

East & North Herts District Councils

Navigating Through to Future Service Changes



Chloe Hipwood – Shared Service Manager – Waste & Recycling

13 December 2022

Overview



**North
Herts**
Council

- Achieving Consensus across the political landscape.
- How does data support three-weekly residual waste?
- Cutting both costs and carbon.

The Political Arena



- Two Councils – EHC – Conservative Majority
NHC – No Overall Control – Labour/Lib Dem coalition
- Spring reports – covering service aim and principles, as well as scoping for future governance arrangements
- Drivers include:-
 - A need for financial and environmental sustainability
 - Keenness to make contract attractive for bidders
 - Uncertainty over the requirements required by the governments Resources & Waste Strategy
 - Increasing contract costs – inflation in 22/23 is 9.92% (3.7% budgeted)
- Joint cross- party member working group set up
- Series of Member led workshops – 24th June – 24th August
 - Explored the operation of the existing services
 - Explored the possible options for the future
- Overview and Scrutiny meetings and Cabinet/Executive meetings were held in September and October agreeing the proposals for 2025 implementation.

Current Service Provision



East Herts

- 240L Fortnightly Residual Waste
- 240L Fortnightly Mixed Dry Recycling
- 45-55L Fortnightly Paper
- Total capacity over 6 weeks = 1,575L - 1,605L
- Recycling Rate 21/22 = **46.03%**

North Herts

- 180L Fortnightly Residual Waste
- 240L Fortnightly Mixed Dry Recycling
- 55L Fortnightly Paper
- 23L Food waste caddy
- Total capacity over 6 weeks = 1,563L
- Recycling Rate 21/22 = **57.58%**

Service differences are predominantly the reason for differing recycling performance
Anticipate that aligning services will make the contract more attractive to the market

Current Service Provision - Flats



New Builds

- Fortnightly mixed dry recycling 45 L/pp
- Fortnightly paper 10L/pp
- Weekly food 10L/pp (NH)
- Fortnightly residual 40L/pp

For a 2 bed flat:- 690L over 6 weeks, less than half what a 2 bed house receives.

- 270l MDR
- 60l paper
- 120l food (NH)
- 240l residual

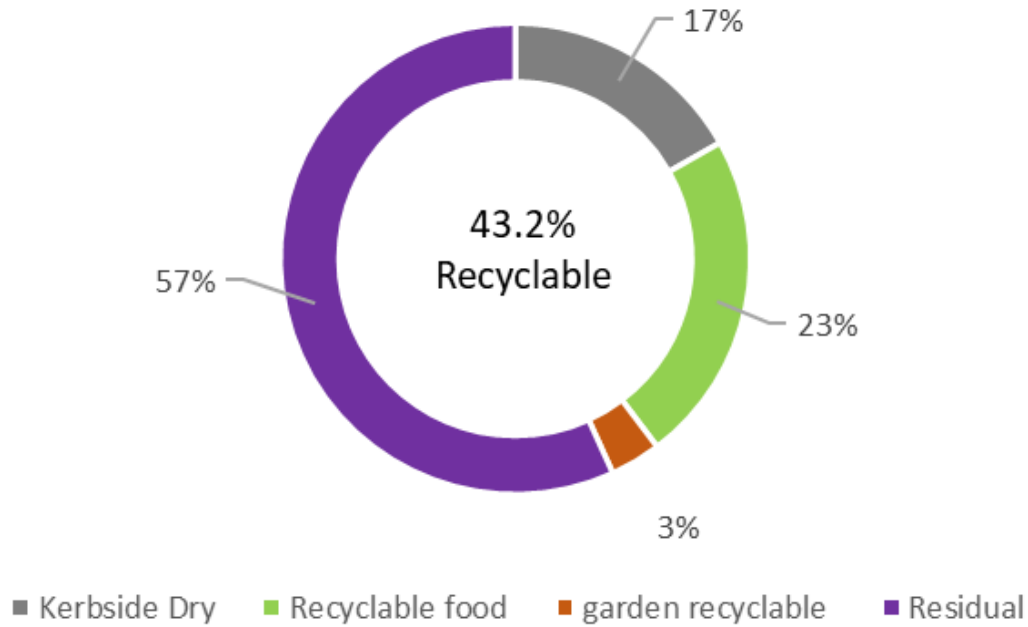
Existing

- As close to new build provision as we could get
- Fortnightly Mixed dry recycling
- Fortnightly Paper
- Weekly Food (NH)
- Weekly or Fortnightly Residual waste

