

# Communication Campaigns to Change Behaviour and Improve Recycling

14<sup>th</sup> June 2019

Elaine Smith - Waste Manager

APSE Conference

Waste, Resources and Greening Services: Delivering for the  
Future

[www.midandeantrim.gov.uk](http://www.midandeantrim.gov.uk)



**Mid & East  
Antrim**  
Borough Council

# Outline

- Developing a communication strategy with WRAP and DAERA
- Household Recycling Centres contributing to reuse and recycling targets
- Treating waste as a resource





# Background

- Councils recycling rate had levelled at 45%
- Recognition from Council Officers and Elected Members of the urgent need to move from ‘waste disposal’ to ‘waste resource management’
- A desire to significantly increase the recycling rate



# Initial Aims and Objectives

- A recycling target of 60% by 2020 (10% more than statutory target)
- A net waste processing cost saving 5% by 2020
- A reduction of 5% recyclates being placed in black household waste bins



# What did we do?

## 1. Household kerbside collections - food

- Worked with WRAP and DAERA to maximise the value from being part of a regional campaign
- Involved Council's communications team
- Innovative campaign for food waste recycling



# Phase 1 - Soft messaging

February 2017

- Adshells
- Billboards



**FEED ME!**

Food waste in our Borough costs us £1million in landfill tax each year. Get your money back! Recycle your food waste.

To request a free food caddy or brown bin, please call us on **0300 124 5000**.

For more information, visit [www.midandeantrim.gov.uk/foodwaste](http://www.midandeantrim.gov.uk/foodwaste)

The billboard features a blue background with the text 'FEED ME!' in large white letters. Below the text is an illustration of a brown food waste bin with a green lid, overflowing with various food items like bananas, apples, and vegetables. The bin is shown from a slightly elevated perspective.



**Mid & East  
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# Phase 1 - Soft messaging

February 2017

Council magazine



## Big changes to bin collections

We are changing the way we collect food waste from April. All food waste – from leftover scraps of dinner to the forgotten cucumber languishing in your fridge – must be placed in your brown bin. You cannot put ANY food waste into your black bin.

### Why are we changing?

**IT'S THE LAW**  
A change in legislation requires us to.

**IT SAVES MONEY**  
It costs us twice as much to dispose of food waste in a black bin as it does to recycle food waste from a brown bin.

**IT PREVENTS ENVIRONMENTAL DAMAGE**  
Food waste that ends up in landfill is the most polluting type of waste due to the release of harmful gases.

**IT HELPS THE ENVIRONMENT**  
Food waste in brown bins is made into high-quality compost.

### What happens if I get it wrong?

Our refuse collectors will be keeping an eye on the black bins they lift. If we find food waste in a black bin, we will place a warning sticker on the

bin. If we find that some black bins are repeatedly carrying food waste, we will flag that bin with a red sticker and it will not be emptied. You will need to

remove the food waste before that bin can be emptied as part of the next scheduled collection.



### Did you know?

Currently, black bins contain 30% food waste when we collect them from households.

This costs us **£1m** in landfill tax EVERY YEAR. This money could be better spent on improving services in your community.

Waste and Recycling

## FEED ME!

As of April 2017, all food waste must be put in your brown bins. No food waste is allowed in your black bins. We understand this is a big change for some people, so here are some frequently asked questions that we have received since the roll-out of the scheme, which you may find useful.



**Why is food waste now banned from black bins?**

A new law has been introduced in Northern Ireland which states that councils must collect food waste separately from other waste.

**Will my rates bill rise due to the cost of recycling my food waste?**

Recycling food waste costs half the amount of landfilling food waste because the government charges us an expensive landfill tax. Money saved by recycling food waste will:

- Help keep rates bills down.
- be invested in new and better community services.

**What about odour and pests?**

We collect food waste every two weeks, so food waste doesn't stay any longer in these bins than it would if placed in a black bin. Food waste in brown bins doesn't increase odours or pest problems compared to putting food

waste in your black bin. Keep your lid tightly closed and you should not have any problems with pests.

**What about the mess of recycling my food waste at home?**

We provide a free kitchen food waste caddy and 150 compostable food waste caddy liners each year. Use these to store your food waste separately in your kitchen or utility room and dispose of this in a mess-free way. When the bag is full, tie a knot in your caddy liner, take the bag out of the caddy and drop the bag in your brown bin.

**What type of food waste must I recycle?**

Put all food waste in your brown bin.

