

Increasing Recycling Performance

A Small Council Perspective



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Improving Recycling Introduction

- Background
- Challenges
- Chosen Route
- Achievements
- Future Plans

Inverclyde Statistics

- Population – 80,680
- Households – 39,484
- Council Budget - £198 Million
- Total Waste tonnage – 42,000t
- 9 domestic routes
- 2 Commercial
- Transfer Station
- MRF
- 2 Household Recycling centres
- 49 Recycling Points



Background

- In 2010 the Scottish Government introduced the Zero Waste Plan and challenged Councils to come up with innovative ways to increase recycling performance
- Council owned MRF
- Inverclyde Household Recycling performance 37%
- Recycling collections
 - 4 domestic routes for AWC
 - 2 green waste collections AWC year round
- Strategy out of touch with Zero Waste Plan

A Mountain to Climb



Challenges

- Public Perception of recycling
- Resistance to the introduction of additional containers
- High Number of Tenemental and flatted dwellings
- Budget Constraints
- Contract Procurement
- Clyde Valley

The Route we Chose

Engaging with the Community



The Route we Chose

- Worked closely with our colleagues from ZWS
- Investment in our facilities and fleet
- Meeting colleagues in other authorities
- Partnership with the private sector
- On site segregation of waste
- Expansion of our recycling and green waste collections
- Introduce a weekly food waste collection service
- Creating sustainable employment in an area of high unemployment
- Opted out of Clyde Valley

Food Waste Service

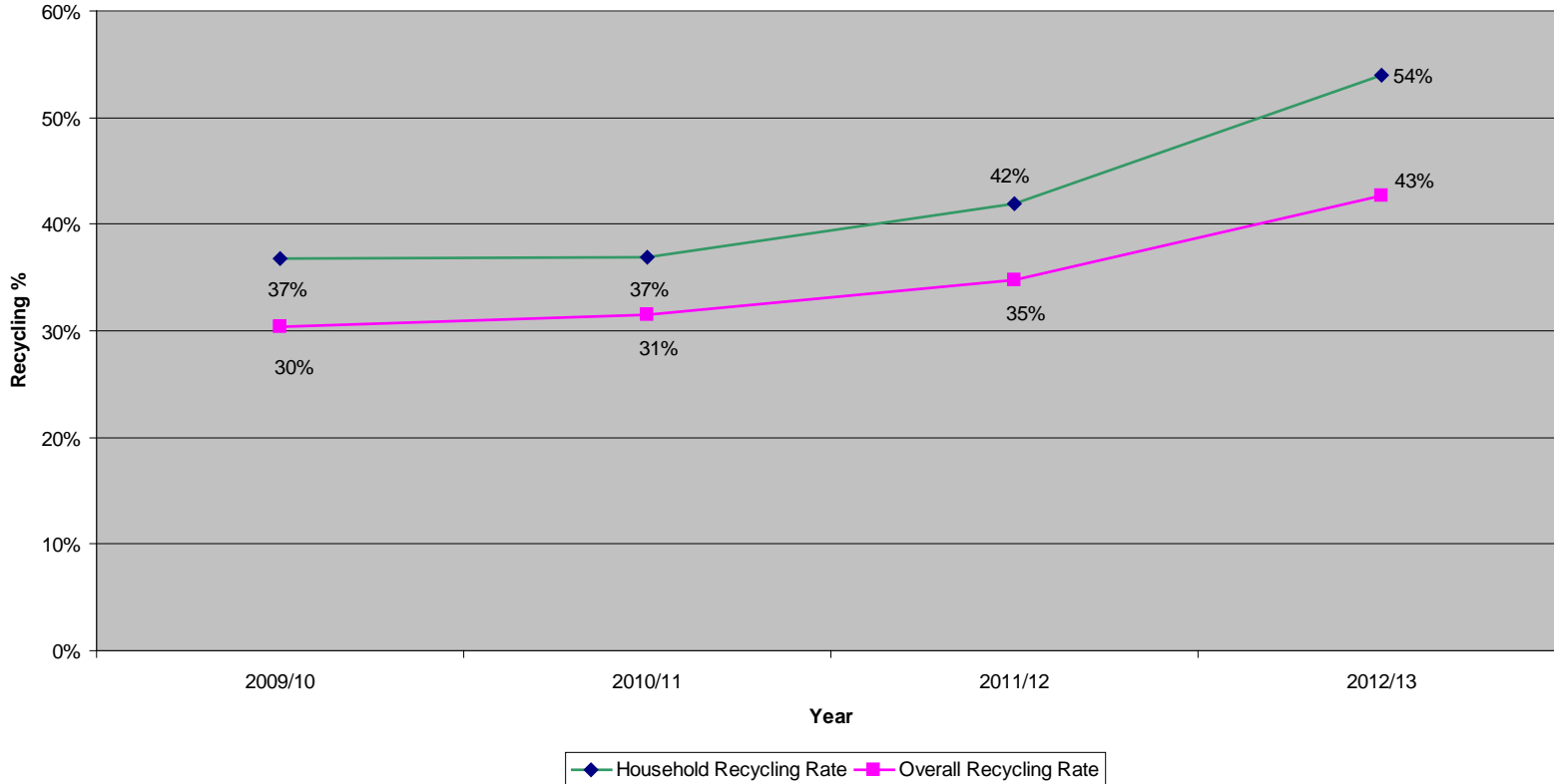
- £685,000 funding awarded from ZWS in January 2012
- 10 new jobs
- Roll out to over 28,000 households, almost a quarter are flatted
- Offer flatted properties additional option of 140ltr 2 wheeled bin or 500ltr 4 wheeled bin
- High public acceptance
- 1,571 tonnes of food waste diverted
- Averaging 27t per week
- 80% participation (Lowland Market Research)
- Visits from 13 Councils
- Adds around 5% to our recycling performance

