

THE HIGHLAND COUNCIL

TRANSPORT, ENVIRONMENTAL AND COMMUNITY SERVICES COMMITTEE – 18 March 2010

Agenda Item	
Report No	

Waste Aware Highland Campaign

Report by Director of Transport, Environmental and Community Services

SUMMARY

This report updates Members on the Council's continuing Waste Aware Campaign and highlights the main issues that the Waste Awareness Team will be targeting over the forthcoming year.

1. Introduction

- 1.1 Members will recall that in 2008 the Council allocated an additional £1.662 million was allocated to improve recycling services. Part of this funding supported four Waste Awareness staff to promote the waste reduction and recycling message to communities and individuals throughout the area.
- 1.2 The four Waste Awareness staff and are based in Wick, Portree, Fort William and Dingwall.
- 1.3 Prior to 2000 the municipal waste recycling rate in Highland was close to zero. However since 2003/4 the Council's performance has shown steady improvement, increasing from 6% (June 2004) to 34% in June 2009.

2. Waste Aware Campaign 2009/10

- 2.1 The Waste Aware Highland Campaign aims to continue to reduce the amount of waste that is currently being sent to landfill by encouraging householders to reduce, reuse and recycle as much of their waste as possible.
- 2.2 Every effort is made to deliver the campaign in a variety of ways in order to attempt to reach as many of the Highland population as possible. This includes attendance at school and community events, monitoring of kerbside collection routes, specific campaigns to reduce waste and the recent Waste Electrical and Electronic Equipment recycling campaign. A summary of the waste aware activity to date is detailed in **Appendix A**.
- 2.3 The Recycling Operatives and the Waste Aware Team is currently delivering 'Recycling Update' newsletters and calendars to all households that receive a kerbside collection. There are approximately 150 individual recycling routes in Highland all with different collection days, and this provides an excellent opportunity to engage with householders on a one to one basis.

3. Future Waste Aware Campaign

- 3.1 Future waste aware activity will continue to encourage householders to reduce, reuse and recycle. It will include many of the core campaigns and activities as in previous years such as promoting Recycling Centres, kerbside recycling and providing waste aware talks to communities.
- 3.2 Additionally, next year's campaign will include an exciting youth film competition aimed at 11-16 year olds and a "door knocking" campaign to target the areas with poor participation in the blue box scheme. There will also be a specific campaign focussed on reducing food waste, and an environmental awareness event on 4 June 2010 involving staff and Members. A detailed summary of future waste aware activity is detailed in **Appendix B**.

4. Financial Implications

- 4.1 There are no financial implications associated with this paper as the costs are contained within the existing revenue budget.

5. RECOMMENDATION

- 5.1 Members are invited to note progress made to date, and to support the Waste Aware Campaign planned for 2010/11.

Signature:

