

# East Riding of Yorkshire Council – Achieving High Recycling Results



**Paul Tripp - Environmental Services Group Manager**

**Sarah Atkinson – Service Manager Waste Treatment and Disposal**



**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](http://www.eastriding.gov.uk)

# Overview

- Introduction to the East Riding
- Overview and development of the waste collection service
- Current recycling position
- Communicating with our residents
- Recent initiatives – food waste tagging
- Waste disposal contracts



# The East Riding

## The Authority:

- 930 square miles
- 336,000 residents
- 153,000 households



## Waste Collection and Disposal:

- 5 divisional depots
- 3 disposal sites
- 57 collection vehicles
- 220 members of the collection team
- 10 Household Waste Recycling Sites and a Re-Use Shop





# Services and Teams

- **Our Teams:**

- Waste Contract Management
- Waste and Recycling Officers
- Commercial Waste
- Project Development
- Operational refuse collection

- **We collect:**

- Household waste
- Bulky waste
- Clinical waste
- Commercial waste

- **Household Waste:**

- Fortnightly collections of residual waste, dry mixed recyclables and organic waste
- All collected in wheeled bins or sacks
- 12 million bin collections per year

- **Commercial Waste:**

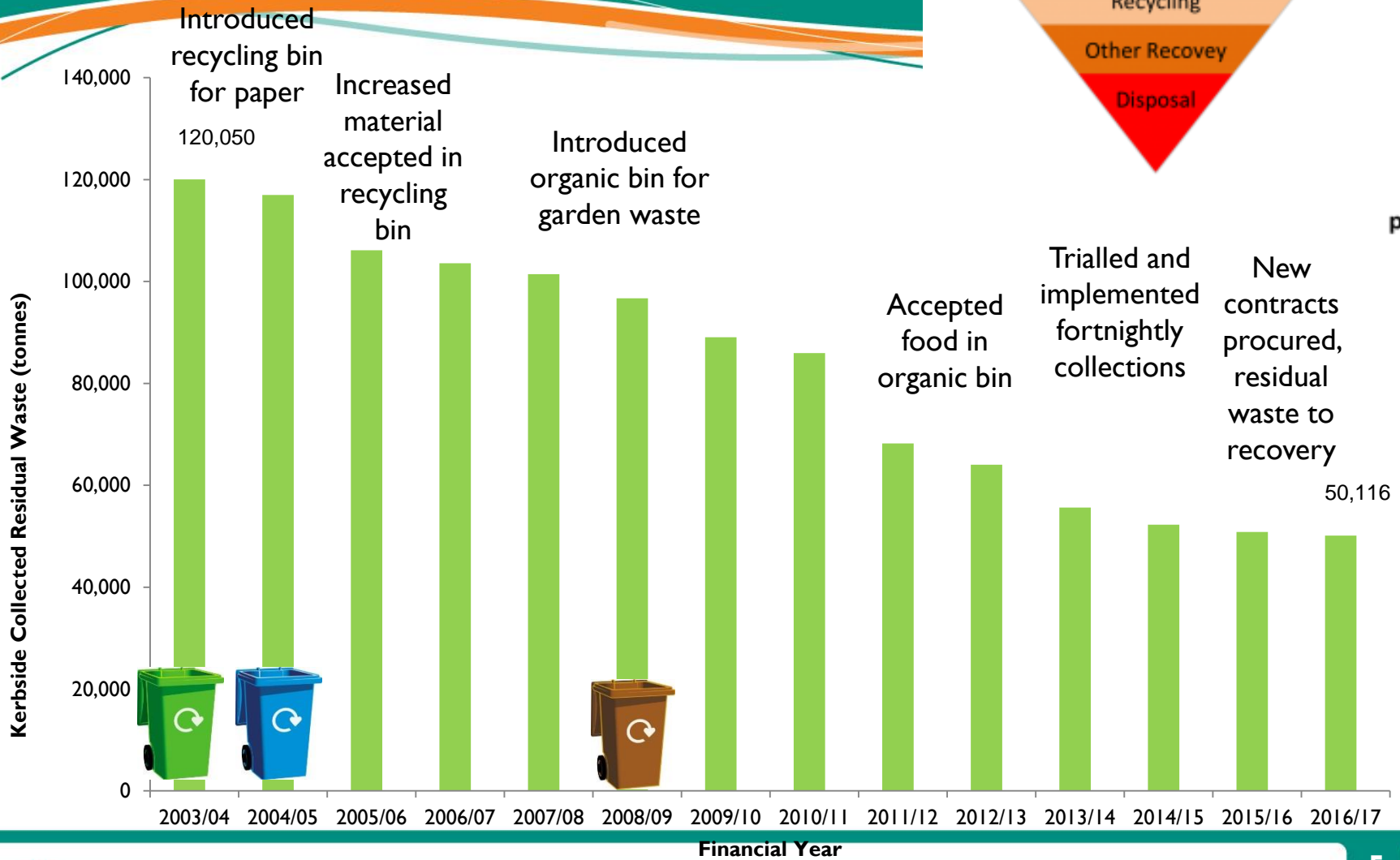
- 3500 customers

- **Resources:**

- A collection budget of circa £8m and disposal budget of circa £13m



# Service Improvement



# Recycling Performance

Then...

## 2003/04 OVERALL PERFORMANCE

The following table contains municipal waste data released by the Office of the Deputy Prime Minister in January 2005 for the period covering the financial year 2003-04.

| Rank | Local Authority                    | Recycling rate (%) |
|------|------------------------------------|--------------------|
| 260  | Leicestershire District Council    | 14                 |
| 261  | East Riding of Yorkshire Council   | 14                 |
| 262  | East Staffordshire Borough Council | 14                 |
| 263  | Cheltenham Borough Council         | 14                 |
| 264  | West Dorset District Council       | 14                 |
| 265  | Alnwick District Council           | 14                 |

