

FOOD RECYCLING COMMUNICATIONS GRANT SUPPORT	7th March 2017
TO: ENVIRONMENTAL SERVICES COMMITTEE	
FOR INFORMATION	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Innovation and Transformation
Outcome	Provide and deliver service in a more efficient way
Lead Officer	Head of Operations
Cost: (If applicable)	N/A

Background

The Department of Agriculture, Environment and Rural Affairs (DAERA) is working with Waste and Resources Action Programme (WRAP) to deliver food waste communications activity which supports local councils' household recycling services and campaigns.

DAERA secured funding to help councils in Northern Ireland promote food waste recycling at a local level and encourage household engagement and participation in these services. In particular, funding is being made available for the provision of 'No Food Waste Please' stickers to be applied to the black bin of households which presently receive a food waste recycling collection service. Such stickers have proved to be effective in encouraging households to engage and participate with food recycling.

In February 2017, a successful application was made to WRAP to secure funding for this initiative. Council has been awarded £17,800 to implement this project.

Funding will be used in the first instance to correspond with all households which receive a food waste recycling collection service. The letter received by households will outline the need to and benefit of removing food waste from residual (black) waste bins, advise that a 'No Food Waste Please' sticker will be applied to the residual waste bin, types of food waste that can go in the kitchen caddy and reference to Council's Food Smart Campaign.

Once each household has received correspondence, the next stage of the project will see a 'No Food Waste Please' sticker applied to the black bin. The distribution of stickers will be assisted by Operations staff.

This communication will commence during March 2017.