



ROCHDALE
BOROUGH COUNCIL

The Rochdale Story

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Waste & Recycling Programme Delivery Manager

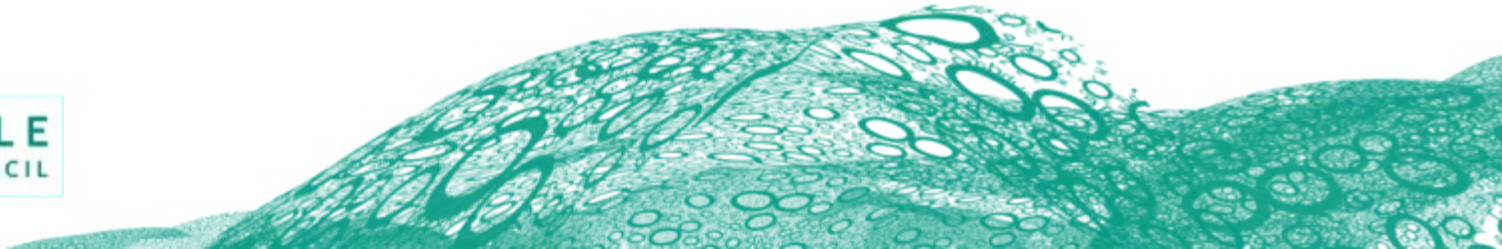
Introduction to Rochdale Borough:

- One of the nine Greater Manchester WCA's
- 94,263 Households – 212,000 residents
- 32,000 terraced properties
- 8,174 flats/communal living spaces
- 17th position in the English Deprivation Index
- Diverse population



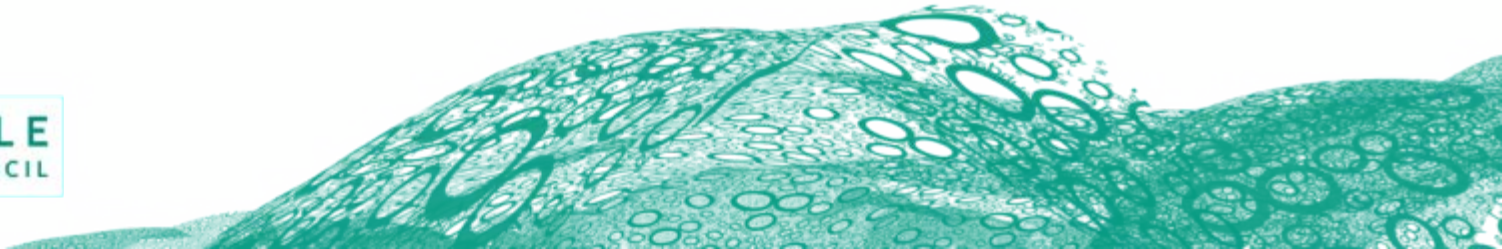
Greater Manchester Recycling League 2014/15

| Borough | Recycling rate % |
|-----------------|------------------|
| Trafford | 61.90 |
| Stockport | 60.66 |
| Bury | 40.78 |
| Tameside | 46.57 |
| Salford | 41.16 |
| Bolton | 38.91 |
| Oldham | 37.12 |
| Rochdale | 33.39 |
| Manchester City | 32.81 |



Out with the old...

| WEEK 1 | WEEK 2 | | |
|--|---|--|---|
|  <p data-bbox="276 893 620 925">Non- recyclable waste</p> |  <p data-bbox="819 891 1025 922">Paper & Card</p> |  <p data-bbox="1114 891 1437 922">Glass, Plastic & Cans</p> |  <p data-bbox="1514 891 1785 968">Garden & Food (56K households)</p> |



In with the new...

WEEK 1



- Food & garden waste
- Rubbish

WEEK 2



- Food & garden waste
- Paper & card

WEEK 3



- Food & garden waste
- Plastic, glass & cans

3 x weekly refuse and dry recycling – The logic

- Reductions in residual waste capacity will stimulate recycling*
- Increases in food waste frequency will increase food waste capture**
- Widened the gap between food and refuse collections (Public fears)
- 3 x weekly frequency requires more consideration
- Avoided £1.6m Capital expenditure on new 140 litre bins
- Leaves room for additional reductions in residual waste capacity – 180 Litres?
- Single stream collections for dry recyclables - No splitters!