**What happens if I run out of compostable liners for my caddy?**

We will deliver three free rolls of liners to every household each roll contains 50 bags in April, July and October. If you run out, you can buy biodegradable caddy liners from most supermarkets, or from Council facilities at

£1.30 per roll. You can also use newspaper to line caddies and this can be recycled along with the food.

**Can I use plastic bags for food waste?**

Plastic bags are not acceptable in caddies or food waste bins. You can only use compostable bags.

**What else can I put in the brown bin for recycling?**

You can put other compostable material in the brown bin:

- Green waste such as grass, weeds, plant and hedge clippings.
- Fire ashes (cold).
- Paper kitchen roll, paper towels and paper.
- Wet card and paper that can't go into the blue bin or red/black kerbside boxes.
- Small amounts of shredded paper.
- Clean straw, hay or sawdust.

**What happens if I put food waste in my black bin?**

If refuse collectors find food waste in a black bin, they will place a yellow warning sticker on the bin to remind the householder to only place food waste in their brown bin. If they find it a second time, they will place an amber sticker on the bin, with the same reminder. On the third occasion, refuse collectors will flag that bin with a red sticker noting that the bin was not emptied and the householder will need to remove the food waste before that bin can be emptied as part of the next scheduled collection.

**I live in an apartment. Does this apply to me?**

Yes, but we can assess individual needs if required, contact us directly on the details below.

To get advice or request a food caddy or brown bin, contact us on:  
- Email: [recycling@midandeantrim.gov.uk](mailto:recycling@midandeantrim.gov.uk)  
- Telephone: 0300 124 5000 and select Option 0.

Mid and East Antrim Connections Summer 2017



**Help!**  
I need more advice

We understand this may be a big shift for some people who don't use their brown bins for food waste. We want to encourage you to make this change.

To request a brown bin or kitchen food caddy, please email: [recycling@midandeantrim.gov.uk](mailto:recycling@midandeantrim.gov.uk) or call 0300 124 5000.

For more information, visit [www.midandeantrim.gov.uk/recycling](http://www.midandeantrim.gov.uk/recycling)





# Phase 2 - Action messaging



**BROWN IS THE NEW BLACK**

From 1st April 2017, new legislation means the way we collect food waste is changing.

All food waste must now be placed in your brown bin. We won't collect your black bin if it contains food waste.

For more information, visit [www.midandeantrim.gov.uk/foodwaste](http://www.midandeantrim.gov.uk/foodwaste)

March 2017

- Billboards
- Entire Refuse/recycling fleet
- Connections magazine



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# Phase 2 - Action messaging

Information pack delivered to every household:

- Letter from CE
- Brown bin sticker
- Food leaflet



Dear Householder,

**Food Waste – Brown bin only from April 2017**

By now you will have seen the eye-catching “Feed me” and “Brown is the new black” advertising campaigns appearing throughout Mid and East Antrim. How you dispose of food waste in the Borough is changing, a legal requirement beginning in April 2017.

From April food waste should no longer be discarded in your black bin. Instead, all food waste must be disposed of in your brown bin, which will continue to be emptied as before. If you have any enquiries about the service or do not have a brown bin or a kitchen food waste caddy, you can request one free of charge by calling us on 0300 124 5000. We will provide you with compostable liners for kitchen caddies three times a year. If you use a bag there will no longer be a requirement to place this on your bin. You will have received your first delivery along with this letter. I hope you also find the information leaflet and calendar useful.

Food waste includes raw and cooked food, vegetables and meat (including bones), leftovers and plate scrapings, vegetable peelings, breads and pastries and out of date food. A food waste sticker is enclosed for you to put on your brown bin to help you to remember this. Don't forget to remove all packaging and where possible, please recycle this packaging in your blue bin or kerbia box with your usual recycling.

It costs twice as much to dispose of food waste in a black bin as it does to recycle food waste from a brown bin. You are also doing your bit for the environment as the food waste in brown bins is made into high quality compost. It's a fact that food waste destined for landfill is the most polluting type of waste due to the harmful gases it releases, so preventing this damage is key.

Our refuse collectors will be keeping an eye on the black bins they lift. If we find food waste in a black bin, we will place a reminder sticker on the bin. If black bins are repeatedly emptied containing food waste, we will alert you using a sticker system and your bin will not be presented until the next collection day with the food waste removed.