Current Service Data – Waste Composition

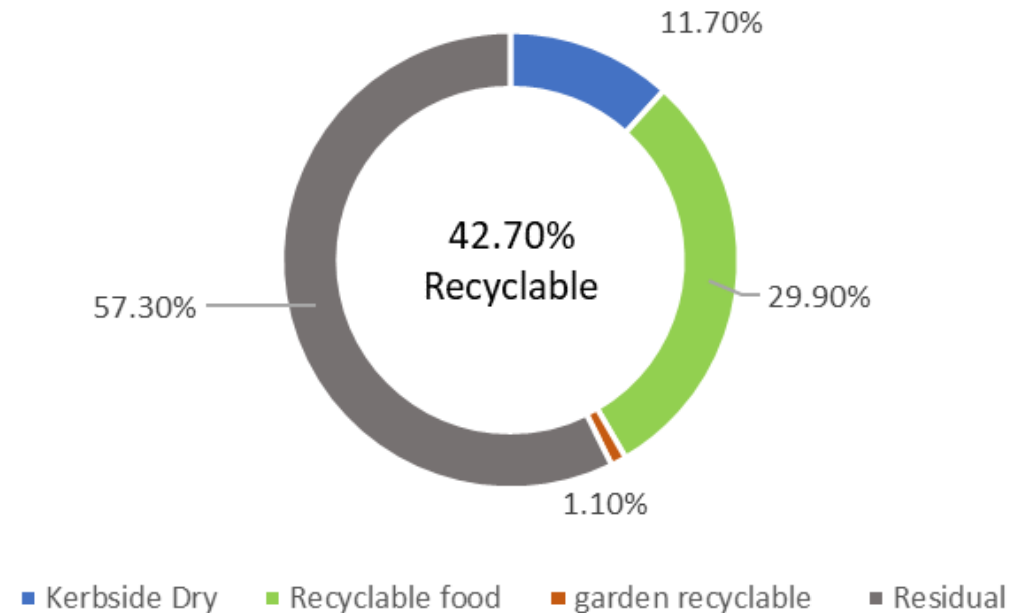


Recyclables in residual waste North Herts



Food waste proportion lower in NH due to separate weekly food waste collections

Recyclables in residual waste East Herts



21/22 - NHC - 15,232 tonnes of residual household waste
 21/22 - EHC - 23,077 tonnes of residual household waste

Therefore a potential additional circa **16,500 tonnes still to capture and convert to recycling.**

What else do we know that will affect our tonnages?



**North
Herts**
Council

- EPR will result in producers of packaging reducing the weight and size of packaging, leading to a reduction in tonnage
- EPR will result in producers of packaging making it easier to recycle, leading to an increase in recycling tonnage
- Glass will still be collected in high tonnages at the kerbside as it won't be collected under any DRS scheme
- Compostable and biodegradable packaging likely to reduce and if not will be **'residual'** waste.

What did the Public Say?



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Council

- 4082 people started. 3396 completed. 40% EH, 60% NH
- 82% of residents (3029) said they were either proactive environmentalists or cared about the environment and 'did their bit' – i.e. more than just recycling...
- Over 49% of NH (1125) and 45% EH (679) residents said their residual waste bin was only ½ full or less. - **No behaviour change required**
- 49% of NH (1088) and 61% EH (908) residents said their recycling bin was full or overflowing. - we will need a 'wash & squash' campaign.
- 45% (1585) regularly recycle items not collected at the kerbside.
- Over 48% (1723) felt the council did not incentivise them to recycle.

Public Consultation



**North
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- 84% (2955) felt the council should do more to **make** people recycle more and reduce waste
- 74% of people (2596) agreed the council should invest or change services to reduce their carbon footprint – even though it may cost more.
- 75% of resident did not think that reducing the frequency of collections would reduce waste
- Of those residents who either disagreed or strongly disagreed with three-weekly residual waste collections, 26.5% had previously answered that their residual waste bin was $\frac{1}{2}$ full or less. With 54% previously stating that their residual waste bin was $\frac{3}{4}$ full or less.

