

Refuse collection – East Riding of Yorkshire



EAST RIDING
OF YORKSHIRE COUNCIL

East Riding of Yorkshire Council
County Hall Beverley
East Riding of Yorkshire HU17 9BA
Telephone 01482 887700 • www.eastriding.gov.uk

Presentation Content

- Introduction and overview of the current waste collection system in the East Riding
- Waste collection transformation - steps to achieving high recycling rates
- Successful consultation processes
- Communicating with our residents
- What does good people management look like?
- Questions



Overview of Current Waste Collection Operations in the East Riding

- The East Riding of Yorkshire Council covers an operational area of 933 square miles and operates an In-House Waste Collection Service
- The Environmental Operations Team operates from 5 divisional depots
- Waste and Recycling Collections are achieved on a daily basis using 57 collection vehicles
- There are 220 members of the collection team
- There are approximately 150,000 properties with a population of 333,000
- There are three disposal points which are located at Carnaby, Hull and Goole

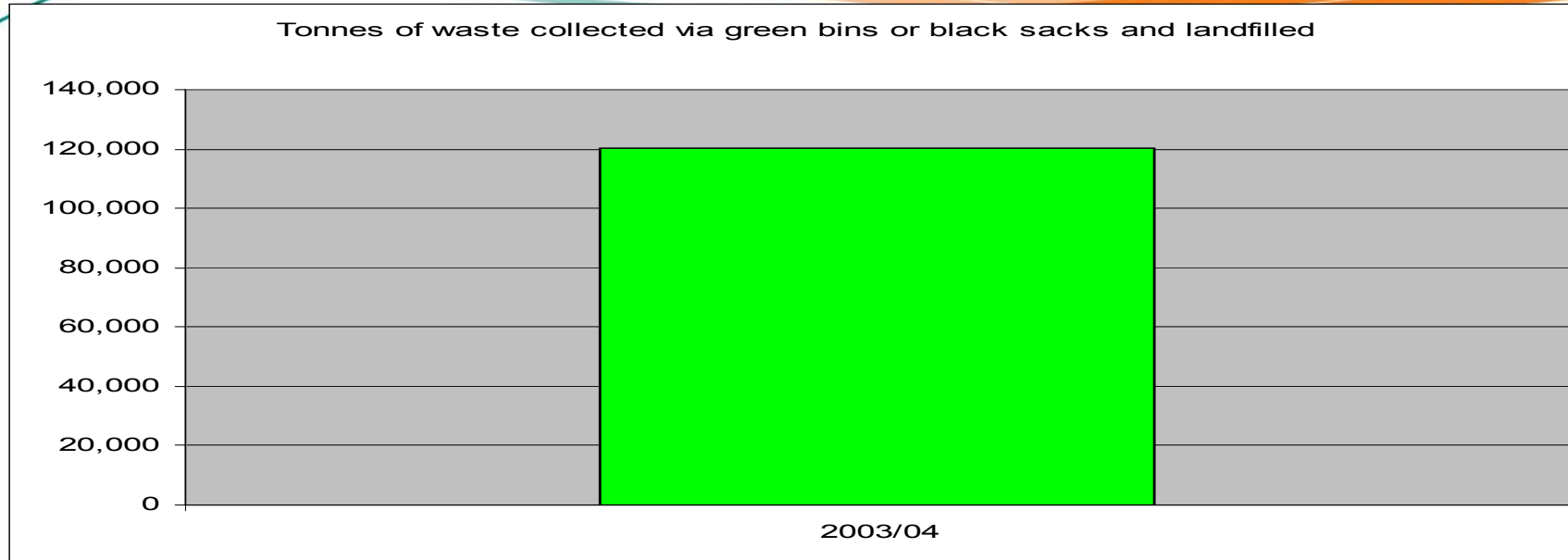


Waste Collection in the East Riding

- Operate a three Wheeled Bin Scheme (Green, Brown, Blue)
- Fortnightly Residual/DMR collection (35 Collection Vehicles)
- Fortnightly Kitchen and Green Waste Collection (15 Collection Vehicles)
- Commercial Waste Collection Service to over 3000 customers (7 Collection Vehicles)
- Currently operate with 10 spare RCV's
- Operate Bulky and Clinical Waste Collections
- Total of 12 million bin collections a year
- Collection budget circa £9m. Disposal budget circa £12m



