

# Let's Sort It Out!

A Communications Strategy to Reduce Contamination  
and Increase Recycling

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# Lets Sort it Out!

- Project overview / background
- Using your assets
- Education programme
- Community buy-in
- MRF Regs
- Impacts



# 2015: Fully Co-mingled

- Removal of recycling box
- Retained alternate weekly collection
  - In-house collection service
- 240l recycling bin
  - Glass bottles, cans, plastic bottles, paper, card
- Construction, commissioning and operation of new MRF
  - 25 waste PFI

# 2015: Fully Co-mingled



A A | A to Z of Services | Accessibility | Home | Where I Live

 Search

Residents

Business

About the Council

- Benefits and council tax
- Bins and environment
- Community and housing
- Events and culture
- Health, care and advice
- Jobs and learning
- Libraries and local history
- Planning
- Roads and transport
- Schools and children
- Sport and leisure

- Pay Council bills
- School term dates
- Where I Live
- Bin collections
- Births, marriages, deaths
- Search jobs
- Parking
- Planning applications
- Renew a library book
- Sports facilities
- Roadworks
- Find a school



**Recycling is changing**  
The way you recycle is changing from 17 July. Here's all you need to know



## No boxes, just bins from 14 July

Recycling is getting easier

[www.wakefield.gov.uk/binchanges](http://www.wakefield.gov.uk/binchanges)



# Partnership Approach

- Joint 5-year Waste Minimisation Plan
  - Joint annual budget
- Co-designed Educational Centre
- Same goals – mutual benefits:
  - Increase recycling
  - Reduce contamination
  - Spread environmental messages that go beyond the 3Rs

# Using Your Assets

- RCV agrippa adverts
- Social media
  - Multi channel
- Traditional methods
  - Bin stickers
  - Leaflets
- Banners at HWRC and roadshows



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# Recycling bins



mixed paper & card



aerosols



foil trays



steel cans



glass bottles & jars



plastic bottles



aluminum cans

## LET'S SORT IT OUT!

Sort your waste properly and we can  
recycle, reuse  
and recover at least 93% of it.

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

**wakefieldcouncil**  
working for you

# Green bins

DO NOT put these items in your  
brown recycling bin!



food waste



yogurt pots



nappies



plastic bags



plastic  
packaging



juice cartons



plastic  
food trays

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working for you

# Recycling centres



paint tins



electricals



batteries



engine oil



clothes & textiles



cooking oil



carpets



hand tools

## LET'S SORT IT OUT!

Centres at

Glasshoughton • South Kirkby

Wakefield • Welbeck

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

**Shanks**

Working in partnership with  
**wakefieldcouncil**

# LET'S SORT IT OUT...

## Getting the most from your recycling collection.

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

**Shanks** Working in partnership with **wakefieldcouncil**

## Brown recycling bin

Please place the following **clean** and **empty** items in your brown recycling bin. Do not put them in plastic bags, and do not crush or squash them completely flat as this makes sorting them difficult.



**mixed glass bottles & jars**

- ✓ Clear and coloured glass bottles
- ✓ Perfume bottles
- ✓ Baby food jars
- ✓ Jam and spread jars
- ✓ Oils and vinegar bottles
- ✓ Sauce jars
- ☹️ Lids can be recycled but must be removed.



**food tins & cans**

- ✓ Drinks cans
- ✓ Food tins
- ✓ Pet food tins
- ☹️ Rinse tins and cans before putting them in the recycling bin.



**aerosols**

- ✓ Deodorant
- ✓ Hairspray
- ✓ Polish
- ✓ Foam sprays
- ☹️ Aerosols must be empty before they are put in the recycling bin.
- ☹️ No shredded paper in the recycling bin.

**USE IT, WASH IT, RECYCLE IT**



**paper, card & cardboard**

- ✓ Greetings cards
- ✓ Newspapers
- ✓ Magazines
- ✓ Phone books
- ✓ Catalogues
- ✓ Food packaging (e.g. cereal, biscuit boxes)
- ✓ Inner-tubes of toilet and kitchen rolls
- ✓ Cardboard boxes
- ✓ Envelopes and junk mail
- ✓ Washing powder boxes
- ✓ Wrapping paper - only if it stays crumpled up.
- ☹️ No shredded paper in the recycling bin.



