



ROCHDALE  
BOROUGH COUNCIL

# Improving recycling rates and customer satisfaction through service re-design

Neil Maver

Waste & Recycling Programme Delivery Manager

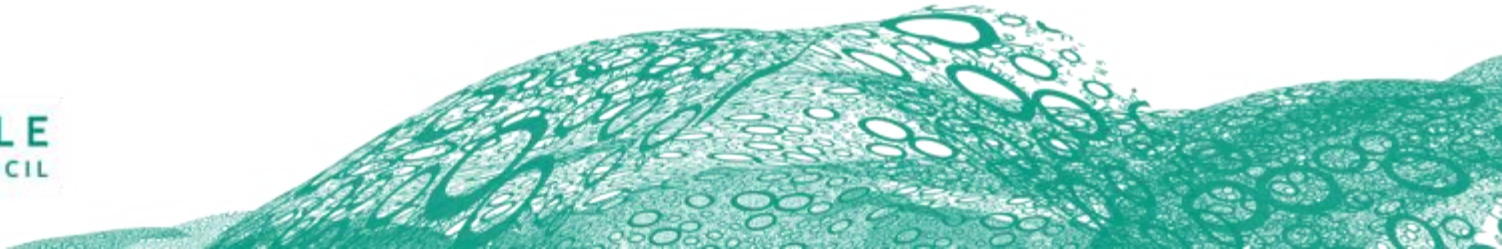
# Introduction to Rochdale Borough:

- One of the nine Greater Manchester WCA's
- 94,263 Households
- 32,000 terraced properties
- 8,174 flats/communal living spaces
- 17<sup>th</sup> position in the English Deprivation I
- Diverse population




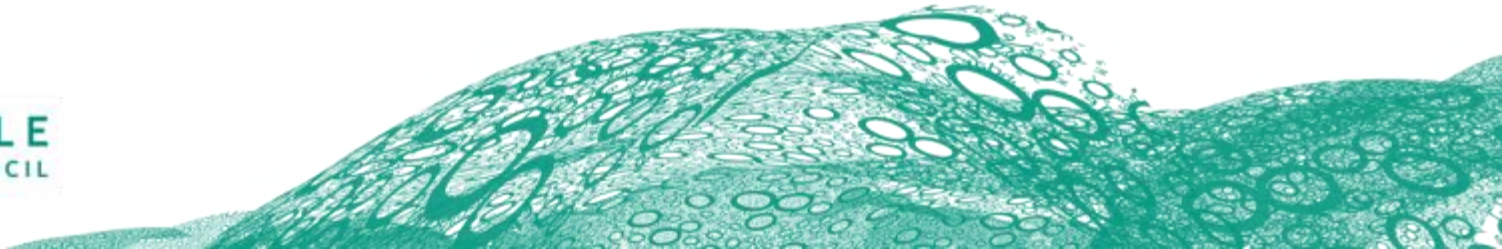
# Greater Manchester Recycling League 2014/15

Borough	Recycling rate %
Trafford	61.90
Stockport	60.66
Bury	40.78
Tameside	46.57
Salford	41.16
Bolton	38.91
Oldham	37.12
<b>Rochdale</b>	<b>33.39</b>
Manchester	32.81



# Out with the old...

WEEK 1	WEEK 2		
 <p data-bbox="276 892 620 925">Non- recyclable waste</p>	 <p data-bbox="817 889 1025 922">Paper &amp; Card</p>	 <p data-bbox="1112 889 1435 922">Glass, Plastic &amp; Cans</p>	 <p data-bbox="1512 889 1785 968">Garden &amp; Food (56K households)</p>



