



# Recycle More Roll-out update



# Recycle More: a recap!

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## Adding the following to weekly collections:

- **Plastic pots, tubs and trays** (known as PTT)
- Food and drinks cartons
- Small household batteries & small electrical items

## Introducing the **Bright Blue Bag**

- Plastics bottles, pots, tubs and trays
- Food and drinks cans
- Foil and aerosols

## Three-weekly rubbish collections

More recycling every week means less rubbish, So, rubbish will be collected every three weeks. Trialled successfully in Somerset six years ago, 16 other authorities on 3-weekly collections.

**More than half the contents** of the average rubbish bin could have been recycled.





# Engaging parishes & members

## Briefing packs & virtual meetings

**Get ready to Recycle More**

Coming to Mendip, October 2020

Briefing Pack, August 2020

[www.somersetwaste.gov.uk/recycle-more](http://www.somersetwaste.gov.uk/recycle-more)  
#RecycleMore #BrightBlueBag




## Posters

**Get ready for Recycle More**

Coming to Mendip at the end of October 2020

Recycle more from your kerbside every week →

- Plastic pots, tubs and trays
- Food and drink cartons and Tetra Pak
- Small electrical items such as kettles or toasters
- Small household batteries

Because you can recycle more, your rubbish bin will be collected every three weeks.

Look out for your Bright Blue Bag

[somersetwaste.gov.uk/recycle-more](http://somersetwaste.gov.uk/recycle-more)




**Get ready for Recycle More**

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Look out for your Bright Blue Bag

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### Recycle More Messenger



4 September, 2020

**Welcome to the latest update about Recycle More.** It's the biggest change to our recycling for a decade and coming to Mendip at the end of October. Most people in Somerset are recycling. Recycle More will make it easier for everyone to recycle even more and help protect our environment and tackle climate change.

**Online Q&A sessions**

We ran the first of our Facebook Q&A sessions last week and received dozens of questions from the public. Please join in with the future sessions and promote them in your communities and with colleagues, family and friends. To take part, just visit the [somersetwaste](https://www.facebook.com/somersetwaste) Facebook page at the right time, then post your questions to the team.

- Tues, 22 September, 7am to 8am
- Sat, 10 October, 11am to 12noon
- Thurs 29 October, 7pm to 8pm

Some examples of topics covered:

Q: Won't the blue bag just blow away?  
A: No, it's base-weighted and so works well in bins.

Q: Will garden waste collections go three-weekly too?  
A: No, garden waste will still be collected fortnightly.

Q: Will we be able to recycle plastic bottles now?  
A: Yes, in the Bright Blue Bag, along with plastic bottles, pots, tubs, trays and tins and cans, empty aerosols and foil.

**Q&A at the Talking Cafe**

We are also running Q&A sessions during two of the Mendip Talking Cafe Live events on in the Community Council for Somerset.


Just visit <https://www.facebook.com/somersetwaste> and join the conversation 'live' on the following dates and time, or watch the recorded sessions later.

- Weds, 9 September, 11am to 12noon
- Weds, 14 October, 11am to 12noon

**Coming soon! Info on your doorstep**

We want to make sure everyone understands what is changing and when. Everyone in Mendip will be written to twice before anything changes.

The first leaflet will be coming soon - delivered across the district from Monday, 14 September. It gives an introduction to Recycle More, the timescale and how people can prepare.



[somersetwaste.gov.uk/recycle-more](http://somersetwaste.gov.uk/recycle-more) [Facebook](https://www.facebook.com/somersetwaste) [Instagram](https://www.instagram.com/somersetwaste) [YouTube](https://www.youtube.com/somersetwaste)

### Recycle More Messenger



8 October, 2020

**When will the bag arrive?**

It will be delivered by teams following the new service will be launched in Mendip, expanding weekly recycling and moving from two to three-weekly rubbish collectors. From Monday (12 Oct) the distinctive Bright Blue Bag will start being delivered to homes - the sign that things are about to change.

