



# Maintaining Quality in Kerbside Collections

Andy Dick

Scottish Local Authority Programme Manager

Jenny Fraser

Recycling Industry Engagement Manager



# Quality – what does it mean?

The screenshot shows the Wikipedia article for "Quality". The page title is "Quality" and it is described as "From Wikipedia, the free encyclopedia". The article content is organized into sections: "Quality may refer to:", "Concepts", "Music", and "Businesses".

**Quality**  
From Wikipedia, the free encyclopedia

Quality may refer to:

**Concepts**

- Quality assurance, methodology of assuring conformance to specifications
- Quality (business), the *non-inferiority or superiority* of something
- Quality (philosophy), an attribute or a property
- Quality (physics), in response theory
- Quality factor or Q factor characterizes a resonator's bandwidth relative to its center frequency.
- Vapor quality (thermodynamics), the ratio of mass of vapor to that of vapor and liquid
- Energy quality, used in various science disciplines
- Logical quality

**Music**

- Quality, referring primarily to the *timbre*, but also:
  - dynamics (music), every aspect of the execution of a given piece
  - musical texture, the way the melodic, rhythmic, and harmonic materials are combined in a composition
- *Quality* (album), by rapper Talib Kweli

**Businesses**

- Quality Comics, an American comic book publisher between 1939 and 1956
- Quality Communications, a comic book publisher started in 1982
- Quality Records, a Canadian entertainment company

The page also includes a sidebar with navigation links (Main page, Contents, Featured content, etc.), a search bar, and a table of contents for the article.



# Quality – what does it mean?

- Kerbside Good Practice Guide

The 'quality' of kerbside recycling collections refers to the adoption of services that ensure that materials collected for recycling are managed in the most effective way. Recycling collection services and subsequent materials management routes should be designed to maximise the capture of high-quality materials and to apply the waste hierarchy by prioritising high levels of closed-loop recycling.



# How do Councils maintain quality?

- Collections
  - Reliable and regular
  - Trustworthy
- Handling, treatment, recycling and disposal
  - Conform to regulation and use appropriate contractors
  - Maintain integrity of materials
  - Collect accurate data
- Communication with customers underpins this

# Kerbside Good Practice Guide

- Published in October 2012
- Topics covered
  - Reviewing services and appraising future options
  - Service design options and considerations
  - Implementing service changes
  - Monitoring services for improvement

Report



## Local Authority Kerbside Good Practice Guide



**Good Practice Guidance for Scottish Local Authorities: Kerbside Waste & Recycling Collections**

Picture: Fife Council food waste kitchen caddies being prepared for delivery

September 2012



# Quality collections

- Designing efficient rounds to maximise your vehicle assets
  - Build a baseline
  - Regular testing against this baseline
  - Consider working patterns alongside
- Maintain appropriate training for staff
  - Vocational
  - H&S
  - Staff interact with customers more often than you do!



# Quality stewardship of materials

- Stewardship of materials begins at the point of collection
  - It doesn't stop there though!
- Keep materials separate
  - Legal obligation
  - Avoids loss of value
- Where sorting is required – build in quality standards to be achieved
- Ask questions – where do materials go?
- Audit and monitor contractors





# So, can I co-mingle?

- Yes – where you maintain stewardship of materials

## THE TEST

- the quantity and quality of waste collected for recycling is not significantly less than that which would result from a fully segregated separate collection.
- the waste is not mixed with other waste that cannot be recycled.
- the waste can meet any relevant quality standard.
- the waste is managed in a manner that promotes high quality recycling.
  
- Glass has most difficulty in passing this test

### Glass

#### HIGH QUALITY

##### Prevent

Containers can be specified as returnable or re-usable, lightweight packaging

##### Reuse

Re-usable packaging systems avoid glass waste and bring high environmental benefits

##### Closed loop recycling

Re-melt into new packaging or flat glass is the preferable recycling option with greater and ongoing environmental benefits over open-loop

#### ACCEPTABLE

Open loop recycling (high value)

Less environmental benefits than closed loop as glass production is energy intensive. High value open loop (e.g. fibre glass) is compliant where similar carbon emission savings are achieved

#### AVOID

Open loop recycling (low value)

Glass being used as an aggregate substitute has negligible carbon benefits and removes glass from the resource cycle

#### Landfill:

Not suitable for separately collected glass - will be banned from 2014



# Glass collections – latest developments

- Kerbside collection
  - Colour separated kerbside sort
  - Colour-mixed
  - Added to dry co-mingle
    - Angus, NAC, Renfrewshire, SAC
    - ~40% of glass is lost from remelt
- Recycling Points
  - Colour separated
  - Colour mixed
- Sorting technology exists out with Scotland



