

BROWN BIN UPDATE AND KERBSIDE COMMUNICATIONS	5th February 2019
TO: ENVIRONMENTAL SERVICES COMMITTEE	
FOR INFORMATION	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Innovation and Transformation
Outcome	Communication plan to improve recycling
Lead Officer	Director of Environmental Services
Cost: (If applicable)	n/a

Kerbside brown bin collection service

Council completed the roll out of the fortnightly mixed food and garden waste recycling collection service to all households in autumn 2018. Each household received a wheelie bin (brown), kitchen food caddy and a supply of biodegradable caddy liners.

The weekly food waste only collection service is now discontinued. This service is only available to properties which cannot accommodate a brown bin (e.g. apartments).

During 2018, approximately 3500 tonnes of mixed food and garden waste from the kerbside was recycled. This is three times the organic kerbside tonnage collected in 2017. 100% of all food and garden waste collected by council is made into compost.

Behavioural Change Project

In March 2019, Operations will implement a behavioural change project. This project has been funded by DAERA and its purpose is to support assertive communications to effect behaviour change in recycling around the home and at council's network of household recycling centres.

The Council is currently sitting at 42% for their household recycling rate for year 2017/2018 and in order for Council to meet their 50% recycling target by 2020, the message to householders will use more direct language to communicate the importance of everyone's collective contribution in utilising the blue and brown recycling bins to their maximum; therefore reducing recyclable materials being disposed of at landfill through the household black bin.

Stickers will be applied to both the blue and brown bins, which will outline exactly what can be put in the respective recycling bins and also highlighting types of contamination. It is anticipated that this will act as a quick and easy reference guide for the householder.

This direct messaging of maximising recycling materials will be complemented with an advertising campaign which will include social media, radio, officer outreach programme and a leaflet distributed to all households in the borough.

LiveSmart Campaign

The Environmental Resource Officer Team continue their community outreach programme under the LiveSmart banner.

FoodSmart Think Smart, Shop Smart, Eat Smart.

The aim is to reduce food waste in the Borough. Radio adverts, talks, billboard/newspaper/magazine advertising, presentations and community run events have and are being carried out. Cloughmills Community Fridge has already diverted 3 tonnes of food waste in one year. A Community Food Station has now been set up in Dungiven which aims to divert food waste in the local area. Public and businesses alike can bring any in date unwanted food for the public to take. No means testing required.

PlasticSmart Supporting businesses, churches, communities, council and schools to reduce single use plastic.

H2O on the Go Encouraging businesses to make their tap water available to customers who can call in to refill a re-usable water bottle.

Currently over 90 locations to choose from, with a 'H2O on the Go' sticker visible at participating outlets. They will be mapped and promoted on the council's website.

CafeSmart This campaign aims to encourage cafes and restaurants to be more environmentally aware and sustainable. Owners are guided and supported through an audit to assess environmental impacts and identify potential savings. They will be mapped and promoted on the council's website.

LitterSmart Enable and help groups throughout the Borough who wish take part in a litter picking exercise. Groups can borrow equipment and bags to enable them to carry out their litter pick. A total of 35 groups have already taken part with approximately 16 tonnes of litter collected across the Borough in 2018.

To be launched in Spring 2019

- ClothesSmart** To divert textiles from landfill. Charities who wish to take part will be promoted on the council's website, given posters and provided with bags to hand out to customers to encourage the donation of unwanted clothing. We have 18 charities already committed to ClothesSmart. They will be mapped and promoted on the council's website.
- NappySmart** Council will be offering vouchers to encourage new parents within the Borough to try re-usable nappies. If you spend £50 on re-usable nappies council will supply a voucher of £30 for additional nappy purchases, or if £80 is spent, council will supply a voucher for £60 for additional nappy purchases.
- StaySmart** Similar format to CafeSmart but primarily aimed at small accommodation providers such as bed and breakfasts, self-catering, camping and caravanning sites. This will be a joint initiative with the council's tourism section.
- Sewing Machines** Council working in partnership with the charity, Tools for Solidarity, by collecting unwanted sewing machines for a reuse project in Africa.