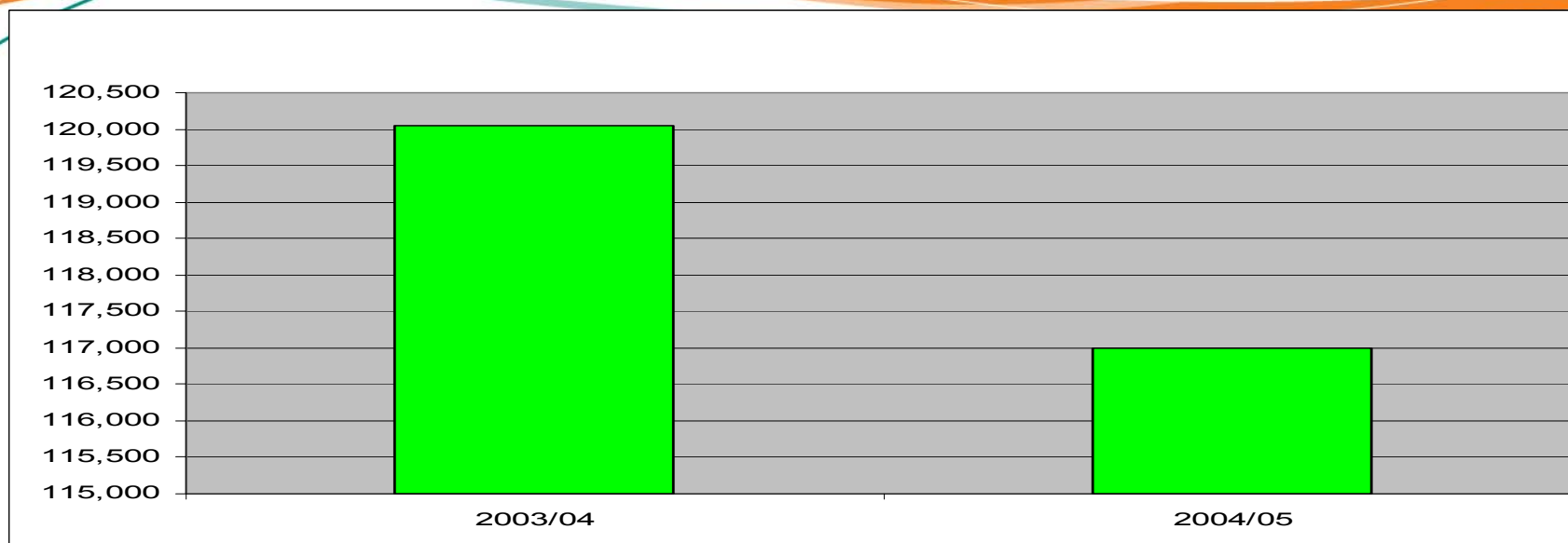
Waste Collection Transformation to Date



The average weekly weight of the green bins was 16.8 kilograms between 2003/4. There were no kerbside recycling services available to residents in the East Riding at this time



