

Waste and Recycling: Working with residents for sustainable improvement

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- Background to waste collection changes in East Riding
- Introducing fortnightly collections
- Continuing to work with residents to encourage waste prevention and recycling
- Ensuring our service is sustainable and future proof



Background to waste collection

The East Riding of Yorkshire Council covers an operational area of 933 square miles and operates an In-House Waste Collection Service

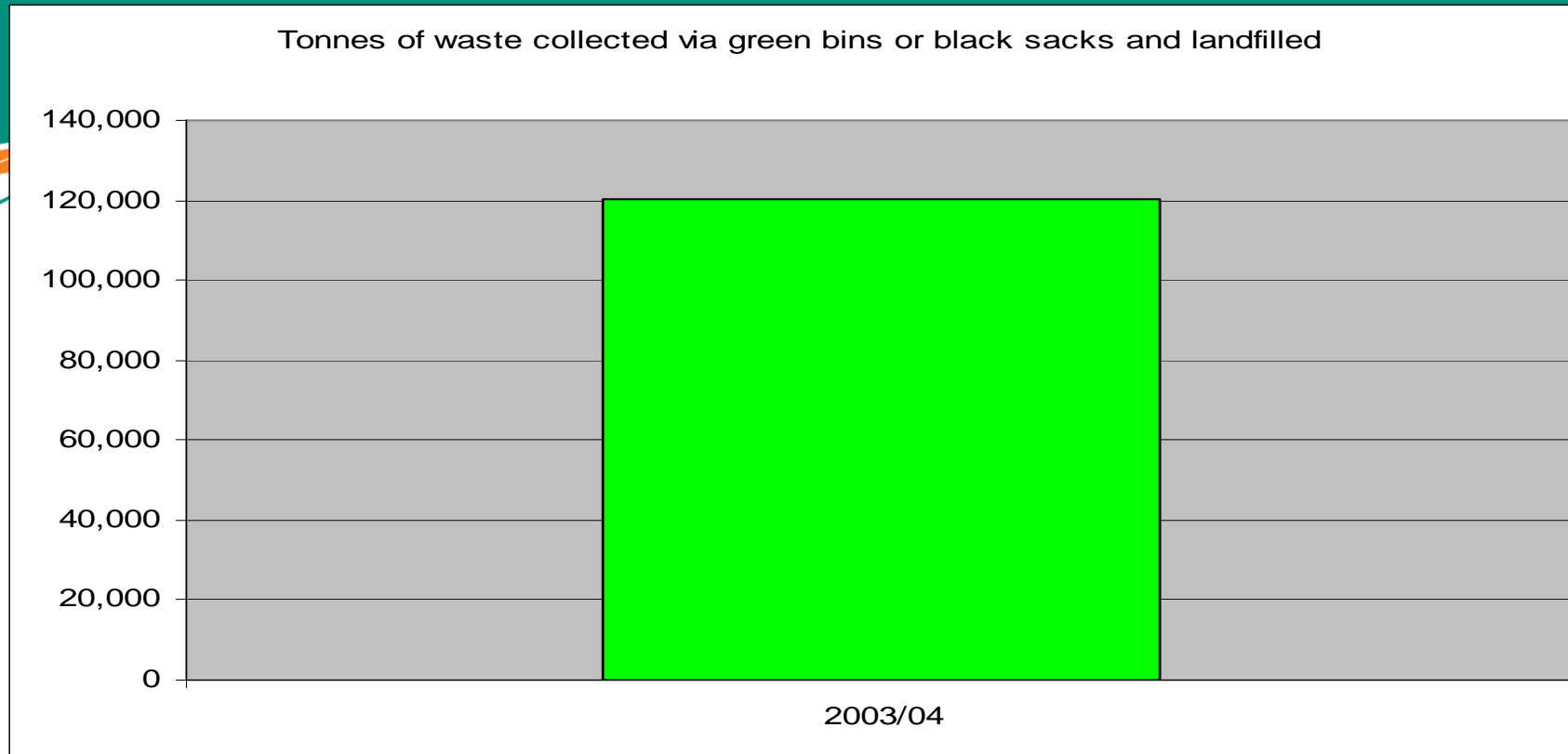
The Environmental Operations Team operates from 5 divisional depots: Carnaby, Goole, Hedon, Market Weighton and Willerby

There are approximately 150,000 properties with a population of 333,000

Waste Collection and Recycling Collections are achieved on a daily basis using 56 collection vehicles