Proposed Extended Frequency Service



1. Introduce weekly food in EH for houses and flats
 2. Fortnightly mixed dry recycling (including plastic film) and paper box
 3. Three-weekly residual waste
- Plus: - Optional chargeable garden waste

- Total capacity over 6 weeks
= 1,383L - 1,503L still more than flats
Currently ≈ 1575L in EH and 1563L in Nt
- Est. Recycling Rate = ???



Extended Frequency - Explored



- A number of Councils in UK currently operating 3 weekly residual
- Reduced costs through reduced fleet est. 3 crews circa £518k
- No major frequency changes for flats – audits but predominantly remaining the same provided there is adequate recycling.
- Cycle could be considered confusing for residents, but great examples of great comms from other councils
- Extra capacity policy for **fortnightly collections** to support households with large quantities of child or adult nappies

Carbon & Costs



- Does it reduce waste?
- Does it increase recycling?
- Does it reduce the **district** carbon impact?
- Does it reduce **fleet** carbon footprint? mitigates in EH for food vehicles.
- Does it reduce collection costs? Reduction of circa 3 crews est. £550k
- Are East & North Service aligned? will still transition to 180L over time



**North
Herts**
Council

Questions



Perth and Kinross Council Visitor Ranger Service

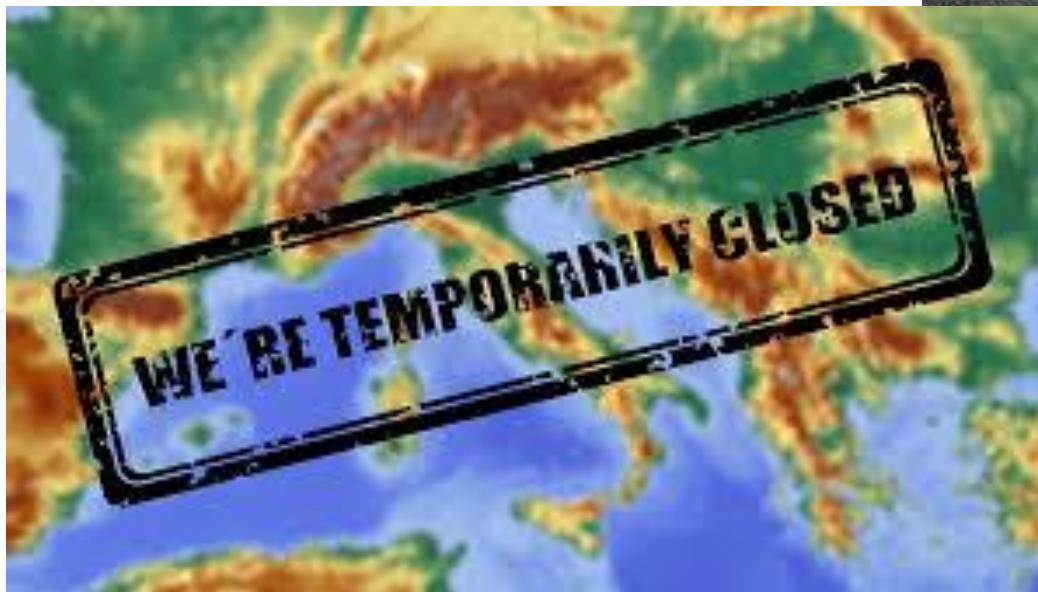
LEANNE DICKSON

PROJECT ASSISTANT - VISITOR MANAGEMENT

NOVEMBER 2022

2020 - COVID

People have been camping in our hotspot areas for years and years, during the pandemic numbers increased dramatically despite being told to stay at home.



Our partners SFRS, FLS and LRCA had been patrolling areas and could not cope with the numbers and the mess people were leaving. Residents were shocked by the behaviours they were witnessing.

2021 Our First year



In 2021 our ranger service started on a 2 year Trial. 7 rangers were employed to help tackle the rising visitor number and to educate our visitors on the do's and don'ts in the countryside. Our Visitor rangers work in partnership with SFRS, FLS and LRCA who had been patrolling Highland Perthshire hotspots for a few years.

