



LARAC
CONFERENCE
CELEBRATION AWARDS

2023



Headline Partner

CONTENÜR

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LITTER PREVENTION SEMINAR

Chair: Andrew Bird, Service Director - Sustainable Environment, Newcastle-under-Lyme Borough Council

David Landsberg, Founder & CEO, LitterLotto®

Lorna Jackson, Research and Innovation Manager,
Keep Britain Tidy



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LITTER PREVENTION SEMINAR

David Landsberg, Founder & CEO, LitterLotto®

LARAC

**Local Authority Recycling
Advisory Committee**

LP

Litter Prevention

David Landsberg

Founder & CEO LitterLotto

LARAC (good acronym)

**Local Authority Recycling
Advisory Committee**

LP (short acronym)

Litter Prevention

David Landsberg (not an acronym)

Founder & CEO LitterLotto

NO ROCKET SCIENCE HERE



4 things I learned as a parent:



**1. Telling my children
not to do something
didn't stop them
doing it.**



2. Enforcing fines on a child is tough

3. Children will do anything for a lollipop



4. It's easy to find volunteers when you're offering sweets





2 things I learned when walking Woody

**1. No one takes notice
of signs telling
them not to litter.**

**2. Woody does
anything for
a treat**

ALL ANIMALS & HUMANS...



DON'T
respond to
negatives or
punishment

DO respond to
incentives and
rewards

litterlotto (perfect acronym)

**Litter Incentivisation
Through Technology,
Education, Rewards,
Localised Offers, Trash
Tracking & Organisation**

litterlotto

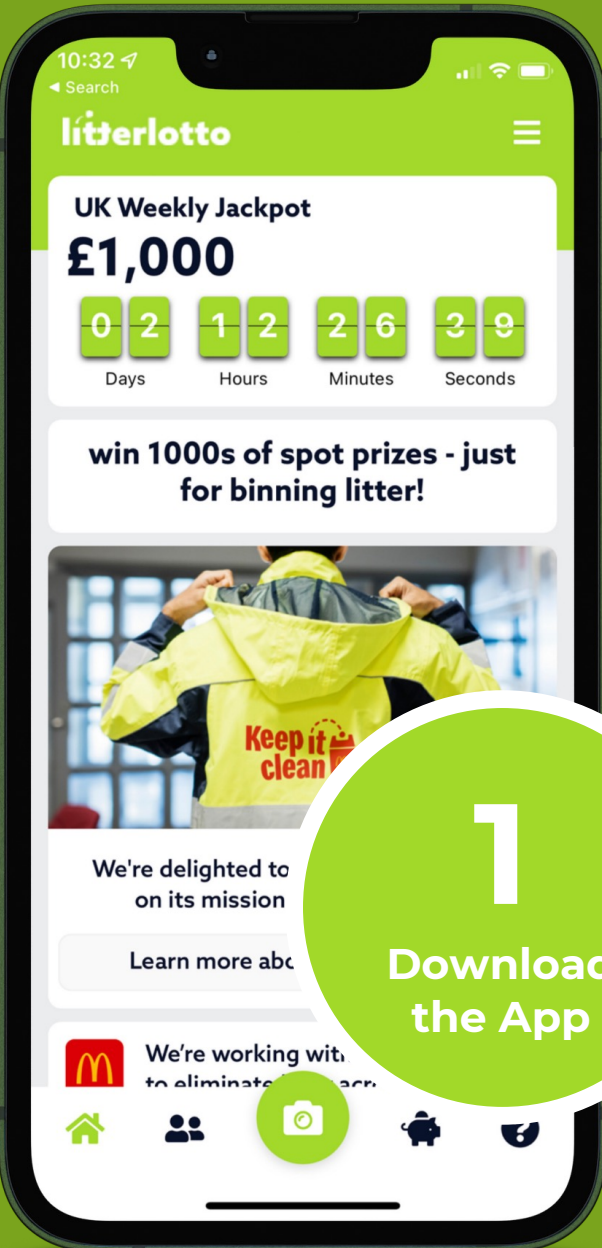
The Behaviour Changing App that's reducing litter!

Addressing the root cause of litter and waste through behavioural science, innovative and nudge technology.

1
Download the App

2
Take a pic as you bin litter

3
Enter the jackpot (and win a spot prize?)



“Fugitive Litter”: Litter that is uncollected, retrieved from the ground, or beyond the waste chain.



84.6%
FUGITIVE
LITTER

litterlotto

Turns litter sinners into binners



**52% of our users
admit to having
littered before they
discovered litterlotto**

Turns a few volunteers into an army



262%
INCREASE



**For every 100
volunteers there's
162 more who'll
volunteer with the
right carrot**

...and gets them going the extra mile

60%
INCREASE



82.6% feel more encouraged to bin litter as a result of LitterLotto

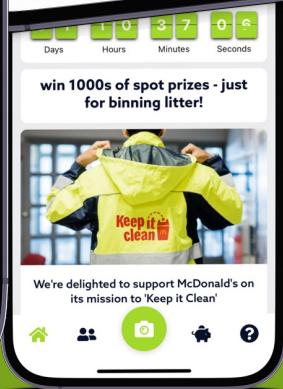
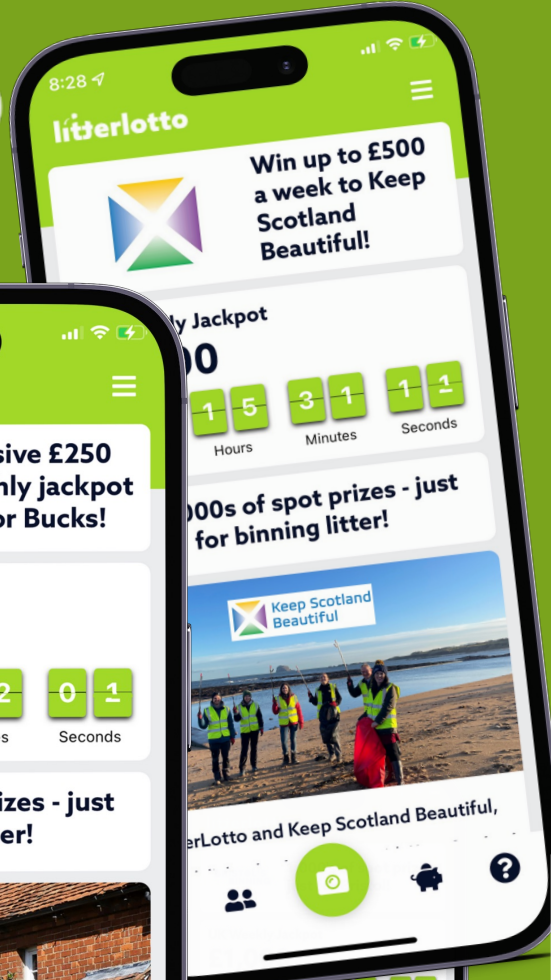
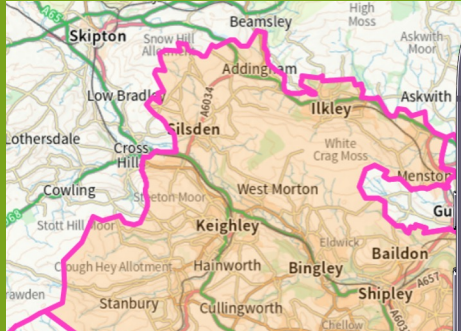
67% Feel they've contributed to a reduction in litter

