



3 Bin Recycling & Refuse Service

Councillor Heather Timms

Sean Lawson—Head of Environmental Services

Gill Russell: Environment & Waste Services Manager

Ambition

- Aspiration to be 'one of the best'
- Major step change in service delivery
- Provide results
- Exceed residents expectations



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Reasons for change

- Residents expectations – survey 2007
- Achieve LAA targets
- Warwickshire Waste Management Plan to achieve 45%
- LATS – penalties for landfill
- No opportunity to expand existing service further
- Desire to be a top performer










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Choice of Service Delivery

- Affordable
- Sustainable
- Simple
- High levels of participation
- High diversion rates
- Quality materials
- Flexible – additional materials
- Accommodate future growth

RECYCLING ONLY
TO BE USED FROM YOUR FIRST COLLECTION IN APRIL

NEWSPAPERS MAGAZINES CATALOGUES DIRECTORIES LETTERS ENVELOPES GREETING CARDS WRAPPING PAPER DIRECT MAIL CARD CARDBOARD FOOD CANS DRINK CANS AEROSOLS FOIL GLASS BOTTLES GLASS JARS PLASTIC BOTTLES PLASTIC FOOD TRAYS YOGURT POTS MARGARINE TUBS FOOD & DRINK CARTONS	 mixed paper & card
	 corrugated cardboard
	 food tins & drink cans
	 aerosols
	 foil
	 mixed glass bottles & jars
	 plastics
	 cartons

No plastic bags or film
Please rinse all food and
drink containers.

 Rugby



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3 Bin Service

- **Alternate week collection**
- **Option of weekly collection of food waste**
- **Blue lid bin for commingled collection**
- **Whole Borough on same collection week for refuse and green waste**



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Full Member Support

- **Full Council**
- **July 2008**
- **Unanimous decision**
- **8 month lead in**
- **Start new service April 2009**



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Collection Round Re-scheduling

- **Had not been adjusted for 10 years**
- **Zoned the Borough**
- **23,000 day changes**
- **Implemented 4 weeks before start of new service**
- **Residents & crews had time to adjust**
- **Teething problems were not attributed to new service**

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Communication Plan

- Plan detailing how we would communicate information to residents
- Involved Media & Communications Team
- Staff Member – from WCC
- Drip –feed of information
- Over 8 months



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Activities

- Focus Groups
- Over 60 road shows
- School assemblies
- Translated information
- Audio tape
- 3 leaflets - direct delivered
- Website
- Newsletters
- Billboards
- Posters

Rugby Borough Council
Recycling & Refuse Collection Services

Black bin
 Non-recyclable waste

Green Bin
 Garden waste and food waste

Blue lid bin
 Dry recyclables listed in the opposite table

Recycle for Rugby

Recycling & Refuse Collection Services
 How to use your new services
 Starts April 20th 2009

Recycle for Rugby

Novo Serviço de Reciclagem e Recolha de Resíduos
Caixote do lixo com tampa azul - para reciclagem

O novo caixote do lixo com tampa azul destina-se a reciclagem.

Utilize-o para guardar os seguintes materiais:

- Garrafas de vidro / frascos de vidro.
- Latas de comida e de bebida, aerossóis e folhas de alumínio
- Garrafas plásticas, embalagens de iogurte, tabuleiros de comida e embalagens de margarina.
- Jornais, revistas, telefone
- Listas telefónicas, catálogos, cartão e caixas em cartão.

Por favor, lave as latas, garrafas, frascos e plásticos. Esmagar as garrafas plásticas.

As recolhas são efectuadas quinzenalmente.

Coloque o seu caixote do lixo na esquina da sua casa às 7.30 da manhã.

Se neste caixote existirem outros materiais que não os anteriormente mencionados, este não poderá ser esvaziado, pois irá contaminar a carga.



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Collection Calendar

Your refuse and recycling collections will be collected on alternate weeks on your normal refuse collection day. You have refuse for a black lid recycling bin will be collected on the weeks marked in grey. Your green-organic waste bin will be collected on the weeks marked in green. Collections are made on all Bank Holidays.

GREEN BIN COLLECTION
BLACK BIN & BLUE LID BIN

Please ensure your bins are out of the kerbside for collection by 7.30am.

How do I use my food Caddy?

