

City and County of Swansea

**Behavioural Change in the
Home through
HWRC Transformation**

November 2017

Chris Howell

**City and County of Swansea
Dinas a Sir Abertawe**



Recycling at Swansea

- Household waste recycling centres
- Multi stream kerbside recycling collections
- Fortnightly residual collections
- Recycling promotion
- Residual restriction – 3 bag limit

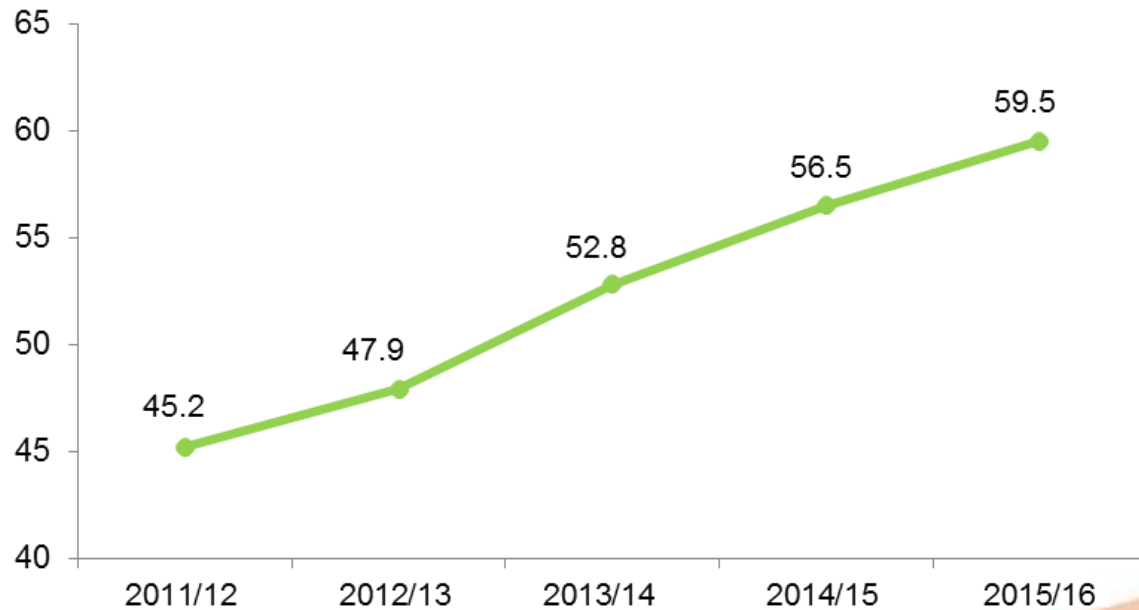
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From 7 April 2014
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Continual Improvement

Recycling Performance (%)



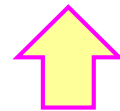
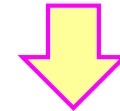
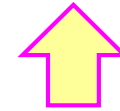
Keeping it Going

- **The Problem-** ever decreasing budgets and increasing recycling/landfill diversion targets
- ***The solution*** - *to seek community engagement and recycling behavioural change in the home.*



High Level Outcomes

- Recycling performance Up
- Cost of service Down
- Service Delivery
- Community Engagement Up



Household Waste Recycling Centres

- High residual tonnage – 32%
- Shift of residual waste from kerbside to HWRCs
- Poor recycling performance – Average 61.5%
- 70% of residual waste recyclable
- Limited parking and traffic queues



Proposals

- Convert 3 sites to Recycling Centres only
- Prohibit recyclables from remaining residual skips through creating challenge areas
- Reconfigure sites to increase parking
- Expand collection of materials for re-use



Revised Site Layouts



Mr Mc.M wrote “Just a note to tell you that I think the changes at Penlan recycle centre are very positive. The parking bays are bigger with more room for more vehicles.”