# In with the new...

## WEEK 1



- Food & garden waste
- Rubbish

## WEEK 2



- Food & garden waste
- Paper & card

## WEEK 3



- Food & garden waste
- Plastic, glass & cans

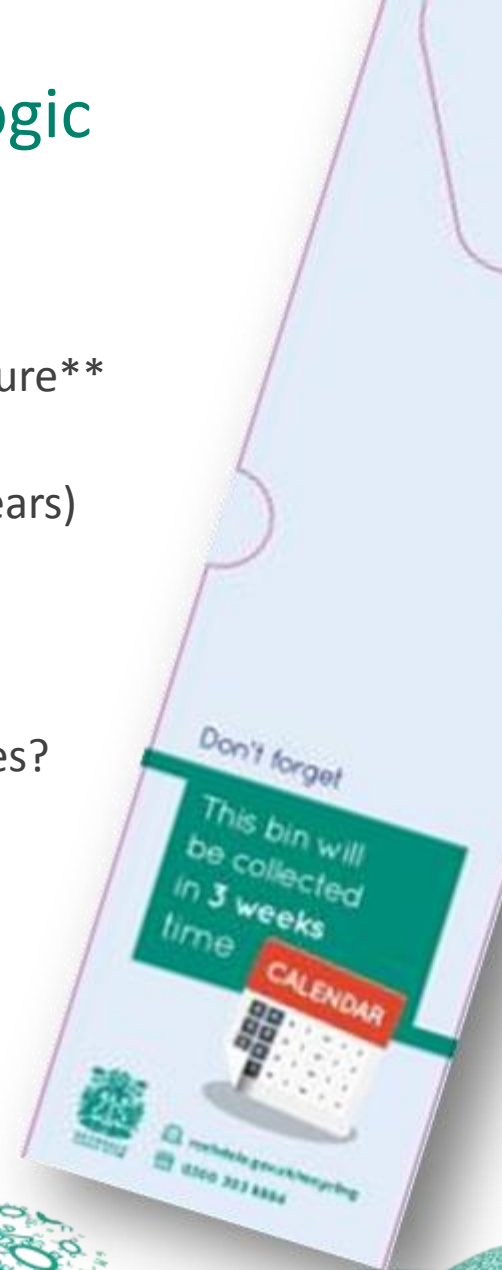


# 3 x weekly refuse and dry recycling – The logic

- Reductions in residual waste capacity will stimulate recycling\*
- Increases in food waste frequency will increase food waste capture\*\*
- Widened the gap between food and refuse collections (Public fears)
- Avoided £1.6m Capital expenditure on new 140 litre bins
- Room for more reductions in residual waste capacity – 180 Litres?
- Single stream collections for dry recyclables - No splitters!
- 3 x weekly frequency requires more consideration

*\*Evaluation of the WRAP Separate Food Waste Collection Trials*

*\*\*Household Food Waste Collections Guide*



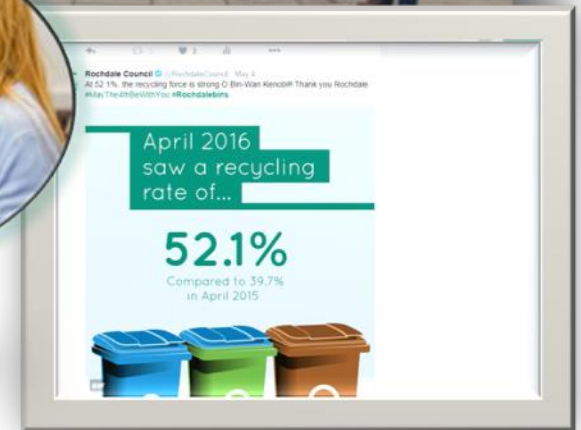
# Preparation and communication

1. Bin snatch back – 7,000+ bins removed!
2. Canvass – Spring 2015
3. Staff and stakeholder briefings
4. Public Consultation
5. 2<sup>nd</sup> Canvass - Autumn 2015
6. Distribution of caddies and food waste leaflets
7. Full information pack to all households



# No bins left unemptied...

1. Call centre reinforcements
2. Troops on the ground every day
3. Spare vehicles and crew
4. Website & Recycle App
5. Social Media campaign
6. Radio and press engagement





# Creative Design, Clear Messaging



The advertisement features a light green background with a dark green horizontal band. On the left, the Rochdale Borough Council logo is positioned above the text 'ROCHDALE BOROUGH COUNCIL'. The central text 'Recycling saves money' is written in white on the dark green band. Below this, a message states 'Discover how you can help save £1 million for other public services' followed by the website 'rochdale.gov.uk/recycling'. On the right, a red circle contains the text 'Weekly food waste collections'. The main visual is four stacks of gold coins: a carrot, a red spray can, a blue bottle, and a cardboard roll, each representing a different type of waste.

ROCHDALE  
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## Recycling saves money

Discover how you can help save  
£1 million for other public services

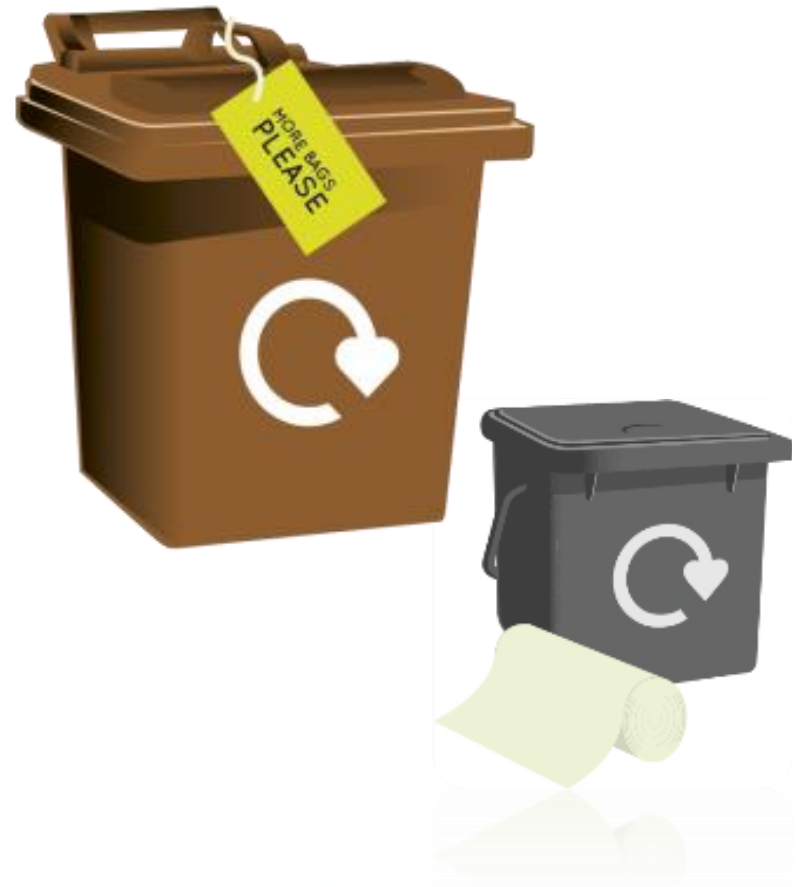
 [rochdale.gov.uk/recycling](http://rochdale.gov.uk/recycling)

