

# LARAC CONFERENCE

ORGANISED BY

EMG ENVIRONMENT  
MEDIA GROUP



## PALACE

THANK YOU TO OUR SPONSORS:



BritishBins



metroSTOR

Novelis



PermiServ  
Web-to-Resident Permit Service



Roadvert



Green Power



wybone



To join the  
Conference WiFi ,  
please enter the  
promotional code:  
Lobby

# LARAC CONFERENCE

ORGANISED BY

EMG ENVIRONMENT  
MEDIA GROUP



 **Smurfit Kappa**  
Recycling UK

To join the  
Conference WiFi ,  
please enter the  
promotional code:  
Lobby

## CHANGING SERVICE COLLECTION

Donna Cox, Waste and Recycling Manager,  
Bracknell Forest Council

# **Bracknell Forest Council**

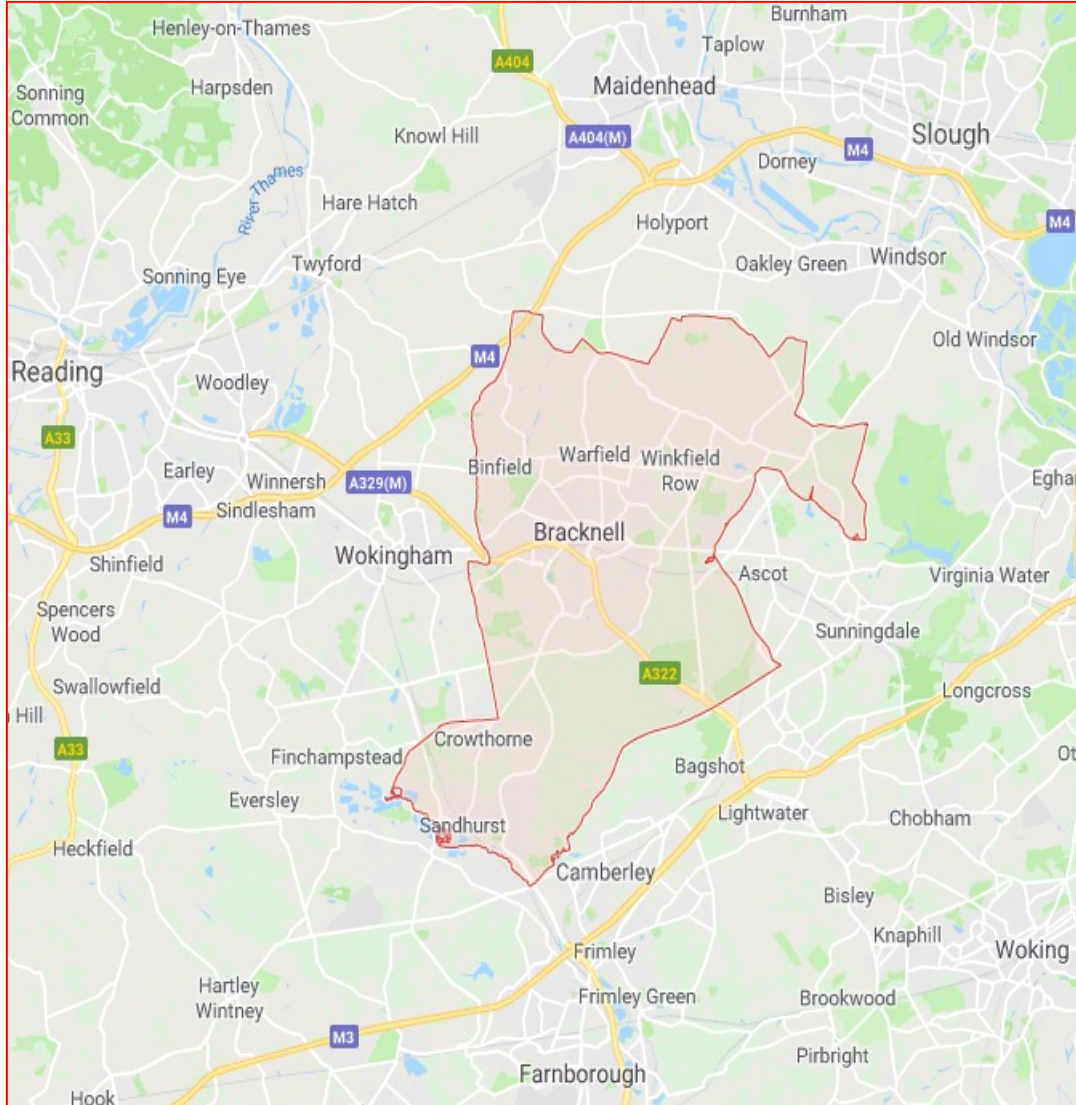
# **Food Waste Introduction**

**Donna Cox**

**Waste and Recycling Manager**



# Bracknell Forest



Bracknell Forest is a unitary authority in Berkshire with over 52 000 households – around 18% are flats

## **Waste collection**

Suez recycling and recovery UK

## **Waste disposal**

Part of the re3 partnership, with Reading Borough Council, Wokingham Borough Council and FCC Environment

Introduced a new weekly food waste collection service to all households on 1 March 2021





# The decision making process

## To explore the options for introducing a weekly food waste collection service in Bracknell Forest



DEFRA published its intentions to mandate weekly separate food collections from 2023 in its Resources and Waste Strategy



Food recycling should allow Bracknell Forest to achieve the government target of a 50% recycling rate by 2020



Recycling food waste would have positive environmental impacts that include a reduction in Bracknell Forest's contribution to landfill

# The decision making process

To introduce a weekly food waste collection and change refuse collection frequency to three-weekly at all houses from 1 March 2021

- ✓ Maximises food waste tonnage and therefore the reduction in waste to landfill
- ✓ Generates a small saving
- ✓ Enables Bracknell Forest to achieve a 50% recycling rate
- ✓ Prevents BFC lagging behind our neighbouring councils
- ✓ Responds to public demand for food waste
- ✓ Meets DEFRA's future obligations