By recycling your food waste, you will be helping to save £1million in landfill tax that we hope to remove back into our community. Thank you for your support and if you wish to find out more, further information is available at [www.midandeantrim.gov.uk/recycling](http://www.midandeantrim.gov.uk/recycling).

Our environment is a valuable resource that must be protected. I would encourage everyone to do the right thing.

Yours faithfully,

**Anne Donaghy**  
Chief Executive  
Mid and East Antrim Borough Council

The Brae  
2-29 Bridge Street  
Ballymena BT58 8EJ

Tel: 0300 124 5000  
[www.midandeantrim.gov.uk](http://www.midandeantrim.gov.uk)  
Email: [ChiefExecutive@midandeantrim.gov.uk](mailto:ChiefExecutive@midandeantrim.gov.uk)

**GARDEN AND FOOD WASTE**

**All Food Waste**  
Meat and fish – raw and cooked, including bones.  
Dairy products, such as eggs and cheese.  
Vegetables and fruit – raw and cooked.  
Unseasoned food e.g. leftovers and plate scrapings.  
Bread, cake and pastries.  
Rice, pasta and beans.  
Tea bags, tea leaves and coffee grounds.

**Garden Waste**  
Grass cuttings.  
Hedge clippings.  
Flowers and prunings.

**Fire Ashes**  
(cold)

**Some types of paper**  
Kitchen roll, paper towels and paper tissues.  
Wet card and wet paper that can't go into your blue bin.  
Small amounts of shredded paper.  
Takeaway pizza boxes.

**STRICTLY NO PLASTIC BAGS OR OTHER PACKAGING**  
(compostable bags only)

For more information, call 0300 124 5000  
or visit [www.midandeantrim.gov.uk/recycling](http://www.midandeantrim.gov.uk/recycling)

Mid & East Antrim Borough Council

**Food Waste Collections**

Your easy guide to food waste recycling in Mid and East Antrim

[www.midandeantrim.gov.uk/recycling](http://www.midandeantrim.gov.uk/recycling)

**Brown bins Yes please**

- ✓ Meat and fish (raw and cooked, including bones)
- ✓ All dairy products and eggs
- ✓ Raw and cooked fruit and vegetables (including peelings)
- ✓ Bread, cakes and pastries
- ✓ Rice, pasta and beans
- ✓ Leftover food from your plates
- ✓ Tea leaves, tea bags and coffee grounds
- ✓ Other compostable waste such as garden waste, cold fire ashes, paper kitchen roll, paper tissues and pizza boxes.

**No thanks**

- ✗ Packaging of any sort
- ✗ Plastic bags
- ✗ Any material which is not food waste
- ✗ Soil, rubble and stones

**No food waste in black bins**

Food waste can no longer be discarded in your black bin. Instead, all food waste must be disposed of in your brown bin, which will be emptied as normal. We will provide you with compostable liners for kitchen caddies three times a year. Alternatively you may also line your caddy with newspaper.

It costs twice as much to dispose of food waste in a black bin as it does to recycle food waste from a brown bin. You are also doing your bit for the environment as the food waste in brown bins is made into high quality compost.

What happens if I get it wrong?

**ALERT!** If you put food waste in your black bin we will empty the bin and alert you with a yellow sticker.

**ALERT!** If you continue to place food waste in your black bin we will give you another reminder with an amber sticker.

**ALERT!** If you repeatedly put food waste in your black bin we will be unable to empty it. Once food waste has been removed, we will empty it on the next scheduled collection day.

**Food waste made easy**

**Step 1**  
Line your kitchen caddy with biodegradable bags or newspaper and fill it with all left over food from your kitchen, rinsing with water or emptying with a kitchen cloth.

**Step 2**  
When the kitchen caddy is full, remove the bag and tie it in a knot. Keep it clean by rinsing with water or emptying with a kitchen cloth.

**Step 3**  
Simply drop the bag into your brown bin. Newspaper or kitchen roll can go directly into the brown bin as it will decompose. Leave it outside until collection day at 7.30am with the lid closed.