Weekly food waste collections

#recycle

# Food waste - priority No1

- Tested kerbside caddies with crew
- Silver kitchen caddies - beauty parade
- Caddy liners in aesthetically pleasing colour
- Clear tags to request more liners
- Free caddy liners delivered to the door



# Engaging with our BME communities

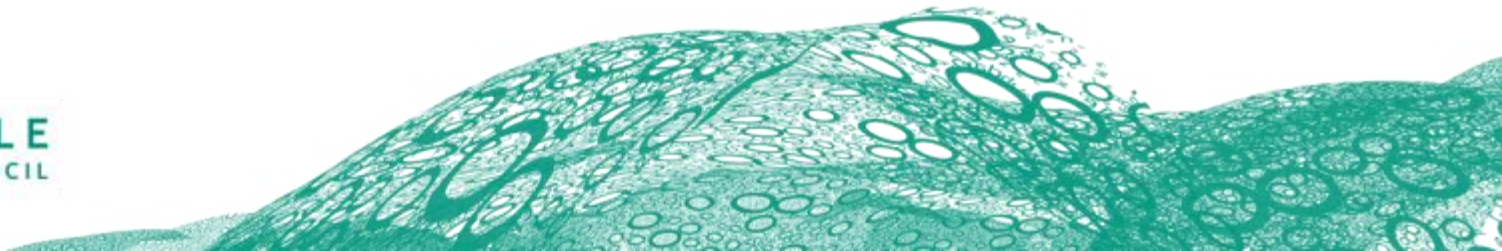
## Messages linked to faith:

- NEW Urdu food waste video
- Invitation delivered at Friday prayers
- Big up your Bin initiatives
- Mufti and Council of Mosques support
- Presentations to women's groups
- Crescent Radio chat show appearances



# 2018 onwards - strategic priorities

- Food Waste priority
- Residual waste reduction
- Communication and Education
- Contamination reduction
- Operational efficiencies





# Two pronged approach:

- Constant interventions
- Tactical Campaigns



Strategy	Tactics
Planning	Doing
Large Scale	Smaller Scale
Why	How
Difficult to Copy	Easy to Copy
Long Time Frame	Short Time Frame

# Territory Management Team

- Annual territory recycling targets
- Minimum 12,000 customer engagements p.a.
- Weekly contaminated bin visits
- Participation monitoring and canvass
- Residual waste capacity control & audits
- Campaigns and events



# Driving down contamination

- Crew engagement and in-cab reporting
- Tags for bins over 5% tolerance
- Recycling Officer visit to all 2<sup>nd</sup> offenders
- Regular feedback to crews on successes
- Regular crew 'Toolbox Talks'





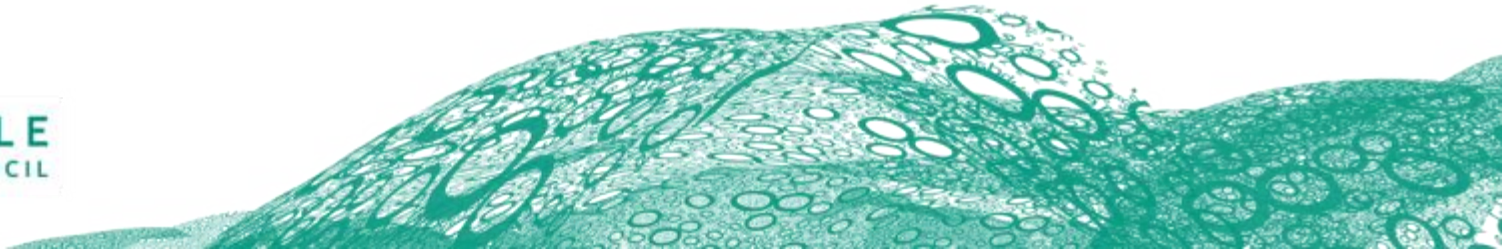
# Proactive canvassing

- Tablet working to improve productivity
- 3,000 Customer engagements per Territory Manager pa
- Establish current bin capacity and household make up
- Q&A Test for understanding of recycling
- Handle any other queries
- Update CRM