# Planning – routes and vehicles



- 5 food waste vehicles ordered (Farid Micro S) for 4 rounds and 1 spare
- New food waste and refuse collection routes agreed with Suez and input into CORE – Suez in cab technology. No zone changes for recycling or garden and only 704 day changes
- New refuse routes resulted in some properties going more than 3 weeks between refuse collections. One off refuse collection for these properties Saturday before go live
- Suez recruited new drivers and loaders
- New recycling advisor temp for BFC





# Planning - caddies

- 43000 liners, indoor caddies and outdoor caddies ordered
- Caddy deliveries over a 5-week period from 25 January to 26 February by specialist distribution company Jett Distribution
- IPL arranged several caddy deliveries from Dec-Feb as limited storage space at BFC depot

## Caddy deliveries included:

- ✓ 1 black 23 litre outdoor caddy
- ✓ 1 silver 5 litre indoor caddy
- ✓ 1 roll of 50 green plastic 5 litre caddy liners
- ✓ Service leaflet including new schedule

## Some properties received additional information:

- ✓ Day change letter
- ✓ Extra refuse collection on 27th February flyer (13,000)







Outdoor 23-litre caddy



Indoor five-litre caddy



- Press releases
- Social media campaign
- Bracknell News adverts
- E-newsletters
- Internal magazine
- Bin hangers
- New webpages and contact forms
- Events
- Virtual talks
- Leaflet delivered with caddies

-  Your next refuse collection is 12/12/2020  
Your second collection is 20/12/2020  
Your third collection is 30/12/2020
-  Your next recycling collection is 12/12/2020  
Your second collection is 20/12/2020  
Your third collection is 30/12/2020
-  Your next garden collection is 12/12/2020  
Your second collection is 20/12/2020  
Your third collection is 30/12/2020
-  Your next food waste collection is 12/12/2020  
Your second collection is 20/12/2020  
Your third collection is 30/12/2020

[illegible]

## Waste & recycling collection days

Enter a postcode/street name 

RG12 8YD

Please select your address 

53 TREVELYAN, BRACKNELL, RG12 8YD 

You are in bin zone 2



Your next refuse collection is 05/10/2020.