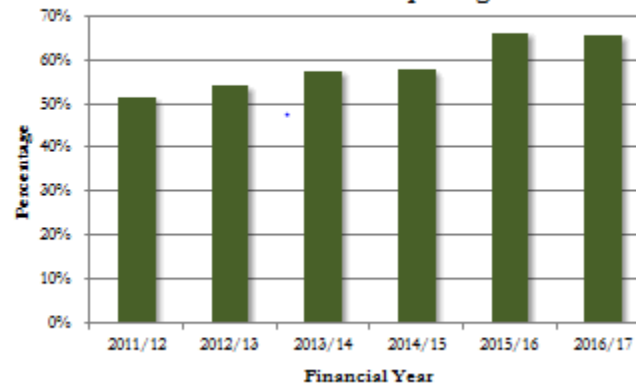
Now...

## 2016/17 OVERALL PERFORMANCE

The following table contains municipal waste data derived from WasteDataFlow for the period covering the financial year 2016/17. The data shows the total household waste recycling, composting and reuse rate for English local authorities from April 2016 to March 2017. Local authorities are listed in overall performance order.

| Rank | Authority                            | waste sent for reuse, recycling or composting (Ex NI192) |
|------|--------------------------------------|--|
| 1    | East Riding of Yorkshire Council     | 65.4%  |
| 2    | Rochford District Council            | 63.9%  |
| 3    | South Oxfordshire District Council   | 63.8%  |
| 4    | West Oxfordshire District Council    | 63.4%  |
| 5    | Vale of White Horse District Council | 62.5%  |

Percentage of household waste sent for reuse, recycling or composting



# Communicating with Residents

**USE YOUR GREEN BIN FOR WASTE**

**ONLY USE YOUR GREEN BIN FOR ANYTHING**

**NO THANK YOU**

- Food waste - place in brown bin
- Anything that can be placed in your blue or brown bin
- Soil and rubble - take to HWRS
- Garden waste - put in brown bin
- Electrical items - take to HWRS
- Batteries - take to HWRS, or many shops selling batteries have collection points
- Light bulbs - take to HWRS
- Carpets and rugs - take to HWRS

**USE YOUR BROWN BIN TO COMPOST**

**FOOD WASTE**  
Place all food waste including sauces and out of date food in a corn starch caddy liner or wrap in newspaper before putting in the brown bin. Please ensure first packaging first.

**GARDEN WASTE**

**NO THANK YOU**

- Cardboard - place in blue bin
- Dog, cat and horse waste - place in green bin
- Soil and rubble - take to HWRS
- Ash - place in green bin
- Polystyrene - place in green bin
- Wood - take to HWRS

**DO YOU NEED A CADDY?**  
If you need a new caddy please visit [www.eastriding.gov.uk/bins](http://www.eastriding.gov.uk/bins)

**FREE CADDY LINERS!**  
Corn starch caddy liners can be collected at any HWRS, library, mobile library, service centre or leisure centre (excluding East Riding Leisure South Holderness). DO NOT USE CARRIER BAGS AS CADDY LINERS.