**Bright Blue facts**

The Bright Blue Bag has been the subject of a lot of questions. Here are a few helpful things to know:

- It has a 60-litre capacity
- It's tough and waterproof
- It folds flat when not in use
- It's base-weighted to prevent it from blowing away
- It's got a Velcro fastener so that stops the contents blowing away

Similar bags were used when we trialled the service in Somerset and are used elsewhere, including east Devon. They've been shown to work well.

**Stickers coming too**

Teams delivering the bags will also be putting stickers on recycling boxes to show what goes where with Recycle More. Items will need to go into different boxes.

- Green box = glass bottles and jars (with foil on), cans, no broken glass, window glass or cookware like Pyrex.
- Black box = paper and card, separate as much as possible and flatten cardboard.



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### Recycle More Messenger



4 November, 2020

**Welcome to the latest update on Recycle More.** The expanded recycling service has now been running for over a week, adding a range of new materials to weekly recycling and moving from two to three-weekly rubbish collections.

**Progress so far**

Despite the logistical challenge and some difficult weather, the new service has been launched without significant issue. The vast majority of the district's 13,000 homes have been getting recycling and rubbish out on the correct days and putting the right items in the right container - a really impressive response.

25,000 early to give accurate figures, but all the indications are that tonnes of extra recycling are being collected - particularly plastic (but also cartons/Tetra Pak). For a limited time, follow-up teams are checking areas on foot and new days and leaving a leaflet (recycling or rubbish) has been presented on the wrong day to help people get into the new routine.

**What if my bag doesn't arrive or goes missing?**

This shouldn't happen, but replacements can be ordered free online through Mendip District either online (<https://www.mendip.gov.uk/recycling>) or by calling 0300 3035555. In the meantime, put the Blue Bag materials in your black recycling bin.

**Plastics - what's in and what's not**

Initial samples found that in most cases the right things are going into the Bright Blue Bag.

Any 'contaminator' has mostly been from the wrong kind of plastic. Recycle More only collect plastic bottles, pots, tubs and trays. Other flexible and hard plastics are hard to get reprocessed.

**None of the below should go into any of your recycling containers:**

- Plastic bags, wrappers or plastic film (coverings from trees or punnets)
- Crop pellets or pet food pouches
- Plastic toys or plastic plant pots
- Expanded polystyrene



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## Test drive a bag



29 elected members trialed a bag before launch

# Engaging the public

## Direct mailing

Warm up leaflet (6 weeks)



Pre-launch leaflet (3 weeks)



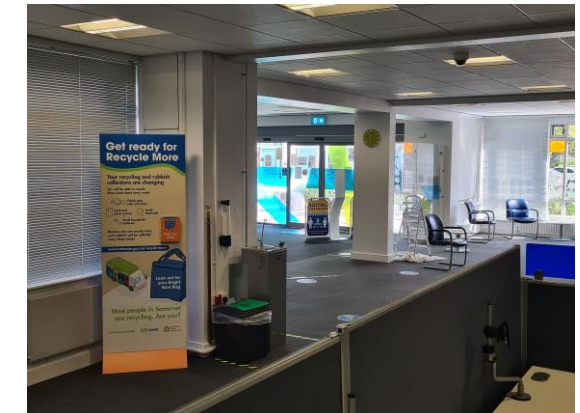
## Web information & PR



Recycle More page views:

- Aug 4.1k
- Sept 8.3k
- Oct 16.8k
- Nov (7.3k)