Your next recycling collection is 12/10/2020.





# Planning - communications





# Challenges



- × Two petitions opposing 3 weekly refuse collections
- × Negative response on social media for 3 weekly refuse and food collections
- × Collection point confusion for residents



- × Liner delivery delay – emergency liners had to be ordered
- × 2176 caddy issue forms logged - 800 resolved by 1 March and the remainder during the first 2 weeks
- × Missed bins due to incorrect schedules delivered

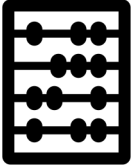


- × Not enough caddies ordered – larger amount delivered than anticipated
- × Knock on effect to other bin orders: second recycling and refuse bins



- × Much more food waste being collected than anticipated
- × Justification for a 6<sup>th</sup> food waste vehicle

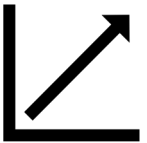
# Successes



- ✓ 111 tonnes in the first week – estimated 75 per week
- ✓ 80-90% participation



- ✓ Change in public opinion – residents more positive and sharing top tips for managing waste effectively
- ✓ Only 21 households on AHP collection



- ✓ Average 2.8kg per hh per week – estimated between 1.5-1.8kg
- ✓ Recycling rate currently up to 58%
- ✓ 3,100 tonnes in the first 6 months, 25% decrease in refuse and up to 10% increase in recycling



- ✓ Shortlisted for the National Recycling Awards Food Waste Initiative category

# Questions

[www.bracknell-forest.gov.uk/foodwaste](http://www.bracknell-forest.gov.uk/foodwaste)

[www.bracknell-forest.gov.uk/bins-and-recycling](http://www.bracknell-forest.gov.uk/bins-and-recycling)



# LARAC CONFERENCE

ORGANISED BY

EMG ENVIRONMENT  
MEDIA GROUP



 **Smurfit Kappa**  
Recycling UK

To join the  
Conference WiFi ,  
please enter the  
promotional code:  
Lobby

## SERVICE PERFORMANCE AND ANALYSIS

Andrew Jenkins, Waste Promotions Lead  
Officer, Buckinghamshire Council



# Food Waste Recycling

Working with an established service

Andrew Jenkins

Waste Prevention Team Leader



# Intro

- ▶ Buckinghamshire Council and our service
- ▶ Food recycling performance
- ▶ Interventions we have delivered
- ▶ Lessons learned
- ▶ Going forward