litterlotto local

We want to feel part of a community

We want more chances to win

Volunteers need rewarding too



Average saving per council

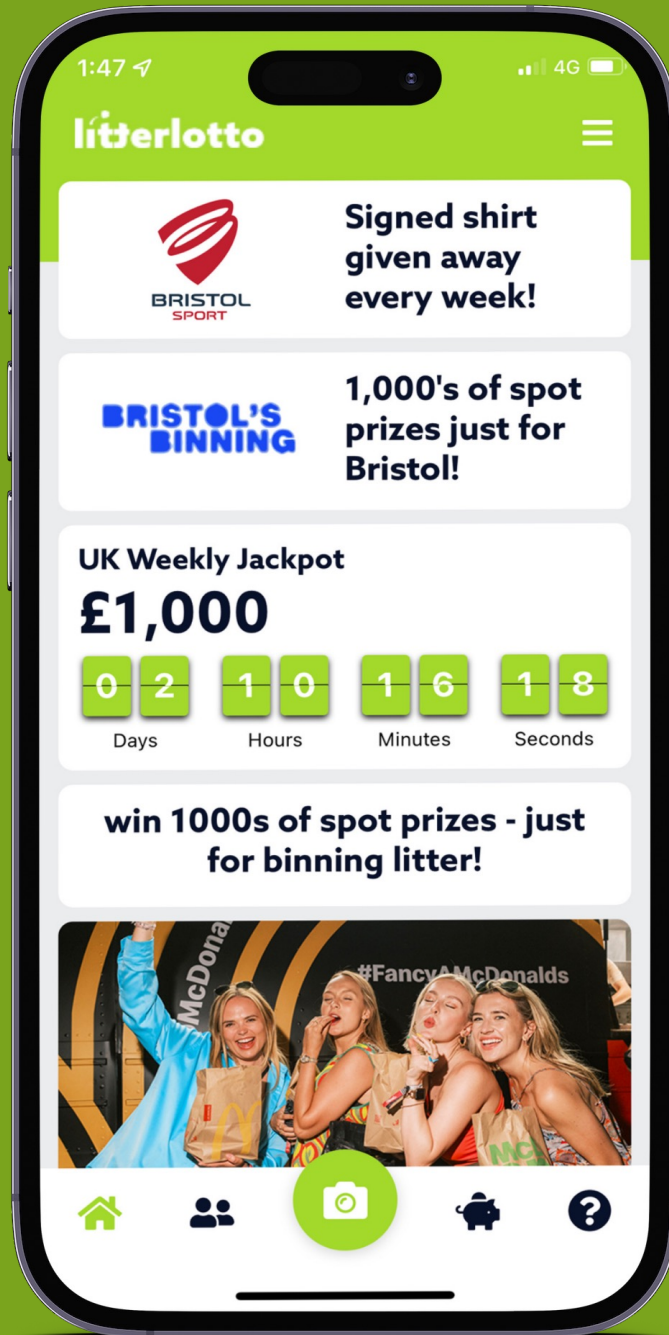
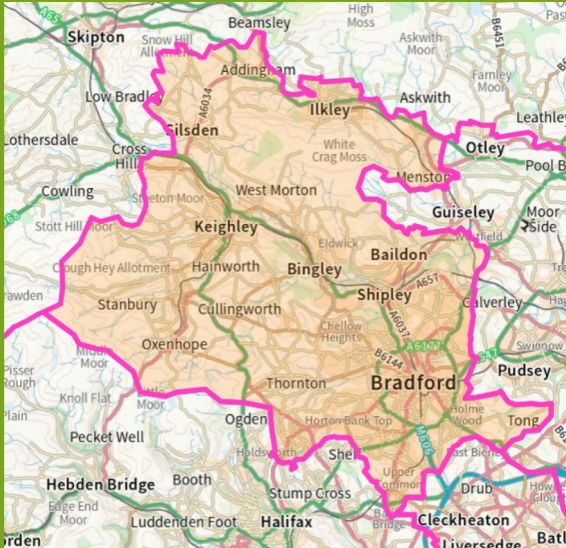
£110,000+

per annum

Based on costs of £12 per hour for operatives.

£1 spent with us = c.£15 saved

litterlotto local



We want prizes that match our interest

Local festivals?
Stadia?

League Tables & Coins

More chances to win...and a way to involve and promote local business!