Waste Collection Transformation to Date



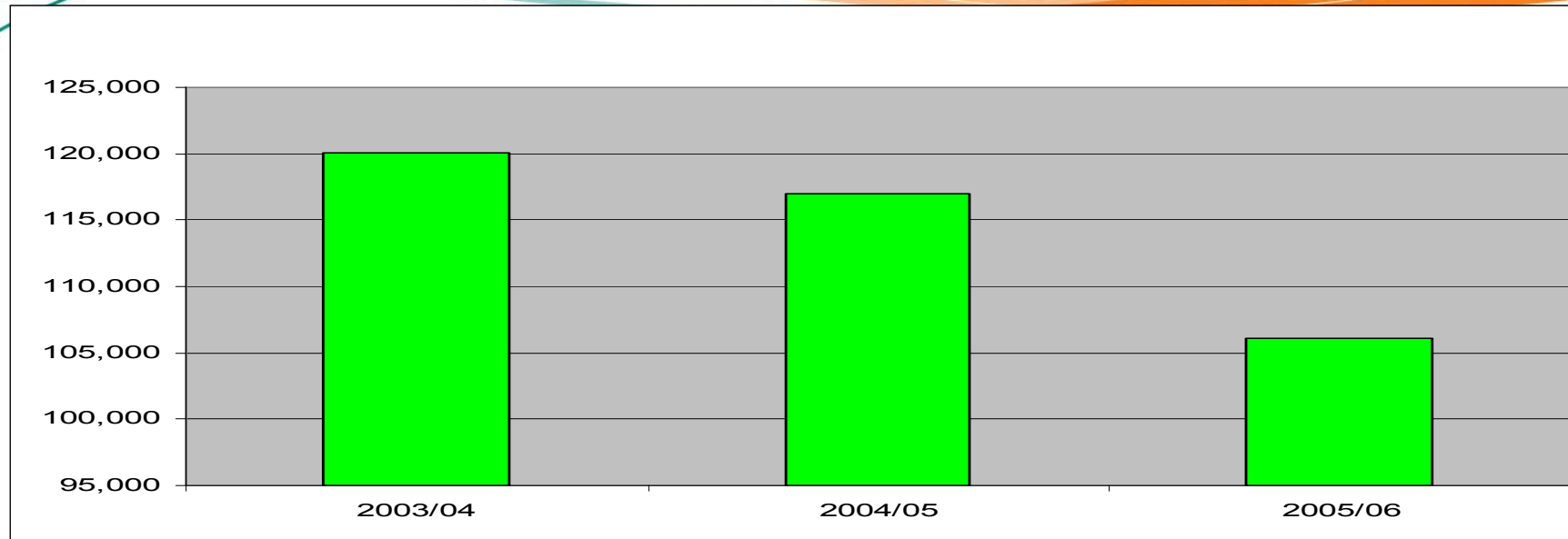
In 2004/5 the council began to rollout kerbside paper collections after successful trials.



The average weekly weight of the green bins reduced to 15.8 kilograms



Waste Collection Transformation to Date



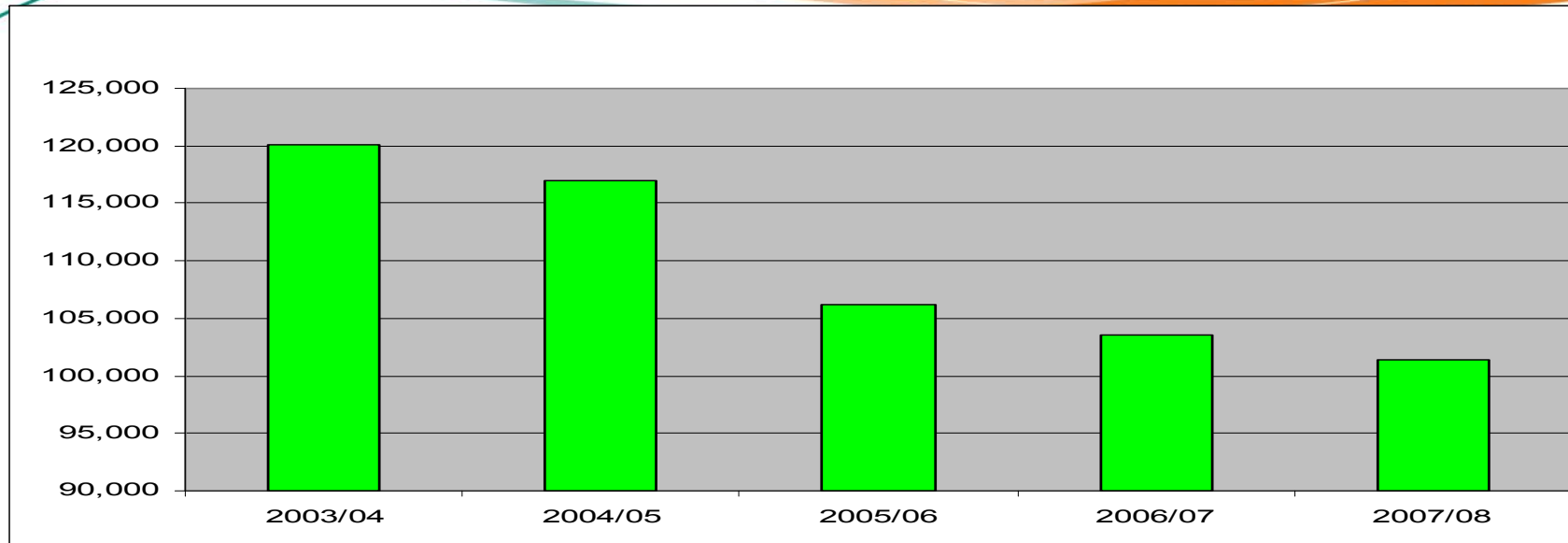
In 2005/6 following further trials additional materials could be collected in the blue bin including, cans and plastic bottles