**LET'S WASTE LESS**  
And Save Money

**HOME RECYCLING GUIDE**

**YOUR REVISED CHRISTMAS COLLECTION DATES AND 2017 COLLECTION CALENDAR**

[www.eastriding.gov.uk/bins](http://www.eastriding.gov.uk/bins)

**USE YOUR BLUE BIN TO RECYCLE**

**FOOD AND DRINK CANS**

- Aluminium and steel cans
- Large empty tins, for example, biscuit tins
- Aerosols (ensure they are empty)
- Aluminium foil
- Foil food trays

**PLASTIC BOTTLES, POTS, TUBS AND TRAYS**

- Yoghurt pots
- Margarine tubs
- Food trays
- Plastic bottles
- Fruit and vegetable punnets

**CARTONS**

- Soup cartons (rinsed)
- Fruit juice cartons
- Milk cartons

**CARDBOARD**

- Cereal boxes
- Packaging
- Corrugated cardboard
- Egg boxes
- Greetings cards

**GLASS BOTTLES AND JARS**

- Including lids

**PAPER**

All paper including wrapping paper, envelopes and junk mail (remove plastic wrapping). Shredded paper can be wrapped in newspaper.

**NO THANK YOU**

- Hard plastic items
- Children's toys
- Pots and tubs - now only HWRS (check and place in green bin)
- Nappies - place in brown bin
- Clothes, shoes - take to charity banks or HWRS
- Polystyrene - place in green bin
- Plastic film - place in green bin
- Bread and food - place in green bin
- Carpets and rugs - take to HWRS

**HOLD WASTE RECYCLING SITES (HWRS)**

Eleven Household Waste Recycling sites in the East Riding of Yorkshire where a wide range of items recycled including electrical items, textiles and excess garden waste. For a full list of items please visit [www.eastriding.gov.uk/bins](http://www.eastriding.gov.uk/bins)

**MORE INFORMATION!**  
Scan with your smartphone to see a full list of items that can go in your bins or visit [www.eastriding.gov.uk/bins](http://www.eastriding.gov.uk/bins) email: [wastewatchers@eastriding.gov.uk](mailto:wastewatchers@eastriding.gov.uk)

**WASTE COLLECTION CALENDAR 2017**

| DECEMBER 2016 |    |    |    |    |    |    | JANUARY 2017 |    |    |    |    |    |    | FEBRUARY 2017 |    |    |    |    |    |    |  |
|---------------|----|----|----|----|----|----|--------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|--|
| 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            |    |    |    |    |    | 1  |               |    |    |    |    |    |    |  |
| 5             | 6  | 7  | 8  | 9  | 10 | 11 | 2            | 3  | 4  | 5  | 6  | 7  | 8  | 6             | 7  | 8  | 9  | 10 | 11 | 12 |  |
| 12            | 13 | 14 | 15 | 16 | 17 | 18 | 9            | 10 | 11 | 12 | 13 | 14 | 15 | 13            | 14 | 15 | 16 | 17 | 18 | 19 |  |
| 19            | 20 | 21 | 22 | 23 | 24 | 25 | 16           | 17 | 18 | 19 | 20 | 21 | 22 | 20            | 21 | 22 | 23 | 24 | 25 | 26 |  |
| 26            | 27 | 28 | 29 | 30 | 31 | 23 | 24           | 25 | 26 | 27 | 28 | 29 | 27 | 28            |    |    |    |    |    |    |  |
|               |    |    |    |    |    |    | 30           | 31 |    |    |    |    |    |               |    |    |    |    |    |    |  |

| MARCH 2017 |    |    |    |    |    |    | APRIL 2017 |    |    |    |    |    |    | MAY 2017 |    |    |    |    |    |    |  |  |
|------------|----|----|----|----|----|----|------------|----|----|----|----|----|----|----------|----|----|----|----|----|----|--|--|
| 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  |    |    |    |    |    | 1        | 2  |    |    |    |    |    |  |  |
| 6          | 7  | 8  | 9  | 10 | 11 | 12 | 3          | 4  | 5  | 6  | 7  | 8  | 9  | 1        | 2  | 3  | 4  | 5  | 6  | 7  |  |  |
| 13         | 14 | 15 | 16 | 17 | 18 | 19 | 10         | 11 | 12 | 13 | 14 | 15 | 16 | 8        | 9  | 10 | 11 | 12 | 13 | 14 |  |  |
| 20         | 21 | 22 | 23 | 24 | 25 | 26 | 17         | 18 | 19 | 20 | 21 | 22 | 23 | 15       | 16 | 17 | 18 | 19 | 20 | 21 |  |  |
| 27         | 28 | 29 | 30 | 31 | 24 | 25 | 26         | 27 | 28 | 29 | 30 | 22 | 23 | 24       | 25 | 26 | 27 | 28 |    |    |  |  |
|            |    |    |    |    |    |    |            |    |    |    |    |    | 29 | 30       | 31 |    |    |    |    |    |  |  |

PLEASE DO NOT PLACE RECYCLING IN BLACK BIN BAGS. PLACE ITEMS LOOSE IN THE BIN.