We want recognition along the way

We like to compete



Seeding extra wins



AtHome™



Innovate
UK

SSPP Grant Winner

- Litter type identified and reported

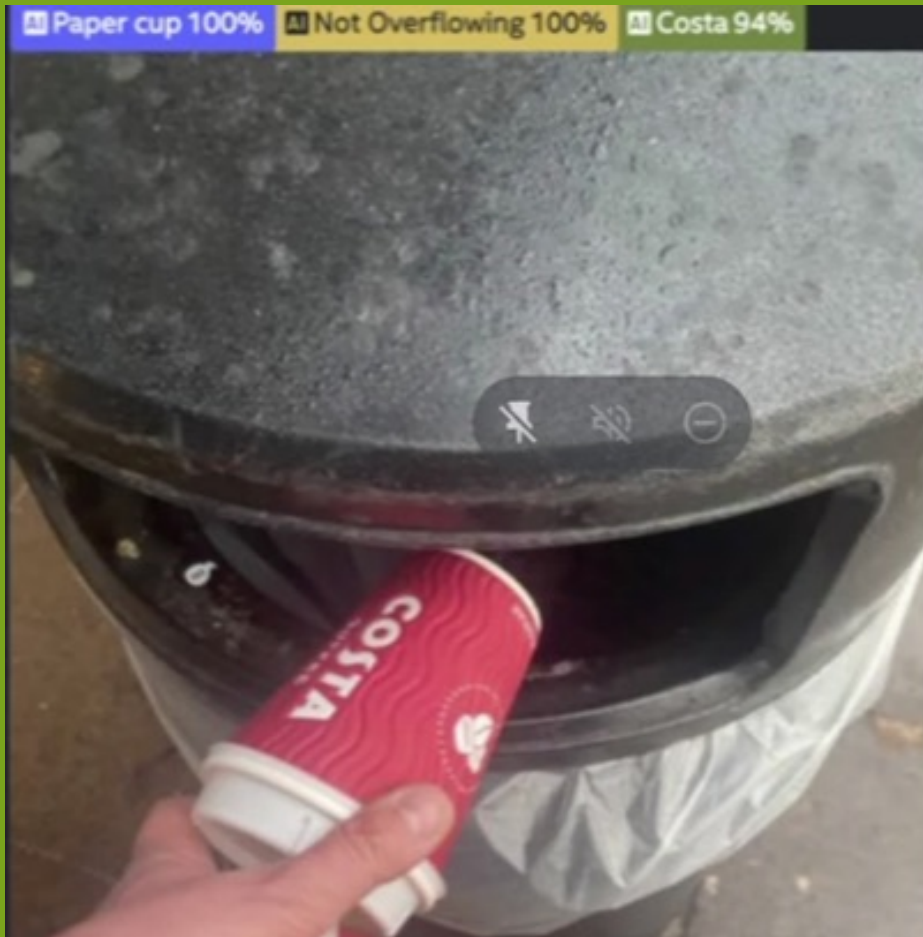
- Patented Technology (Pending)

- Categorised into 23 different waste types

84% of households are contaminating their recycling through well-intended 'wish cycling'.
WRAP.org.uk



AI (short acronym)



```
WASTE TYPE: 100% Cup>Hot>120  
BRAND: 94% Costa  
DISPO: 100% Litter>Public>Site95329  
STATUS: 100% Not Overflowing
```

PROMPTS

```
<remove lid>  
<pour liquid>  
<return to 'store' shop to maximise  
recycling>  
offer from <BRAND24>
```


SmartSegregation™

- Identifies and educates what goes in each bin
- Reduces contamination
- Educates
- Patented Technology (Pending)



TAP-BIN-WIN

No App download required

Chip
+Bin™

 litterlotto

BIN IT[®]
TO WIN IT!

IYADWYAD, YAGWYAG (final acronym)

“If you always do what you always did, you'll always get what you always got”

Henry Ford

It's time to think differently...

THANK YOU (not an acronym)



David Landsberg
Founder/CEO

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Lorna Jackson, Research and Innovation Manager, Keep
Britain Tidy

**KEEP
BRITAIN
TIDY.**



**KEEP
BRITAIN
TIDY.**



LARAC Conference 2023

**Litter Prevention
Seminar**

RATIONS





OUR VISION

A clean and healthy environment, rich in wildlife and valued by people who 'Love Where they Live'.

OUR MISSION

Together we take action for the environment.

OUR AIMS

1. To eradicate litter and reduce waste
2. To improve the quality of public space
3. To help people live more sustainably



Litter Prevention: The current context



Reviewing and updating the Code of Practice on Litter and Refuse

Continued calls for an all-inclusive DRS



Keep Britain Tidy The Green House, 244-254 Cambridge Heath Road, London, E2 9DA
T 020 8078 0302 W <http://www.KeepBritainTidy.org> Registered Charity no 1071727
Registered Company no 3496361 VAT Reg no 849 7501 88



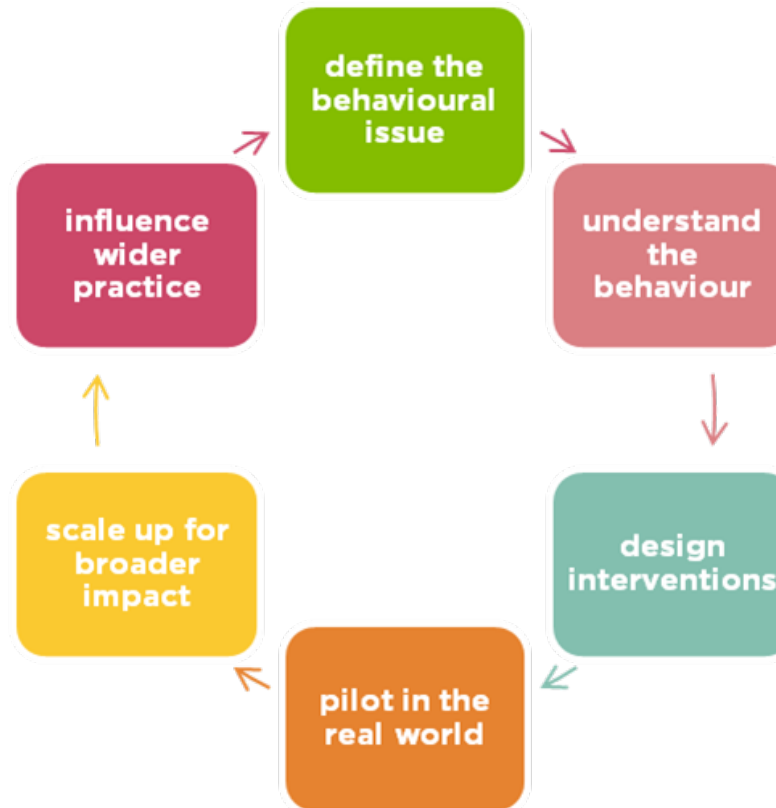
Research and campaigns to tackle cigarette littering



A focus on waste prevention, shifting the public up the waste hierarchy



Our Behaviour Change Process



Volunteers Have Tidied Here



Volunteers Have Tidied Here



Bath & North East Somerset Council

RYEDALE
DISTRICT
COUNCIL



- We partnered with two local authorities to pilot the intervention
- Each selected two litter hotspots where local volunteer groups are active, and where the council does not pick
- Sites included parks, riverside walkways, seating areas, residential roadsides, and a supermarket car park
- Funded thanks to players of the People's Postcode Lottery



Supported by players of



Awarded funds from



Volunteers Have Tidied Here



- Signs were designed with input from our Litter Hero Ambassadors and local authority partners
- Messages were then user tested through a nationally representative survey to identify which resonates with the public most
- Personalised with volunteer group names and logos
- Not council branded
- Correx signs placed on lampposts and railings throughout the target sites



Volunteers Have Tidied Here



Results

- Litter decreased at three out of four sites, by an average of 40%, and up to 47% at one site
- 94% said it makes them care about their local area
- 11% said it's likely to stop them from littering (86% said they don't litter anyway)

“As long as volunteers are litter picking the area and local authorities have a connection with the litter picking group, I’d definitely recommend it.”