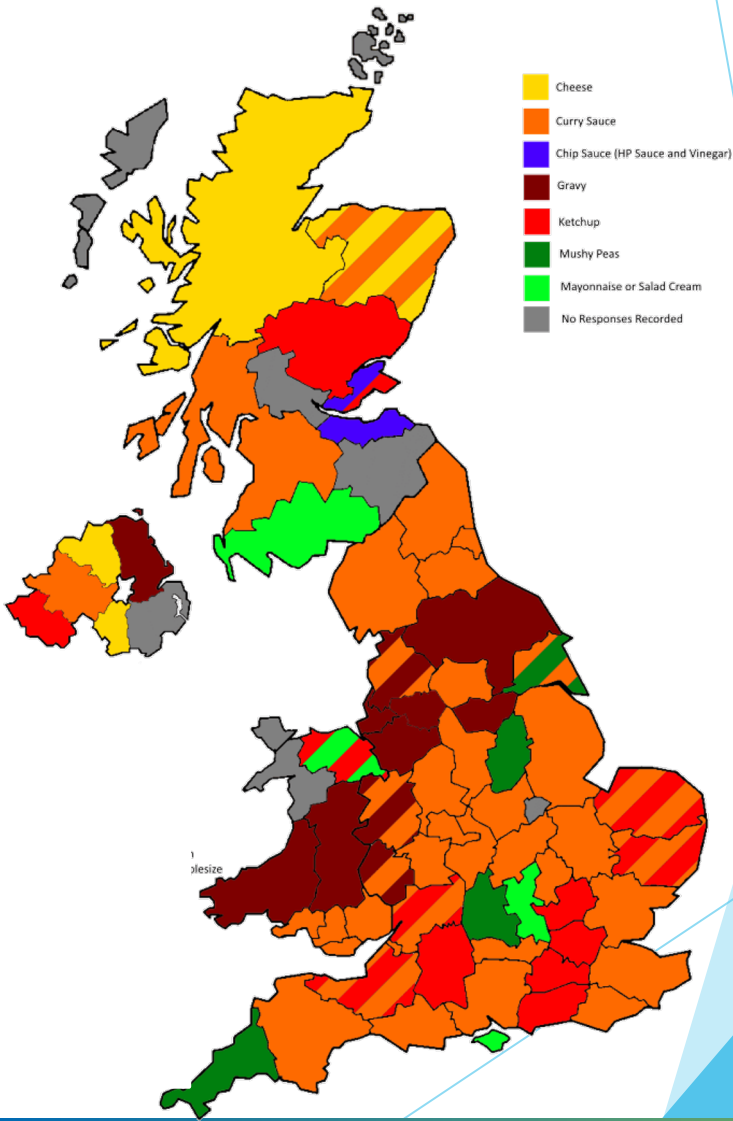
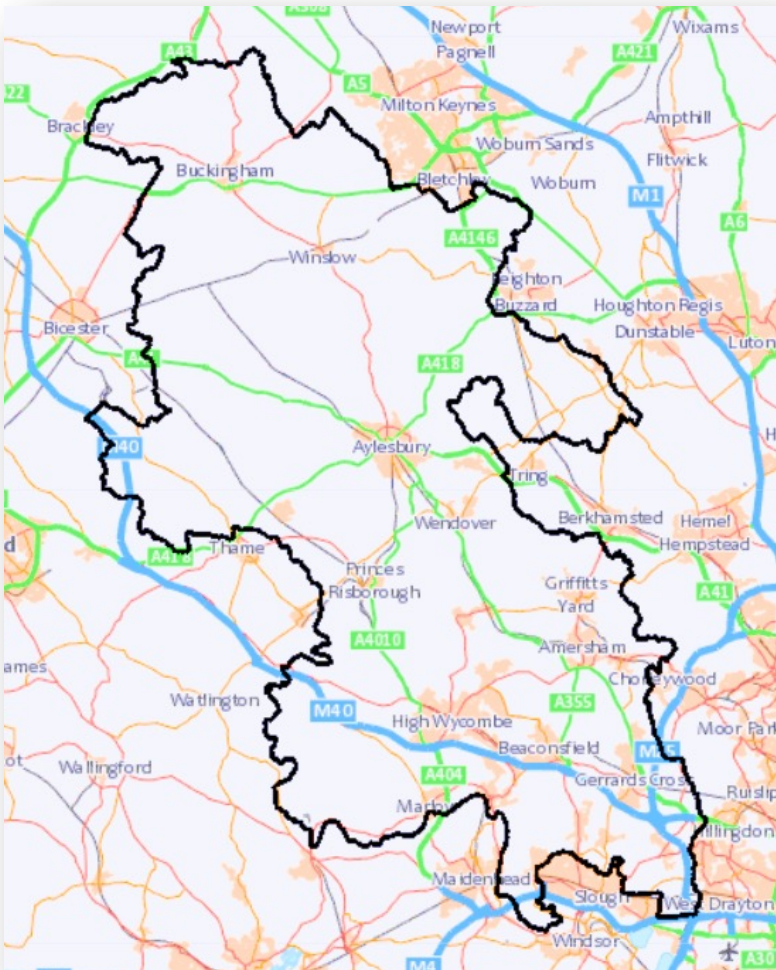