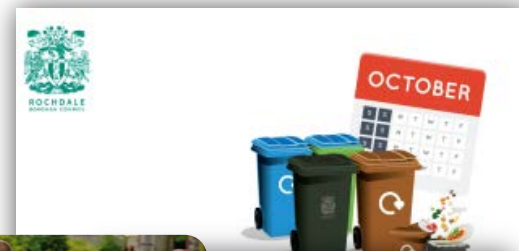
**Evaluation of the WRAP Separate Food Waste Collection Trials*

***Household Food Waste Collections Guide*



Preparation and communication

1. Bin snatch back – 7,000+ bins removed!
2. Public consultation
3. Canvass – talk to as many people as possible
4. Staff and stakeholder briefings
5. Full information pack to all households
6. Ground Troops on every round – every day
7. Call centre reinforcements
8. Website & Recycle App
9. Social Media campaign
10. Radio and press engagement



Creative Design, Clear Messaging



The advertisement features a light green background with a dark green horizontal band. On the left, the Rochdale Borough Council logo is displayed. The central text 'Recycling saves money' is written in white on the dark green band. Below this, a message encourages saving £1 million for other services, with a link to the council's recycling page. On the right, a red circle highlights 'Weekly food waste collections'. The visual centerpiece consists of four items—a carrot, a red spray can, a blue spray can, and a cardboard roll—each wrapped in a stack of gold coins, symbolizing the financial benefit of recycling.

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**Recycling saves
money**

Discover how you can help save
£1 million for other public services

 rochdale.gov.uk/recycling

**Weekly food
waste
collections**

#recycle

Food waste - priority No1

- Strong easy to handle caddies
- Silver kitchen caddy
- Caddy liners in aesthetically pleasing colour
- Free caddy liners at the door
- Clear tag to request more liners