“I’m getting calls to get the signs [installed] elsewhere... it’s certainly going to change the way we approach our signage.”



Opportunities to work with Keep Britain Tidy



Run 'Volunteers Have Tidied Here' in your area



Join our Network

[HOME](#) [OUR CAUSE](#) [GET INVOLVED](#) [LOCAL AUTHORITIES](#) [BUSINESSES](#)

MEMBERSHIP LEVELS

[BACK TO BECOME A NETWORK](#) +

MEMBER

Join our Network, a platform to engage like-minded organisations in improving local environmental quality. We do this by sharing expertise through events, activities and online resources, as well as celebrating and promoting success through awards, conferences, training and active learning. Contact: network.enquiries@keepbritaintidy.org

	MOST POPULAR	
ESSENTIAL	EXPERT	EXEMPLAR
£ 995	£ 1,995	£ 4,495
PER YEAR	PER YEAR	PER YEAR
ENQUIRE NOW +	ENQUIRE NOW +	ENQUIRE NOW +

EXEMPLAR
NETWORK
MEMBER
2022/23

IN PARTNERSHIP WITH



Opportunities to work with Keep Britain Tidy



Respond to our latest 'call for partners' to tackle cigarette littering



For more information contact: innovate@keepbritaintidy.org



Thank you



Any comments or questions?

Please get in touch on Lorna.Jackson@keepbritaintidy.org





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QUESTIONS & ANSWERS



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THANK YOU FOR JOINING US!



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CONTAMINATION & EDUCATION (REDUCING CONTAM)

Chair: Anthony Morris, Commissioning Officer (waste and street scene), High Peak and Staffordshire Moorlands District Council

Dimitra Rizou, Contracts and Strategy Officer,
Royal Borough of Greenwich

Sean Bookless, Senior Campaigns and Behavioural Change
Manager, Greater Manchester Authority



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CONTAMINATION & EDUCATION (REDUCING CONTAM)

Dimitra Rizou, Contracts and Strategy Officer,
Royal Borough of Greenwich

Royal Borough of Greenwich Contamination Policy

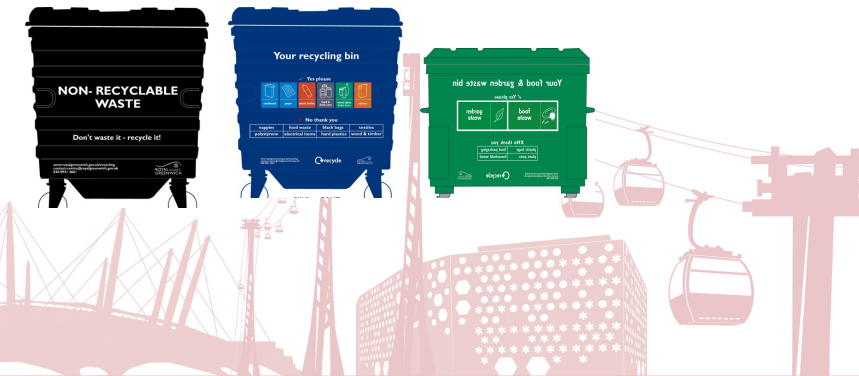
Dimitra Rizou – Contracts and Strategy Officer

12 October 2023



Background

- Royal Borough of Greenwich situated in Southeast London
Population: 289,100
No of Households: around 126,000
- Our current Green, Blue, Black scheme for kerbside properties:
 - Green top (food/garden waste) and blue top bins (mixed dry recycling) collected in the morning.
 - Black top bins (general waste) collected in the afternoon.
- Flats with communal bin stores:
 - Blue and Black euro bins to all flats
 - Green bin (food waste) to nearly 40% of blocks



Overview of Service Change

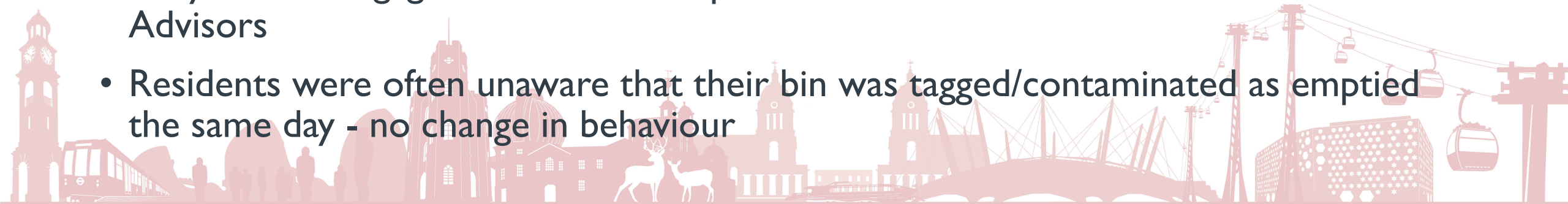


- Towards Zero Waste service change consisted of 3 main service changes:
 - Stricter Contamination Policy – 14 November 2022 roll-out
 - Fortnightly General Waste Collections – 27 February 2023 roll-out
 - No Side Waste Policy – 27 February 2023 roll-out
- Changes only affected kerbside properties 76,000
- No communal flats impacted
- Projected 5% increase in recycling rate
- Projected £465k revenue cost reduction



Old Contamination Policy

- Contaminated green & blue bins were tagged by crews in the morning
- Contaminated bins were emptied by black crews in the afternoon
- Crews recorded the contaminated bins – this was inconsistent
- Periodic removal of bins where data could support this
- Serial contaminators could possibly produce >3x240L general waste (by misusing all three bins)
- Only limited engagement could take place with a small team of 3x Waste Advisors
- Residents were often unaware that their bin was tagged/contaminated as emptied the same day - no change in behaviour



Why we changed the process?