### WASTE COLLECTION CALENDAR 2015

**DECEMBER 2014**

| 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 |    |    |    |    |

**JANUARY 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 |    |

**FEBRUARY 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 |    |

**MARCH 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 |    |    |    |    |    |

**APRIL 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 |    |    |

**MAY 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 |    |    |    |    |    |

**JUNE 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 |    |    |    |    |    |

**JULY 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 |    |

**AUGUST 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 |    |    |    |    |    |

**SEPTEMBER 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 |    |    |    |    |

**OCTOBER 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 |    |

**NOVEMBER 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 |    |    |    |    |    |    |

**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 Residents

## Side panel advertising on vehicles



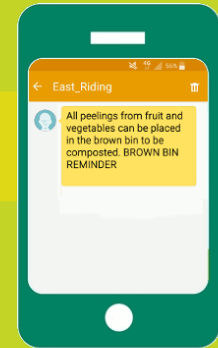
40,000 residents are signed up to our free bin reminder text messages

Never forget to put your bin out again  
Sign up for FREE text reminders

Text your bin calendar code to  
**07507 307088**

\*text costs standard message rate. All reminders are free.

Search for your postcode and download  
your bin calendar to get your code at:  
**[bins.eastriding.gov.uk](http://bins.eastriding.gov.uk)**



## Social media posts to promote recycling, answer questions and keep residents updated



Bin collections in Goole area changing to fortnightly from 2nd June. You can view your new collection calendar here [ow.ly/xnFh9](http://ow.ly/xnFh9)

Reply Retweet Favorite More



Roses are brown,  
violets barely blue



Compost wilted flowers  
to make gardens like new



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# Communicating with Residents – Press and Promotions

PREVENT WASTE, RECYCLE AND COMPOST WHAT'S LEFT

For more about bins, recycling sites, recyclable materials and composting visit [www.eastriding.gov.uk](http://www.eastriding.gov.uk)

## Reduce, reuse, recycle

Reducing waste by re-using, recycling and composting what's left, cuts the council's costs and saves the environment



## More food waste recycled thanks to bin tags

By Simon Hadenby  
@YouAreEastRiding@eastriding.gov.uk

**A** big thank you has gone out to East Riding residents after a bin tagging scheme led to more food waste being recycled than ever before.

Over the past nine months every household in the East Riding – all 153,000 homes – has had an orange tag placed on their green wheeled bin.

The tags were a simple, polite reminder from the council to encourage residents to put all food waste in their brown bins, so it can be recycled into compost, instead of in their green non-recyclable bin.

And thanks to a huge response from residents, the amount of food waste placed in brown bins has risen by more than 1,400 tonnes in 2017.

That's the equivalent weight of more than 14 million scoles!

And the amount collected from green bins – rubbish which cannot be recycled – has dropped by a total of 5,000 tonnes.

Councillor Simon Fraser, the council's portfolio holder for strategic asset management, housing and environment, said: "The orange tags were not a warning and we weren't stringing anyone out, they were placed on every resident's green bin as it was the best way to get our message across to everybody."

"However the main thing that I want to say is a massive thank you to all of our



A bin tag reminds residents to put their brown bins to recycling sites

fantastic recycling residents for the added efforts they are making to ensure that as much food waste as possible is being recycled."

A campaign was needed because a lot of food is still being put in green bins, which cannot be recycled. Last year food made up a third of all green bin waste collected.

So the orange tag scheme was launched across the area in March to encourage people to use their brown bins instead.

It followed successful trials carried out in Grillington, Willerton, Poolethorpe and Market Weighton last year.

The tagging began in areas of Beverley,

South Cave, Kirk Ella, Broughton, Hessle, Hedon, Withernsea and Patrington, and gradually moved across the whole of the East Riding, with waste and recycling officers joining bin men on their regular rounds to place tags on bins.

The campaign has helped to boost all types of recycling, with more items such as bottles, cans, newspapers and elastic food tins being recycled in blue bins.