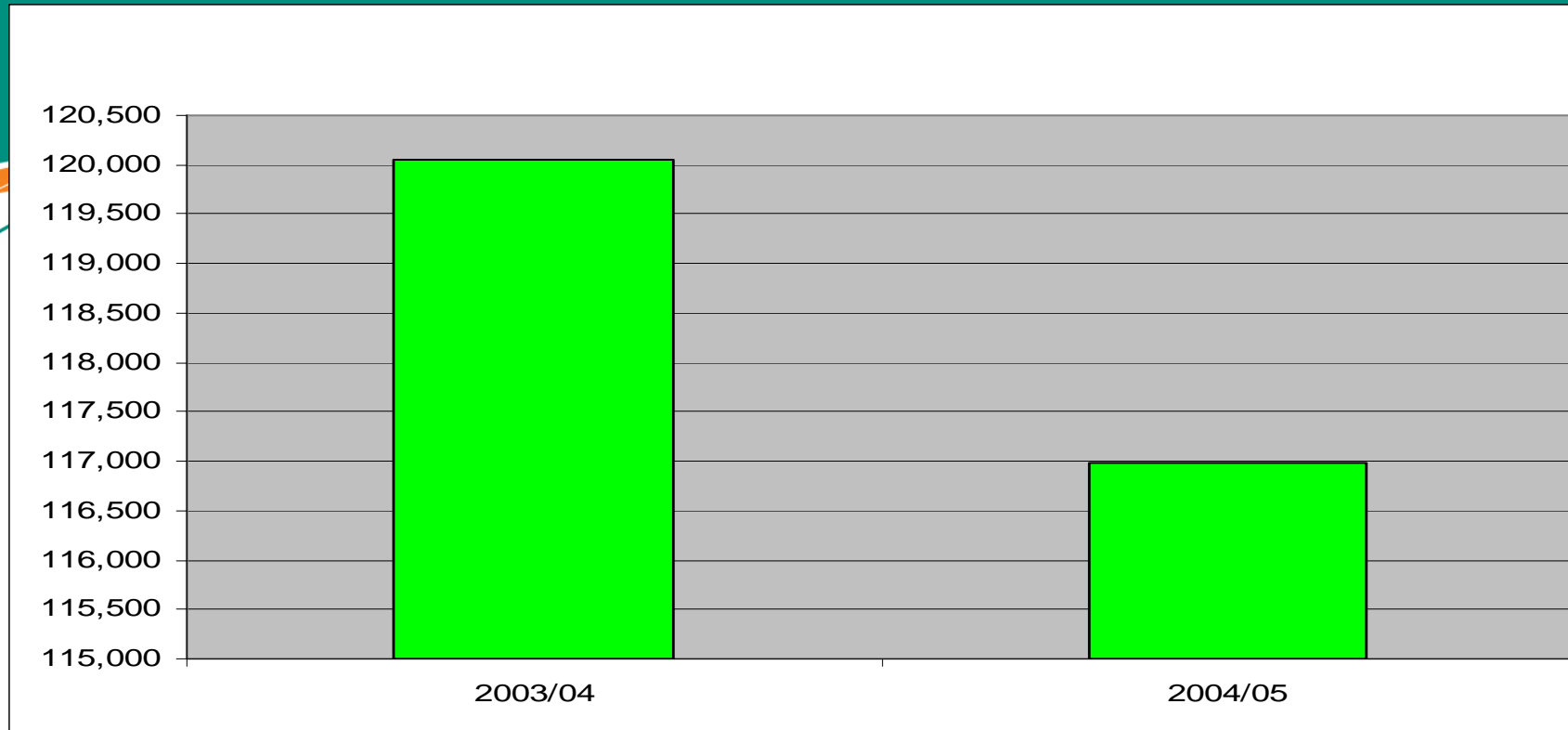
Operate a three wheeled bin collection service, which moved to fortnightly collections of residual and dry recyclables in 2013/14