- It's kinder to the environment and more cost effective to process recycling than general waste (less emissions produced and costs less)
- Our contract allows us to have 10% contamination – anything over this and we have to pay additional fees (£2,83 per tn)
- The past 12 months up to July 2022 - contamination rate was 16.1% and increasing
- The recycling industry has changed in the last decade with stricter requirements in terms of clean material for recycling and getting significantly tighter
- Promoting circular economy by encouraging more recycling and reducing consumption of the earth's natural resources



New Contamination Policy

- 3 stage process with a different letter at each stage
- 3 contaminations within 3 months and the green or blue bin removed
- Stage 3 letter is hand-delivered when the bin is removed
- Households that have blue/green bin removed are no longer able to recycle
- 6 x Waste & Streets Advisors engaged with as many residents as possible to prevent properties getting to Stage 3 (3 of these post are temporary)
- Complaints and Members Enquiries increased - 3 times higher in the first few months, but since beginning of September dropped to pre-service change levels



Communication Campaign

Six-phase communication programme – June 2022 – July 2023

- **Phase 1** (June 2022) Intro to TZW, why, when, how communicated to residents
- **Phase 2** (July –Sept 2022) Bin replacement options communicated to residents
- **Phase 3** (July 2022) 'Sack' only residents notified that they remain on a weekly service
- **Phase 4** (Sept 2022) Contamination policy changes communicated to residents
- **Phase 5** (Nov 2022 – Jan 2023) TZW recap, side waste and contamination communicated to residents
- **Phase 6** (Feb 2023 – July 2023) Post roll out comms with positive news stories on success of the roll-out, increased recycling rate and reduced contamination rates



Communication Campaign for contamination changes (phase 4)

- 6 x articles in local newspaper over a period of 10 weeks, including 4-page wrap and full-page ads
- Updated web pages
- Articles in Resident Bulletin, Talk Greenwich and The Weekender over 4 months
- Weekly social media posts communicating the changes
- Contamination animation added to the website and being shown on the big screen in Woolwich Town Centre
- Bus stop ads in 22 locations around the borough
- Changes sent via school bulletin to cascade to schools
- Roadshows: Waste advisors have been to 16 locations around the borough to speak to residents. Road show dates promoted daily on Twitter and Facebook, also in GI x 3 times
- A letter has been sent to every affected household advising of the changes - including link/QR code to website



Communication Campaign

WE'RE MOVING **TOWARDS ZERO WASTE**

What does this mean for you?

Greenwich Info
IT ALL ADDS UP
Your regular Greenwich Info issue inside

royalgreenwich.gov.uk/towardszerowaste



Have you got questions about Towards Zero Waste?

From 14 November, we will stop collecting green and blue top wheelie bins that contain the wrong items. And from February 2023, we will collect general waste from properties who use wheelie bins every two weeks.

Ahead of these changes, our team of waste advisors will be at libraries and leisure centres, near you, to answer questions and share tips on reducing household waste and making recycling easy.

Date	Time	Location
Wednesday 5 October	10am to 8pm	Greenwich Library, SE10 9GB
Thursday 6 October	9am to 7pm	Blackheath Library, SE3 7BT
Saturday 8 October	10am to 4pm	Thamesmere Leisure Centre, SE28 8RE
Monday 10 October	2pm to 7pm	Charlton Library, SE7 8RE
Tuesday 11 October	9am to 1pm	Charlton Library, SE7 8RE
Saturday 15 October	10am to 4pm	Waterfront Leisure Centre, SE18 6DL
Thursday 20 October	9am to 7pm	Woolwich Library, SE18 6HQ
Saturday 22 October	10am to 4pm	Sutcliffe Park Sports Centre, SE9 5LW
Thursday 27 October	9am to 7pm	Eltham Library, SE9 1HA
Friday 28 October	9am to 5.30pm	Coldharbour Library, SE9 3AY
Saturday 29 October	10am to 4pm	Coldharbour Leisure Centre, SE9 3LX
Monday 31 October	2pm to 7pm	New Eltham Library, SE9 3QT

Further dates and locations for November to be announced
royalgreenwich.gov.uk/towardszerowaste

YOU CAN RECYCLE ME!

PUT ME IN YOUR BLUE BIN.

TOWARDS ZERO WASTE ROYAL BOROUGH OF GREENWICH

IF YOU CONTAMINATE IT, WE CAN'T TAKE IT



As we move Towards Zero Waste, from November 2022 we'll no longer collect contaminated recycling.

WHAT IS CONTAMINATION?

Contamination is when the wrong items – such as bags of general rubbish, nappies, and dirty fast-food packaging – are put into a blue top recycling or green top food and garden waste bin.

WHY DOES IT MATTER?

Putting the wrong thing in the wrong bin means that none of the items in it can be recycled and have to be incinerated instead.

WHAT WILL HAPPEN IF I CONTAMINATE MY BIN?

The first time your bin contains an incorrect item, we understand that it could be an accident or an honest mistake. You'll get a red tag on your bin and a letter explaining why. You'll need to remove the item so that it can be emptied the next time the recycling crew visit.

If you contaminate your bin a second time, your bin will be tagged again and you'll get a second letter. You'll need to remove the item so that our crews can empty your bin the following week.

The third time the wrong thing is in your bin, your bin will be permanently removed. Don't let everyone's efforts to recycle go to waste!

Link to TZW webpage: [here](#)

Link to contamination animation: [here](#)

Communication Campaign

Don't let the wrong thing

TOWARDS ZERO WASTE



slide into your blue bin

From 14 November, we won't collect recycling bins containing the wrong items.
royalgreenwich.gov.uk/towardszerowaste

ROYAL GREENWICH

Swipe right

TOWARDS ZERO WASTE



for recycling

From 14 November, we won't collect recycling bins containing the wrong items.
royalgreenwich.gov.uk/towardszerowaste

ROYAL GREENWICH



Oops... WRONG THING, WRONG BIN

Your blue recycling bin was not emptied today as it contains items that can't be recycled. You'll need to remove these items for this bin to be emptied next week.

For more information on what you can and can't recycle, please scan this QR code or visit royalgreenwich.gov.uk/recycling.

TOWARDS ZERO WASTE
ROYAL GREENWICH

Oops... WRONG THING, WRONG BIN

Your green recycling bin was not emptied today as it contains items that can't be recycled. You'll need to remove these items for this bin to be emptied next week.

For more information on what you can and can't recycle, please scan this QR code or visit royalgreenwich.gov.uk/recycling.

TOWARDS ZERO WASTE
ROYAL GREENWICH

First results

- **Contamination**

Overall Borough contamination rate:

Average April – November 2022 (before roll-out) 24.8%

Average Dec 2022 – August 2023 (after roll-out) 13.6%

- **Recycling rate**

Quarter I of 23/24: 35.9% (increase of 4% from last year's QI and 2.7% from 21/22)

- **Side waste Policy**

General (residual) waste decrease QI 23/24: 10% from 22/23 and 13% from 21/22

- **Fly-tipping**

Increase in tonnages by 8% but it has been manageable so far



Next steps

- **Reinstating stage 3 bins**

Currently green and blue top bins are not returned

High number of requests by residents who want to start recycling properly

Looking to introduce a process of returning bins, possibly by applying charge for provision of wheeled bins



Questions?