**plastic bottles**

- ✓ Milk bottles
- ✓ Fizzy and non-fizzy drink bottles
- ✓ Water bottles
- ✓ Yogurt drinks, smoothie and milkshake bottles
- ✓ Detergents and soap bottles (take pumps off)
- ✓ Fabric conditioner bottles
- ✓ Cleaning product bottles (e.g. bleach, bathroom cleaner)
- ✓ Suntan lotion bottles
- ✓ Skincare product bottles
- ✓ Shampoo and shower-gel bottles
- ☹️ Bottle lids and triggers can be recycled, but must be removed where possible.



**foil & foil trays**

- ✓ Takeaway packaging
- ✓ Clean foil
- ✓ Foil pie dishes
- ☹️ Make sure you crumple up foil.

## Brown garden bin



- ✓ Shrubs and prunings
- ✓ Small branches
- ✓ Leaves
- ✓ Grass clippings
- ✓ Dead flowers
- ☹️ No tree stumps, soil or turf in your brown garden bin.

**PLEASE DO NOT PLACE THESE ITEMS IN YOUR RECYCLING BINS.**

Putting the wrong items in your recycling bins can result in injuries to our staff and cause damage to the treatment facility.

- ✗ Bagged household waste
- ✗ Nappies
- ✗ Food, raw meat
- ✗ Plastic bags, plastic toys and polystyrene
- ✗ Broken bikes
- ✗ Hand tools, garden tools, knives and saws
- ✗ Clothes, shoes and textiles
- ✗ Paint tins, chemicals
- ✗ Electrical items, e.g. toasters, kettles, irons, mobile phones, cables
- ✗ Dead animals and pets
- ✗ Syringes
- ✗ Clinical waste

## Green household bin

Please use your green household bin for all your general waste. All these items belong in here.



**plastic food containers**

- ✓ Pots (e.g. yogurt pots)
- ✓ Tubs (e.g. ice-cream)
- ✓ Fruit/vegetable trays



**pet waste**

- ✓ Pet waste
- ✓ Cat litter
- ✓ Animal bedding



**household waste**

- ✓ Nappies
- ✓ Window pane glass
- ✓ Broken glass and crockery
- ✓ Pyrex
- ✓ Lead crystal



**packaging**

- ✓ Polystyrene packaging
- ✓ Cartons and teta-pak (e.g. juice and soup cartons)



**food waste**

- ✓ Fruit and veg
- ✓ Raw/cooked meat
- ✓ Bones and eggshells
- ✓ Tea and coffee grounds

## What happens next?

Your contribution to recycling makes all the difference and means that we are on track to recycle more than 50% by 2020. With your continued help we can do even better!

We take all household waste to our state-of-the-art treatment facility at South Kirkby, which is playing a key role in reducing what we send to landfill.

### Did you know?

**From your brown recycling bins:**  
Aluminium cans are made into new ones and it only takes 8 weeks for them to be back on the shelves as new cans.  
Recycled glass can be transformed into new bottles and jars, and for golf bunkers and also road surfacing.  
Plastics used in bottles can be transformed into a whole range of products that include fleece coats, bin liners, water butts and compost bins.

**We create compost from your garden waste which is then used in agriculture.**

**From your green household bin:**  
We remove the remaining plastic bottles, scrap metal and aluminium from the rubbish and send these items for recycling.  
Recycled plastic is used to make new plastic bottles and other products.  
The food waste is treated and we produce methane gas, this is then converted into the electricity we use on site.

**Less energy is used to reprocess recycled materials so the more recyclables in your brown recycling bin the kinder we are to the environment.**

## Myth-busting

Whilst great progress is being made in recycling household waste, there are some common myths that put people off recycling properly. Here we dispel a few of them.

**Myth**  
If I put any plastic in the green household bin it will go to landfill.  
**False.**  
**Fact**  
We separate them out of the rubbish and send them for recovery. However, plastic bottles should be placed into your brown recycling bin, other plastics in your green bin.

**Myth**  
I don't matter what rubbish I throw in my brown recycling bin.  
**False.**  
**Fact**  
If you place the wrong items in the brown recycling bin this could mean that some recyclable items may not get recycled as it is too contaminated.

## Recycling Centres

The following items should be taken to your nearest recycling centres.