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



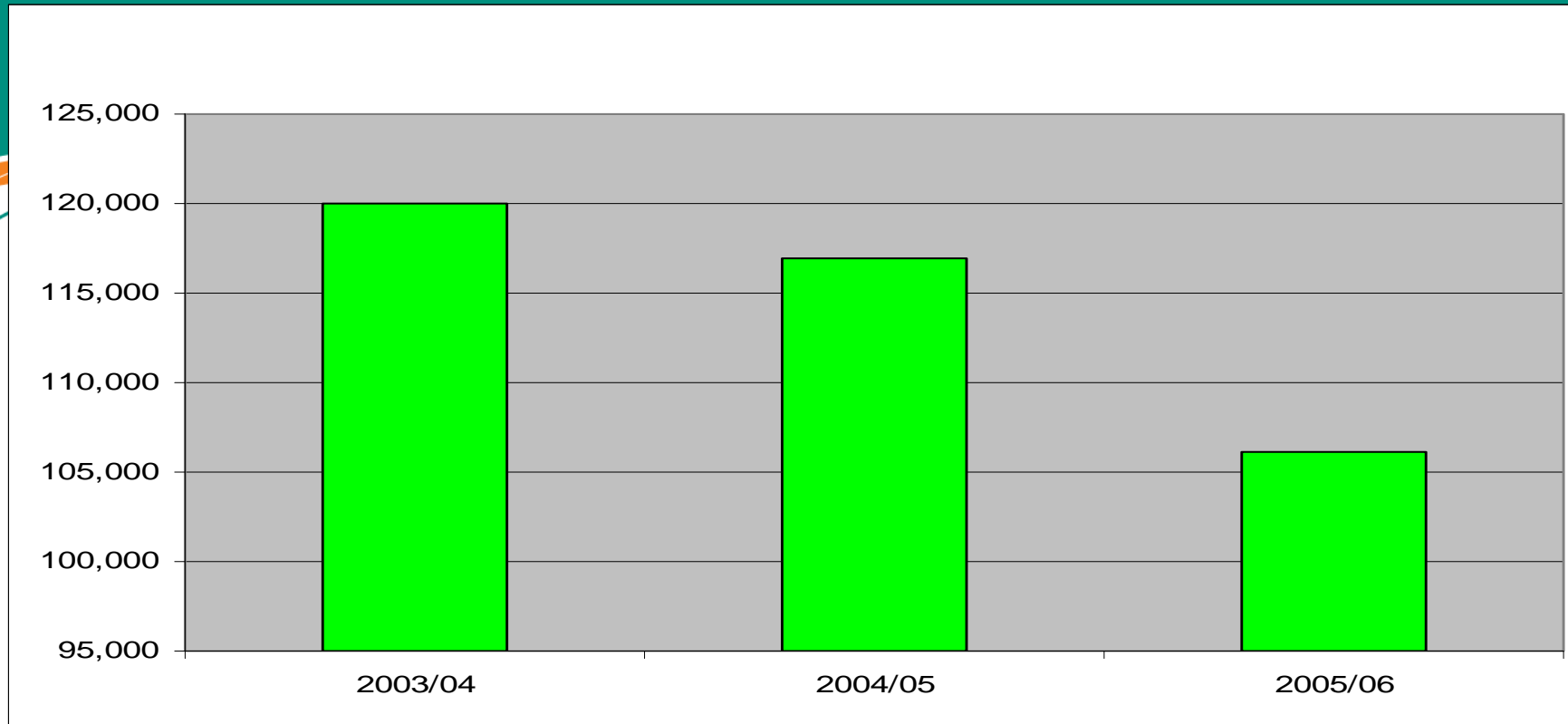


In 2004/5 the council began to rollout kerbside paper collections after successful trials.



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



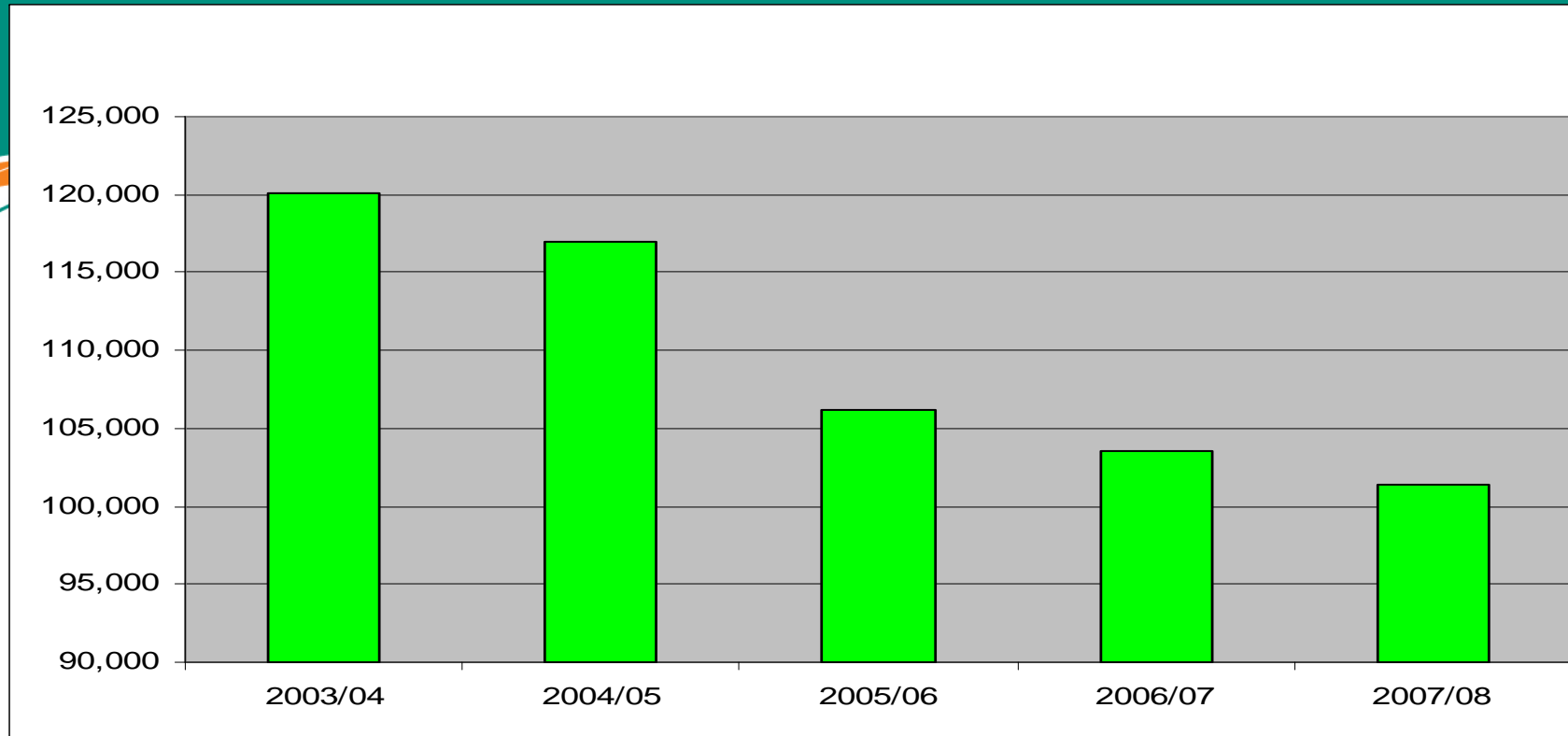


In 2005/6 following further trials additional materials could be collected in the blue bin including, cans and plastic bottles