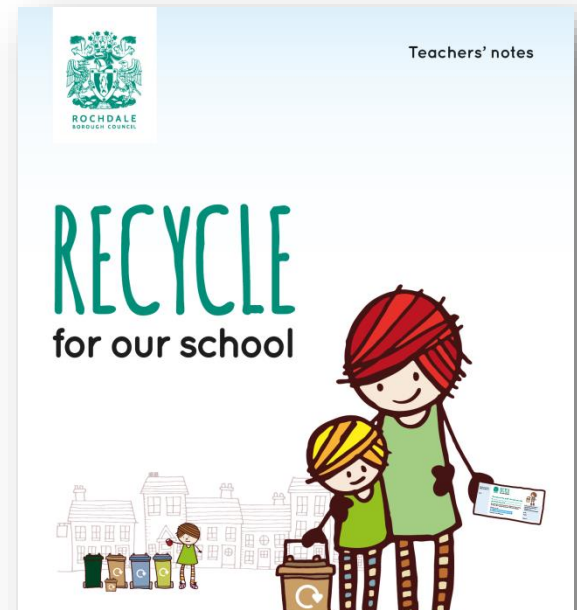


# Flats and communal bin strategy



# Education at school & at home

- Annual educational programme
- Targeting all 69 primary schools in Rochdale
- Concentrating on year 5's only
- Lessons taken by Recycling Officers
- Dedicated website for parents
- Incentives for pupils and schools