- ✓ Hand tools
- ✓ Scrap metal
- ✓ Small electrical appliances
- ✓ Batteries
- ✓ Mixed textiles and clothes
- ✓ Mixed light bulbs
- ✓ Wood and timber
- ✓ Flat glass
- ✓ Household and garden chemicals
- ✓ Hard plastics


Between late March and late October we have a dedicated late night at each of the recycling centres:


<b>South Kirkby</b>	<b>Monday</b>	<b>8am - 8pm</b>
<b>Wellbeck</b>	<b>Tuesday</b>	<b>8am - 8pm</b>
<b>Glasshoughton</b>	<b>Thursday</b>	<b>8am - 8pm</b>
<b>Wakefield</b>	<b>Friday</b>	<b>8am - 8pm</b>

For full opening times, directions and information about what else can be taken to the recycling centres visit: [www.wakefield.gov.uk/recycling](http://www.wakefield.gov.uk/recycling)

**Contact**  
If you want more advice on what to put in your bins please contact us:

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

 [RecycleForWakefield](#)

 **0345 8 506 506**

# Using Our Assets

- Simple two-tone colour scheme
- Use of lists
- Simple iconography
- Clear and consistent messages
- Dispelling myths and rumours
  - Where does it all end up?
- Address the issue of plastics

# Education Programme

- Dedicated Education Officer
- 73 events hosted Jan to Dec
  - April 16 to March 17 - 128 events (70% over target)
- 1,539 school children / 137 adults
- 61 outreach events / 2,818 children
- 18 schools requested repeat visits
- Creation of Eco-Schools Network













Planting Area/  
Bug Hotel

Sensory  
Wall

Womery

Plastic Bottle  
Greenhouse

Recycling  
Centre

Site Tours

Education Centre/  
Classroom

Car Park

Footpath

Fishing Pond

Fishing Pond

Pond Dipping  
Platform

Outdoor  
Classroom

Bug  
Safari

# Community Buy-In


- 'Monster Scarecrow' competition
- 'Empty Classroom' competition
- Outreach events and roadshows
  - 'Feed the 1000' (2000+) - LFHW
  - Rhubarb Festival
  - Liquorice Festival
  - WEEE campaign workshops
  - Door step engagement in the worst performing areas

# Pass It On!


- **Promote reuse opportunities and the real benefits**
- **Community “Revalued” reuse scheme**
  - HWRC reuse collections
  - Local charity Friends of Queens Park
  - Items to vulnerable / community benefits
    - Entire home refurnished
  - Funding back to local community projects
    - £500 per HWRC

# Revalued

- “...enhancing the local environment and improving the lives of those most disadvantaged within our society”.
- “...supported 15 families”.
- “...reinvestment back into the local community”.
- “Already this year we have seen an increase in demand for our services...”.



**Re-Valued CIC**  
Company Reg. No. 10586112



THE DUKE OF YORK'S  
COMMUNITY INITIATIVE

Date: 9<sup>th</sup> May 2017

Dear Dan

I am writing in order to offer the council a better understanding regarding our partnership arrangement with Wakefield District Council and Shanks Waste Management.

You may be aware of our group's ethos of enhancing the local environment and improving the lives of those most disadvantaged within our society. But there is so much more to our group and this partnership than words alone could describe.

Since beginning this partnership a little under two years ago we have supported directly 15 families fleeing domestic violence or trying to rebuild their lives; including a member of the armed forces and his family, who relocated to Featherstone from Canada.

As difficult as it must be for many of the vulnerable adults that we have supported; the impact on the lives of the children involved in this process is undoubtedly incomprehensible. To this end, our partnership has enabled us to ensure that those young people who have been affected by trauma, go on to lead as happy and productive a life as possible.

Already this year we have seen an increase in the demand for our services and we now receive a steady stream of referrals from local Women's Refuge Centres as well as our organisation directly supporting other local charities in their work to alleviate poverty.

As well as the benefit of reducing landfill that you are aware of, there are other benefits to our partnership such as the selling of goods, that is then reinvested back into the local community resulting in over £6,000 being given to local worthwhile causes.

Our partnership has also supported local regeneration via the promotion and development of new local businesses such as Castleford Cycles; who relocated their business from Leeds to Castleford, just to be nearer to us.

This year our organisation is determined to take small business support even further, by the giving up of our time free of charge to try and develop new businesses as well as offering a small business start-up grant of £500. We are pleased to say that we have already supported the development of a new child-minding business in Featherstone that is now self-sufficient.