# Buckinghamshire Council

- ▶ Unitary authority (Apr 2020)
  - ▶ Previously four collection and one disposal authority
- ▶ 220,000 households
  - ▶ Around 30,000 communal properties
- ▶ Predominantly rural, with Market towns and two Urban areas
- ▶ Low levels of deprivation but with small pockets of significant deprivation
- ▶ Key stats
  - ▶ 450kg/hh residual waste (23<sup>rd</sup>/123)
  - ▶ 53.9% recycled or composted (19<sup>th</sup>/123)
  - ▶ 0.3% waste to landfill (17<sup>th</sup>/123)

# Buckinghamshire Council

The United Kingdom  
by preferred sauce  
for chip shop chips

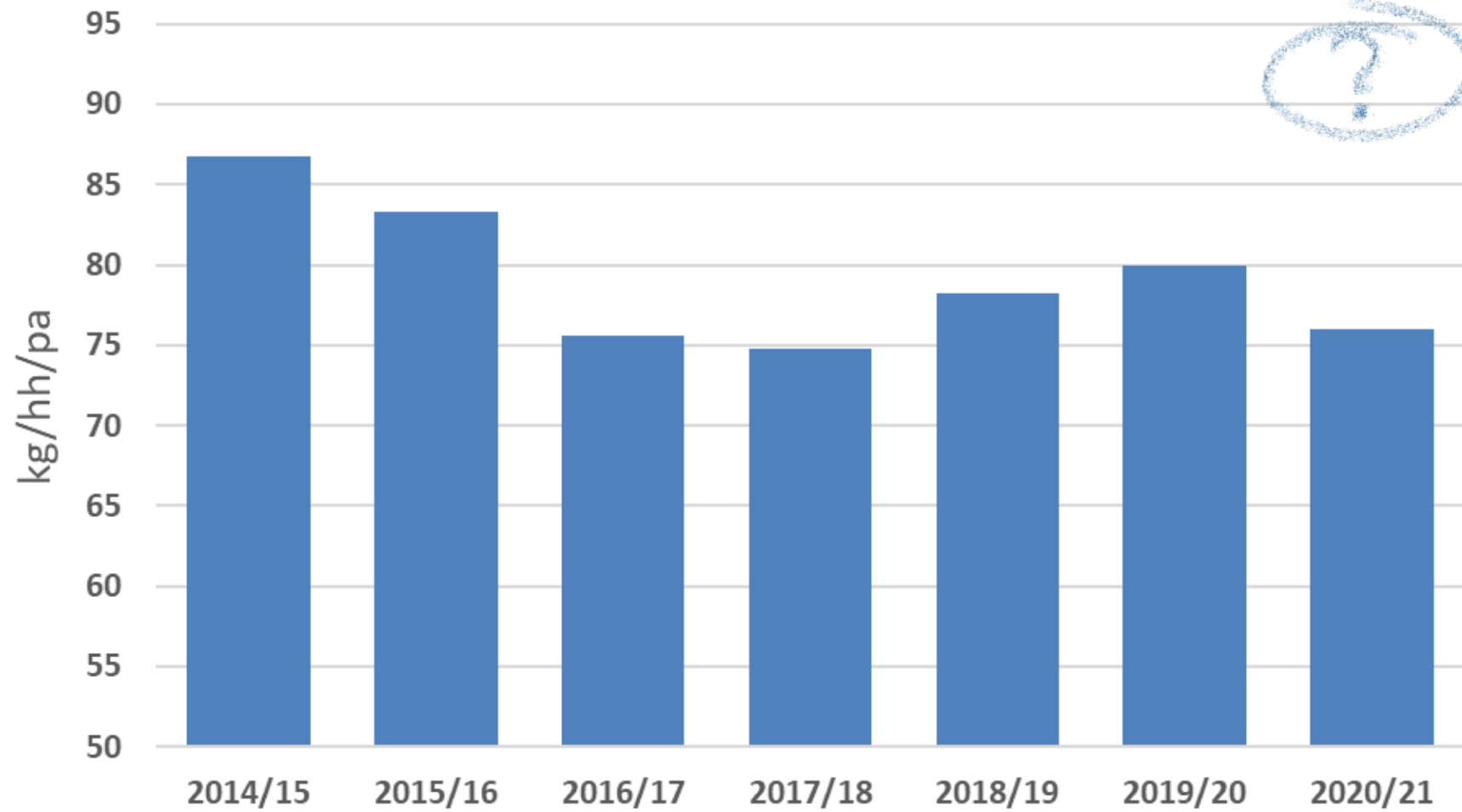




# Food recycling in Buckinghamshire

- ▶ Introduced as a partnership project to boost recycling rates
  - ▶ Joint funding for service change
  - ▶ Separate weekly food recycling, reduced residual, garden waste charges
- ▶ Food recycling introduced as part of wider changes, not stand alone
- ▶ Mixture of separate food recycling vehicles and podded vehicles used, now all separate food vehicles.
- ▶ Took 12-18 months for countywide service
- ▶ Broadly accepted as positive move by residents, not punitive
- ▶ Liners not supplied after introduction

# Food recycling in Buckinghamshire





# Intervention - liner, leaflet, sticker

- ▶ Tried and tested method. WRAP methodology & previous officer experience.
- ▶ Crew stickered bins & external company delivered liners/leaflet
- ▶ Combined with wider comms work based on
  - ▶ Benefits of recycling food
  - ▶ Reminder of what can be recycled
  - ▶ Step by step instructions on how to start
- ▶ 13% increase in tonnage compared to previous 12 months



# Intervention - Munch Monster

- ▶ Aylesbury Vale area only