VISITOR MANAGEMENT TEAM



Appointed a coordinator and 7 rangers (2021)

An extra assistant coordinator for 2022 and 8 rangers

PKC motion in August 2022 to make the service a permanent feature

Duties of a Visitor Ranger

Educate campers/motorhome users about

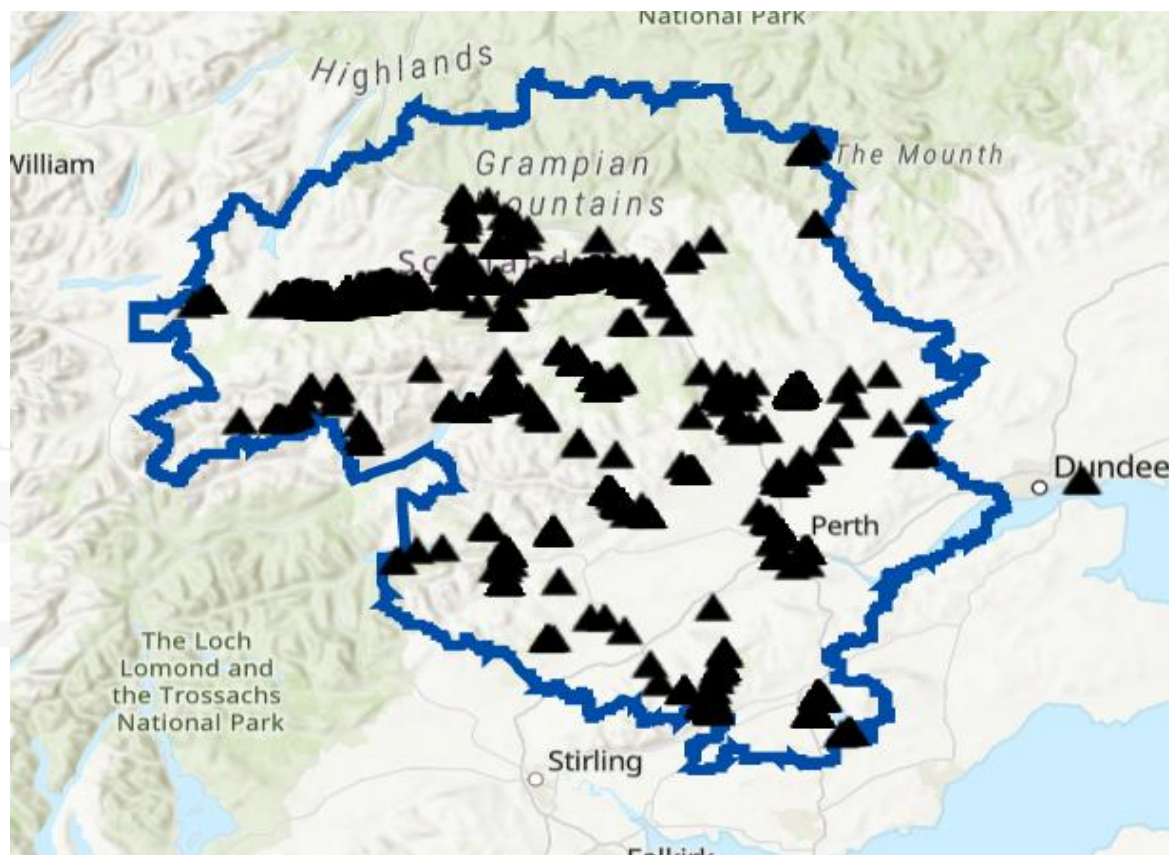
1. Fires
2. Toileting - we hand out Dig it Kits
3. Litter give out bin bags
4. Scottish Outdoor Access Code

We also tidy up in the country side, pick litter, clear any abandoned camps, dismantle firepits and report any damaged or cut trees or scorch marks etc.

Patrol areas:

Tummel, Loch Rannoch, Loch Tay, Loch Clunie and Southern
(including Dunning Glen & Leven (new in 2022))

Main visitor hotspots in Perth & Kinross



Why litter and fly tip in our beautiful landscape?