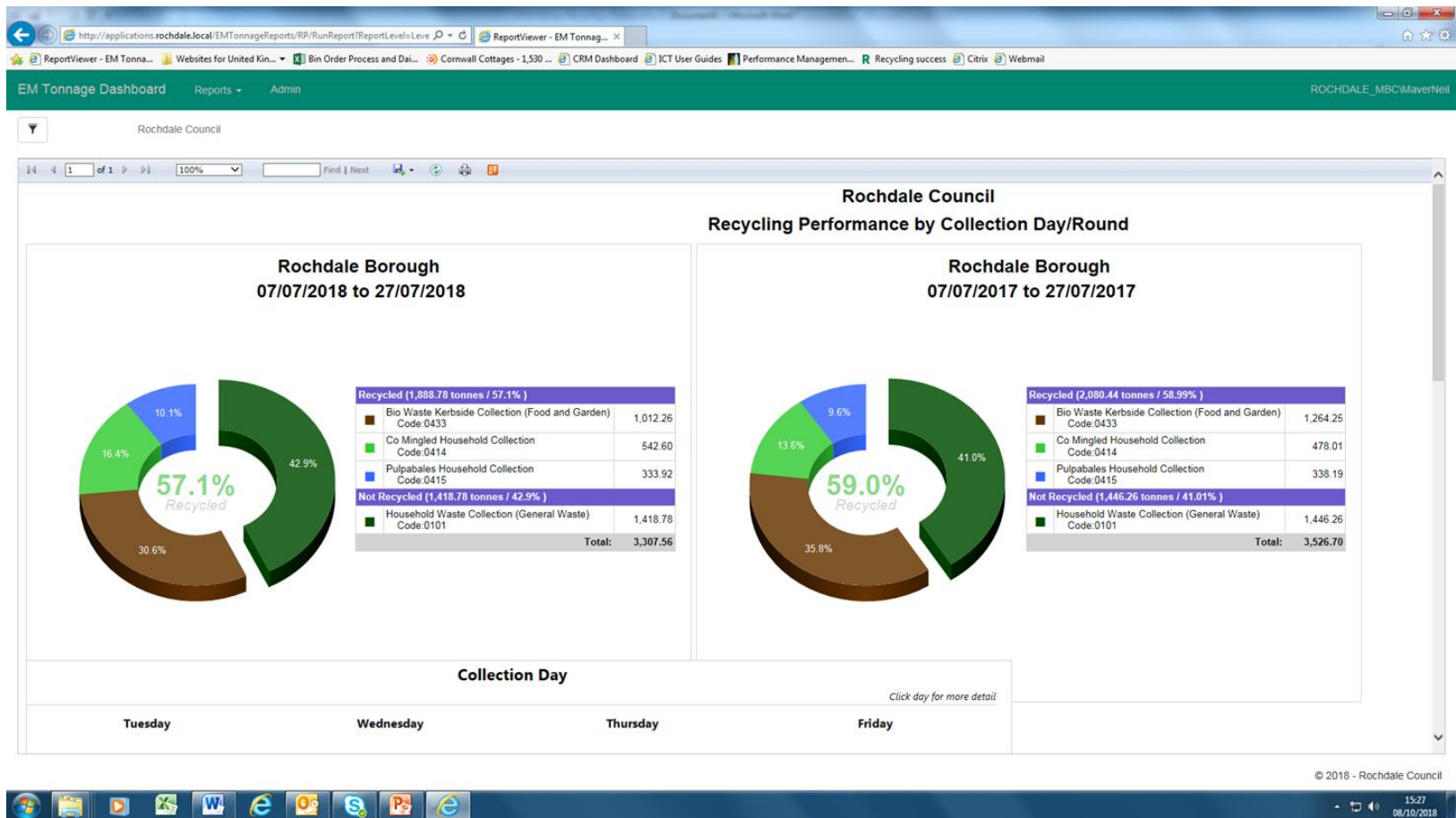


# Tags and stickers initiative



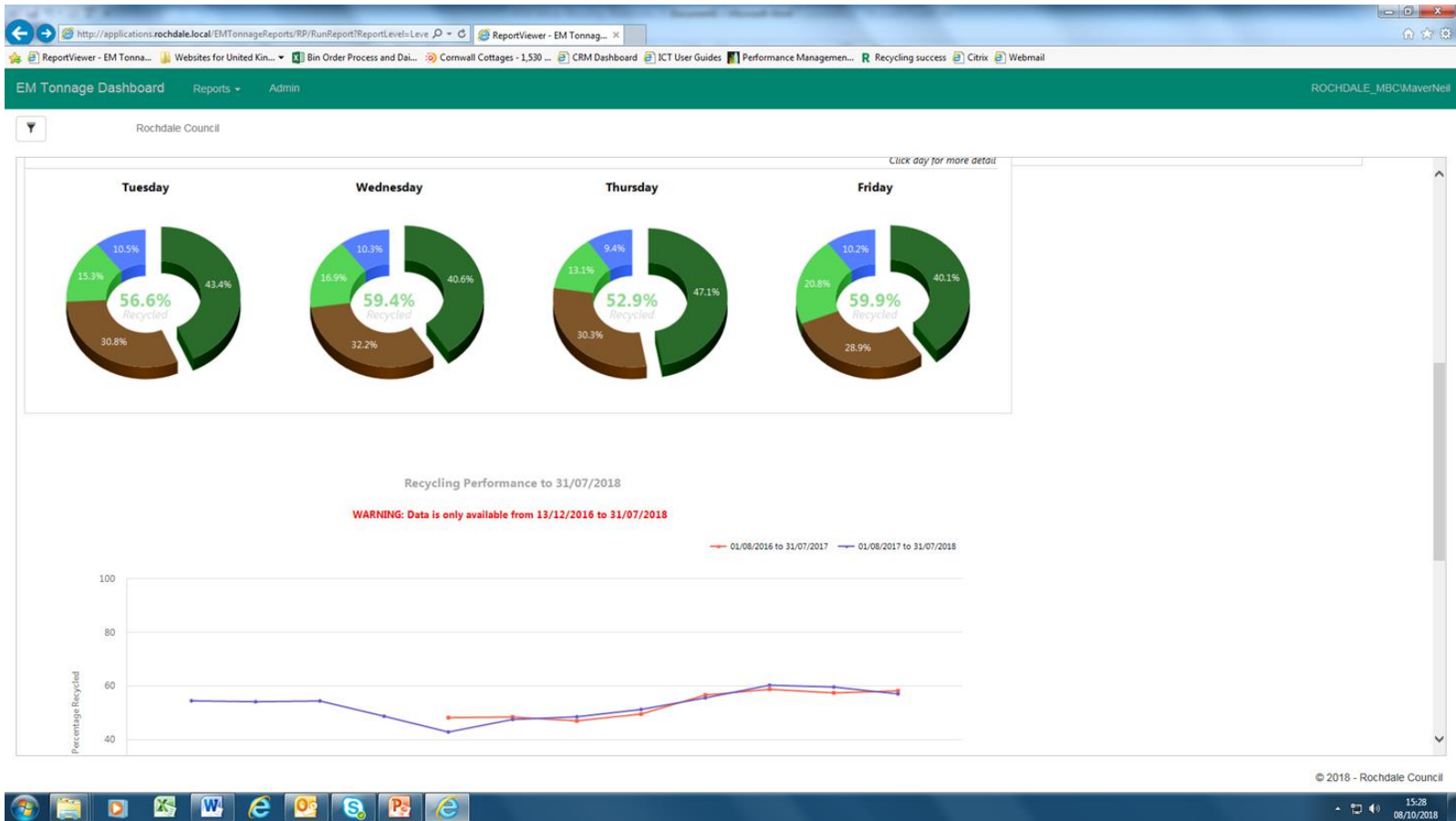


# Tonnage Dashboard

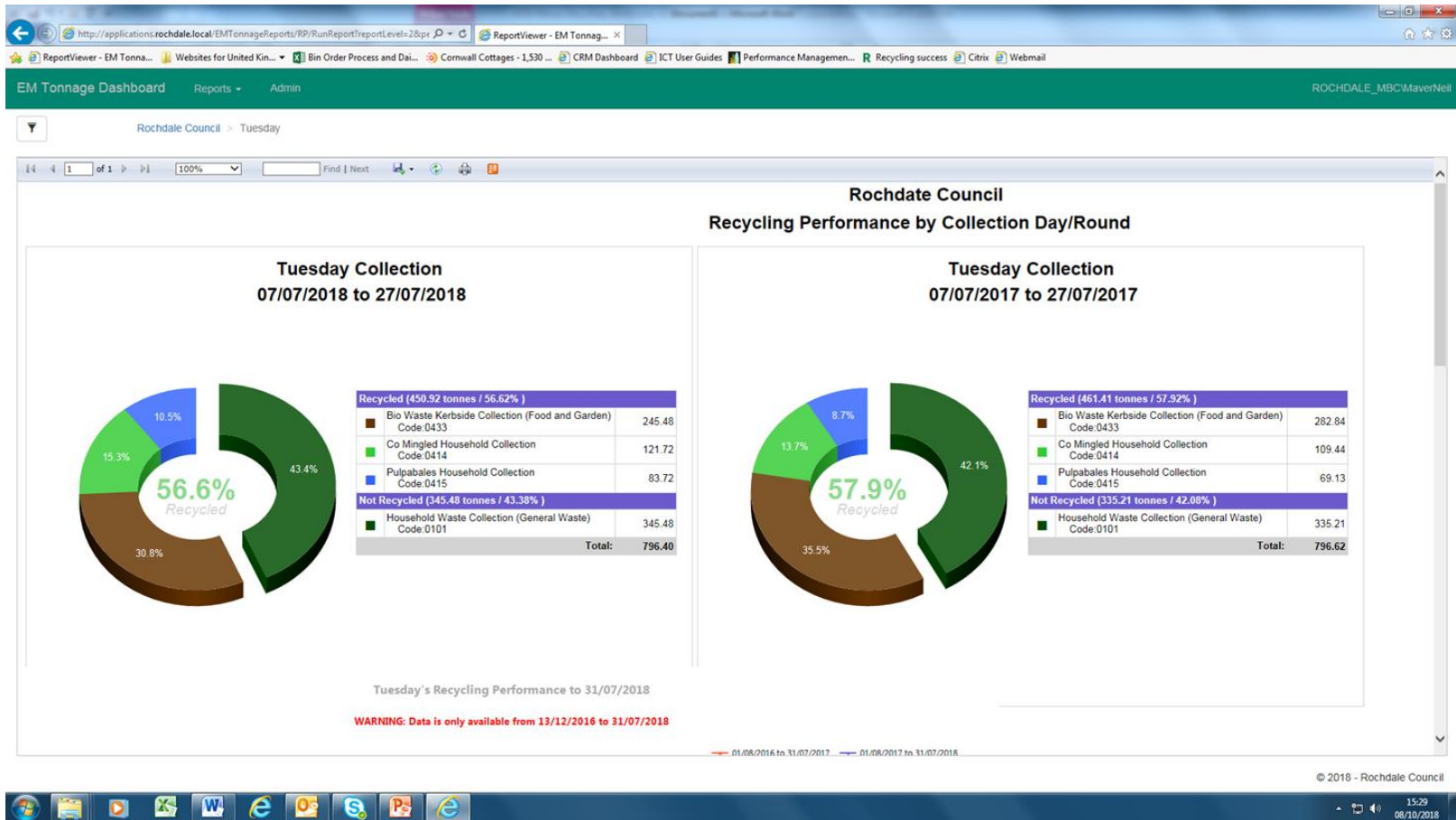