The average weekly weight of the green bins reduced to 14.3 kilograms



Waste Collection Transformation to Date



By 2008 13,000 tonnes of cans, plastics bottles and paper were collected via the blue bins annually



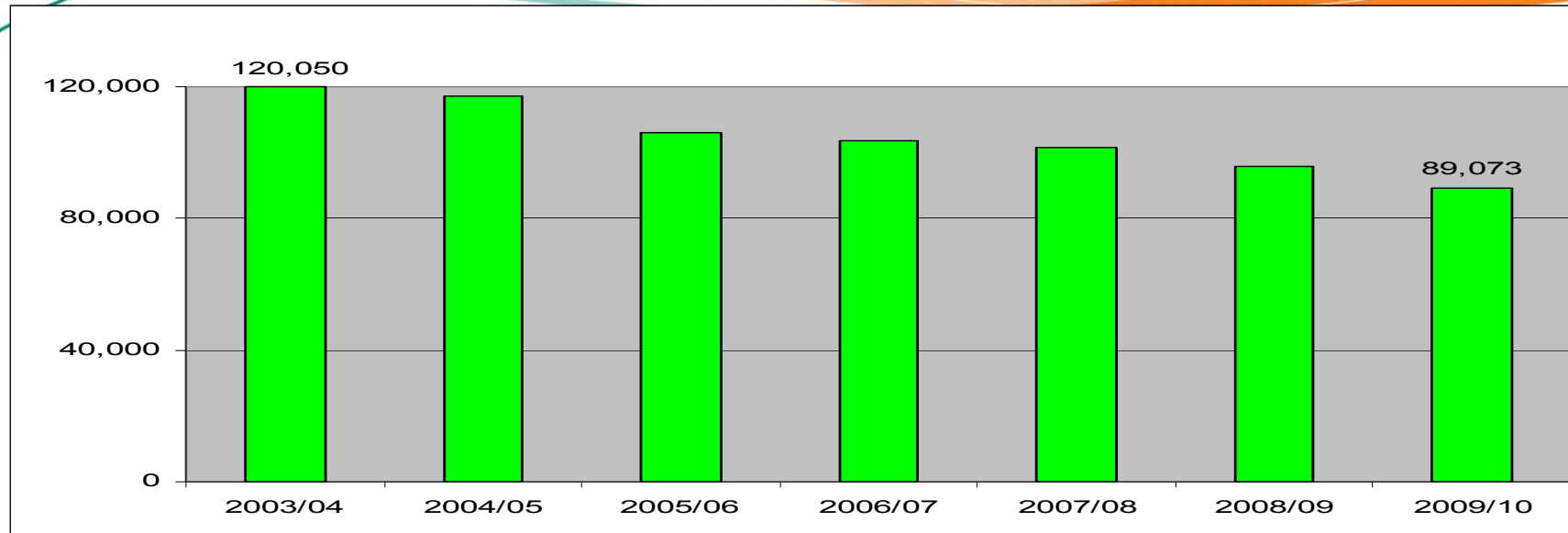
Early 2008 the council introduced a trial garden waste collection service to 5,000 households