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





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

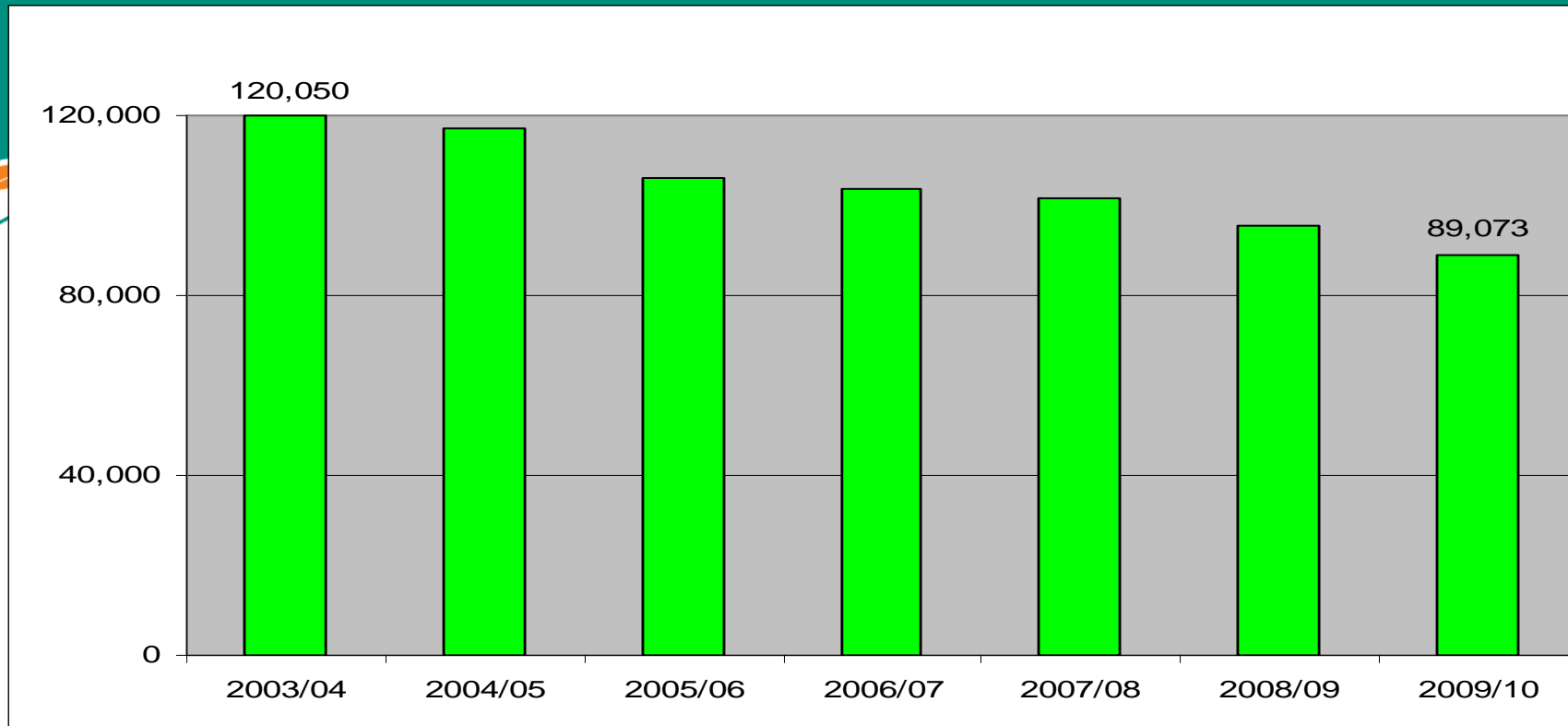


Early 2008 the council introduced a trial garden waste collection service to 5,000 households