You have provided your own food caddy to collect your food waste on the kerbside. When it is full empty the contents into your green bin. You can keep your caddy clean by using a self-cleaning bag or by using compostable caddy liners which are available from most supermarkets. Please DO NOT use plastic bags as they do not biodegrade and will not be collected.

If you have any enquiries, please contact us.

Contact Rugby 01788 533 335

A new calendar will be issued in November containing Christmas holiday arrangements.

Additional Services

Residents on top of your weekly refuse collection are requested to use our new services to help reduce the amount of your waste for going to landfill.

Rugby Borough Council provides 30 recycling sites around the Borough where residents can take material for recycling. All our bins also accept paper, card and metal cans. If you have collecting green bottles in need, the full list is available on line at www.rugby.gov.uk/recycling

Worcestershire County Council also operates a Household Waste Recycling Centre at Hudson Lane that can accept a greater variety of household materials, including fridges, TVs, and monitors, large metal electrical goods, used engines oil, bikes and lamps, plastic, car batteries, wood and brick, fluorescent tubes, oilfats, mobile phones, and printer cartridges. For more information visit www.worcestershire.gov.uk/recycling

Using sustainable options will greatly reduce the amount of rubbish you produce. For more information visit www.rugby.gov.uk/sustainable

Why are we doing this?

To save space and reduce the carbon footprint of materials, to reduce landfill and to improve recycling rates. Residents are asked to ensure the amount of waste sent to landfill and reduce the amount of material sent to incineration. This includes using your landfill tax.

Will my bin be small?

No. There will not be a problem if you cannot store refuse properly. Keep your bin clean and use it to its full capacity and that is all that matters.

What if I don't have sufficient space for the additional bin?

If you do not have enough space for the additional bin a smaller range of bins will be available from the Borough Council. Contact Rugby Borough Council on 01788 533 335.

What if I produce too much waste?

If you have more waste than can be stored in the additional bin, you can use the extra space in your current bin to store your extra waste. The extra space in your current bin will be available from the Borough Council. Contact Rugby Borough Council on 01788 533 335.

Refuse & Recycling Collection Services
 How to use your new services
 Starts April 20th 2009

With the addition of your new bins to be used for refuse and recycling, we continue to improve your recycling and refuse services. Inside this leaflet we show you how to get the best out of your new services and when to put your bins out for collection.

Recycle for Rugby

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Involving Residents

In order to involve as many residents as possible & covering a wide range of ethnic minority & disability groups we met

with:

- **Rugby Mind Group**
- **Rugby Race & Disability Forum**
- **Benn Partnership Centre**
- **M.S Society**
- **Guidepost Carers Group**
- **Mayday Trust**
- **Age Concern**



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Slim your Bin Challenge

- **Advertised for families to trial service**
- **4 families**
- **Cross section of community**
- **Support from Client Team**
- **Recycling over 65%**

It's BIN sorted

RUGBY'S NEW three-bin system has already been hailed a great success – before it's even been rolled out!

In December and January, four families volunteered to trial the new system as part of a Slim Your Bin Challenge. Over six weeks – including Christmas – the families tried to reduce the amount of rubbish they sent to landfill, and increased the amount for recycling.

And by the end of the challenge every family said they wanted to keep their bins – and couldn't wait for the new system to start in April.

Angela Clarke, who trialed the system with partner Dominic Cresswell and young son, Heath in New Bilton, said: "It's been excellent. I just hope when it starts in April that everyone else feels the same - it's been excellent."

"No-one's got any excuse not to recycle. It has made me look at packaging to see if it will go in."

Pauline Buchanan, who lives with husband Bill near the town centre, added: "You don't really know how much you can recycle and how easy it all is."

"We have really enjoyed it and we think we've done something for the good of the environment and that's what it's all about."

And mum-of-four, Helen Stubbs, from Hillmorton has discovered washable nappies thanks to the scheme – despite using disposables for her other three boys.

The new system consists of three bins, a green bin for garden waste and food waste, and a blue lid bin for 'dry' recycling which will replace red boxes. The original



black bin will be used for anything that can't either be recycled or composted.

Residents frequently request that plastics and card be collected from the kerbside and this new service will enable us to collect a much wider range of materials including cooked and uncooked food waste, cardboard, plastic bottles, plastic food containers such as margarine tubs and yoghurt pots, glass bottles and jars, tins and cans, foil, aerosols and mixed papers.