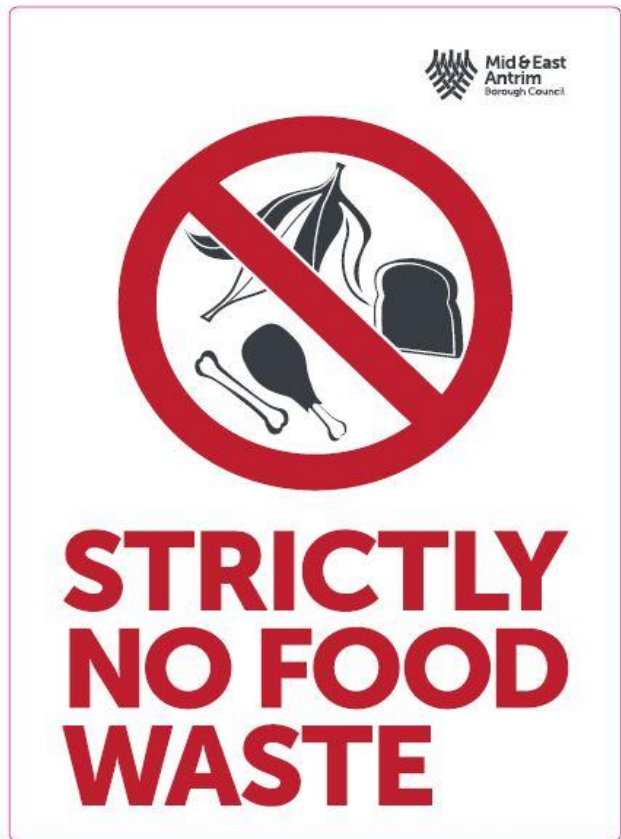
Further information  
Please call us for more details, or visit our website where you can find additional information and FAQs.  
Tel: 0300 1245 000  
[www.midandeantrim.gov.uk](http://www.midandeantrim.gov.uk)  
recycling

[www.midandeantrim.gov.uk/recycling](http://www.midandeantrim.gov.uk/recycling)

# Phase 3 - Enforcement

May 2017

Sticker on all household residual bins



July 2017

Enforcement stickers for bins



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# Phase 4 - Encouraging

Sep - Dec 2017 - Billboards and social media



The billboard features a central image of a brown recycling bin overflowing with a vibrant bouquet of purple, red, and white flowers. The bin has a white recycling symbol on its side. The background is a bright blue sky above a green grassy hill. Text on the left side of the billboard reads: "We turn your food waste into compost for our local parks and flower displays". Below this, the website "www.midandeantrim.gov.uk/recycling" and the hashtag "#caddytocompost" are listed. At the bottom left, there are logos for the Department of Agriculture, Environment and Rural Affairs and the "recycle" logo. At the bottom right, the Mid & East Antrim Borough Council logo is displayed.

**We turn your food waste  
into compost for our local  
parks and flower displays**

[www.midandeantrim.gov.uk/recycling](http://www.midandeantrim.gov.uk/recycling)  
#caddytocompost

Department of Agriculture, Environment and Rural Affairs  
recycle  
Mid & East Antrim Borough Council

# Phase 4 - Encouraging

Autumn 2017

Council magazine



## Food waste changes set to save £200k

Thank you to everyone who has supported our food waste campaign to help us reduce the amount we send to landfill. We began this campaign in April by asking you to put all your food waste into your brown bin or caddy – rather than your black bin. We are now on track to deliver annual savings of £200,000.

Not only is this helping the environment, but these funds can now be diverted to other projects within Mid and East Antrim.

### Your response in numbers:

**5015** brown bins requested and delivered

**7543** caddies requested and distributed

**6593** helpdesk calls and **1909** recycling emails

**1378** tonnes less waste sent to landfill in the first three months of 2017 compared to 2016.

**£200k** – the expected annual savings to ratepayers.

### What do I have to do?

Simply put all your food waste into your food caddy. When it is full, empty it into your brown bin for collection. Three times a year we will deliver biodegradable bags with which you can line your caddies. You can also use newspaper or kitchen roll. Our waste operators monitor the contents of bins and place advisory stickers on black bins found to be contaminated with food waste. We operate a three strikes policy, meaning

### Did you know?

It costs twice as much to dispose of food waste in a black bin as it does to recycle food waste from a brown bin.

Unwanted food that ends up in landfill is the most polluting type of waste due to the release of harmful gases.

if we find food waste in your black bin three times, it will not be lifted until the food is removed.