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





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

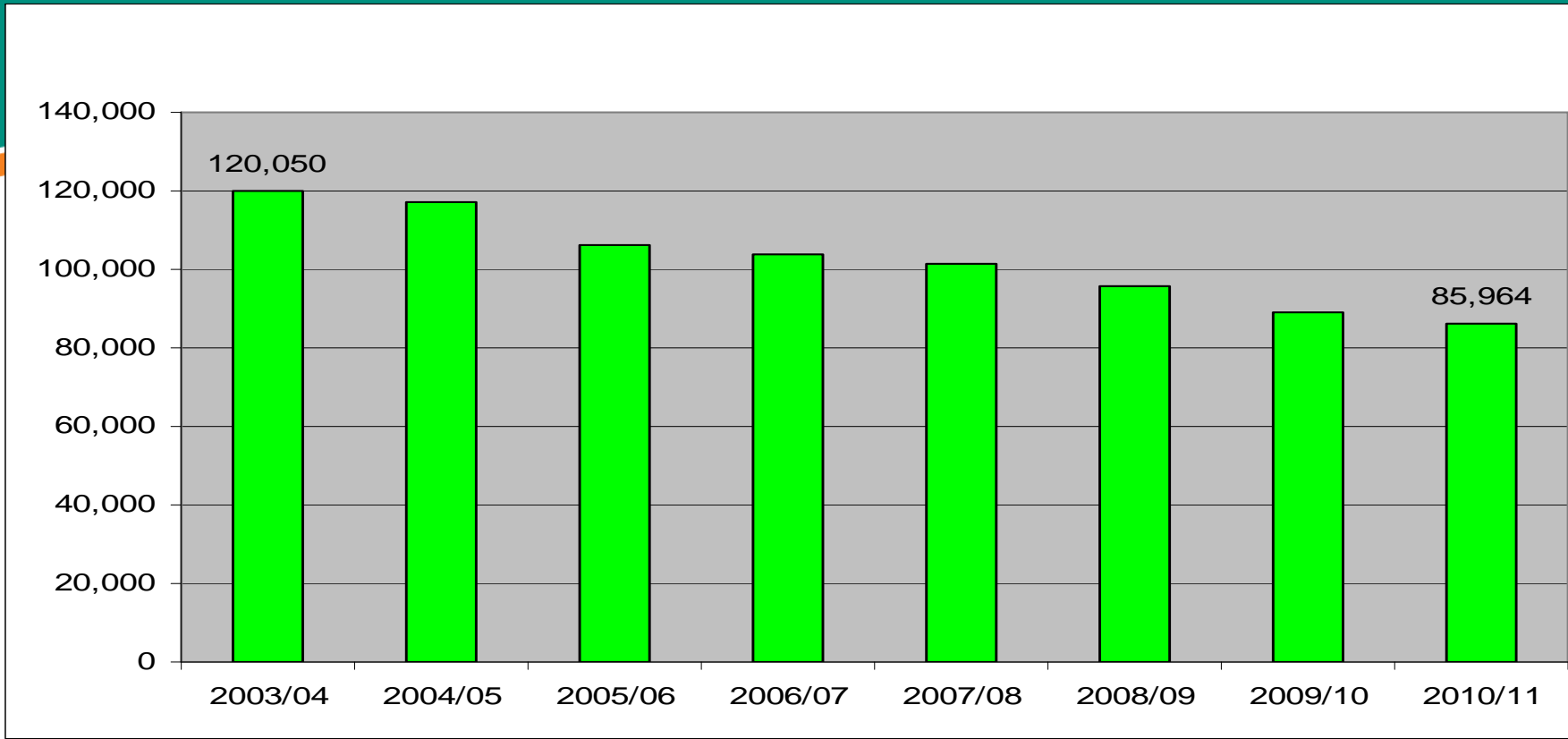


Early 2009 the council adopted garden waste collection following trials and the scheme was rolled out. Trials of food waste and cardboard began.



