper to recycle than landfill.

It is easy to forget about your rubbish after you bin it. It is taken away and disposed of in a process that most people don't think twice about.

Help us in Bracknell Forest, Reading and Wokingham by recycling the right things. We want to reduce the cost of waste and support your community.

Community engagement

- Get residents on board – listen to what they have to say
- Clear communications
- Door knocking
- Talks
- School visits
- Roadshows
- Social media
- Campaigns
- Newsletters





Questions?