

Report on	Mixed Dry Recycling (Blue Bin) Scheme Communications and Funding
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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 mixed dry recycling (blue bin) scheme communications and to seek approval for expenditure of funding on mixed dry recycling (blue bin) focused communications.
2.0	Background
2.1	Members will be aware that throughout 2017 recycling communications focused primarily on food waste diversion from landfill and maximising usage of the brown bin scheme. The planned focus for 2018 is dry recycling, i.e. maximising use of the blue bin scheme.
3.0	Main Report
3.1	Members will be aware that an analysis of the composition of all Council's waste is being carried out by RPS on behalf of the Waste and Resources Action Programme (WRAP). Whilst the final report has not yet been released findings from the first phase of the study shows that there is still some room for improvement in the household dry recycling rate.
3.2	<p>Key findings of Phase 1 of the waste composition analysis were that:</p> <ul style="list-style-type: none"> - Residual (black bin) waste comprised 23.7% target dry recycling material - Blue bin waste comprised 14% of non-target material (contamination) <p>Thus there are two key areas where Council can focus to increase dry recycling and decrease waste to landfill:</p> <ul style="list-style-type: none"> - Reducing 'missed capture' - Reducing contamination in the blue bin
3.3	<p>Communications will be carried out to:</p> <ul style="list-style-type: none"> - Encourage residents to get all suitable recyclables out of the black bin and into the blue bin - Encourage residents to recycle items from all rooms in the house - Ensure residents can readily access information on what is and is not accepted in the blue bin - Motivate residents by providing "transformational" information, explaining what the items recycled get turned into and the environmental benefits, i.e. showing that recycling is worthwhile

3.4	<p>This will build on the key message delivered through recycling communications to date – that recycling does “make a difference”.</p> <p>In the January to March 2018 quarter the main actions will be:</p> <ol style="list-style-type: none"> 1. Production of 10,000 blue bin accepted material stickers for household blue bins 2. Design, print and distribution of 55,000 blue bin focused leaflets to all households 3. Print and promotion of a householder’s “Your Guide to Recycling” (see attached) 4. Ongoing educational school visits and recycling talks 5. Promotion of the ‘Big Spring Clean’ to schools (March) 6. Coordination of Mid Ulster Eco Speak school’s competition (to be held in April)
3.5	<p>In order to assist with implementation of the above a funding application was submitted on 17th December to DAERA, via WRAP Local Authority Support and I am pleased to report that a Letter of Offer for £10,383 was received on 29th January (copy attached)</p>
3.6	<p>The “Your Guide to Recycling” will be translated into seven languages: Lithuanian, Russian, Bulgarian, Polish, Slovak, Tetum and Portuguese. This guide addresses a need for comprehensive recycling and waste management advice for those who do not have English as a first language and will be of particular help to recycling officers when making house calls to residents. Printed copies will also be distributed to key businesses and organisations in the district. The guide will also be made available on the Council website. PR activity to promote availability will take place when this guide is complete.</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: This latest letter of offer brings the total amount of external funding secured by Environmental Services for waste management in Mid Ulster district to approx. £330k.</p> <p>Human: Recycling officer time to submit funding application and deliver related actions.</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>The provision of a translated Recycling Guide in seven languages is to be welcomed.</p>
4.3	<p><u>Risk Management Implications</u></p> <p>Ongoing, targeted recycling communications are a key focus for Environmental Services to ensure the three bin system is utilised effectively and recycling rate is maximised. This reduces the risk of not meeting recycling targets or incurring landfill diversion penalties.</p>
5.0	Recommendation(s)
5.1	<p>Members are asked to note the contents of this report and to endorse the expenditure of funding on mixed dry recycling (blue bin) scheme related communications as outlined herein.</p>
6.0	Documents Attached & References

6.1	WRAP/DAERA Project Funding Agreement "Your Guide to Recycling"
6.2	