- ▶ It's in the country why does it matter... education
- ▶ Don't want to pay charges to enter recycling centres
- ▶ Laziness / someone else will pick it up

Litter and fly tipping has been happening in Perth and Kinross for many years

Attitude about rubbish



I don't have any
bin bags

Its rubbish, I don't
want it in my car

it was here before
we got here...

All these problems
go way back

Our first year - 2021



► In the start of 2021, we had a big issue of people leaving rubbish strewn all around their camp, or in some cases just abandoning their whole camp. This meant that the rangers would have to spend a considerable amount of time cleaning up each site. When we engage with our visitors, we give out bin bags to try and combat these situations

2021 continued

- ▶ Throughout the season (as Covid restrictions were lifted and people looking for parties could gradually go elsewhere) this behaviour slightly improved, and people started leaving bags of rubbish at the side of the bins provided along the road.



2022



► 2022 season started differently - the instances of abandoned sites with rubbish strewn everywhere was rare. Bin bags were left at the bins along the roadside. Again – those bins would overflow every weekend. It was showing our consistent message was getting through to our visitors.

Stats for 2022

People	Vehicles	Tents	BBQs	Fire Pits	Litter / Bin Bags	Toilet sites
10311	4578	2405	2676	3812	2488	775

972 bin bags left at roadside, the remaining **1516** bags were collected by our Rangers. Estimate **over 12 tons of rubbish**

Our toilet sites were reduced as we had 19 portable toilets over all our hotspots

FOSS ROAD BIN TRIALS



- ▶ Bins at Foss Road were regularly overwhelmed, so we wanted to see what would happen if they were taken away altogether.

Bin Trail Foss Road

Method

- Consultation with local contacts from Visitor Management Partnership (FLS, SFRS)
- Consultation with landowners and residents through informal channels - Pledge of having a ranger pass by 7 days a week to monitor/collect any bin bags that were left helped alleviate initial doubts among residents.
- Bins were removed 3 weeks before start of summer holidays for 6 weeks, then returned for last 3 weeks of summer holidays and monitored for 6 weeks, so that data was comparable (non-school holidays and school holidays weekends monitored).
- Rangers instructed to convey – “there is no bins here, please take all your litter home” message during their engagements with visitors. Bin bags issued to those who did not bring any.

Results

Table 1 - 09/06/2022 – 20/07/2022 Results with bins removed

School
Holidays

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Totals
	9.6.22	16.6.22	23.6.22	30.6.22	7.7.22	14.7.22	
Bin Bags	0	2	9	8	8	6	33
Campsites	30	39	45	27	52	55	248
Visitors	54	73	98	56	178	152	611

Table 2 - 21/07/2022 01/09/2022 Results with bins returned

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Totals
	21.7.22	28.7.22	4.8.22	11.8.22	18.8.22	25.8.22	
Bin Bags	27	13	26	112	0	8	186
Campsites	25	44	74	51	50	44	288
Visitors	98	136	212	193	147	120	906

Conclusion

The results above are proof that people are much more likely to take away their rubbish if no bins are provided. The residents along Foss Road and our Depot manager are now in full support of not having any bins next year along Foss Road. We will explore opportunities to have a large commercial waste container somewhere towards eastern end of the road. This will make the “take it away” message even more palatable to visitors and make removal of any litter simpler for waste operatives from Pitlochry depot. We have had some interest at Loch Clunie about doing a no bin approach, and we will have discussions with them throughout the winter.

Our busiest weekend 11th-15th August



People	Vehicles	Tents	Fire Pits
1309	479	296	236

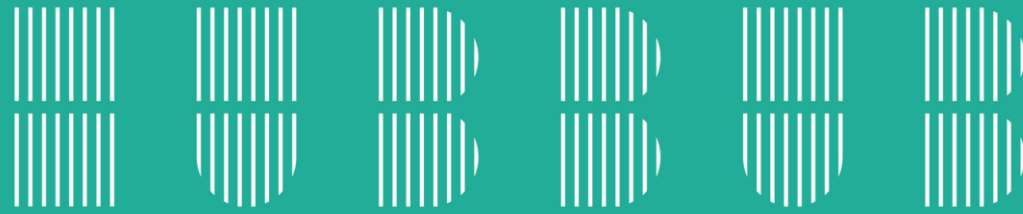
Over 20 miles of lochshore we picked up 100 bags and 0.5 tonne of rubbish

Not including what was in the bins and stuff taken before.