The average weekly weight of the green bins had reduced to 13.4 kilograms



Waste Collection Transformation to Date



Blue bin tonnages continued to increase to over 14,000 tonnes per annum



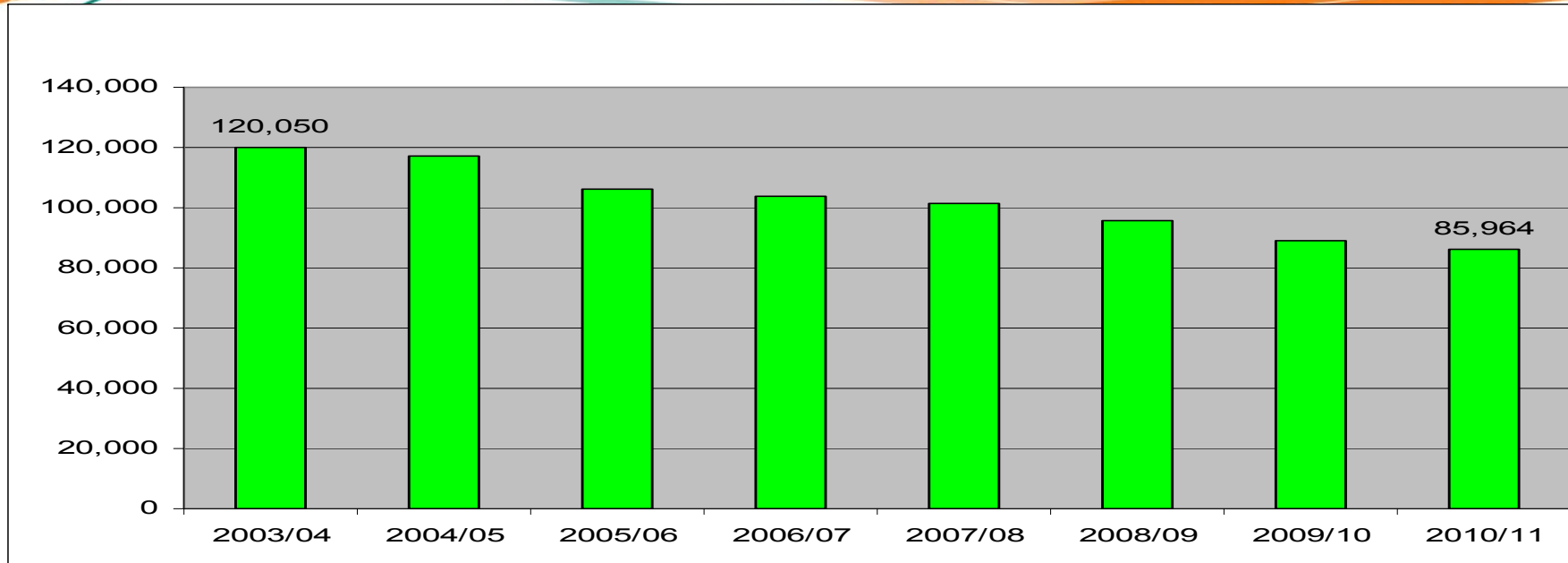
Early 2009 the council adopted the garden waste collection trial and the scheme was rolled out. Trials of food waste and cardboard began.



The average weekly weight of the green bins had reduced by this time to 11.6 kilograms



Waste Collection Transformation to Date



Discussion began to take place to introduce glass and additional plastics as well as offering a larger blue bin to residents