Yours Sincerely

Stephen Hyde BA (Hons) Regeneration  
Managing Director Re-Valued CIC  
Telephone: 07878550977



# PASS IT ON



**GIVE YOUR UNWANTED ITEMS A NEW HOME**

[www.wakefield.gov.uk](http://www.wakefield.gov.uk)

**Shanks** Working in partnership with **wakefieldcouncil**

## DONATING YOUR UNWANTED ITEMS IS EASY



- Take them to a household waste recycling centre  
- we have teamed up with local charities, who collect some items to sell on or donate to people in need.
- Take items to a local charity so they can sell them on and use the money to support those in need. Some charities will collect larger items free of charge if they are still in working order. Check with your local charity shops or websites for more details on the items they need.
- List items on Freecycle, or other online listing websites - you never know who might want them. Charges may apply.
- For larger items, arrange a bulky collection through the Council. Charges apply.

## THE BENEFITS OF RE-USE

Something that you don't want anymore can still be used by someone else. Donating unwanted items can help your local community, especially those in need. It can also help charities raise money to support those most in need.

You can also help protect the environment as re-using items reduces the amount of waste we send to landfill and reduces disposal costs.

- 83% of sofas are not reused
- 87% of TVs are not reused
- 83% of dining tables are not reused

Wrap estimates that nationally households save £1 billion per year by reuse. Imagine what this could be if we sent everything for re-use.

For more information on re-using items, including details of local charities, visit:

[www.wakefield.gov.uk/passiton](http://www.wakefield.gov.uk/passiton)

# Financial Constraints

- Commitment to continue supporting communications campaigns / waste minimisation initiatives
  - £7k 'Lets Sort It Out' budget
  - £2k 'Pass It On' budget
  - Cost effective print / distribution methods



# Waste Regulations

- Waste Regulations (TEEP)
  - Separate vs co-mingled
  - Look at full environmental cycle
  - Assess end destination specifications
  - High quality recycling?
  - Use of good end markets?



# MRF Regulations

- MRF Regulations
  - Measure and monitor
  - Respond to market conditions
- Inputs:
  - 60kg per 125t
- Outputs:
  - Paper – 50kg per 60t (96.1%)
  - Plastic – 20kg per 15t (95.5%)
  - Glass – 10kg per 50t (90.2%)
  - Metal – 10kg per 20t (92.1% / 97.8%)

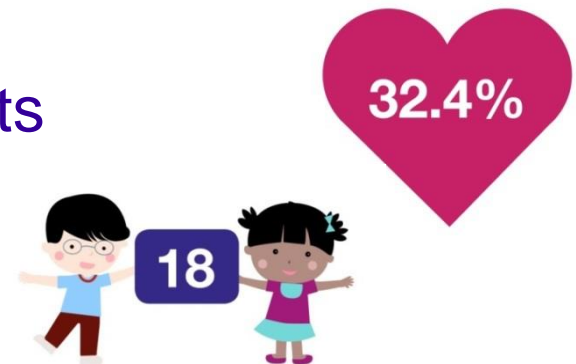
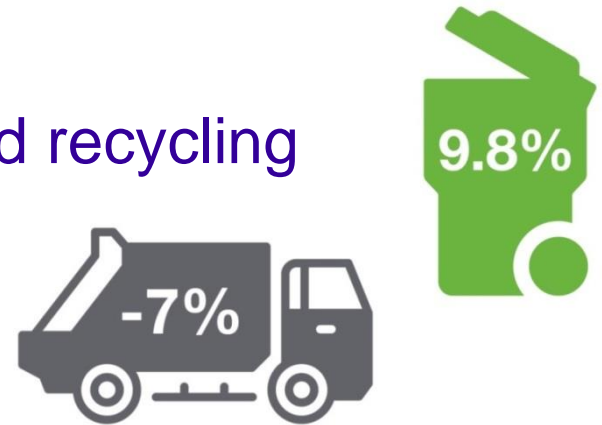
# MRF Regulations

- What is 'target' material?
- Are communications messages consistent with off-taker material specifications?
- Identify issues with contamination
- Check your operator
- Get visibility on sampling results