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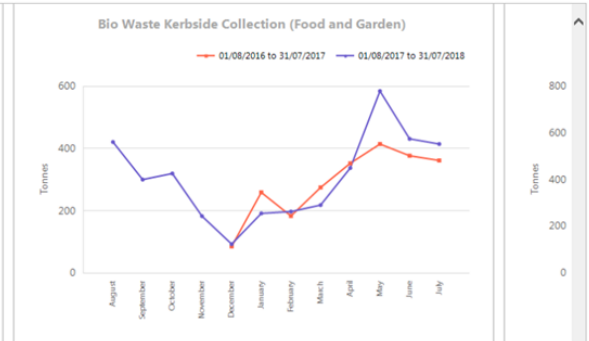
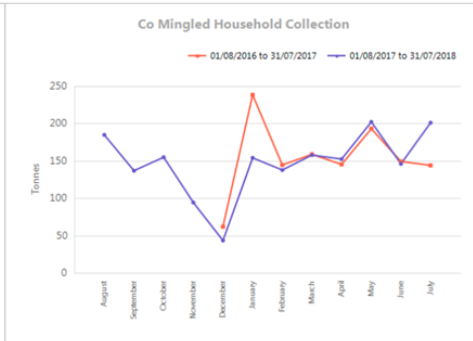
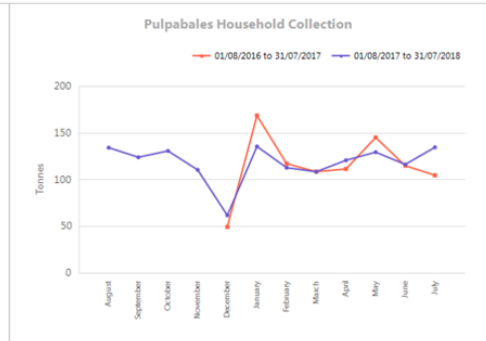


