

**APSE Seminar 21 January 2021**

**IMPROVING RECYCLING IN  
RENFREWSHIRE**

**SERVICE CHANGE**

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**IMPROVING RECYCLING**

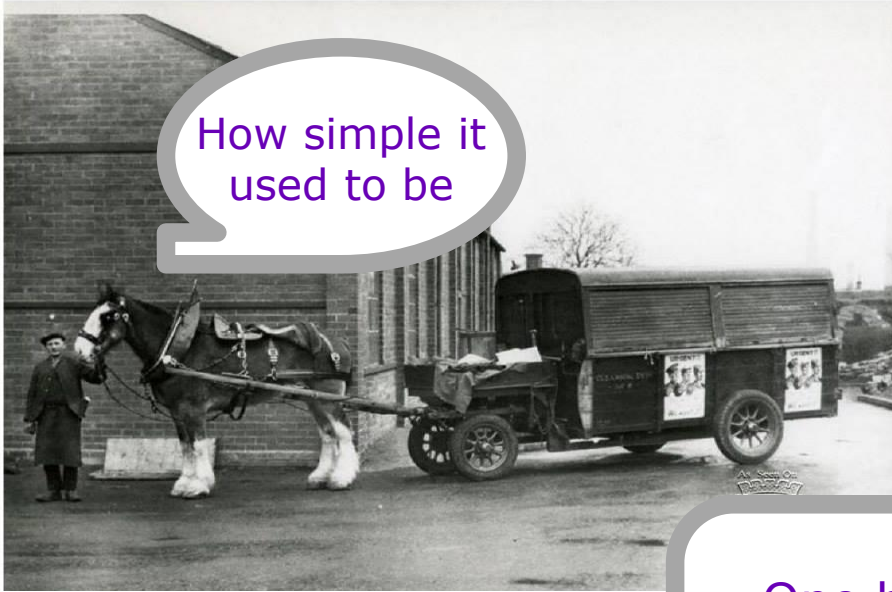
# Policy & Legislative Drivers



- Scotland's Zero Waste Plan
- Circular Economy (and now a green recovery)
- **60% of household waste to be recycled by 2020, 70% by 2025 –**
- In **2021**, untreated biodegradable municipal waste was banned from landfill (This has now been derogated until 2025).
- Working towards compliance with the Household Recycling Charter

# Refuse Collection Previously

How simple it used to be



- One bin
- One waste stream
- Monday-Friday collections



# Renfrewshire Council

**Number of households = 90,000**

Different property types

- 67% Standard
- 30% Non-standard - tenements/high flats/maisonettes
- 1.5% Difficult to service
- 1.5% sacks

Shift Pattern

- 4 on 4 off

# Improving Recycling in Renfrewshire

## Project Management and Team Approach

- Waste analysis of all bins.
- Detailed business case completed and subsequent economists report on state of the markets going forward.
- Project Management Framework set up with a board-
  - Governance
  - Support
  - Authorising key decisions or variations to plans
  - Ensuring progress
  - Tracking spend
  - Political messaging
  - Maintaining risk register
  - Maintaining the issues log

# Improving Recycling in Renfrewshire

## Project Management and Team Approach

- Waste Strategy
- Procurement
- Communications & Marketing
- Customer Contact Centre
- Routing and Data Management
- Operations

# Improving Recycling in Renfrewshire

## Objectives of Service Change

To engage with every householder and customer in Renfrewshire to raise awareness, stimulate behavioural change and to facilitate:

- A reduction in the amount of residual waste produced in households
- An increase the amount of waste that is recycled
- Further segregation of recycling material to improve the quality and quantity of recyclate
- Generate savings in disposal/processing





# Preferred Option Recycling and Waste Service

<p><i>Material Stream</i></p>	 <p><i>Garden and Food Waste</i></p>	 <p><i>Non-recyclable waste</i></p>	 <p><i>Paper and Cardboard</i></p>	 <p><i>Plastics, Metals &amp; Glass</i></p>
<p><i>Container</i></p>	<p><b>No Change</b></p>  <p><i>Brown 240l Wheeled Bin</i></p>	 <p><i>Grey 240l Wheeled Bin</i></p>	 <p><i>Blue 240l Wheeled Bin</i></p>	<p><b>New</b></p>  <p><i>Green 240l Wheeled Bin</i></p>
<p><i>Collection Frequency</i></p>	<p><i>2 weekly</i></p>	<p><i>3 weekly</i></p>	<p><i>4 weekly</i></p> <p><i>Alternate Fortnights</i></p>	





# Improving Recycling in Renfrewshire

## Non-standard Properties

**Our simple but amazing app for surveying non standard properties was deployed.**

- Tenements \*
- Maisonettes and high flats \*
- Sack uplifts \*
- Commercial premises
- Schools

\*no change to general waste collection

Tailored operational solutions were applied to allow these properties access to the new service.