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





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

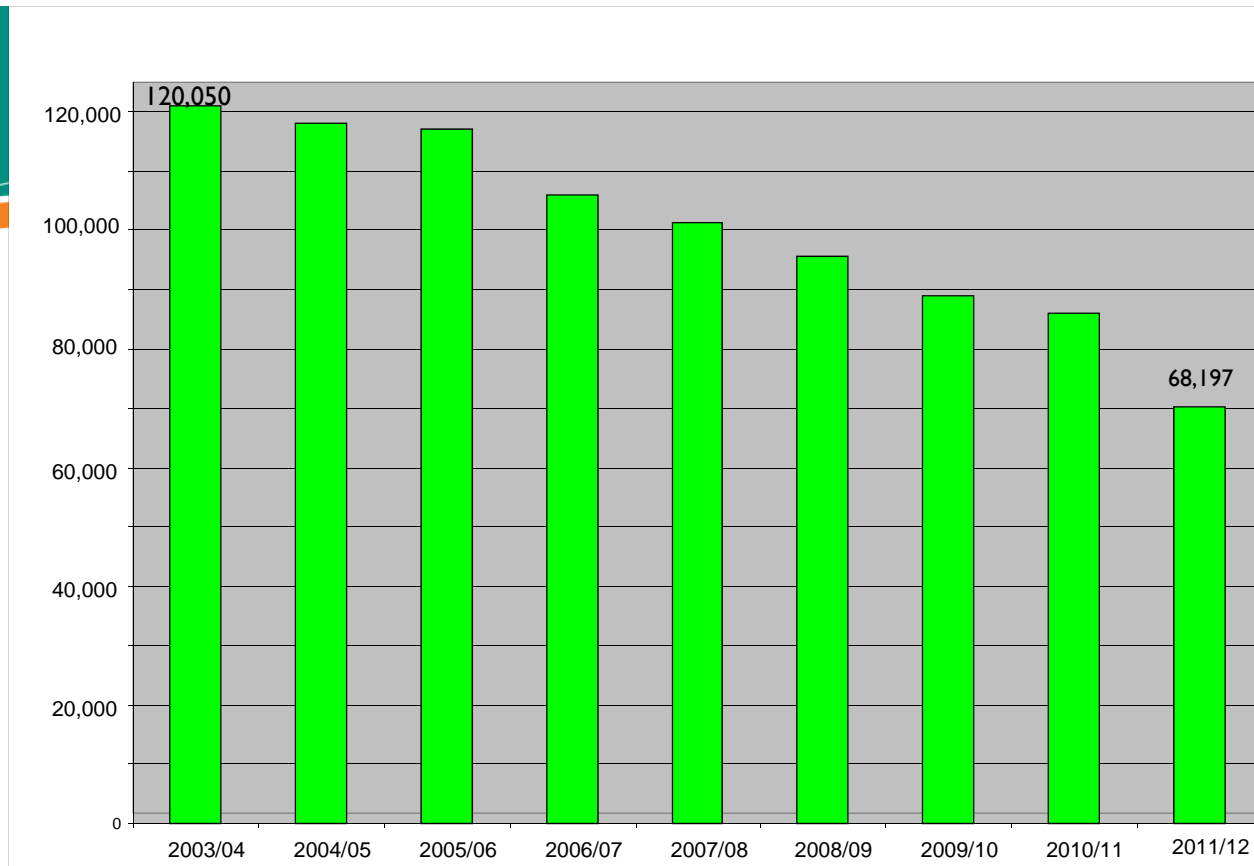


In March 2011 the council adopted the food waste and cardboard collection trial. The service has since been rolled out to all households in the East Riding



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





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

- These tonnage changes, and feedback from residents, suggested a fortnightly collection of green and blue bins would be more appropriate and reduce waste to landfill.
- Trialled the service to 20,000 households in 2012
- Importance of collecting data and feedback information

1,228 residents provided feedback on the trial – collected by doorstepping, text message survey, letter, phone and email. Only 42 were negative. The remainder told us that the new collection arrangements met their requirements.

Green bin tonnage in trial areas reduced by up to 30%

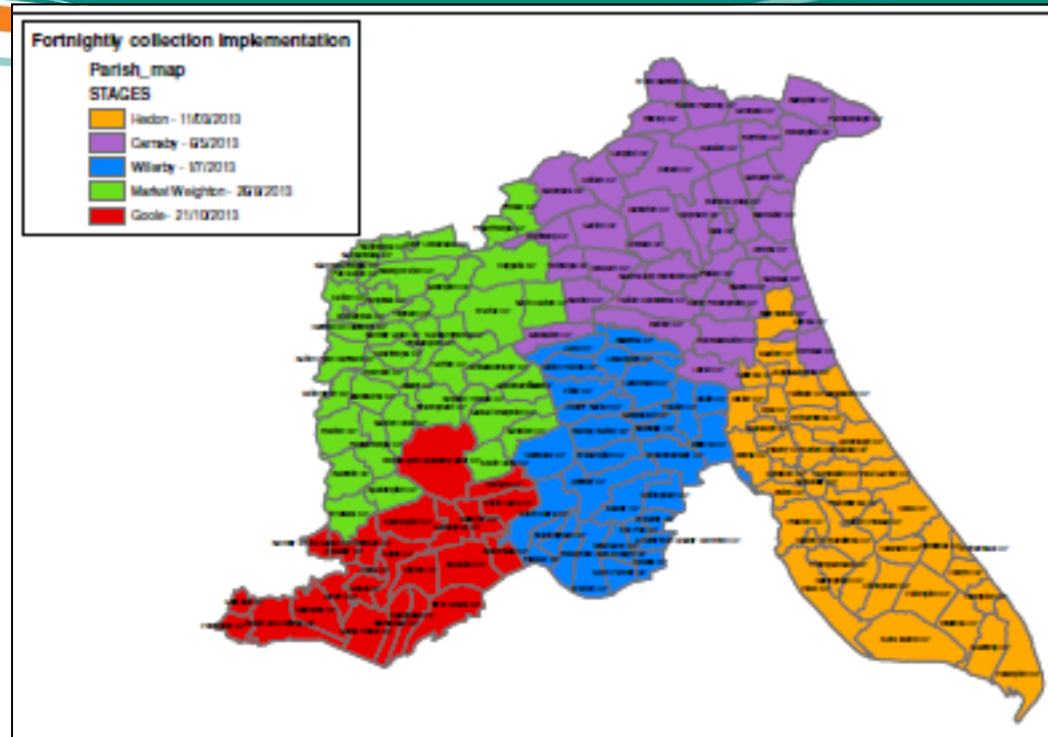
Blue bin tonnage increased by 40%

Kg/household/week dropped to between 6-7 kg/hh/wk



Fortnightly collection roll out

- Began in March 2013
- Five phase roll out allowed us to provide as much support to residents as in trials



- At the start of the process in each area, low participation areas were identified using tonnage data. This allowed us to target support to the areas where it was required.