Dimitra Rizou – Contracts and Strategy Officer

dimitra.rizou@royalgreenwich.gov.uk





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CONTAMINATION & EDUCATION (REDUCING CONTAM)

Sean Bookless, Senior Campaigns and Behavioural Change
Manager, Greater Manchester Authority



Paper and Card: A Contamination Campaign

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

Overview of Greater Manchester

- Largest of 6 waste disposal authorities
- Waste contractor: SUEZ
- 100k tonnes of paper and card pa
- Paper and card mill in Trafford SAICA
- 4 bin collection scheme



Paper and card



Glass, cans and plastic bottles

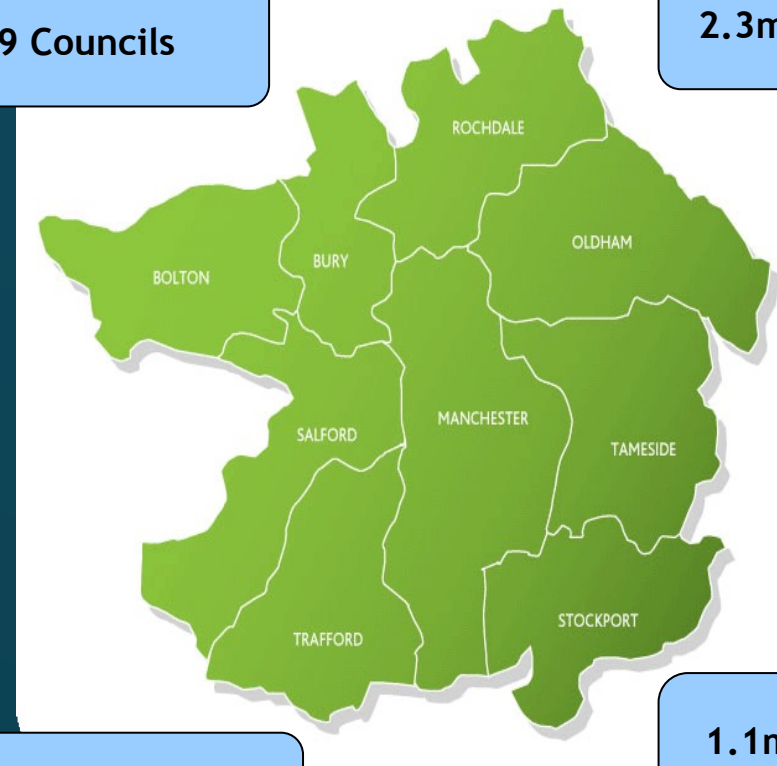


Food and garden waste



General waste

9 Councils

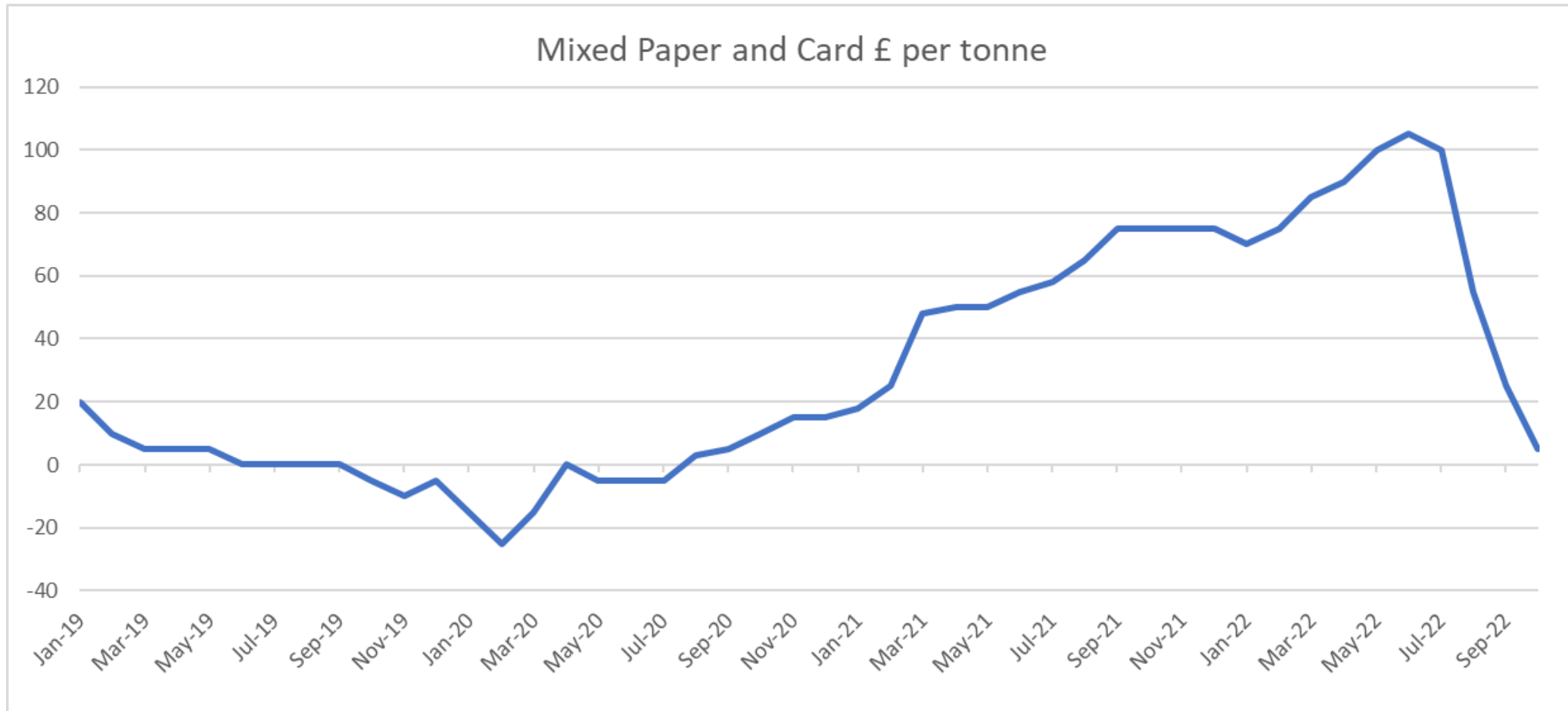


2.3m population

1m households

1.1m tonnes p.a. of municipal waste

Income from Paper and Card



The Problem: Contamination

- Rejected loads at TLS
- Lack of council resources to tackle the problem
- Lack of understanding among residents