# Phase 4 - Encouraging



Jan 2018

- Press release
- Refuse/recycling fleet
- Council magazine

**Residents' food waste used to help generate more than 9,000 tonnes of compost in Mid and East Antrim**

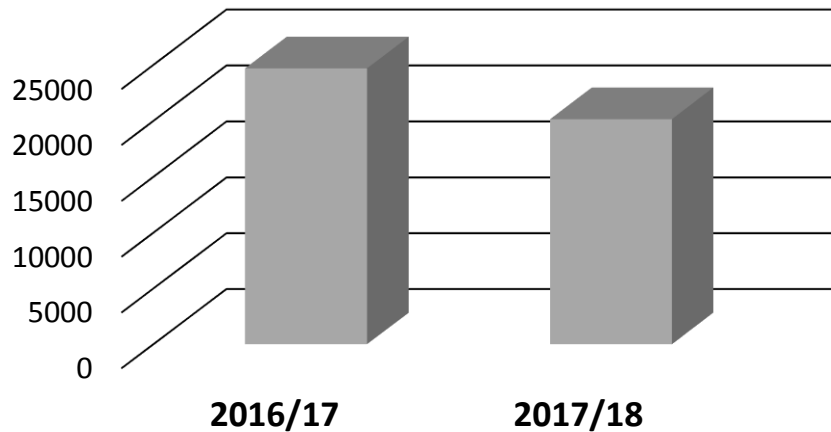
# Outcomes

Black bin tonnage landfilled reduced by 18% in 2017/18

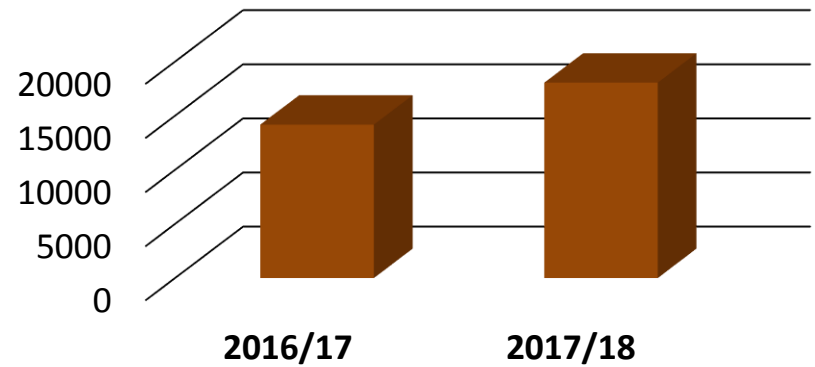
Brown bin organic tonnage recycled increased by 27% in 2017/18



**Black bin tonnage landfilled**



**Brown bin organic tonnage recycled**



# Outcomes

## NI Household Recycling rates comparison

Authority	% Increase in Household Recycling Rate*
Mid and East Antrim Borough Council	7.75%
Belfast City Council	5.65%
Newry, Mourne and Down District Council	4.11%
Antrim and Newtownabbey Borough Council	3.40%
Lisburn & Castlereagh City Council	2.96%

Authority	2016/17 Average Household Recycling Rate*	2017/18 Average Household Recycling Rate*
Mid Ulster District Council	51.56%	54.40%
Mid and East Antrim Borough Council	45.22%	52.69%
Antrim and Newtownabbey Borough Council	47.52%	52.45%
Ards and North Down Borough Council	49.06%	51.95%
Armagh City, Banbridge & Craigavon BC	48.79%	50.84%



# Outcomes

- Council recorded the highest recycling rate among NI Councils during Jul-Sep 2017 at 57.5%, an improvement of 8.4% on the same quarter the previous year
- Council increased its recycling rate by 7.5% in 2017, the highest increase across NI Councils
- An additional 160 tonnes of dry recyclables was collected in 2017 compared to previous year
- Annual saving of £250,000 in disposal costs, 7.5% saving



**Mid & East  
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## 2. Household Recycling Centres



Council has 5 Household Recycling Centres (HRCs)

[www.midandeantrim.gov.uk](http://www.midandeantrim.gov.uk)



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# What did we do?

