

Report on	Recycle Week 2017
Reporting Officer	Mark McAdoo, Head of Environmental Services
Contact Officer	Mark McAdoo, Head of Environmental Services

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To update members on the activities carried out for Recycle Week 2017.
2.0	Background
2.1	Environmental Services carries out recycling education and awareness activities throughout the Mid Ulster Council area to promote recycling and reduce waste to landfill.
2.2	Recycle Week is an annual initiative coordinated by WRAP (Waste Resources Action Programme), who manage the national recycling campaign under the Recycle Now brand. WRAP asks partners within the waste management sector including businesses and local authorities to promote Recycle Week to stakeholders and the general public.
2.3	This year's Recycle Week ran from Monday 25 September to Sunday 1 October, with this year's theme being, 'Recycling - It's Worth It!' The aim of the week was to encourage the public to recycle more, by demonstrating the benefits of recycling items from all around the home.
3.0	Main Report
3.1	The theme for Recycle Week this year was chosen to dismiss some of the myths often portrayed around recycling and to show that recycling really is worth it. Bespoke resources were launched under a sub theme of, 'What goes around comes around' for partners to download and use during Recycle Week. This aimed to show what items are turned into when they are recycled, to capture attention and put across simple but important messages about why it's worth it to recycle.
3.2	<p>The Recycling Officers worked closely with the Communications Team who worked together to create short videos for promotion through social media, as well as adding news items to the website and issuing a press release. Releases on Facebook, Twitter and the website were as follows:</p> <ul style="list-style-type: none"> • 20th Sept: News item on Bin-ovation • 22nd Sept: Launch of Recycle Week highlighting that the area once again achieved the highest overall recycling rate of all 11 councils for the first quarter of 2017/2018 (see attached)

3.3	<ul style="list-style-type: none"> • 25th Sept: 'We're Proud to support Recycle Week' posts • 26th Sept: A video showing accepted materials (and contamination) in the blue bin https://www.facebook.com/dungannonlife/videos/1904455756248223/ • 28th Sept: A video with an inspirational householder on upcycling household items and furniture https://www.facebook.com/dungannonlife/videos/1906394819387650/ <p>Recycling talks/visits were carried out at the following in and around Recycle Week, which were themed to coordinate with the national campaign (see attached photos):</p> <ul style="list-style-type: none"> • Tobermore PS • Dungannon WI • St Elizabeth's Senior Citizens Group, Moygashel • St Mary's PS Dunamore, KS1 & KS2 • Carntall PS, Clogher, • Glen PS, KS1 & KS2 • St Columba's PS, Straw, KS1 & KS2 • Maghera PS KS2 • Phoenix Integrated PS, Cookstown • St Mary's PS, Stewartstown • St Mary's PS, Dunamore <p>Recycle Week promotions carried out by the business sector e.g. Dunbia, Granville were also supported during the week.</p> <p>The Recycling Team will continue with ongoing education and awareness activities. Their focus remains on increasing food waste recycled through the brown bins for the remainder of 2017. The first quarter of 2018 will focus on dry recycling through the blue bin, in line again with the national WRAP campaign.</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: None</p> <p>Human: The Recycling Officers and the Communications Officers spent a substantial amount of time on the various forms of communication carried out for Recycle Week.</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>None</p>
4.3	<p><u>Risk Management Implications</u></p> <p>None.</p>

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5.0	Recommendation(s)
5.1	Members are asked to note the content of this report.
6.0	Documents Attached & References
6.1	Appendix 1 Recycle Week 2017 Press release
6.2	Appendix 2 Photographs from Recycling Talks at Schools

6.1 Appendix 1 Press Release

Mid Ulster celebrates impressive recycling rate this Recycle Week!

22 September 2017

Mid Ulster has achieved the highest overall recycling rate of all 11 councils for the first quarter of 2017/2018 (April-June 2017).

Provisional figures just released show Mid Ulster's overall recycling rate stands at 60.18% for the quarter, up from 55.34% for the same period last year and the best of all the 11 councils.

However the figures also show that the dry recycling rate increased by only 1.62% for the quarter (from 21.37% to 22.99%).

The statistics have been released ahead of this year's Recycle Week which takes place from 25th September – 1st October and is encouraging residents to recycle more efficiently in the blue bin.

Blue bins should be used for disposing of paper, cardboard, aerosol cans, food and drink cans, plastic bottles and containers, envelopes and glass. Items such as nappies, liquids and food waste cannot be disposed of in the blue bin.

Most people remember to dispose of every-day kitchen items like plastic bottles and cereal boxes in the blue bin so this year's Recycle Week aims to raise awareness about ensuring the blue bin is also used for disposing of bathroom and bedroom items like empty deodorants, aerosols and perfume and aftershave bottles.

Aerosols such as deodorants and hair sprays can be recycled again and again without any loss in quality, so you may see them come back in items such as parts of your mobile phones, dishwashers or even as another aerosol can - what goes around comes around!

If everyone in Mid Ulster recycled one more deodorant, it would save enough energy to power a typical primary school for 50 days!

The Chair of the Council's Environment Committee, Councillor Ronan McGinley commented, "The fact that Mid Ulster has once again achieved the highest overall recycling rate of all 11 councils here proves there is a huge recycling effort being made in the district. These incredible figures don't just keep happening by chance. We are very fortunate that the majority of our residents are doing the work on the ground and supporting the Council in its dedication to promoting recycling."

“However, there is always more that can be done and Recycling Week this year gives us the perfect opportunity to tackle blue bin recycling head-on. Remember, recycling doesn’t just happen in the kitchen, make sure you are also disposing of all appropriate bathroom and bedroom items correctly in the blue bin!”



For more information about your local recycling scheme, including details of what can and cannot be recycled from around the house, visit www.midulstercouncil.org/recycling or download the Council’s free Binovation app from the App Store or Play Store.

6.2 Appendix 2 Sample Photos from Recycling Talks



St. Mary's PS, Stewartstown



St. Columba's PS, Straw



Carntall PS, Clogher