The Plan

- Identify worst rounds to target in Manchester, Rochdale, Bury and Trafford
 - Recruit recycling officers to work alongside council officers
 - Use **bin tagging and rejecting contaminated bins** as the behavioural change **intervention** to disrupt behaviour.
 - Feedback loop has found to be an effective way of motivating people to recycle correctly – so follow up with door knocking and more bin tagging
- Pre-notification letter
 - Amber bin tag
 - Red bin tag – bin was rejected
 - Leaflet – explaining what goes in the bin
 - Door step surveys
 - Attended local events
 - Posters and targeted social media



What we did

On collection day - Bin tag before the bins collected
Amber tags – served as a warning that the bin contained items classed as contamination
Red tags meant that the bins weren't collected by the crew

Data collected of properties issued with bin tags and follow up door knocking took place in between collection days

All households received a leaflet advising of what can be recycled in the paper and card bin

Council	Frequency of collection
Manchester	Fortnightly
Rochdale	3 weekly
Bury	3 weekly
Trafford	4 weekly



The Results – Manchester City Council

Total number of households = 1992

473 properties received bin tags over the 3 bin checks = 24% of the round.

- Results show a small number of persistent contaminators who regularly put the wrong things in their bin
- Most of these people didn't answer the door to speak to officers – disengaged
- Most of the other contamination identified was low level such as tissues and kitchen roll, plastic packaging...

Main contaminants

General waste

Plastic packaging

Paper cups

Tissues and Kitchen roll

Food waste

Take-away waste

“I've taken the pizza out of my box this time love!”

“Doesn't it all get sorted by you lot anyway?”

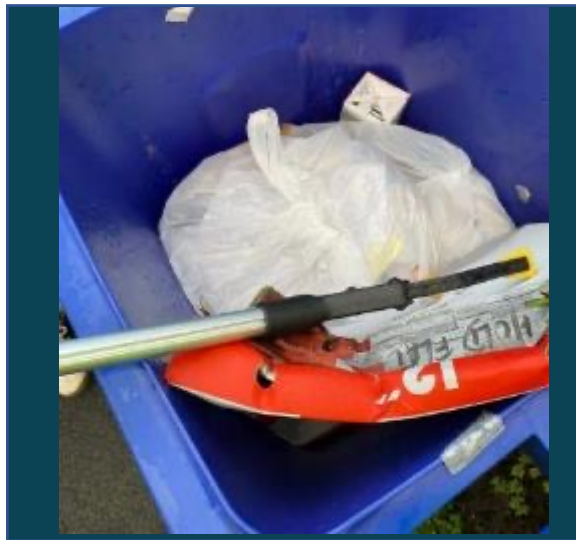
“It must have been the kids who did it!”

4 types of Contaminators



Hassle Factor

Not separating cardboard from food or plastic/polystyrene (Cereal boxes and plastic inners)



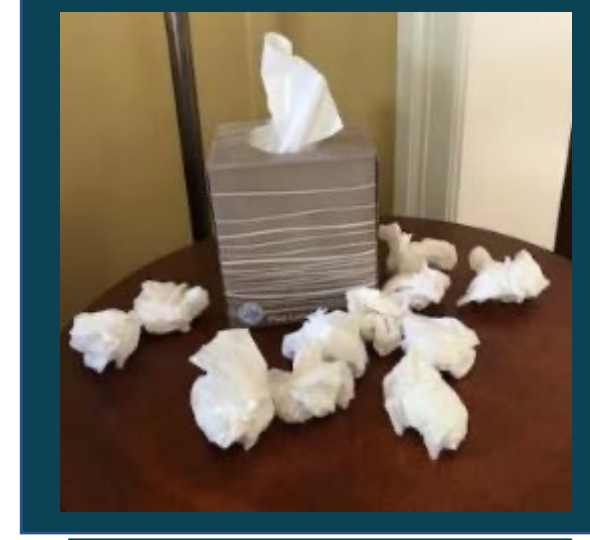
2nd general waste bin

Using recycling bin as a 2nd general waste bin – no effort made to recycle



Take away tosser

Take-away packaging with food and other items, MacDonalds paper bag with fries and drink/straw etc



Trying to get it right

Low level contamination, paper tissues, plastic packaging

The Results – Manchester City Council

Issues

- Most bins not numbered -difficult to identify which household they belong to
 - Not everyone put the bin out the night before
 - Difficult to stay ahead of crew - sometime they would change route
 - Some resident removed the bin tag when the officers had left the street
 - Some missing data due to not being able to check every bin on every collection.
-

Next steps

Focus group - with '2nd general waste bin' and 'hassle factor'

Manchester City Council are committed to finding a solution – will consider providing extra general waste bin

In other council areas, the bin tags has shown a small improvement

Different issues in different parts of GM

Having officers out and about had a positive reaction, residents can see that we're checking up on them. Will continue targeting streets where persistent contamination is an issue



Final thoughts



Box - Recycle



Any questions?

Sean.Bookless@greatermanchester-ca.gov.uk



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QUESTIONS & ANSWERS



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TEA, COFFEE & NETWORKING



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FREQUENCY (MULTI & TWIN STREAM)

Toni McNamara, Policy & Communications Lead, LARAC
Cindy Gardener, Head of Waste and Street Cleansing,
The London Borough of Richmond

Welcome to this workshop on...

Frequency

With your hosts Cindy Gardener & Toni McNamara



Case Study: Wigan Borough

Restricting residual collections to 3 weekly



Case Study: Wigan Borough

- Moved to 3 weekly residual collections in September 2017
 - Comingled garden and food every 2 weeks
 - Twin stream dry recycling every 3 weeks
 - All wheelie bins
- Cost saving exercise – main driver for change
 - Resulted in annual saving of £1.7 million annually.
- High level project management – dedicated team and comms
 - Modelling, route optimising, **contract negotiation**.
- Communications for change
 - Collection policy was revised. FAQ was developed. Information leaflet/calendar sent to all residents. Roadshows. Internal comms.
- Waste audits
 - Initially too resource intense.
 - Adapted to 6 week self-assessment.