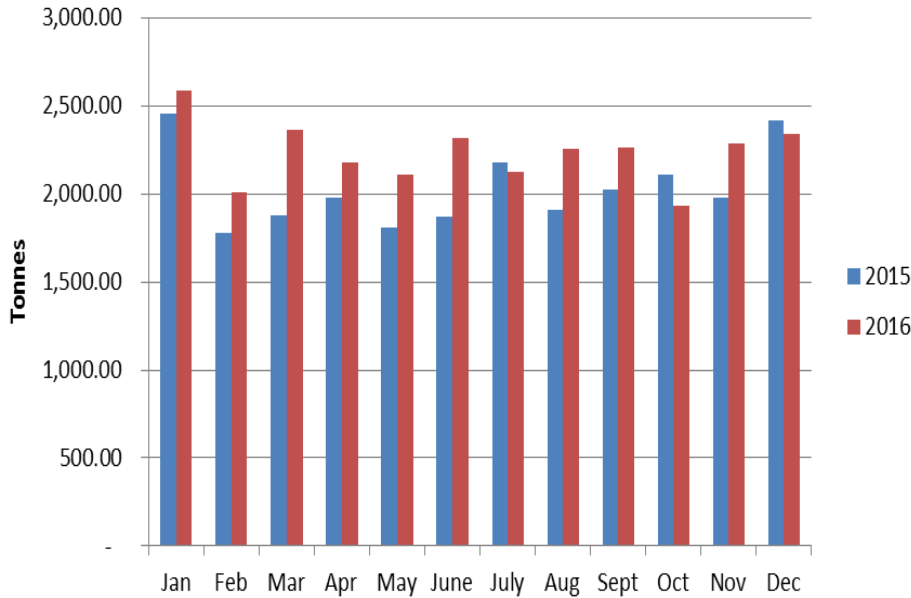


# The Impact

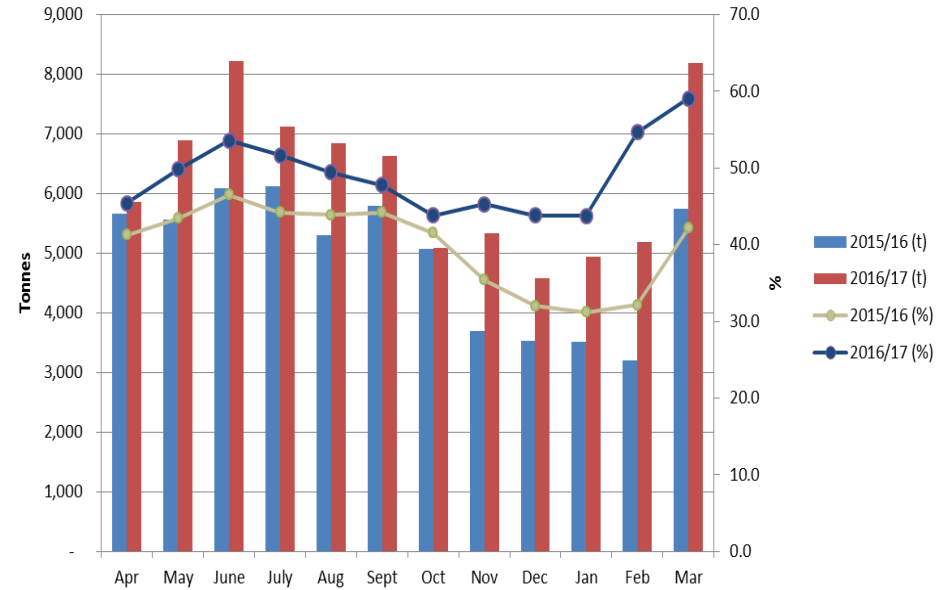
- Improvements in performance
  - 9.8% increase in kerbside collected recycling
  - 7% reduction MRF reject levels
    - 22% > 15%: 3 month period
    - 6 - 7%: MRF input contamination
  - 32.4% increase in reuse
  - 18 schools requesting repeat visits
- MRF Regs compliant
- Waste Regs compliant