Achievements

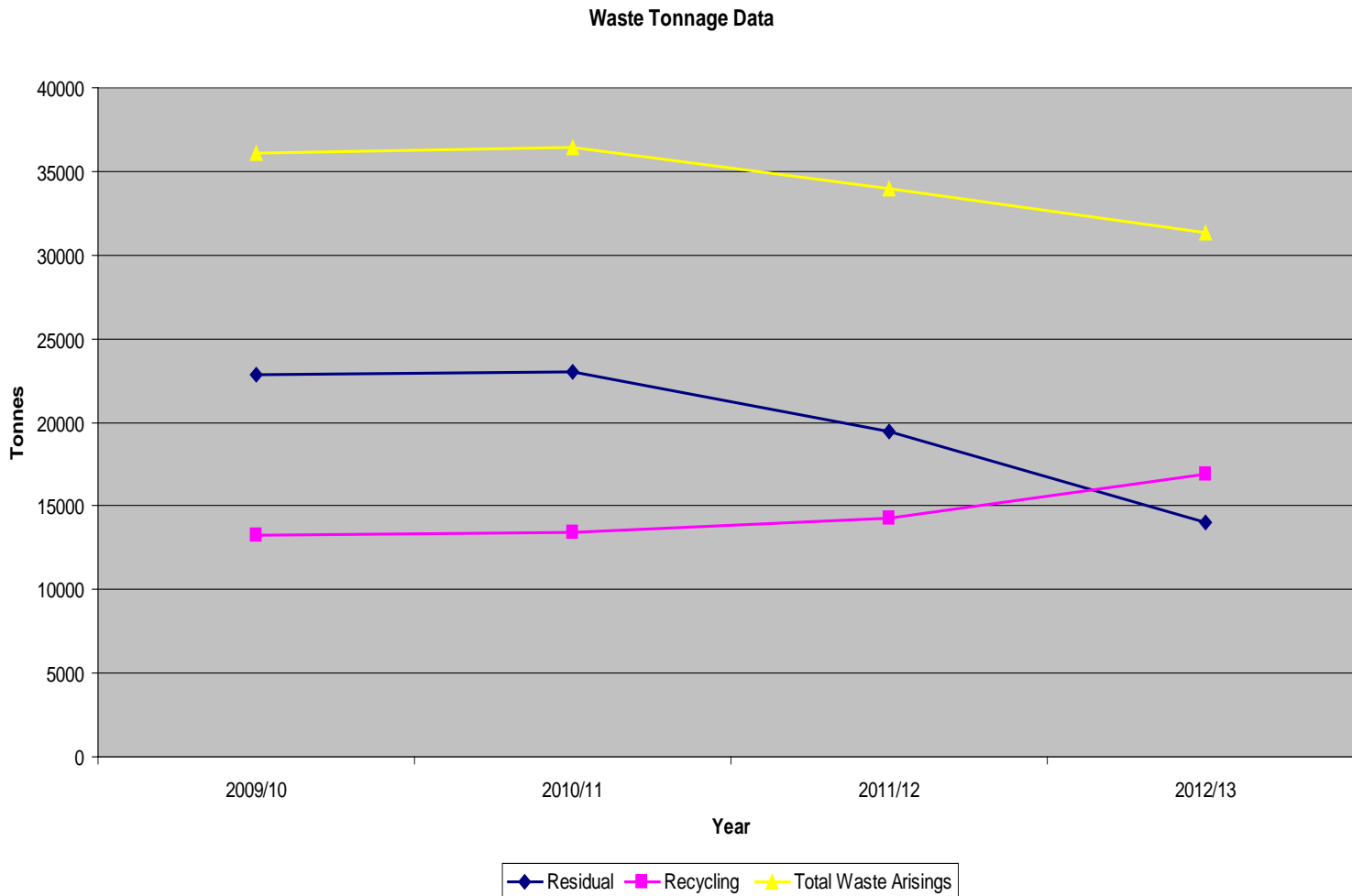
- Reduction in waste to landfill
- Increased recycling performance
- Savings from introduction of new contracts
- On track to achieve the 2013 recycling targets