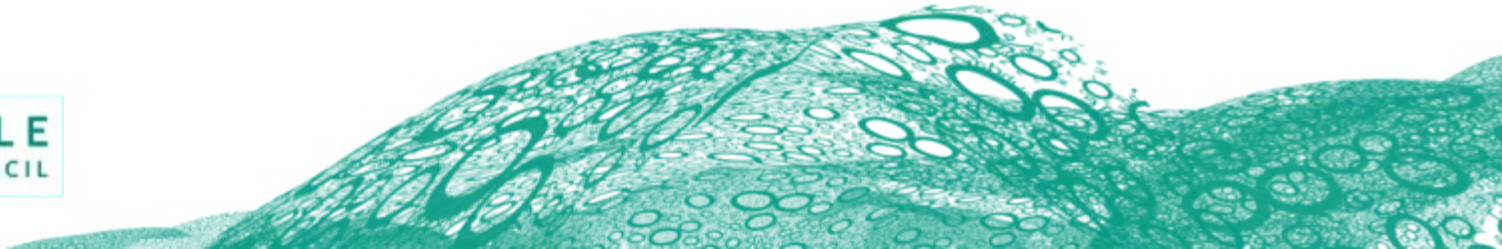
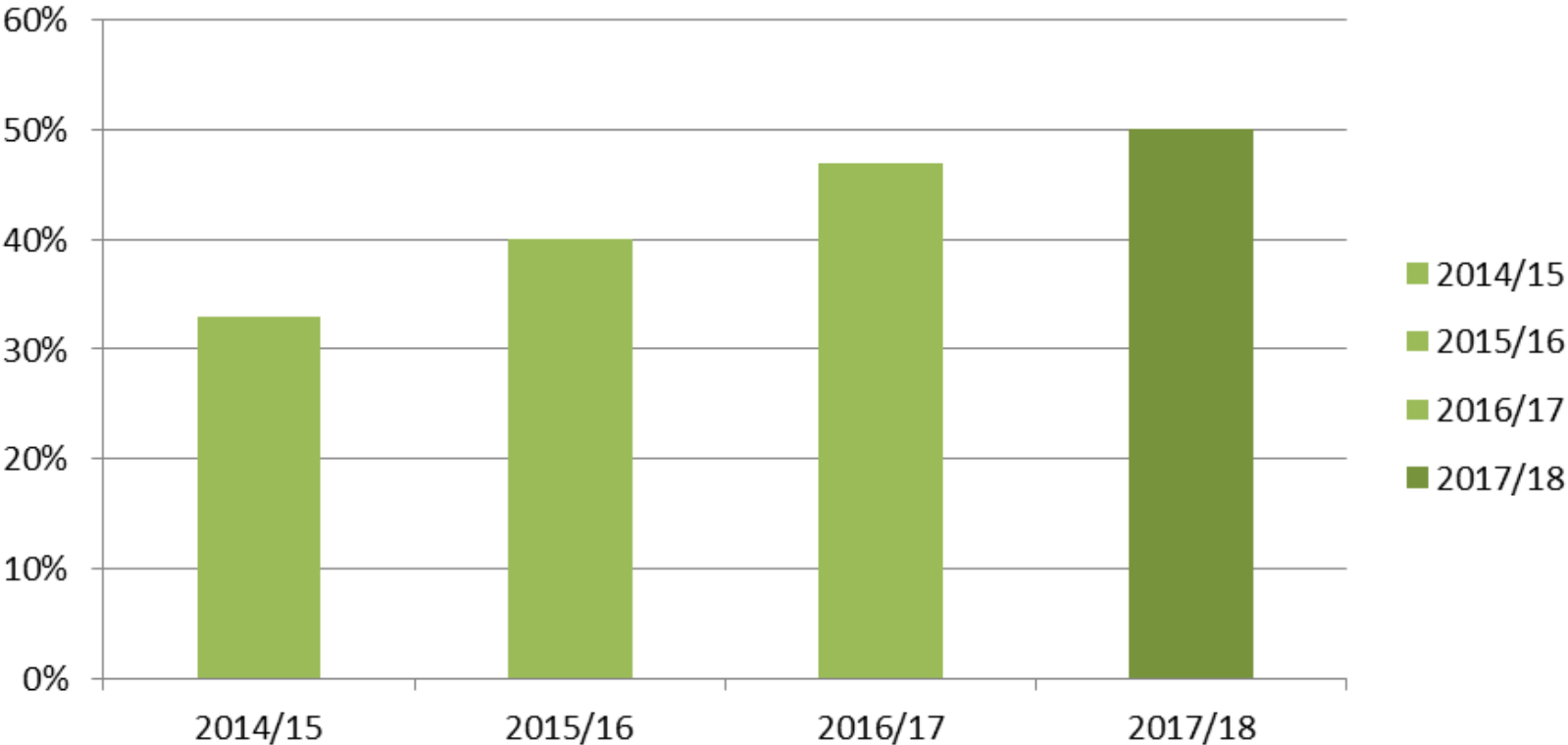
Engaging with our BME communities

Messages linked to faith:

- Friday prayers
- Mufti and Council of Mosques
- Crescent Radio
- Ramadan – Big up your Bin initiative
- NEW Urdu food waste video