- ▶ Borrowing best practice from Bristol Waste Company
- ▶ Targeting younger audience & using pester power
- ▶ Schools events, roadshows and stickers in Council Magazine
- ▶ Worked alongside core food recycling messages
- ▶ 7% increase in food recycling tonnage
- ▶ 4% increase in participation

# Intervention - Direct mail/ads

- ▶ Combination of direct mail and targeted ads
- ▶ Direct mail using local messages (district area)
- ▶ Targeted digital using hyper local messages (town/village)
- ▶ Social norming focusing on dynamic messages as a result of recent increases i.e more and more
- ▶ Positive outputs
  - ▶ High web hits
  - ▶ Caddy orders & info requests
- ▶ Hard to isolate positive outcomes (tonnes)





# Lessons learned

- ▶ Supply of liners
  - ▶ Plastic bag message ineffective
- ▶ Impacts of service quality
  - ▶ Podded vehicles (tough to get fill levels correct)
- ▶ Comms
  - ▶ Tougher sell with EfW compared to landfill(similar outcomes & now Carbon impact)
  - ▶ Stickers alone have little impact
- ▶ Not all about participation



# Going forward

Pause	Invest	Solve	Look forward
Pause in proactive work until service fully resumes	Invest in residual waste analysis to reassess targets and likely goals	Solve the liner issue <ul style="list-style-type: none"><li>• REA guidance &amp; clear messaging going forward</li><li>• Discount offers/direct sale/deliver</li></ul>	Look forward to national awareness campaigns as a result of food waste collections becoming the norm





# ► Questions

# LARAC CONFERENCE

ORGANISED BY

EMG ENVIRONMENT  
MEDIA GROUP



 **Smurfit Kappa**  
Recycling UK

To join the  
Conference WiFi ,  
please enter the  
promotional code:  
Lobby

## QUESTIONS & ANSWERS