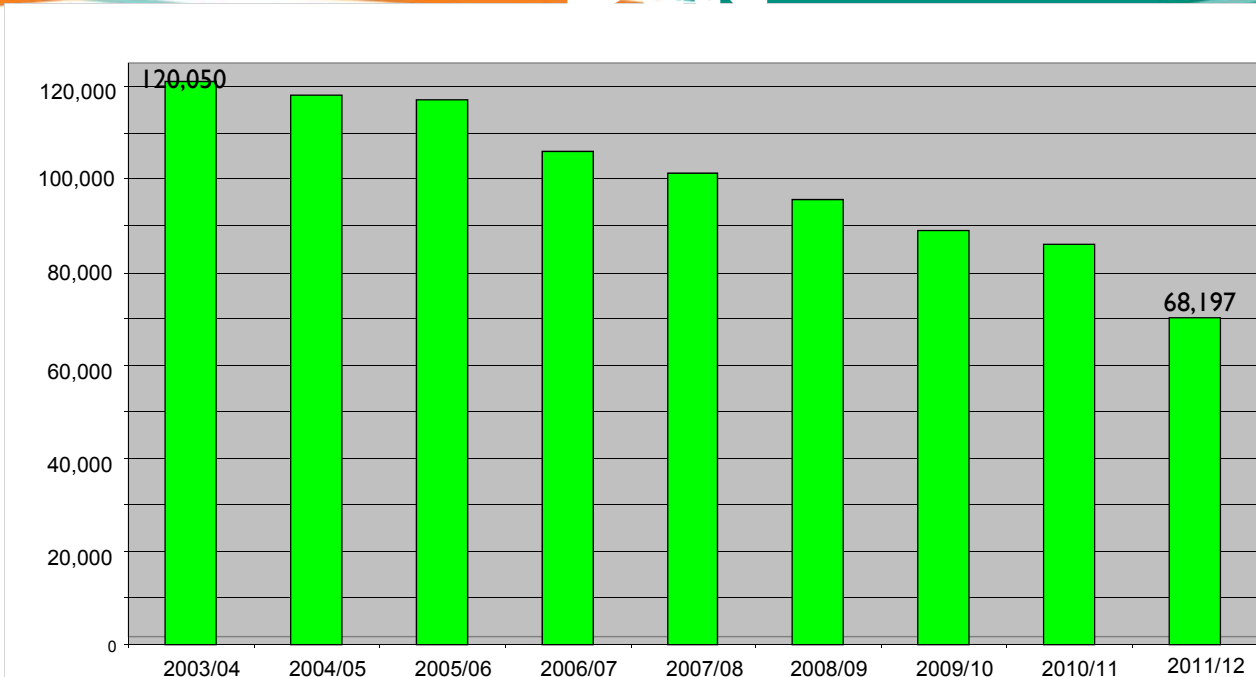
In March 2011 the council adopted the food waste and cardboard collection trial. The service has since been rolled out to all households in the East Riding



The average weekly weight of the green bins reduced to 10.2 kilograms



Waste Collection Transformation to Date



The blue bin exchange programme was introduced from July 2011 so residents could recycle glass, TetraPak and additional plastics



The full impact of the food waste and cardboard collection was realised. Tonnages increased by 27% on the previous year.



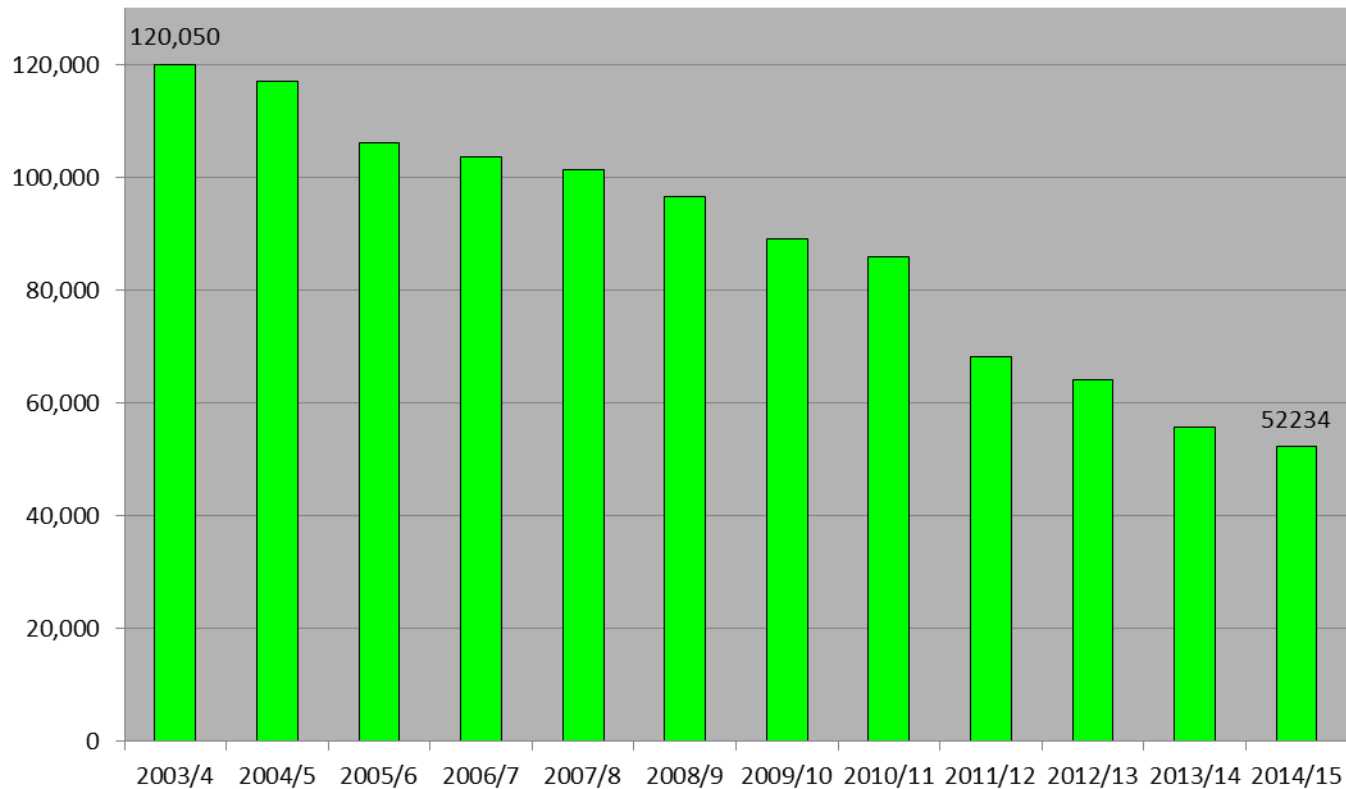
The average weekly weight in the green bins reduced to 8.7 kilograms