▶ THANK YOU

▶ Questions?





#PlasticButts: How Hubbub have taken on cigarette litter.



Hubbub #PlasticButts

1

Who is
Hubbub?

2

Our #Butt
Journey

3

#PlasticButts:
The campaign

4

Questions and
how to get
involved

Hello from Hubbub

Launched in 2014, Hubbub is a charity that inspires ways of living that are good for the environment. We design campaigns that make environmental action desirable. We disrupt the status quo to raise awareness, nudge behaviours and shape systems.

*We do this with knowledge and playfulness,
and we won't make you feel bad.*

HOW DO WE DO IT? 'THE HUBBUB WAY'



Discover

We're **curious**. We listen, observe and ask questions to gain insight and knowledge to understand the people and places we want to inspire. We use our intuition and experience to identify opportunities to instigate action on environmental issues. We build ideas based on evidence.



Collaborate

We care about the **environment** and believe the cause is bigger than the organisation. We build collaborations of organisations, big and small, who share our ambition to **disrupt the status quo and inspire ways of living that are good for the environment**.



Design

We're a **creative** bunch. **We design campaigns that make environmental action desirable**. We start with things people care about. We raise awareness and show tangible ways to do things differently. We use behaviour change techniques, positive language and highlight the benefits. We use good design, seasonal hooks and a splash of **playfulness**.



Experiment

We're **entrepreneurial**. We have a healthy restlessness. We reinvent ways to connect with people. As we deliver campaigns we constantly experiment, measure and adapt what we do, to find out what has the biggest impact.



Scale

We share what we discover, the good and the bad. Sometimes we give it another go to find a better way. When it works we open source our ideas so they can be replicated and scaled. We build transformative opportunities to **shape systems** and policy. All so we can have a bigger impact, **creating a world where everyone is an environmentalist**.

Our cigarette litter journey

A few snapshots of how we developed our tried and tested approach to communicating and tackling cigarette litter.



Neat Streets



The Ballot Bin



Neat Streets BCP: tackling littering with tech



#PlasticButts

Neat Streets

Testing approaches to litter-free streets

- A coalition of organisations from across private and public sectors asked us to innovate on reducing litter in public spaces.
- We trialled 15 different interventions to tackle litter in public spaces using behaviour change principles and approaches.
- The campaign led to a reduction in littering on one London street by 26%.
- The campaign included the pilot of the Ballot Bin, and the [#SquareMileChallenge](#) which successfully recycled 4 million cups in nine months from the City of London.
- It was in this project we first had butts at the centre of our attention, with them forming a whopping 72% of all litter.



Ballot Bin

The 'nudge' ashtray that reduces cigarette litter by nearly 75%.

- The Ballot Bin is a customisable ashtray that asks smokers a question. It encapsulates how Hubbub works, using research and creative solutions to inspire change.
- Independent trials have shown that this simple 'nudge' reduces cigarette litter by 46-73% (versus less than 10% for a regular ashtray).
- There are over 4,200 Ballot Bins in 43 countries.
- Customers include Keep Britain Tidy, BMW, Nando's, McDonald's, Keep America Beautiful and city and county councils all over the world.



Neat Streets BCP

Tackling litter with tech.

- Using cutting edge drone and AI technology to create the most scientifically robust litter map ever seen in the UK.
- Hubbub interventions were positioned, litter was reduced by 75% on average in surrounding areas.
- We ran an A/B test at the comparable East and West sides Bournemouth Pier. The West side had 0% reduction in litter. The East side, with active intervention, generated a 79% reduction in litter.
- When Ballot Bins were placed in data driven cigarette litter hotspots, cigarette litter reduced by 73%.
- The Disco Bin led to a 42% reduction in litter in the surrounding area.





#PlasticButts

What was the problem?

- Cigarette butts are the most littered item in the world.
- There is less social stigma around dropping cigarette butts compared to other litter.
- Neat Streets BCP found 47,467 butts littered during the two weeks of measurement
- Costs over £40 million for local authorities to clean-up.
- An estimated 4.5 trillion thrown away every year.
- Only a third of cigarettes find their way to a bin.
- Takes over a decade to breakdown, and that is just to microplastics.