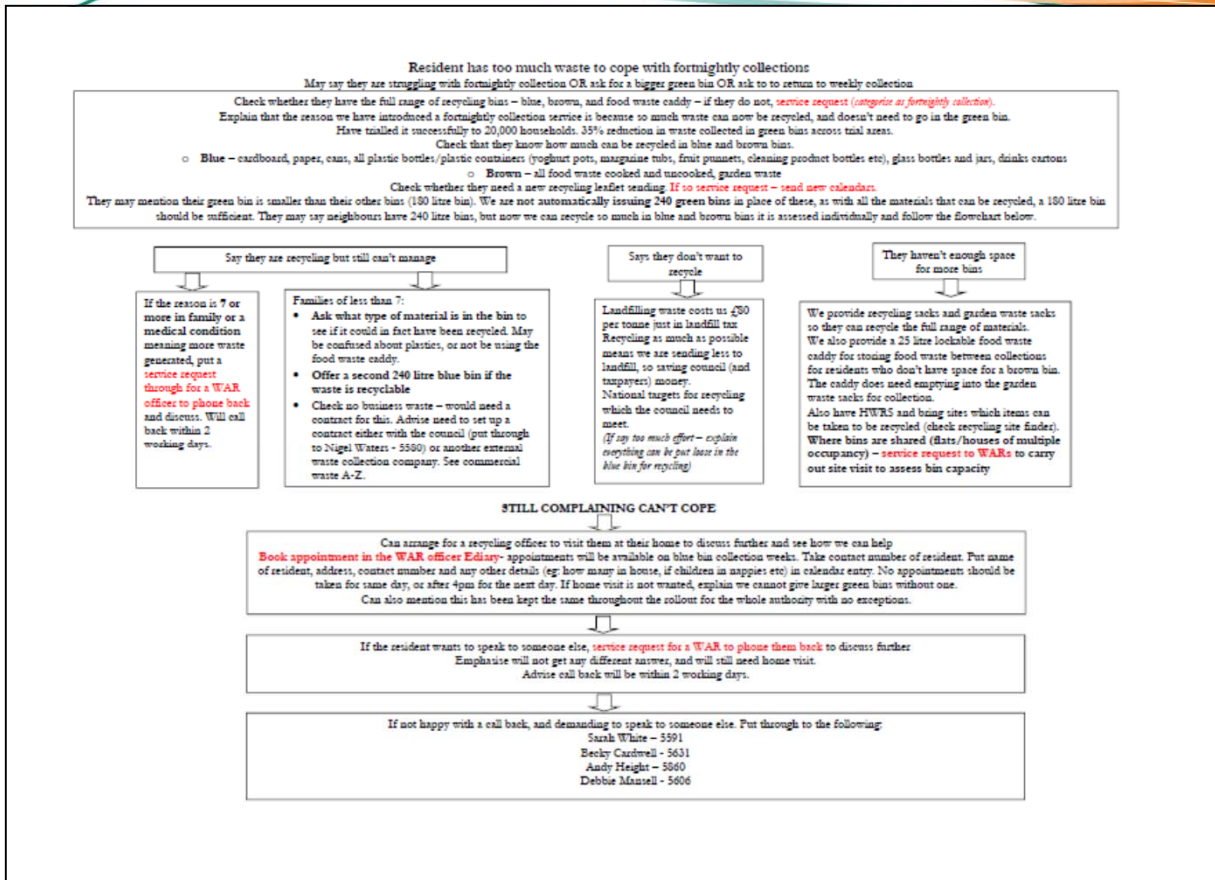


Fortnightly collection roll out

- Set up procedures for dealing with complaints and enquiries, particularly requests for more residual capacity
- Trained customer service network staff to take calls, deal with most complex enquiries and book in home visits electronically
- Freed up waste and recycling officers to make home visits, carry out doorstepping and support collection crews in potentially low participation areas.
- Allowed us to work with residents to encourage behaviour change



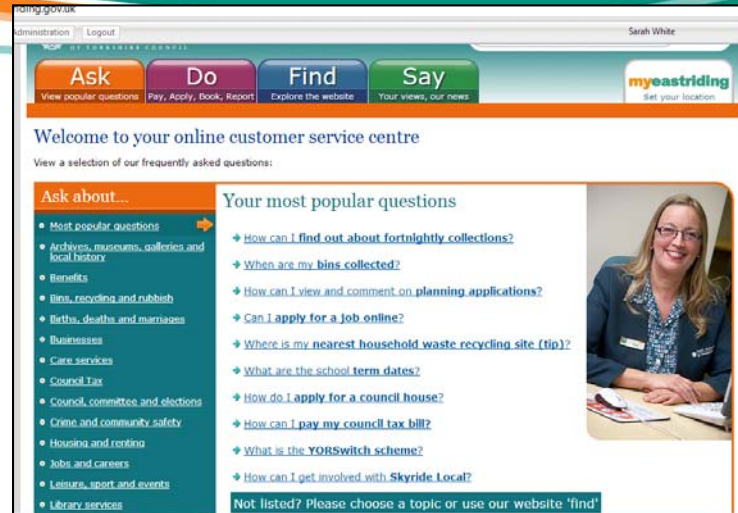
Fortnightly collection roll out



Part of procedure flowchart. Cascaded to all staff involved to ensure message was consistent.