## Display materials



# Digital engagement

## Facebook Q&A



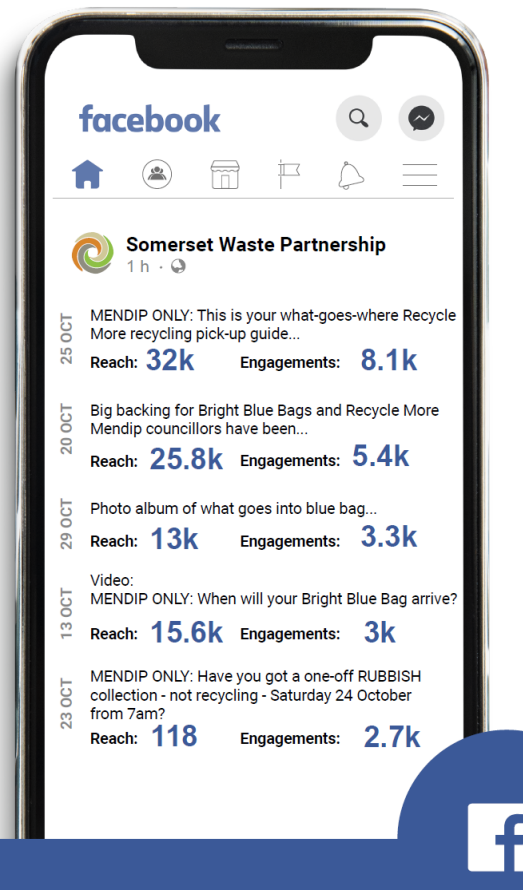
4 sessions, 6,400 engagements

## Talking Cafes



2 sessions, 6,500 views

## Social media



## Facebook engagement

- Sept 4.5k
- Oct 27.5k
- Nov 24.5k

## Service change film



# Schools Against Waste: Recycle More

## Visits offered to all Mendip primary schools (52)

- 18 schools visited
- A further 5 booked
- 2,000+ children at assemblies
- 1,300+ at workshops



*"... they are still talking about it a week later and discussing how they can put into practice some of the things it was suggested they could do."*

*"... a great day. I thought virtually would not work, but it did and the children enjoyed it."*

*"The sessions were organised and despite it being virtual, there was good interaction with the children."*

## Support for reusable nappies

- £11,000 funding for three local cloth nappy support groups
- Loaning kits for 3 groups covering the county
- Promoting in the New Year

# Support for residents through roll-out

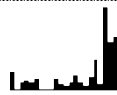
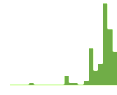


- An extra 18 members of staff were provided on contract, employed in a number of ways to assist the move to the new service:
- Supporting crews with assisted collections
- Responding to customer feedback around areas that had not received Information Packs
- Surveying old rounds and replacing bins and boxes presented for collection on the old collection day (around 200)
- Following the crews on the new rounds and presenting bins/boxes on behalf of the customer where they have failed to present their waste (around 400 customers)
- During the first two weeks of Recycle More, Suez report 96% of residents presented recycling and 95% presented refuse bins for collection on the correct day
- SWP receive, on average, 10 reports a day from residents reporting against the wrong day, these figures have been reducing consistently as customers get used to the new collection schedule.
- Less than 1% of properties have been tagged due to contamination of the recycling presented.