#PLASTICBUTTS



#PlasticButts

Public Polling

- 1 in 4 (28%) people don't know that butts contain plastic
- 53% of smokers admit to dropping their butts on the ground
- Frequent barriers to disposing butts responsibly are:
 - No ashtray nearby
 - Not wanting to carry the old "smelly" butts around
 - Not having something to carry them in.
- 18-24s are more than four times as likely to drop their cigarette butt on the ground than over 55s
- Knowing that it's plastic, 1 in 2 smokers would look to hold on to their cigarette butts longer and more than 1 in 2 smokers would look for an ashtray or bin

#PlasticButts

What did we want to achieve?

- Make some noise and raise awareness: Cigarettes are made of plastic
- Tackle one of the root causes for cigarette littering through information sharing.
- Run a guerrilla-like, disruptive and highly visual campaign.
 - Attention-grabbing and surprising
 - Positive and relatable to all audiences
 - Grounded in fact and research
 - Non-judgemental to smokers
- Clear, simple messaging tackling leading cause of littering.
- Use amplifiers and targeted ads to spread the word to the general public.



#PLASTICBUTTS at Stratford





***There's plastic in
cigarette butts***

ONLY 1 IN 4 PEOPLE CURRENTLY KNOW CIGARETTE BUTTS ARE MADE FROM PLASTIC! DID YOU?



Spread the news #PlasticButts

HUBBUB hubbub.org.uk/plastic-butts

ONLY 1 IN 4 PEOPLE KNOW THAT CIGARETTE BUTTS ARE MADE FROM PLASTIC

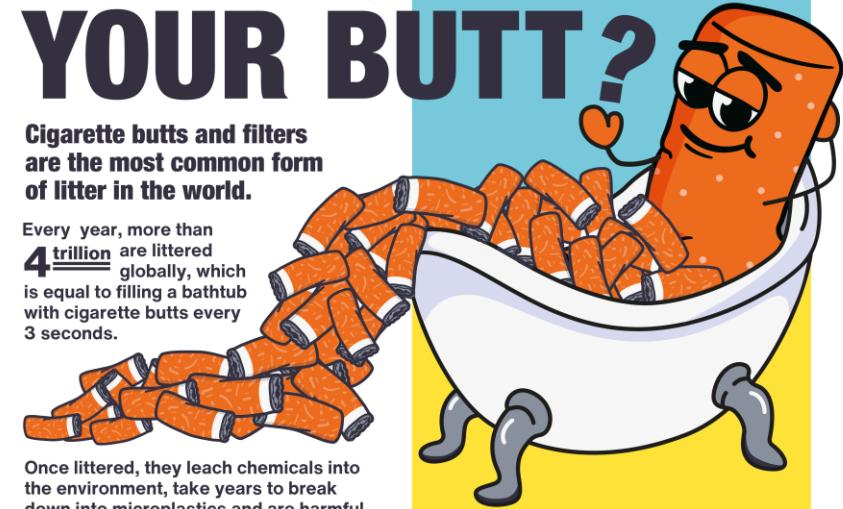


TAG 3 FRIENDS YOU THINK DON'T KNOW TO WIN £50!

DO YOU KNOW WHAT'S IN YOUR BUTT?

Cigarette butts and filters are the most common form of litter in the world.

Every year, more than 4 trillion are littered globally, which is equal to filling a bathtub with cigarette butts every 3 seconds.

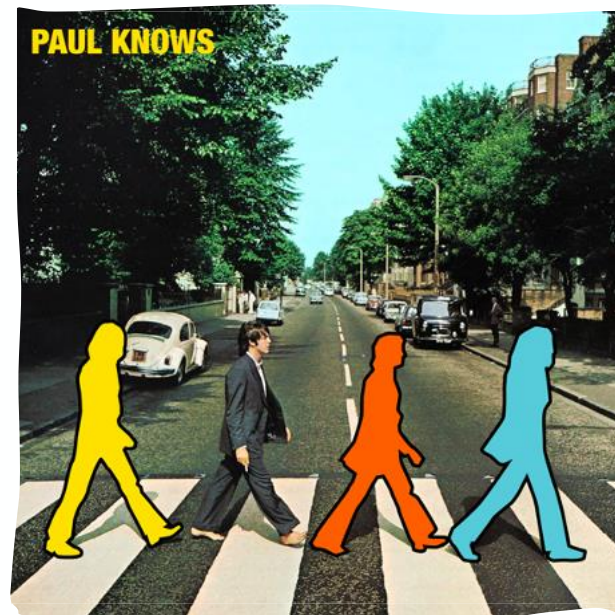


Once littered, they leach chemicals into the environment, take years to break down into microplastics and are harmful to nature and animals.