# Tonnage Dashboard

ReportViewer - EM Tonnage... | ReportViewer - EM Tonnage... | ReportViewer - EM Tonnage... | Websites for United Kin... | Bin Order Process and Dai... | Cornwall Cottages - 1,530... | CRM Dashboard | ICT User Guides | Performance Managemen... | Recycling success | Citrix | Webmail

EM Tonnage Dashboard | Reports - Admin | ROCHDALE\_MBCMaverNeil

Rochdale Council > Tuesday



## Tuesday Collection

### Pulpables Household Collection

Round	Net Weight Tipped (Tonnes)	Total Premises	Kg/Household	Target (kg/Household)	+/- kg	+/- %
11	5.3600	1470	3.65			
12	6.1800	1521	4.06			
13	6.2000	1613	3.84			
14	7.4400	1744	4.27			
21	5.3400	1471	3.63			
22	7.4600	1976	3.78			
23	7.2600	1825	3.98			
24	6.8200	1598	4.27			
31	7.9000	1565	5.05			

### Co Mingled Household Collection

Round	Net Weight Tipped (Tonnes)	Total Premises	Kg/Household	Target (kg/Household)	+/- kg	+/- %
11	8.2800	1471	5.63			
12	10.1815	1521	6.69			
13	11.3000	1613	7.01			
14	9.2185	1744	5.29			
21	10.2800	1471	6.99			
22	14.1600	1976	7.17			
23	11.5800	1737	6.67			
24	11.6400	1598	7.28			
31	0.2311	1565	0.15			

### Bio Waste Kerbside Collection (Food and Garden)

Round	Net Weight Tipped (Tonnes)	Total Premises	Kg/Household	Target (kg/Household)	+/- kg	+/- %
1	20.2181	5976	3.38			
2	41.1699	6642	6.20			
3	34.6797	8259	4.20			
4	35.0488	8007	4.38			
5	37.7137	10242	3.68			
6	33.7697	8986	3.76			
7	27.2000	5763	4.72			
8	15.6800	6987	2.24			
Totals	245.4800	63427	3.87			