The Rise and Rise of Recycling in Rochdale



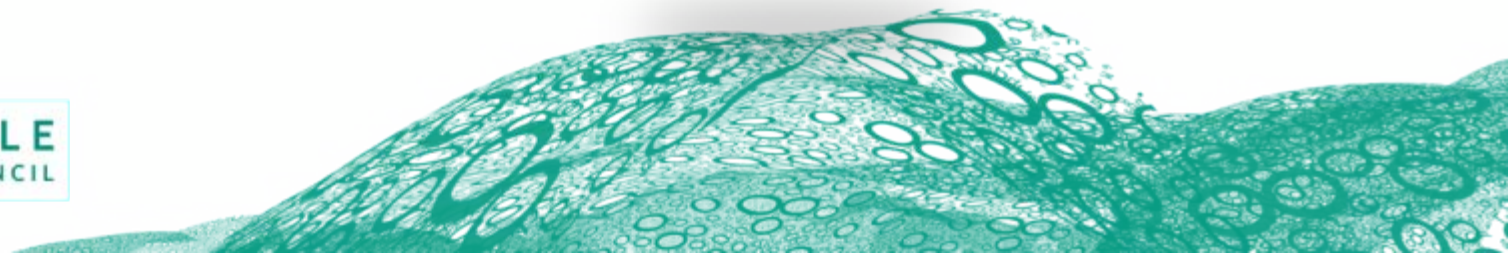
Strategic priorities

- Food Waste priority
- Residual waste reduction
- Communication and Education
- Contamination reduction
- Operational efficiencies



Two pronged approach:

- **Tactical Campaigns**
- **Constant interventions**



April 2017 Tags and stickers initiative



Territory Management Team

- Annual territory recycling targets
- Minimum 12,000 customer engagements p.a.
- Weekly contaminated bin visits
- Participation monitoring and canvass
- Residual waste capacity control & audits
- Campaigns and events

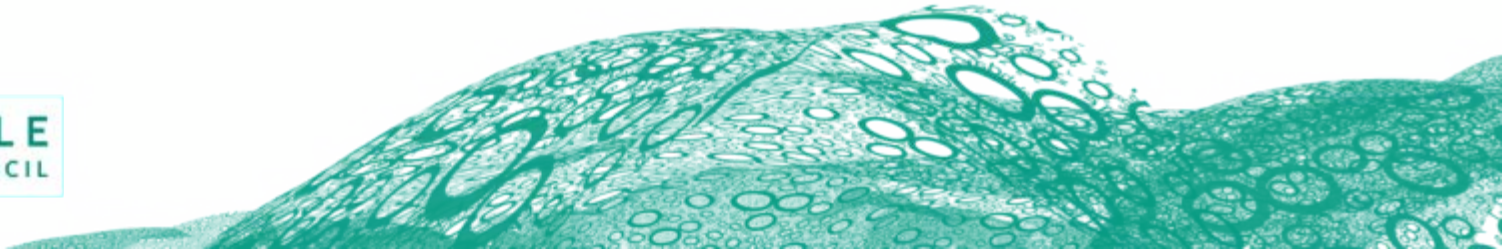


Driving down contamination

- Crew engagement and in-cab reporting
- Tags for bins over 5% tolerance
- Recycling Officer visit to all 2nd offenders
- Regular feedback to crews on successes
- Regular crew 'Toolbox Talks'

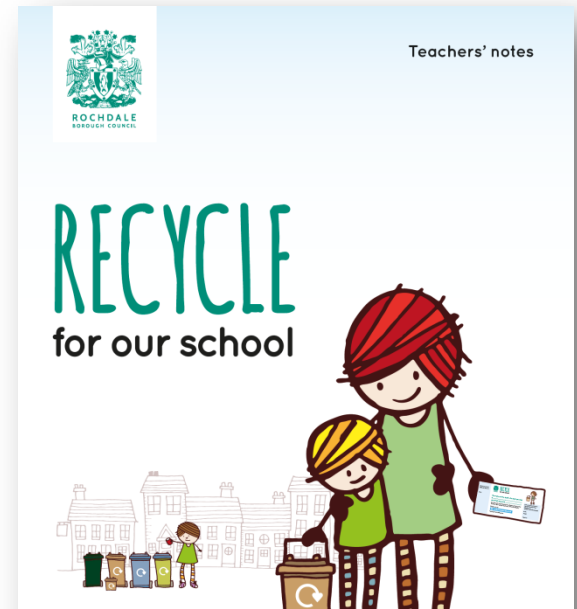


Flats and communal bin strategy



Education at school & at home

- Annual educational programme
- Targeting all 69 primary schools in Rochdale
- Concentrating on year 5's only
- Lessons taken by Recycling Officers
- Dedicated website for parents
- Incentives for pupils and schools



And so on...

- Rural rounds – Food waste collections
- More food waste collections at flats
- Streets and grounds residual waste
- Robust Enforcement strategy
- Paid garden waste service
- National Waste Strategy...?



Thank you