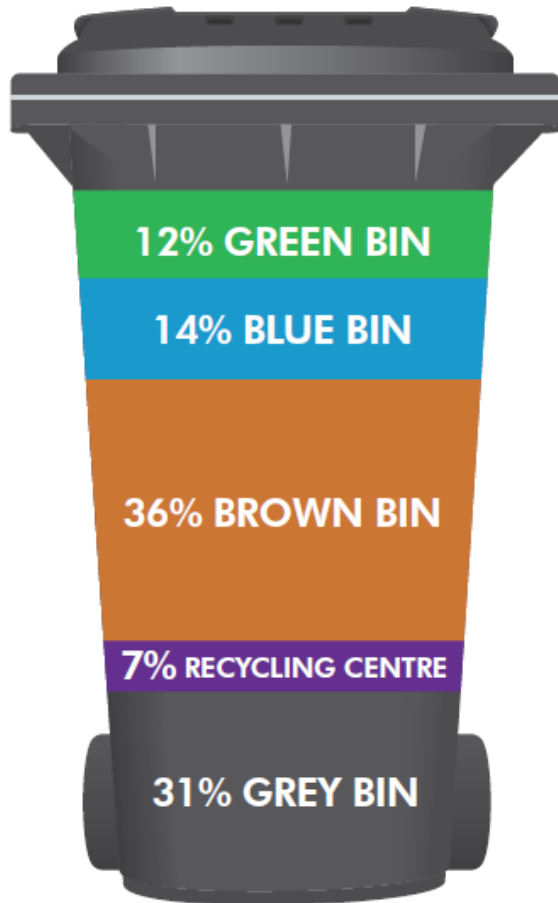


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# Improving Recycling in Renfrewshire

## The Challenge- Waste Composition, Grey Bin



- 7% Glass
- 3% Can and Tins
- 2% Plastics
- 14% Paper and Card
- 30% Food
- 6% Garden Waste
- 1% Electrical Appliances
- 5% Textiles and Footwear
- 1% Wood

69% could have been recycled



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# Improving Recycling in Renfrewshire

## Education and Awareness Campaign

Aim: To encourage our citizens and customers to participate in our recycling and reuse services to ensure that they are fully utilised.

- **Elected Member Training**
- **Training of Refuse Collectors**
  - Familiarisation of routes prior to implementation
  - First point of contact for residents – able to assist residents
- **Dedicated Team of Waste Advisers**
  - Provide support and advice to residents
  - Provide practical solutions to facilitate service changes
  - Hold roadshow awareness raising events
- **Contact Centre Training**
  - Equipped to advise the public at first contact
- **Contamination Policies**
  - Communicate issues clearly with residents



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# Improving Recycling in Renfrewshire

## Communications campaign



- To engage with every householder and customer in Renfrewshire to raise awareness, stimulate behavioural change and to facilitate:
- Teaser leaflet
- Information pack
- Bespoke calendars
- Roadshows
- Waste advisors
- Call centre staff training
- Local Area Committees
- Community Councils

# Improving Recycling in Renfrewshire

## Embracing New Technology

- Website updates
  - Next four collection
  - Email reminders
  - Smartphone calendar
  - Extensive FAQs
- Social media
  - Answering enquiries
  - Interacting with residents
  - Recycling tips and support
- First live Facebook Q&A sessions
- Community Facebook groups
- Press and radio ads
- Digitally generated calendars using routing data enhanced by information gathered using out app.



# Improving Recycling in Renfrewshire

## Challenges

- Market crash for recycled waste
- Finding solutions for non-standard properties
- Ensuring a just-in-time approach for deliveries of bins, guides, calendars and uplifts
- Complexity of new cycles combined with a four-on, four-off shift pattern with 112 variations of calendars
- Unfamiliarity of routes for collection staff and supervisors – 12 week collection cycle
- Dealing with high volumes of call centre enquiries (14,419 in the first two months)
- Negative comments and myths online

# Lessons Learned

- Technology
  - Introduction of in cab devices to support collection crews with embracing new routes
  - Prompting of up to date special instructions digitally to crew
- Verification of gazetteer data
- Impact of the transition period on collections for our householders
  - Additional uplifts to ensure gaps between collections were not unreasonable
- Project start date – proximity to the festive period
- Level of support staff to respond to enquiries





# Improving Recycling in Renfrewshire

## Achievements

- The service change re-routed collections across more than 90,000 households in Renfrewshire and 1200 commercial waste customers.
- Residents and businesses have embraced the culture change which has produced:
  - ↑ A rise in our current recycling rate to 53% from 49.2%, an increase of 3.8%
  - ↓ A 9.6 % reduction in residual waste collected from households – more than 3000 tonnes diverted from landfill
  - ↑ A 36.6% increase in food and garden waste presented from households
- Higher quality recycling being produced by householders resulting in:
  - Lower disposal costs
  - On course to deliver financial savings of £600,000 which can be reinvested into our key public services





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**We nailed it!**



**Any questions?**



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