

## Waste and recycling update for sustainability panel

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### Food waste

Food waste collected in 2016 had increased 35% on tonnages increased in 2015, when looking at tonnages for the whole year. In January 2017 the increases had started to drop off slightly, although waste tonnages for the month had also decreased, alongside the reduction in food waste collected.

In 2017 a campaign will be running focussing on those residents who are not using the food waste collection service. Research from WRAP indicates that the most effective method to encourage residents to use food waste collections is to provide information about the collections and food waste bin liners.

During March and April 2017 Veolia crews will be recording those residents not using the food waste collections on in cab technology. An information pack including a leaflet about how to use the food waste collections and food waste liners will be provided to all households not using the collection service at all during the month where participation is recorded. This will provide further encouragement to those residents not using the service to start recycling their food waste.

### Distribution of recycling guides with Around the Royal Borough

WRAP have produced new recycling guidelines following wide consultation with the recycling industry. This has resulted in a definitive list of items that can and cannot be recycled. Consumer testing revealed a low level of awareness & much confusion among members of the public about what they can recycle. The key barrier to recycling is a lack of knowledge.

This has led to national agreement on what can and cannot be accepted for recycling which should lead to:

- Consistent communications
- Improved quality of materials
- Increased capture of target materials
- Increased revenue for both waste contractors and local authorities

The WRAP survey found that:

- There is too much information to communicate
- The focus should be on things that cannot be recycled rather than those that can be
- An explanation of why something is not recyclable is considered supplementary to most people but critical to some people (28%).

The research highlighted the most common incorrect items included in the recycling:

- Laminated foil pouches
- Drinking glasses e.g. wine glass
- Dirty/stained paper
- Glass cookware e.g. pyrex
- Greetings cards with glitter on them

- Sticky papers
- Nail varnish bottles
- Window glass
- Crisp packets

The new recycling guide currently being delivered follows the guidelines that WRAP have issued. It includes basic information on what can be recycled in the blue bin, with more detailed information about what cannot be recycled so that residents are given more guidance on what they should not include with their recycling. All residents will receive a copy of the guide delivered with Around the Royal Borough over the next three weeks.

This should help to reduce recycling confusion and improve the quality of recycling collected.