The tags have also encouraged more residents to get involved in recycling, with more than 2,000 residents contacting the council to request kitchen caddies and 1,300 requesting new recycling bins.

## Please don't put batteries in your bins

**R**esidents in the East Riding are being urged not to put used batteries in their bins at home – because it can lead to fires at recycling plants.

Over the past year there have been a number of fires at recycling facilities, including some in our region, which have been started by batteries coming into contact with vehicles and machinery.

Thankfully no one has been hurt, but in order to prevent further incidents residents are being asked to recycle batteries the safe and correct way.

People can take used batteries to:

- Local shops and supermarkets

Most stores which sell batteries will have a battery recycling point or container people can put used ones in

- Household waste recycling sites

All 10 sites in the East Riding have dedicated battery bins for all sizes.

All batteries of any size can be recycled... from small watch batteries to those used in remote controls, from mobile phone batteries to large torch batteries, even rechargeable batteries and power tools that have come to the end of their life.

Household waste recycling sites also accept batteries from cars and motorcycles, and are the best place to take old e-cigarettes and their batteries to be

recycled properly and safely.

Recycling batteries helps the environment as it prevents pollution and the heavy metals inside batteries, such as zinc, mercury, silver, nickel and lead, can be recovered and reused. Silver recovered from recycling batteries can even be used to make jewellery.

All unwanted electrical equipment can also be taken to household waste recycling sites.

Residents can find their nearest battery recycling site by visiting the website [www.bringbackheavyweight.co.uk/drop-off](http://www.bringbackheavyweight.co.uk/drop-off) and bring in their waste.



A battery bin at every household waste recycling site

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## Christmas waste and recycling

Bin collection dates in the East Riding will change over the Christmas and New Year period. All residents will soon receive their 2018 Bin Collection Calendar through the post, which will let them know the new collection dates for Christmas, New Year and the whole of next year. You can find your own collection dates at the website [bins.eastriding.gov.uk](http://bins.eastriding.gov.uk) by typing in your postcode.

Bin collections will be back to normal from Monday, 15 January.

Household waste recycling sites in the East Riding will be open from 10am-5pm each day except on Christmas Eve and New Year's Eve when they will close at 4pm. They will also be closed all day on Christmas Day, Boxing Day and New Year's Day.

Real Christmas trees – with all lights and decorations removed – can be recycled by placing them next to your brown bin for collection in January, or take to a household waste recycling site.

Blue bins can be used to recycle cards, envelopes, wrapping paper, cardboard boxes, plastic tubs, metal tins, all glass and plastic bottles, cans and tins, books, newspapers, magazines, plastic tubs and trays, latex cartons and egg boxes.

Brown bins can be used to recycle all food waste including turkeys and chicken carcasses and meat bones.

Clothing banks can be used for all clothes, shoes, material and bedding.





# Working with Residents – Waste and Recycling Officers

Engaging the public with activities



Talks at schools and community groups



Speaking to individuals



Public events and promotions



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# Our recent initiatives





# Bin Tagging Project



- Food Recycling Campaign to encourage residents to put food waste into organic bin where it can be composted
- One third of waste in residual bin is food which could be composted
- Initially trialled with successful results
- 1kg/hh/collection reduction in the green bin
- Results to date – reduction of 2000 tonnes in the green residual bin
- Projected disposal savings of £150k



# Bin Tagging Project

- 3222 Caddies requested as a direct result of tagging
- 1500 Wheeled Bins requested as a direct result of tagging
- Brown Bin Tonnage up 1613 tonnes
- Blue Bin Tonnage up 126 tonnes

## Public response

- 153,000 properties tagged
- 21 comments / complaints
- 5 tweets on social media





We've made

# COMPOST

from all the recycled waste in your brown bin to

# GIVE AWAY



Claim your free  
compost at one of  
**10 EVENTS**



We have 5,000  
**15kg BAGS**  
of compost to give away



**2 BAGS A CAR**  
First come, first served.  
But don't queue before  
the event for safety reasons.







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# Waste disposal contracts

- April 2015 – Procured new waste disposal contracts
- Removal of some recyclables from residual waste stream by the contractor
- Remaining residual waste now sent for incineration with energy recovery
- Local IVC used for organic waste
- Dry mixed recyclables to Biffa Aldridge
  - Majority of plastics reprocessed at in house recycling plant, or sent to UK and European markets



# Thank You

Any questions?

[Sarah.Atkinson@EastRiding.gov.uk](mailto:Sarah.Atkinson@EastRiding.gov.uk)



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