Designation: Director of Transport, Environmental and Community Services

Date: 5 March 2010

Report Author: Imogen Percy-Bell, Waste Management Officer

Waste Aware Campaign To Date

Activity	Summary
Recycling Centre campaign – Autumn	Large advertorials in all local press. Waste Aware staff visiting Recycling Centres on a regular basis encouraging residents to segregate their waste
Rural kerbside monitoring	18 routes were monitored over 2 collections. Figures show that approximately 70-80% of households on the routes are taking part in the service.
Urban kerbside monitoring	12 routes were monitored over 3 collections. Figures show less encouraging results with approximately 30 -50% of households taking part in the service.
Christmas Campaign	Large advertorials in local press promoting 3R's at Christmas. 3 week MFR advertising campaign focusing on Christmas and food waste. Billboards in Inverness, Alness and Fort William focussed on recycling at Christmas. 4 Christmas Fayres attended
Waste Electrical and Electronic Equipment Campaign (WEEE)	Press releases were issued just before Christmas detailing new facilities at Recycling Centres. Approx 3,000 leaflets handed out at Recycling Centres, Service Points and Libraries. MFR advertising after Christmas New signage is currently being distributed.
Commercial recycling permit promotion	4500 recycling permit flyers were sent out with commercial customer contract renewal packs. These have generated a positive response from customers wishing to apply for the permits this year.
Kerbside recycling newsletter and calendars	92,000 'Recycling Update' newsletters and collection calendars are currently being hand delivered to all householders that receive a kerbside recycling collection. To be completed by end of March.
MFR Radio Campaign	Reducing food waste, kerbside recycling and glass bottle recycling will be promoted on MFR throughout March 2010.
Bus campaign	Reducing food waste, kerbside recycling and glass bottle recycling will be promoted on the outside of buses for 6 weeks from the end of March 2010.
THC staff Awareness	450 Waste and Recycling Operative newsletters will be issued in March providing feedback on recycling targets and facilities. Service newsletters were used to promote 3R's to THC Staff
Schools	April 2009 to present – 50 schools were visited where 3 R's workshops/presentations, paper making workshops, waste audits and the giant recycling game were delivered to pupils.

Ongoing	<p>Attended 25 community events including Black Isle Show, Life Scan staff eco day and Coop Watch Your Waste events.</p> <p>“Compost” the Waste Aware mascot also made guest appearances at schools and community events.</p> <p>Carried out 10 talks to community groups.</p> <p>10 Press releases issued including new rural routes, schools recycling, composting and WEEE.</p> <p>Mobile ad trailer is moved throughout the region promoting recycling.</p> <p>Answer queries from residents regarding recycling, waste minimisation and commercial recycling via email and telephone.</p> <p>Website is updated with new information on a regular basis.</p>
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Appendix B

Future Waste Aware Campaign

Activity	Summary
Recycling Centre Campaign - Spring	<p>Large newspaper advertorials offering householders a chance to enter a free prize draw to win £250 of bicycle vouchers if they take the advert along with them when visiting their local Recycling Centre.</p> <p>Waste Aware staff will also be visiting Recycling Centres on a regular basis to engage with householders.</p> <p>New/replacement signage at Recycling Centres will be distributed.</p>
Youth Film Competition	<p>11-16 yr olds will be invited to enter the competition to come up with a story line/idea for a short film on the theme of waste and recycling. The winning group will win the opportunity to work with a professional film production company. The film will be shown at shopping centres, service points, libraries, schools, local events, community councils. We are also approaching the Screen Machine and Eden Court for possible screenings.</p>
Door knocking - Summer	<p>A door knocking campaign will be carried out in the areas with low to mid ranging participation rates on the blue box routes. Waste Aware staff will visit those properties not participating and encourage them to take part in the service. Information regarding waste minimisation and recycling other materials will also be offered when talking to householders at the doorstep.</p>
Recycling Centre - Autumn	<p>Competition will be launched for primary school children to design a mural to brighten up their local Recycling Centre.</p>
THC Staff Waste Awareness	<p>Co-ordinating Environmental Awareness Day for staff and Members at HQ on 4th June 2010. Maybe an opportunity to run a similar event at Drummie House.</p> <p>Staff Payslips – 3 Rs message on payslips.</p>
Blue box monitoring	<p>Continue to monitor blue box routes to establish participation rates.</p>
Kerbside recycling newsletters and calendars	<p>Deliver newsletters and calendars to all properties on the kerbside recycling collection routes.</p>
Food Waste Campaign	<p>Summer/Autumn roadshows, newspaper adverts, events encouraging residents to reduce their food waste.</p>
Commercial recycling promotion	<p>Engage with commercial customers to encourage them to take part in the recycling permit scheme.</p>
Christmas Campaign	<p>Billboards MFR Newspapers</p>
Schools	<p>Continue to carry out schools visits focussing on food waste.</p>
Ongoing	<p>Continue to deal with resident's enquiries, attend community events, carry out community talks, and issue press releases to encourage householders to reduce, reuse and recycle throughout the year.</p>