It's 'bin' excellent! - four Rugby families trial the new system - above: the Stubbs family and (inset) the Mistry family, Mr & Mrs Buchanan and Angela Clarke with partner Dominic Cresswell and son Heath.

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Schools Competition

- Wrote to all primary schools
- Offered to do assemblies
- 5 local schools participated
- Mayor was Judge
- Collection vehicle was taken to winning school for photo with the press

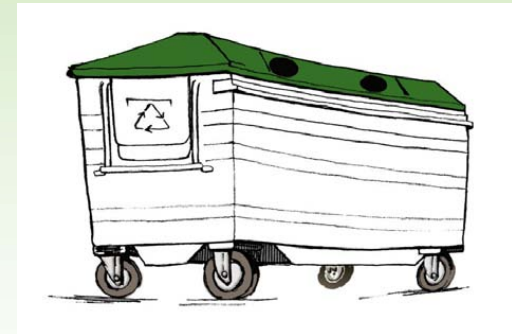
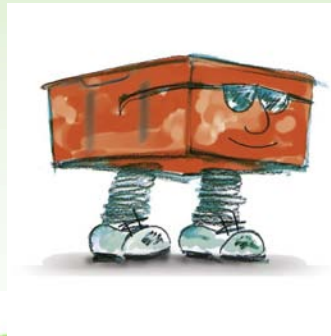
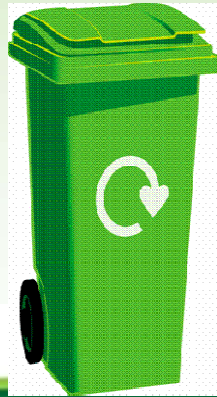
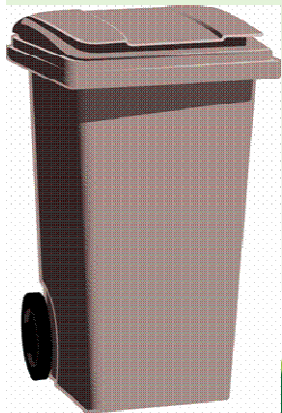


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Residents issues

- Focus Group
- Wrote to 1500 residents
- 87 individual site visits
- Meetings in relevant areas e.g New Bilton
- Alternatives – bin sizes, retain red boxes
- Additional capacity – waste audits



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Flats, apartments & sheltered housing

- **Assessed on case by case basis – apart from high rise flats all will be on new service**
- **Information translated regarding contamination**
- **Crews aware to monitor more**



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Involving Councillors

- **Newsletter updates**
- **E-mail events in their Wards**
- **Updates at Locality Forums**
- **Closely involved**



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April 2009

First Collections.....

- **We agreed to take excess**
- **Crew working until 6.30pm**
- **First 4 weeks to clear backlog**



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Contamination

- Crews monitor
- Educational
- Series of letters
- Site visits
- Pure report – monthly
- In first quarter 3.9%



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It wasn't straightforward!

- Pure
- Ufton



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What would we do differently?

- **Walksort database – did not include rural / isolated properties**
- **Accurate addresses from round sheets - rural**
e.g Bungalow by green gate
or house in field by wind turbine!
- **The postcode search engine for collection schedules was delayed for the same reason**



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What's next?

- Resident survey
- Review 'bring' sites
- Trade / commercial recycling
- Additional materials
- Marketing Pure MRF at Ettington



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Results

	April – Sept 2007/8	April – Sept 2008/9
Tonnage recycled % recycled	3176 tonnes	5409 tonnes
Tonnage composted % composted	5206 tonnes	6750 tonnes
Combined rate	35%	56%
Total household waste sent to landfill	14654 tonnes	9288 tonnes

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Success

- Popular
- Simple
- Acceptable
- Effective
- No adverse publicity



- I would like to say how good I think the new refuse system is. The volume that I am able to recycle is astonishing and I am very pleased to be able to have a very easy way of recycling. Mrs Perks
- Mr Rabain has lived in a couple of other Local Authority areas & Rugby is by far the best regarding Refuse & Recycling. He would also like to say that the new 3 bins system is a very good idea.

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Thank you.....



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