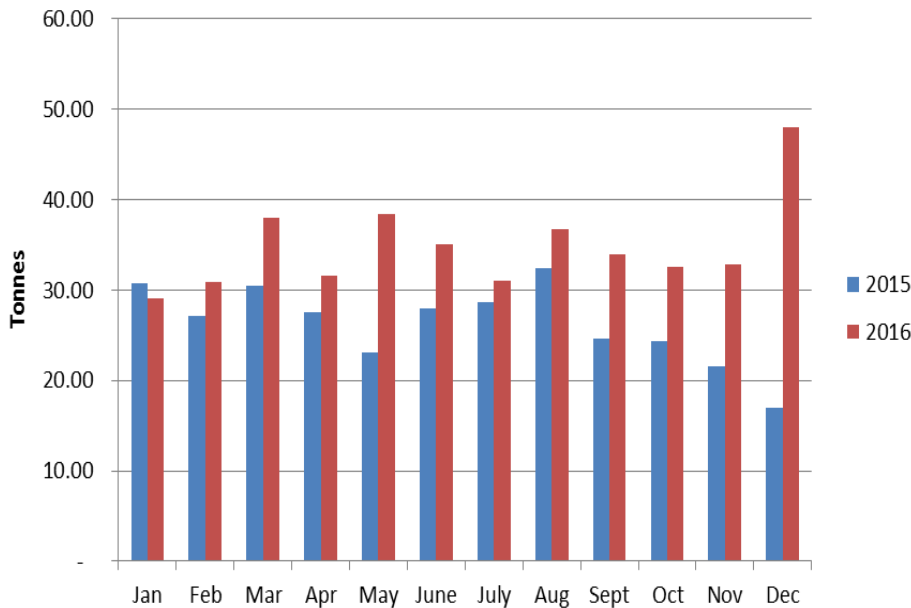
## Kerbside Mixed Recycling



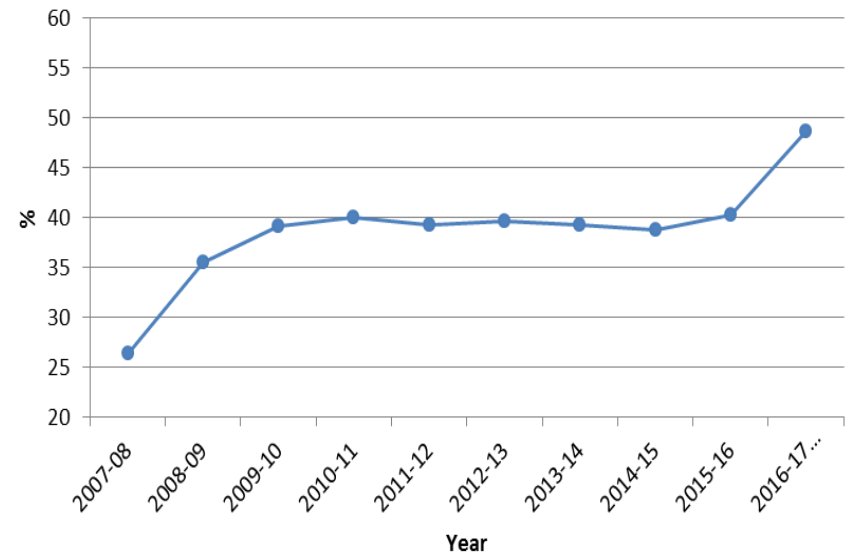
## Household Waste Recycling, Composting and Reuse 2015/16 vs 2016/17



## Collected For Reuse



## Wakefield Council Household Waste Recycling Performance



# A Holistic Approach

- Maximise the use of your assets
  - Keep messages simple
- Keep the community with you
- Go beyond the 3Rs
  - Broader context of sustainability
  - Link to local environmental implications
- Look at your evidence
- MRF Regs are a helpful tool
  - Speak to your operator – its not just their problem



# The Future

- Waste Minimisation Plan
  - Cradle to grave educational film
  - Final destination banners
  - Education Assistant
  - Outdoor classroom enhancement and pond dipping platform (autumn 2017)
  - Renewed support for:
    - 'Lets Sort It Out'
    - 'Pass It On'
    - LFHW 'Feed the 1000'
- Waste Regs review
- Respond to market and operator conditions

# Feedback

She was fantastic, very engaging and positive.

The children will be very aware about the importance of recycling, reusing, and recycling.  
Very good activities that inspired the children.

Very good activities that inspired the children.

Super day!

Excellent pace, great activities and a wonderful learning experience.

Jade is enthusiastic and has a great rapport with the children.

High standard of teaching, leadership, knowledge and management of children.

Yes, the sessions helped to consolidate previous learning and the classroom environment was superb.

Yes very inspiring and gave us lots of ideas

# Questions

Contact Details:

[djacobs@wakefield.gov.uk](mailto:djacobs@wakefield.gov.uk)

[wastePFI@wakefield.gov.uk](mailto:wastePFI@wakefield.gov.uk)

01977 723370