Residual Challenge Areas

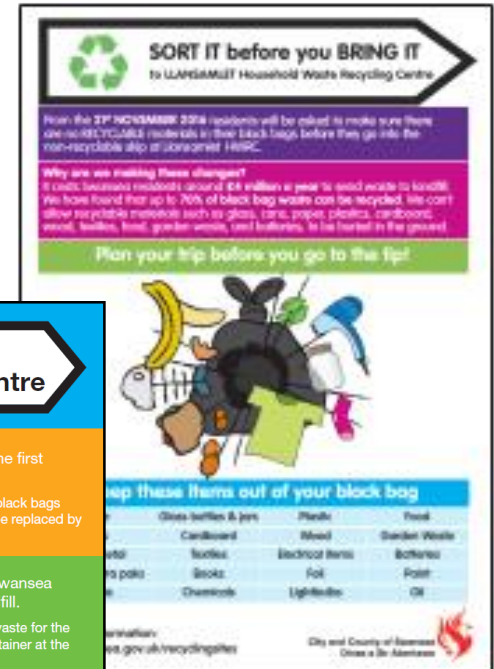


Ms J wrote “...I am particularly impressed with the way that they have introduced the recent changes regarding black bags. They spent a lot of time and effort informing the public what was going to happen before the changes were made, and continue to be helpful in implementing them...”



Managing the Changes

- Set up a Project Team to oversee changes.
- Develop a comprehensive communications plan.
- Stagger the rollout.
- Review lessons learned after each stage.



Changes to
Tir John Household Waste Recycling Centre

Tir John HWRC will soon become the first 'Recycling Only' HWRC site in Swansea!

From 18th July 2016 you will no longer be able to bring black bags and any non-recyclable waste to the site as the skip will be replaced by a large domestic appliance and fridge/freezer container.

What a waste... It currently costs Swansea taxpayers £4 million a year to send waste to landfill. 70% of this waste can be recycled if residents sort their waste for the kerbside collection service or place it into the correct container at the Recycling Centre.

Non-recyclable materials (including black bags) are accepted at Llansamlet Household Waste Recycling Centre, which will have more parking spaces and longer opening hours from 18th July 2016.

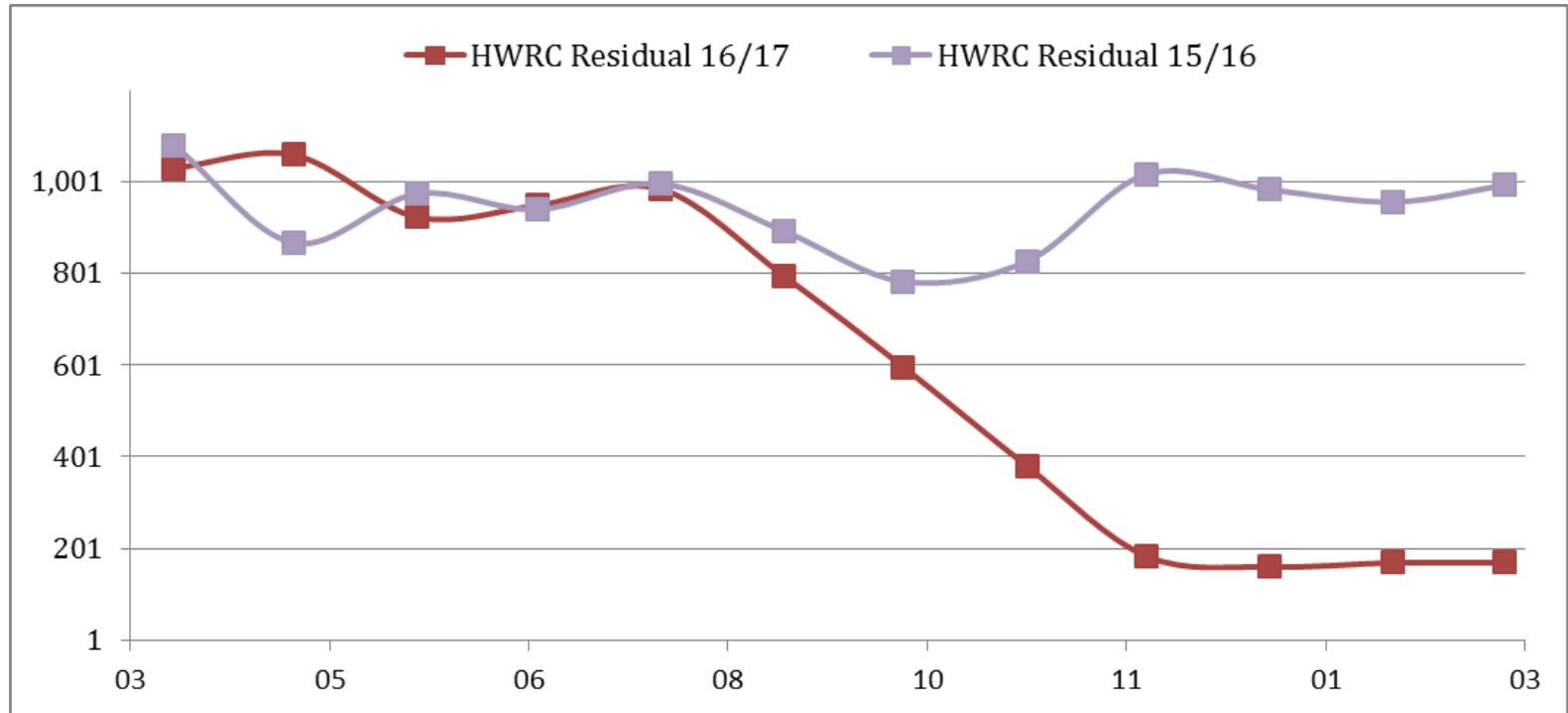
Save yourself a trip...
Make the most of your kerbside collections
Food waste, plastic packaging, glass, cans, paper, card, cardboard and garden waste are all collected via the kerbside collection scheme. If you recycle all available materials and still have to put out more than 3 black bags then you can apply for an exemption.