Fortnightly collection trials

- Following the introduction of food waste collection in brown bins, and additional materials in blue bins, increasing numbers of residents contacted us asking us to change bin collection frequencies.
- The feedback was blue bins needed to be collected more frequently, whilst green bins had very little in them and could be collected less regularly.
- As a result a trial of fortnightly collections was introduced to 6000 properties in April 2012, which was extended to a total of 20,000 households by October
- The amount of waste being recycled at the kerbside increased to well over 60% with 70% being achieved in some areas, compared to 55% in the non trial areas
- Residents on the trial told the council they supported the new collection arrangements
- Fortnightly collections rolled out and completed by June 2014





Dry recyclable materials in the blue bins exceeded 32500 tonnes in 2014/15



44000 tonnes collected in brown bins in 2014/15



Green bin tonnage reduced to 52234 tonnes in 2014/15. Reduction of nearly 16,000 tonnes since 2012/13 due to roll out of AWC. Now collecting an average of 6.7 kg/hh/wk



Successful consultation processes

All changes to collection service were first trialled, and decisions whether to roll out the service were based on trial performance and consultation with residents.

During the fortnightly collection trials to 20,000 households, residents were consulted by:

- Text message survey – sent to all residents subscribed to the text message reminder service
- Online survey
- Doorstepping – over 5,000 doors knocked on
- Total of 1,300 residents fed back – 97% positive

Lessons learnt in the trial and consultation period informed the roll out of the full scheme.



Communicating with our residents

Annual mailshot – leaflet including collection calendar sent in December

Side Panel Advertising – changing and tailoring messages



A recycling leaflet titled "Guide to Recycling Leaflet 2015" showing instructions for using different colored bins. It includes sections for "USE YOUR Brown Bin TO COMPOST", "USE YOUR Blue Bin TO RECYCLE", and "USE YOUR Green Bin FOR WASTE". Each section lists items that can be recycled and "NO THANK YOU" items. There are also sections for "REPLACEMENT CADDY LINERS" and "HOUSEHOLD WASTE RECYCLING SITES (HWRS)".

A circular recycling wheel in Polish titled "Odbiór recyklingowy". It features various colored segments representing different types of waste, such as "Papier i tektura" (Paper and cardboard), "Plastyk" (Plastic), "Metal" (Metal), "Szkło" (Glass), and "Włókna szklane" (Fiberglass). The center of the wheel contains the East Riding logo and contact information.

Text messaging service – around 25,000 signed up, reminder messages include hints and FAQs

Recycling wheel – pictorial and available in different languages. Sent out with annual council tax mailing.