## 1. Implemented controls:

- Consolidated opening hours
- Standardised operational procedures to ensure sites were run and maintained to a consistently high level
- Procedures in place to manage commercial waste
- Waste disposal contracts for all materials were re-tendered and will be every two years to ensure value for money for ratepayers

# What did we do?

## 2. Educated staff and householders:

- Implemented an education and support programme for staff and householders
- Re-trained staff with a focus on delivering an excellent customer service
- Hosted educational visits by schools and community groups to the sites
- Information leaflets were produced to ensure householders had full knowledge of what and how to recycle materials on site



# What did we do?

Educational visits - Ballymena Base site visit to Waveney Road HRC



# What did we do?

Information leaflets - different languages

## Your colour-coded recycling guide

<b>Cans</b> Drink cans, food tins, aerosols etc.	<b>Textiles</b> Washed clothes and clothes.	<b>Plaster Board</b>	<b>Wood, Timber, MDF, Chip Board</b> No glass cement.
<b>Domestic Rubbish</b> Small domestic quantities only.	<b>Paper</b> Newspapers, magazines, books, soft back school books etc.	<b>Cardboard</b> Flatten single boxes, all empty.	<b>Paint</b> Home occupier only. Heavy duty, enamel, oils can be deposited in the community paint bin.
<b>Fluorescent Tubes &amp; Energy Saving Bulbs</b> Small quantities only. No more than 1000 available on site.	<b>Small Electrical Appliances</b> Hair dryers, blenders, irons, hairbrushes etc.	<b>Fridge &amp; Freezers</b> Commercial appliances, disposal charge £25.	<b>TV &amp; Monitors</b> All for assistance with heavier appliances.

For further information on what you CAN and CAN'T recycle visit: [www.midandeantrim.gov.uk/resident/waste-recycling](http://www.midandeantrim.gov.uk/resident/waste-recycling)

## Recycling Centres

You are welcome to use any of the following centres:

**Waverley Road Household Recycling Centre**  
Waverley Road, Ballymena, BT43 5BA

**Sullatober Household Recycling Centre**  
10 Marshallsdown Road, Carrickfergus BT38 9DE

**Redlands Household Recycling Centre**  
Harbour Highway, Larne BT40 3AX

OPENING TIMES	April – September	October – March
Monday – Saturday	9am – 7pm	9am – 5pm
Sunday	1pm – 6pm	1pm – 5pm

**Larne South Household Recycling Centre**  
Island Road Lower, Ballycarry BT38 9HB

OPENING TIMES	April – September	October – March
Tuesday, Wednesday, Thursday & Saturday	9am – 7pm	9am – 5pm

**Glenarm Household Recycling Centre**  
Dunayssan Road, Glenarm BT44 6BA

OPENING TIMES	April – September	October – March
Wednesday & Saturday	9am – 7pm	9am – 5pm

**Remember!**

- Please sort your waste before visiting the site, as this will reduce time and reduce potential health issues.
- Staff will, as necessary, inspect and examine waste brought onto site for disposal to meet licence requirements and to ensure noxious or material restricted.
- The colour code in this leaflet and help guide you round the recycling centre.
- Members are on site to advise and assist you.
- Household Recycling Centres are for domestic waste only. **Commercial and industrial waste will not be accepted.**
- Charity collection point on site for re-use items.

T: 0300 124 5000 (Option 0)  
[www.midandeantrim.gov.uk](http://www.midandeantrim.gov.uk)

## Household Recycling Centres

Your guide to what you can recycle at your local Household Recycling Centre

Waste Operations Department  
T: 0300 124 5000 (Option 0)  
E: [operational.services@midandeantrim.gov.uk](mailto:operational.services@midandeantrim.gov.uk)

**recycle**  
When you Recycle you help the planet.

**Mid & East Antrim**  
Borough Council

[www.midandeantrim.gov.uk](http://www.midandeantrim.gov.uk)