NEIL KNOWS

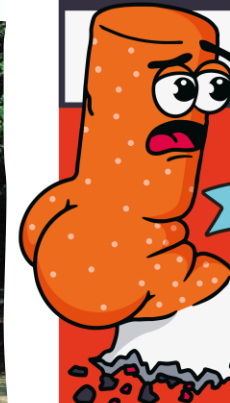


PAUL KNOWS



BREAKING NEWS

ONLY 1 IN 4 PEOPLE ARE AWARE THAT CIGARETTE BUTTS ARE MADE FROM PLASTIC.*



WHAT CAN YOU DO?



Bin your #PlasticButts and tell your friends to do the same



Ask for an ashtray if there isn't one



Spread the news

THE GOOD NEWS

most smokers would be more likely to look for an ashtray if they knew their butts were made from plastic.*

*Hubbub Polling 2022

Cigarette butts and filters are seen as the last socially acceptable form of litter – partly because people mistakenly think they're made from materials like cotton or paper.



"Cigarette litter is so common it has become invisible. It's time to shine a light on it." - Heather Poore, Hubbub Director

#PlasticButts

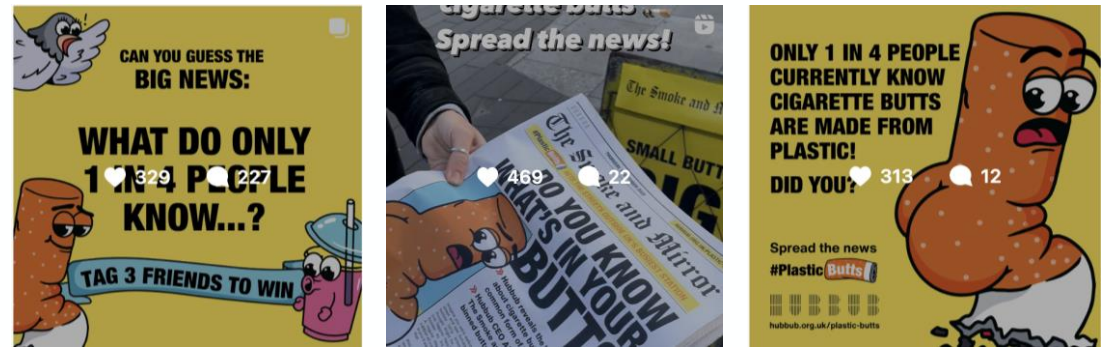
HUBBUB

#PlasticButts

RESULTS AND LEARNINGS

REACH

- Estimated to have been seen by over 340,000 people outside Stratford station, the UK's busiest train station.
- Our media campaign produced 14 pieces of coverage with opportunities to hear and see of over 21 million.
- Social media reach of over 250,000 people across all channels.



LEARNINGS

- Keeping messaging and call to action simple was very successful
- Playful, punchy, captured interest without being preachy
- Social media interaction was really good, in the future we should create TikTok content
- Takeaway Papers – People loved them, and wanted to keep them
- Key timings – Peak times vs quieter times
- Making sure installations are as inclusive as possible



What next?

Want to find out more, or get involved? Get in touch!

#InTheLoop Grant Fund:

- In October we published the freely available toolkit
- Four locations featuring to receive a £25,000 grant to boost recycling facilities.
- Deadline: December 15th
- Find out more: intheloop.org.uk



Get your own Ballot Bin:

- Visit www.ballobin.co.uk to order direct.
- Get in touch with me at ballotbin@hubhub.org.uk

Get in touch about #PlasticButts or collaborating on an idea:

- Get in touch with us at hello@hubhub.org.uk or mike@hubhub.org.uk

Thank you

mike@hubbub.org.uk

Registered Charity Number 1158700