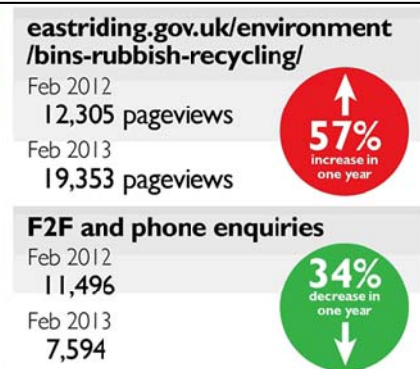


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Communicating with our residents

Social media – Twitter and Facebook used to send out messages and to deal with customer enquiries



Channel shifting – web chat, social media and improved signposting leading to reduced call volumes and increased self service online



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WASTE COLLECTION CALENDAR 2015

DECEMBER 2014							JANUARY 2015							FEBRUARY 2015						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31					29	30	31				

MARCH 2015							APRIL 2015							MAY 2015						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
						1	1	2	3	4	5	6	1	2	3	4	5	6		
2	3	4	5	6	7	8	7	8	9	10	11	12	7	8	9	10	11	12		
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30				27	28	29	30	31		
30	31																			

JUNE 2015							JULY 2015							AUGUST 2015						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30						29	30	31					29	30	31				

SEPTEMBER 2015							OCTOBER 2015							NOVEMBER 2015						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7	8	9	10	11	12	13	7	8	9	10	11	12	13	7	8	9	10	11	12	13
14	15	16	17	18	19	20	14	15	16	17	18	19	20	14	15	16	17	18	19	20
21	22	23	24	25	26	27	21	22	23	24	25	26	27	21	22	23	24	25	26	27
28	29	30					28	29	30	31				28	29	30	31			

DECEMBER 2015						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Brown bin

Blue bin

Green bin

REMEMBER!

Put your bin out for 7am on the day of collection.

NW4C

TEXT MESSAGE REMINDER SERVICE

Residents can sign up to a free text message service which will send reminders the night before blue, brown and green bin collection days. To set up the service costs only the price of the initial text message to us. To subscribe, text the code shown above to 07786 201286. To cancel the service, text the word 'stop' to 07786 201286.



Communicating with our residents

Team of four Waste and Recycling Officers

- Round monitoring and door stepping
- Home visits to residents struggling with residual bin capacity
- Attend events and hold stands
- School and community group presentations
- Run 'Let's waste less' waste minimisation campaigns - targeted around food waste and textiles



LET'S WASTE LESS FOOD
And Save Money

CHRISTMAS BAKE OFF COMPETITION

Saturday, 13 December

Do you feel passionately about reducing food waste and diverting food from landfill?
Are you aged 11 or over?
Are you a keen amateur chef or baker?
Do you have a festive recipe using leftovers or everyday store cupboard ingredients?

THEN THIS IS THE COMPETITION FOR YOU!

THE PRIZE
First place winners will receive a £100 voucher for The Pip and Glass Inn, East Yorkshire's Michelin Star restaurant. Second prize is a ceramic kitchen compost caddy (17 and over) or an insulated lunch bag (11-16 years). All winners, including their prize, will receive a signed James Mackenzie cookery book.

Closing Date: Friday, 14 November

Pick up an entry form from any leisure centre, library or customer service centre, or visit www.eastriding.gov.uk



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People management

- Good performance has been achieved by well trained and motivated staff
- 97% of staff have completed their NVQ Level 2 in Waste Management Operations
- Staff are RoSPA trained Banksmen and Supervisors are Assessors



- Quarterly Group Manager Depot Talks with a pre published agenda and a question and answer session
- Monthly team brief/newsletter distributed to all staff which encourages staff feedback – carrot not stick approach. Used to cascade compliments to staff, and to feedback results e.g. of fortnightly collection roll out



Case study – introducing new technology

- CCTV now fitted to all new vehicles and tracker fitted to all council vehicles
- Introduced as a supportive tool
- Has been successfully used to exonerate crews of blame in two serious incidents
- Used to respond to complaints and defend insurance claims
- Works to protect crews rather than ‘big brother’



Thank You



Any questions?

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