Increased recycling performance

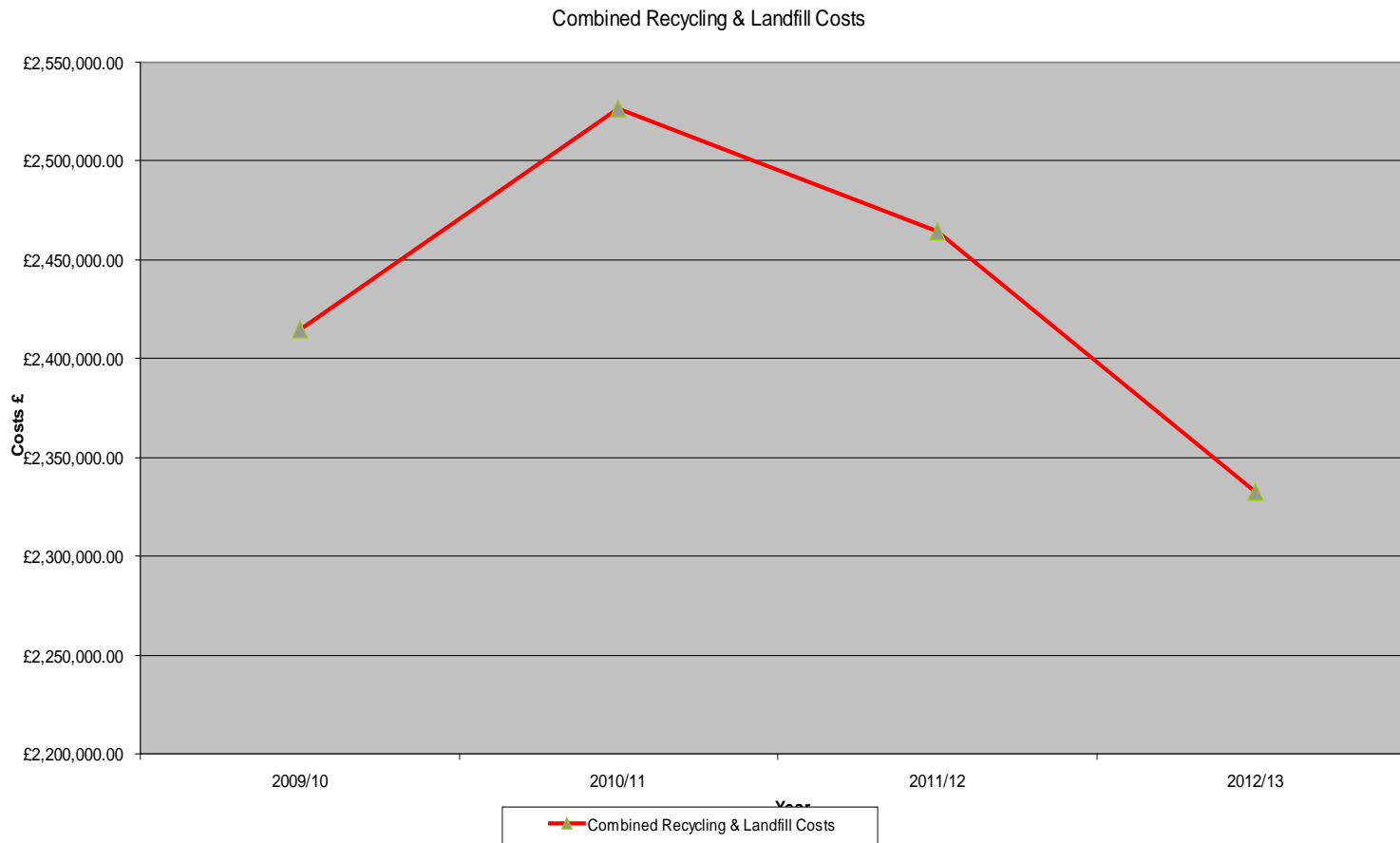
Inverclyde Household Recycling Rate



Reduction in waste arisings



Savings from introduction of new contracts

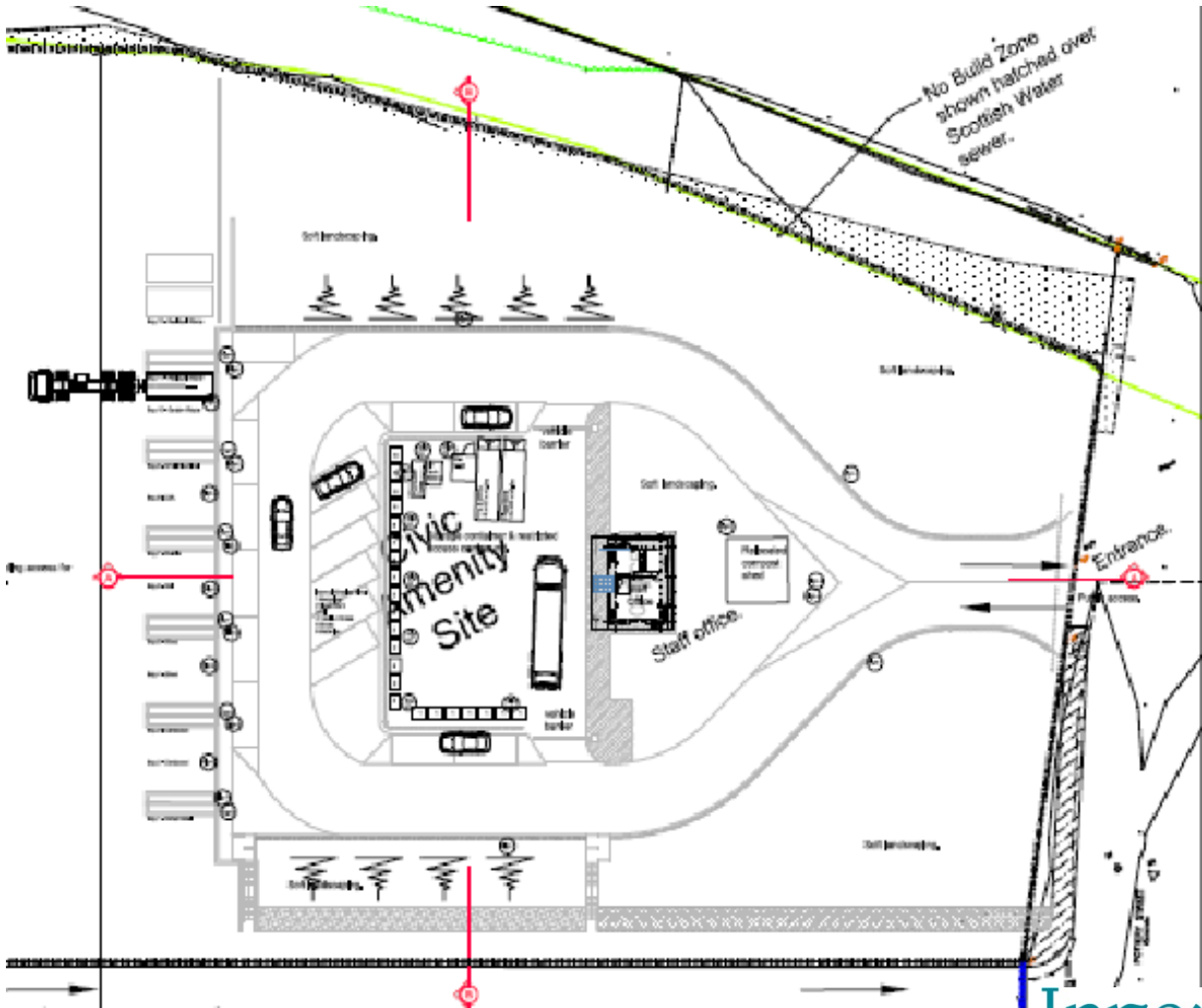


Future Goals

- Continue to engage with our communities
- Continue to foster positive partnership working
- Work with Local Business customers to ensure compliance with the 2012 Waste (Scotland) regulations
- Increase glass recycling facilities
- Continue to promote recycling through local campaigns
- Continue to participate in national campaigns
- Pursue further funding opportunities
- Benchmarking and KPIs

Investment in our sites

Pottery Street Greenock



Inverclyde... An Ambitious, Confident Council.



Any questions?