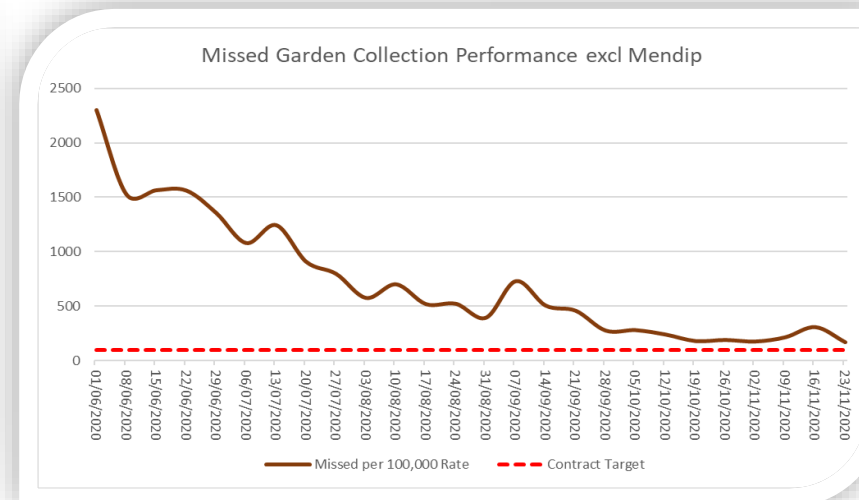
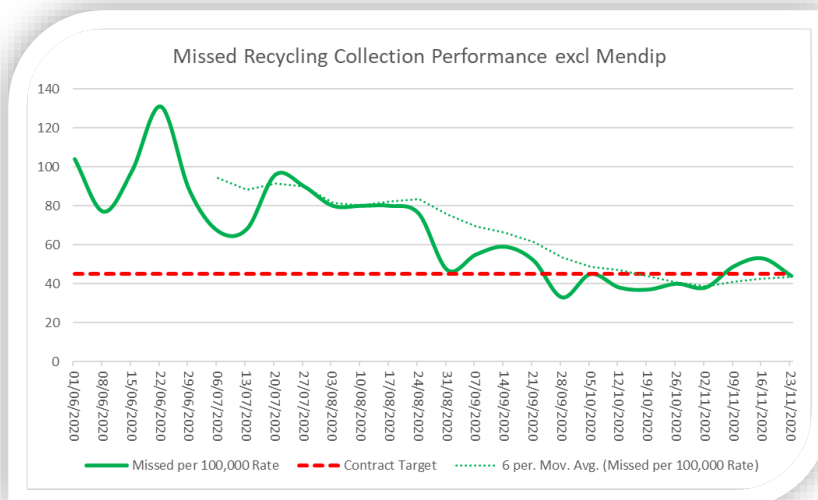
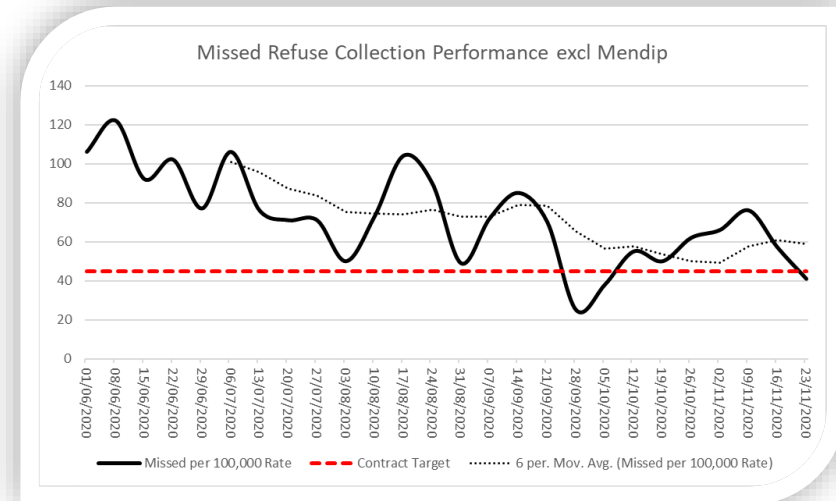
# Responding to resident requests

- During the period an additional 626 refuse bins were delivered throughout the period, equating to 240,000 litres of additional refuse capacity provided
- Only around 100 excess waste capacity requests were received that resulted in excess waste stickers being provided
- Customer engagement peaked when the calendars arrived at the door step, with sustained high volumes of recycling container requests
- SWP processed and delivered just over 17,000 recycling containers (in addition to Bright Blue Bag deliveries since the communication campaign began), this is over 13,000 more that we would normally expect, increasing the recycling capacity within the district by 730,000 litres.

	Pre Comms Average	Six Week Leaflet			Calender Delivery		Go Live				Additional Demand	12 Week Trend
		WC 21/09/2020	WC 28/09/2020	WC 05/10/2020	WC 12/10/2020	WC 19/10/2020	WC 26/10/2020	WC 02/11/2020	WC 09/11/2020	WC 16/11/2020		
Refuse Bins	77	91	132	71	262	177	187	133	131	135	626	
Recycling Boxes	222	1189	561	751	2420	1705	1092	571	500	369	7160	
Food Waste Bins	142	613	300	406	992	728	577	393	319	242	3292	
Bright Blug Bags					63	631	1221	652	423	329	3319	