**Mid & East Antrim**  
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# What did we do?

## 3. Improved recycling and re-use services:

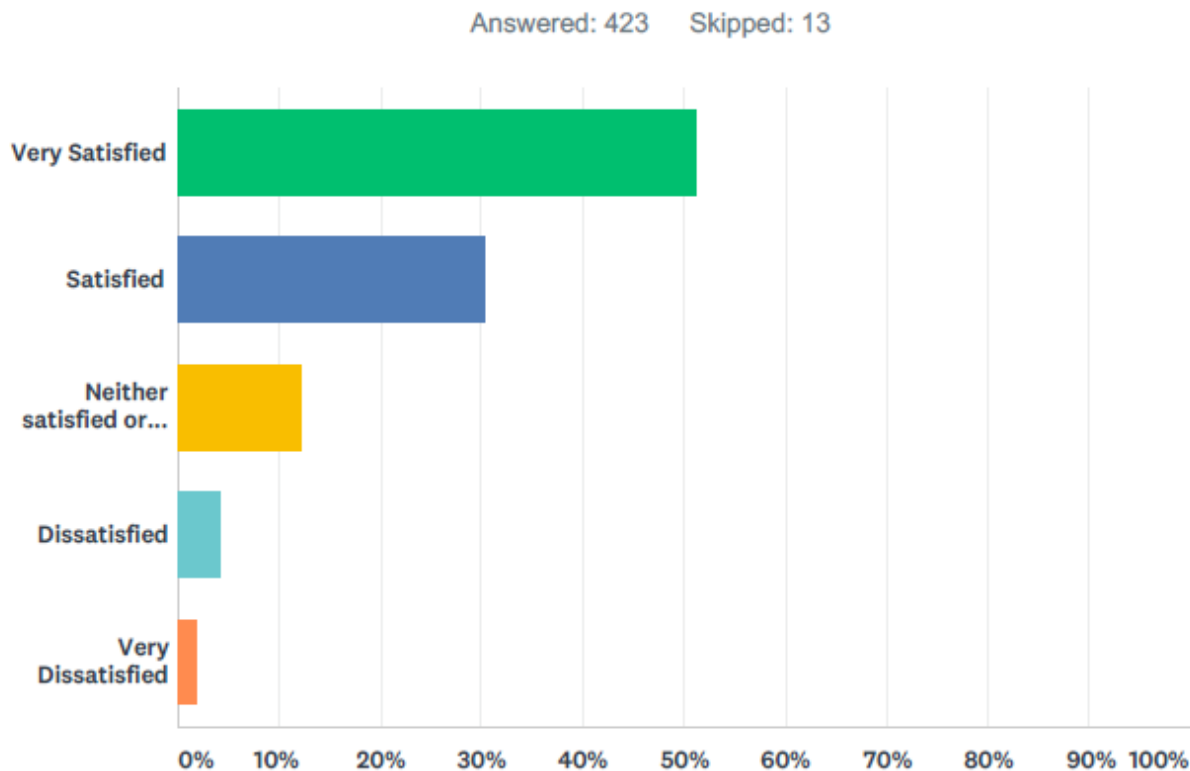
- Invested in redevelopment of Council's second largest site, Sullatober, Carrickfergus
- Introduced new material recycling streams such as mattresses
- Promoted re-use at all sites for paint, bicycles white goods, furniture and DIY
- Customer survey



# Positive Feedback

## Customer Survey - January 2018

82% of respondents were satisfied or very satisfied with customers service at their local Household Recycling Centre





# What did we do?

Introduced mattress  
Recycling and furniture  
Re-use - USEL

Re-Use Bric a Brac and  
DIY - Habitat for  
Humanity



# Positive Feedback

*'... a massive thank you to the guys at the recycling centre .... the service we received was beyond what was expected.'*

**Sullatober HRC, 12 March 2018**

*'... this is the cleanest, best kept centre I have ever seen....this facility is an encouragement for the community to re-cycle their waste.'*

**Islandmagee HRC, 21 Jan 2018**

*'... the Waveney Road recycling facility is an excellent facility, well laid out and easily accessible.... I especially wanted to applaud the staff, who are always friendly and helpful.'*

**Waveney Road HRC, 24 June 2017**

*'... every guy that I came into contact with during my visits were extremely helpful and polite.'*

**Redlands HRC, 15 May 2017**



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# Outcomes

## 1. Implementing Controls

Improved traffic flow and access to containers for householders. Reduction in landfill of 19% across all sites, saving rate payers over £100,000.

## 2. Educating staff and householders

This improved staff and householder interaction, site performance, staff motivation and customer service.

## 3. Improved recycling and re-use services

Sullatober HRC increased its recycling rate by 8.3% in 2017.

Council promotion of paint, bicycles, white goods, furniture and DIY on all communications.



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# Awards 2018

## APSE Annual Service Awards 2018

Finalist - Best Service Team: Waste Management and Recycling Service

## APSE Innovation Awards 2018

Finalist - Waste and Recycling innovation in communication



## NIGLA Awards 2018

Winner - Best Local Authority Service Team



**Mid & East  
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# Awards 2018

## Sustainable Ireland Awards 2018

Winner - Safety in Waste (Waveney Road HRC)

Winner - Household Waste Recycling Centre of the Year  
(Sullatober HRC)



# Recent HRC Campaign

## Your Household Recycling Centres

There are 5 HRCs at locations across **Mid and East Antrim** council area.  
For opening hours and more information visit:  
[www.midandeantrim.gov.uk/hrc](http://www.midandeantrim.gov.uk/hrc)



1. Redlands HRC, Harbour Highway, Larne
2. Sullalober HRC, 10 Marshallstown Road, Carrickfergus
3. Wavenev Road HRC, Wavenev Road, Ballymena
4. Larne South HRC, 5 Island Road Lower, Ballycarry
5. Glenarm HRC, Dickeystown Road, Glenarm

## Re-use

Often the items we no longer want can be re-used or repaired and loved by someone else. Furniture, white goods, computers and clothing are just a few of the items that can be accepted for re-use at your local HRC. **Mid and East Antrim** council is working in partnership with local charities to make the best use of these items.