Case Study: Wigan Borough

Material Type	Pre 3 weekly - 2016/17	Post 3 weekly – 2019/20	Difference post 3 weekly
Organics	21,000 tonnes	25,000 tonnes	+ 4000 tonnes
Dry Mixed Recycling	16,000 tonnes	18,100 tonnes	+ 2100 tonnes
Fibre	10,500 tonnes	11,500 tonnes	+ 1000 tonnes
Residual	60,000 tonnes	51,000 tonnes	- 9000 tonnes
HWRC	11,000 tonnes	12,000 tonnes	+ 1000 tonnes
Bring Banks	400 tonnes	400 tonnes	No change

Recycling rate went from 43.7% to 52.8%



Wigan Borough: Benefits & Lessons Learned

- Not a small feat but worth it.
- **Portfolio holder and members need to be fully supportive and kept in the loop throughout the change!**
- Massive demand for additional containers. Stay on same capacity if possible!
- **Waste audits were high demand but work well, especially with self-assessment.**
- Increase in missed reports initially due to new routes.
- **Side waste and contamination increase.**
- Fly tipping reduced due to measures alongside change.

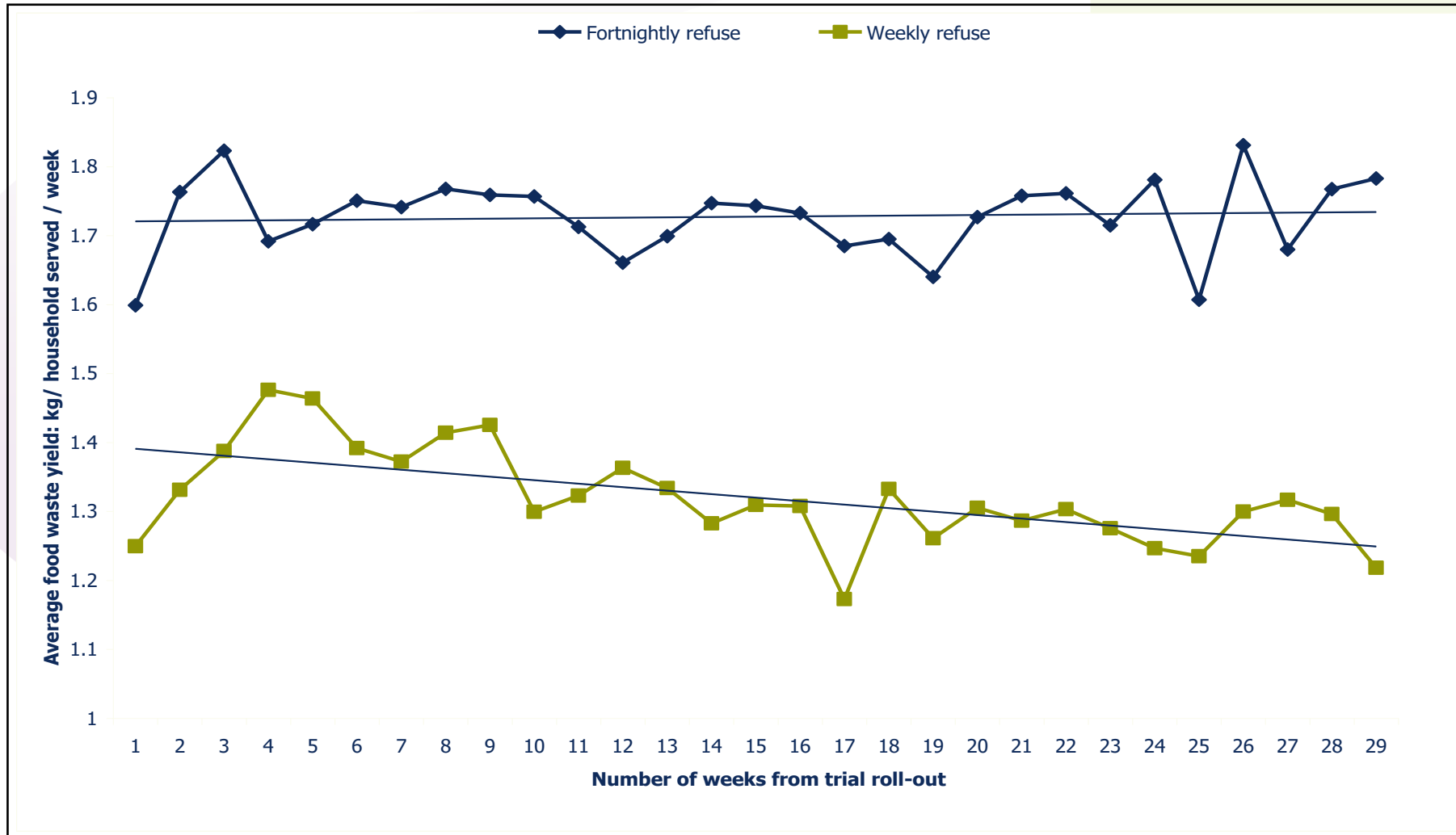
Overall, three weekly average % changes based on kg/hh/year change

Change	Dry	Separate food	Residual
Weekly to Fortnightly	+11%	unknown	-14%
Fortnightly to 3 weekly	+11%	+28%	-19%

Operational Changes

Residual collections (operational variables)	Observed changes
Average round size (households passed per day)	Decreases by 12-15% (moving from fortnightly residual collections)
Average number of loads/tips each day	Increases – one council suggested approximately half refuse rounds required an additional tip whilst another suggested that refuse tips increased from once twice a day
Number of crew	Saved one refuse crew
Number of core collection vehicles	Saved between 1-1.75 refuse trucks
Average number of hours worked by collection crews each day	Unknown (Expected no change)
Number of collection days per week	No change

WRAP Trial Weekly Food Waste Collection



Unique Ancillary Services & Robust Policy

- Additional residual capacity for larger households (6 or more residents).
- Additional residual capacity for households with children in nappies.
- Additional residual capacity for residents with medical conditions.

OR

- Separate Absorbent Hygiene Product (AHP) collection service for nappies or medical needs.
- Opt in service – fortnightly collections

National Picture

- Since 2014 31 Local Authorities have moved to 3 or 4 weekly residual collections across UK

Nation	Number of Local Authorities on 3 or 4 weekly	% by Nation
England	13	4%
Wales	8	37%
Scotland	10	31%
Northern Ireland	0	0%



Any Questions?



Questions

What's your residual frequency?

Who is considering moving to less frequent collections for residual?

What are the barriers locally to reducing frequency?

Breakout groups to discuss solutions



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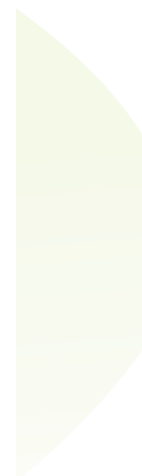
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