# Progress on 50% target

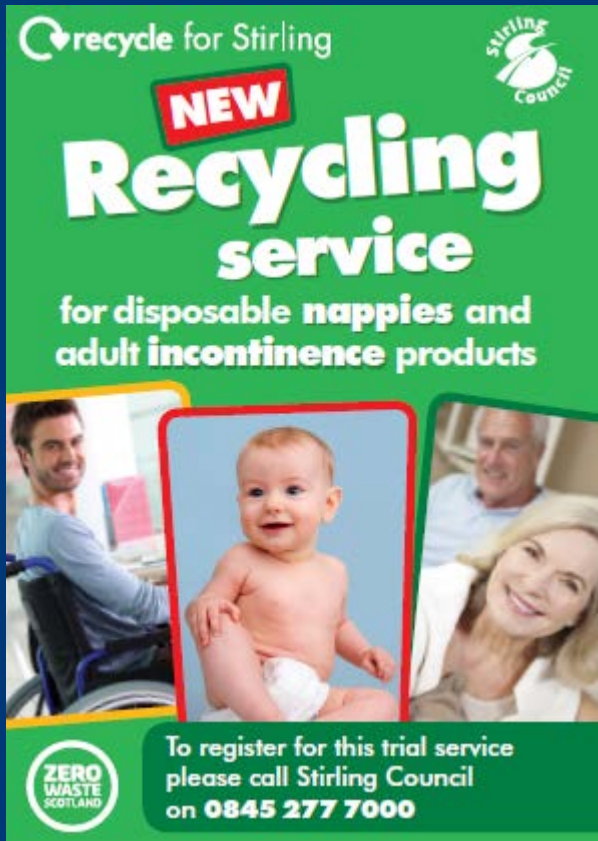
- Household recycling rate = 40.1% for 2011
- Projecting moderate increase for 2012 (41-42%)
  - 7-8% increase in 1 year would be significant progress
- Food waste services being rolled out
  - 900,000 household now have service (40% of population)
  - Further 400,000 in pipeline (59% of population)
  - Target of 80% coverage by 2015
- New glass collections
  - Dumfries & Galloway – kerbside
  - West Lothian, Highland – recycling points



# What does 2013 hold?

- Preparing for regulations
  - Large (>50kg) food waste producers to have service by Jan 14
  - Dry recycling to households
- 50% - increased performance of schemes
  - Communications
  - Enforcement?
- Greater focus on quality
  - Q100 in Wastedataflow
  - Quality Action Plan
  - Waste Hierarchy Guidance
- Expansion of service to 'difficult' households

## And beyond....



recycle for Stirling

**NEW**

# Recycling service

for disposable nappies and adult incontinence products

Stirling Council

To register for this trial service please call Stirling Council on **0845 277 7000**

ZERO WASTE SCOTLAND

The advertisement features three photographs: a man in a wheelchair, a baby in a nappy, and a woman smiling.

- Absorbent Hygiene Products
- Extended frequency collections
- Data – is 50% target the best measure?
- Varying contract arrangements
  - Keeping value within the Council
- Greater enforcement powers



# Funding to support you

- Commercial recycling
- Household food waste
- Glass recycling
- Tenements
  - Inventory studies
  - Infrastructure improvements
- Waste composition analysis

# The Meaning Of Communication

*Communication is the activity of conveying information. Communication has been derived from the Latin word "communis", meaning to share. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the message of the sender."*

*Remember to share!*



“You can have the best recycling service in the world but unless your householders know and understand how to use it, it won’t be successful”

Jenny Fraser





## Communication is essential

- An opportunity to promote a service
- Explain a change to a system
- Change people's perception and attitude
- Reminder to keep using facilities
- Thank residents for taking part
- Increase the quality of collected materials
- Reduce contamination

**Ultimately increase your recycling rate**



# How ZWS can help you!

- Project management support
- Template materials
- Best practice, guidance and training
  - Improving recycling through effective communication
  - Print and design guidance
  - Low participation area guidance
  - Alternative communication guidance
  - Doorstepping guidance
  - Social media guidance
  - Contamination



# Coming soon

- Calendar best practice and advice
- Barriers to recycling research and messages
- Hard to engage audience research and best practice
  - Those with English as a second language
  - Those with learning disabilities
- High density communications research and best practice
  - Tenement
  - Communal
  - High rise

The logo for "recycle for Scotland", which consists of a white circular arrow icon with a recycling symbol inside, followed by the text "recycle for Scotland" in a white, sans-serif font, all set against a green rectangular background.

## recycle for Scotland

- Scotland's national recycling brand
- 32 Local Authorities engaging with the brand
- Over 160 retailers and brands using via on pack labelling
- 75,000 product lines
- 90% of the grocery market

 recycle for East Ayrshire

**Your**

# mixed plastics and food waste recycling service

**Coming  
soon**



[www.east-ayrshire.gov.uk](http://www.east-ayrshire.gov.uk)



East Ayrshire  
COUNCIL



# Support

Online

[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

Email

[partnerbranding@zerowastescotland.org.uk](mailto:partnerbranding@zerowastescotland.org.uk)

Freephone

0808 100 2040

# *Positive proof of global warming.*



**18th  
Century**

**1900**

**1950**

**1970**

**1980**

**1990**

**2006**