## Using Your Household Recycling Centre



## Why we want you to recycle more at HRCs

People in Northern Ireland are recycling more and more each year. In 2018 Northern Ireland sent 48% of materials for re-use or recycling which is great news, but we need to do more to meet UK targets to recycle 65% of our waste by 2035.

We currently recycle **52%** of our waste but a recent study of our Household Recycling Centres (HRCs) found that much of the waste that goes into waste containers could be recycled. Recycling more will mean reducing the cost of landfill and helps benefit businesses in Northern Ireland who rely on our recycled paper, glass, plastic, food waste and many other materials.



## What this means for you

Anyone visiting a HRC will be expected to have pre-sorted their household waste for re-use and recycling. Our site staff will advise you about which containers to use for recycling and waste disposal. This may include staff asking you to open bags to show that they do not contain recyclable materials. Disposal of recyclable items in general waste skips is not permitted.

**Please retain this guide** which lists the wide range of materials that can be recycled at your local HRC.



## What you need to do when visiting your Household Recycling Centre

**To make your trip to the Household Recycling Centre (HRC) as quick and easy as possible please follow the simple steps below:**

- S** Sort recyclable and non-recyclable materials at home. Disposal of recyclable items in general waste skips is no longer permitted;
- O** Organise your recyclables and waste in your vehicle so that when you visit the HRC you can place items in the correct containers. This will make your visit much quicker;
- R** Re-use if you have bulky items such as furniture, electricals and bicycles these could be re-used – look out for the relevant containers!
- T** Talk to our staff – if you are unsure about what can and cannot be recycled please ask, our staff will provide advice on which container to use.

A wide range of materials can be recycled at your HRC:

cardboard	paper	mixed glass bottles & jars	household plastic packaging
hard plastics	garden waste	batteries	small appliances
large appliances	fridges & freezers	cooking oil	Cans
Wood	scrap metal	Paint	Ink Cartridges
car batteries	mixed textiles & clothes	fluorescent tubes	TVs & monitors

Please check what materials are accepted at your local HRC by visiting: [www.midandeantrim.gov.uk/hrc](http://www.midandeantrim.gov.uk/hrc)

For more information about Household Recycling Centres visit: [www.midandeantrim.gov.uk/hrc](http://www.midandeantrim.gov.uk/hrc) or call: 0300 124 5000 (option 0)

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## Using your Household Recycling Centre

For more information about Household Recycling Centres visit: [www.midandeantrim.gov.uk/hrc](http://www.midandeantrim.gov.uk/hrc) or call: 0300 124 5000 (option 0)

Mid and East Antrim recycles



**Sort your recyclables before you visit.**  
**Disposal of recyclable items in general waste skips is NOT PERMITTED**



# Summary

- A significant and positive reaction from householders
- Improvement in householder's understanding of the economic, environmental and economic benefits to re-use and recycling
- Significant behaviour change and performance improvement across two separate services that were already in place
- The behavioural change and communication campaign has been recognised by DAERA as “best practice” for other Councils.



# Summary

## Communication campaigns to change behaviour and improve recycling

- Direction from DAERA/WRAP - Funded/NI Wide/Timing
- Council commitment from the top down
- Align your Communications Strategy to support the National Communications Action Plan
- Have a belief for staff and public to engage
- Team effort from communications through to operations



# Thank you

Contact:

[Elaine.Smith@midandeantrim.gov.uk](mailto:Elaine.Smith@midandeantrim.gov.uk)

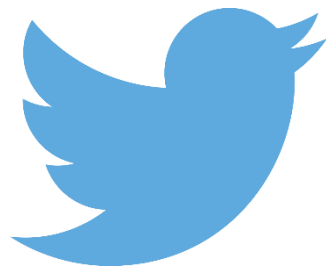
02828262415



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