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15:29  
08/10/2018



# Tonnage Dashboard

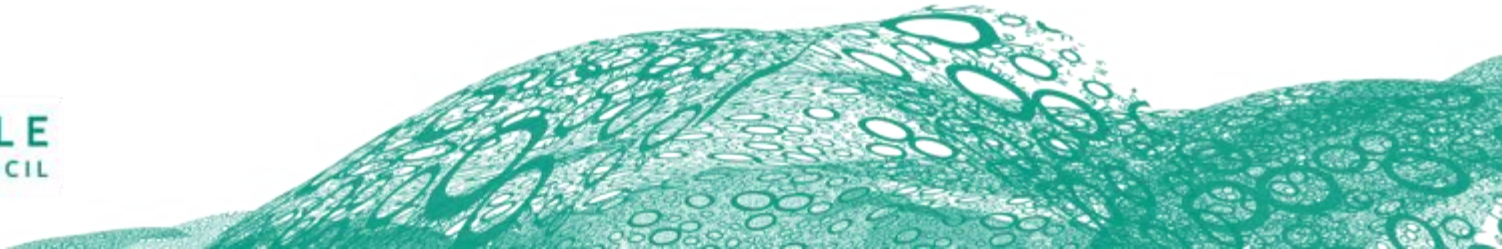
ReportViewer - EM Tonnage

EM Tonnage Dashboard Reports Admin

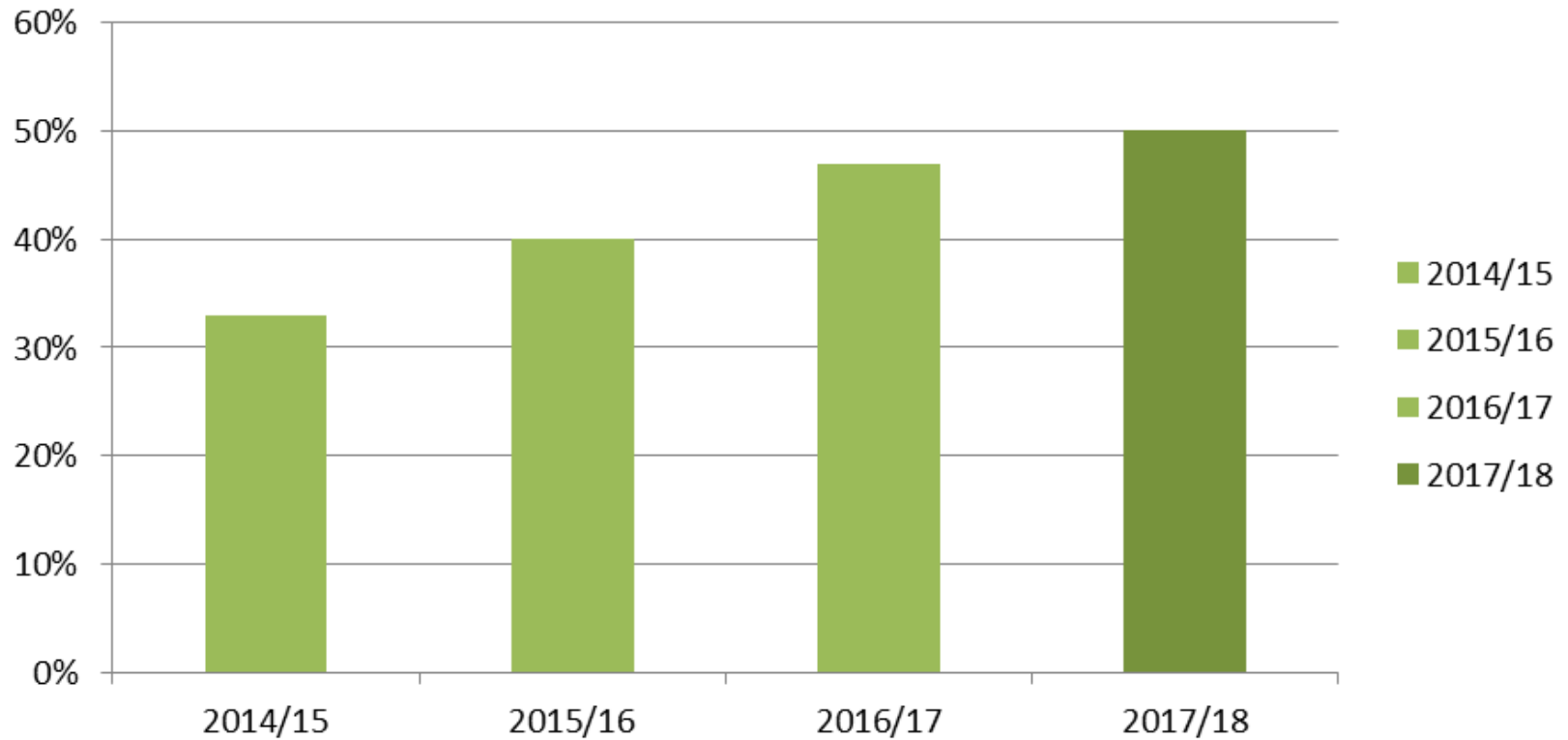
Rochdale Council > Tuesday > Round 12 (Co Mingled Household Collection)

Cycle Start	Cycle End	Net Weight Tipped (Tonnes)	Total Premises	Kg/ Household	Target (kg/Household)	+/- kg	+/- %
07/07/2018	27/07/2018	10.1815	1521	6.69			
16/06/2018	06/07/2018	9.9200	1521	6.52			
26/05/2018	15/06/2018	3.7241	1521	2.45			
05/05/2018	25/05/2018	9.6534	1529	6.31			
14/04/2018	04/05/2018	9.0400	1521	5.94			
24/03/2018	13/04/2018	8.5600	1521	5.63			
03/03/2018	23/03/2018	8.9800	1521	5.90			
10/02/2018	02/03/2018	9.2200	1529	6.03			
20/01/2018	09/02/2018	9.1000	1521	5.98			
30/12/2017	19/01/2018	11.6000	1521	7.63			
28/10/2017	17/11/2017	9.2600	1604	5.77			
07/10/2017	27/10/2017	0.0000	1604	0.00			
16/09/2017	06/10/2017	8.9800	1604	5.60			
26/08/2017	15/09/2017	8.8400	1613	5.48			
05/08/2017	25/08/2017	7.3200	1604	4.56			
15/07/2017	04/08/2017	7.9200	1604	4.94			
24/06/2017	14/07/2017	9.7000	1604	6.05			
03/06/2017	23/06/2017	9.5000	1613	5.89			
13/05/2017	02/06/2017	7.8400	1655	4.74			
22/04/2017	12/05/2017	9.2928	1655	5.61			
01/04/2017	21/04/2017	7.7000	1655	4.65			
11/03/2017	31/03/2017	8.2800	1664	4.98			
18/02/2017	10/03/2017	8.8800	1655	5.37			
28/01/2017	17/02/2017	6.8000	1655	4.11			
07/01/2017	27/01/2017	12.0806	1655	7.30			
17/12/2016	06/01/2017	5.3800	1654	3.25			
<b>Totals</b>		<b>217.7524</b>	<b>41324</b>	<b>5.27</b>			

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## The Rise and Rise of Recycling in Rochdale



# And next...

- Non-kerbside residual waste reduction
- More enforcement
- Charging for bins refuse & recycling?
- Paid for garden waste collections?
- GM waste disposal contract...?
- UK Waste Strategy Dec 2018...?
- Brexit...?





# Thank you