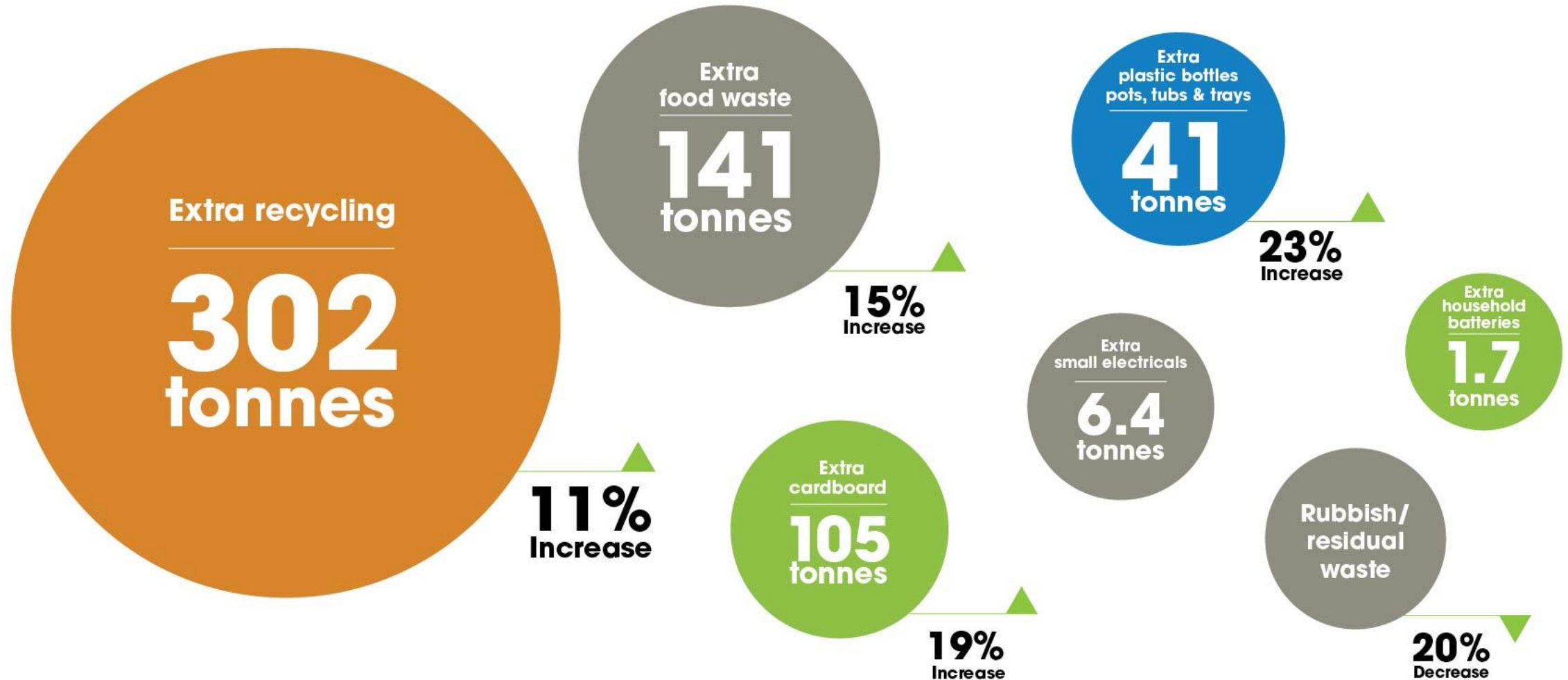
# Maintaining & Improving Service Levels

- SWP Recognise the importance of maintaining and improving service standards to all of our customers and we have remained focussed on improving the quality of service delivery throughout the contract
- Ambitious service delivery targets have been given to Suez and continuous improvement programme is underway to achieve specified and industry leading performance levels



- 50% Reduction in Recycling and Refuse Missed Collections
- GW Continually improving towards target
- No significant deterioration as consequence of implementation of Recycle More

# Recycle More: Five-week Summary



# Learning for future phases

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- Refine the Bright Blue Bag delivery (e.g. with rubbish rather than recycling)
- Fine tune approach to sampling (weekly, without interrupting operations)
- Review and refine communications (e.g. for more emphasis plastic type)
- Find ways to encourage more engagement with parish councils.



# Roll-out timetable

**Rolled-out in phases as depots are upgraded and to ensure we support residents:**

**Phase 1:** Complete  
Mendip communals – early March

**Phase 2:** June/July 2021  
Schools (east): June 2021

**Phase 3:** Sept/Oct 2021  
Schools (west): Sept 2021

**Phase 4:** Feb/March 2022