For more info contact:
email: recycling@swansea.gov.uk
or phone: 635600 for more information

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So What Happened?

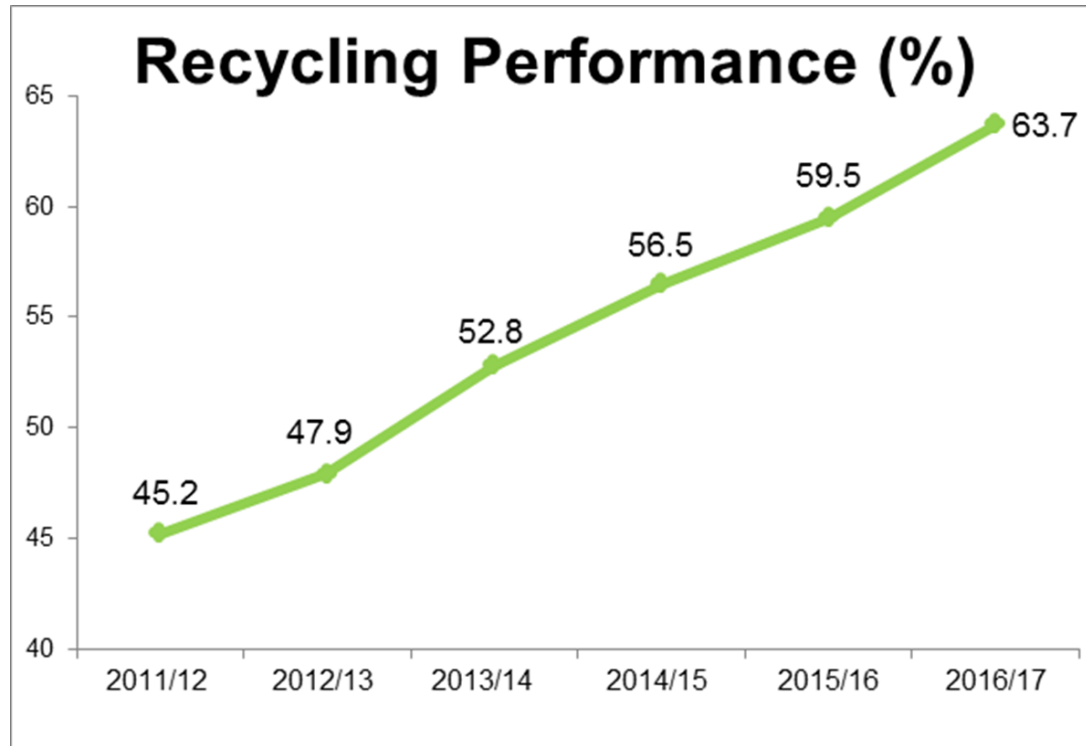


So What Happened?

- 80% drop in residual waste tonnage
- Overall HWRC recycling at 90%
- Traffic queues virtually eliminated
- Surprisingly limited number of complaints



Impact on overall performance



Expansion of Reuse Shop

- Clothing, furniture, bric a brac
- Repair and testing of electrical goods
- Work experience for Service Users



Summary

- Clear objective – Behavioural Change
- Robust business case
- Political support
- Comprehensive communication strategy
- Effective implementation plan
- Stick to the plan!



Lastly

We'd made it easy to recycle, now we have to make it hard not to recycle.

It's doing the right thing!



Any Questions?