Getting communication right

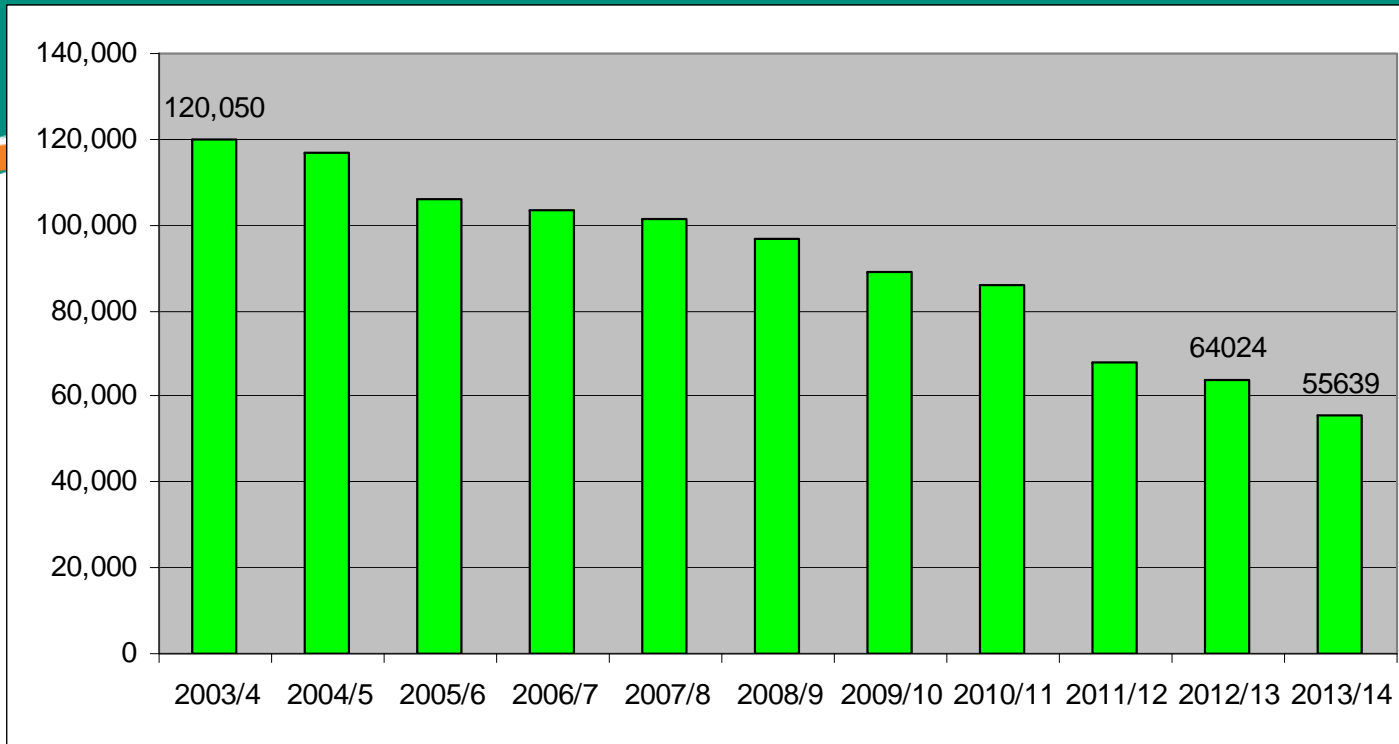


Direct mailing – letter and leaflet including new calendar to every house

Featured on website home page

Social media





Collected 30,000 tonnes of dry recyclables, projected to increase to 32,000 next year
37% increase



The tonnage in the brown bins is now 41,000 tonnes per year. This now just includes food and garden waste



Reduction of over 8000 tonnes since previous year.
7.1 kg/hh/wk



Key factors in success of fortnightly collection roll out

- Having carried out trials and gathered data and feedback
- Willingness to work with residents
- Educate not enforce
- Ensuring we had resources available to support all residents
- Effective communication using variety of methods
- Kept system easy to use
- Continuing to give an excellent collection service throughout



Maintaining momentum

Gather tonnage data and waste composition information to target engagement

Continued monitoring of LPAs and waste and recycling officers provide support where needed to ensure continued success of kerbside recycling scheme

Continuing with our text message service and developing email and ICal reminder systems as these will reduce cost

Expanding use of social media

Waste prevention plan including 'Let's waste less' campaigns to increase the focus on preventing waste



Food waste

- Prior to introduction of kerbside food recycling we were collecting on average 3kg/hh/wk of food waste in the green bin
- According to waste composition and caddy liner figures we are diverting around 1.5kg/hh/wk, which indicates there is still some way to go

Make access to caddy liners easier

Let's waste less food campaign

Round monitoring

Importance of keeping caddy liners free

Resident surveys to discuss barriers to using caddies

Continue to promote home composting and use of HWRS for garden waste



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Ensuring our service is sustainable

- Fortnightly collections have resulted in significant savings of £1m on vehicles and a reduction in missed collections
- Ensure we continue to be efficient with collection rounds – GIS mapping system and Tracker
- New transfer station at Goole
- Maintain close working relationship with customer service network, and keep collection crews engaged and feeding back
- Continue to use new ways of communicating with customers, and evaluate all activities to ensure only using resources for those which are effective

