

Report on	Recycle Week 2023
Date of Meeting	14 th November 2023
Reporting Officer	Mark McAdoo, Assistant Director, Environmental Services
Contact Officer	Karl McGowan, Waste and Sustainable Development Manager

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

1.0	Purpose of Report
1.1	To update members on the activities carried out for Recycle Week 2023.
2.0	Background
2.1	The Recycling Team carries out environmental education and awareness activities throughout the Mid Ulster district to promote recycling and reduce waste to landfill.
2.2	Recycle Week, established in 2004, 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 local authorities and businesses to promote Recycle Week to stakeholders and the general public.
2.3	This year, Recycle Week celebrated its 20 th anniversary and encouraged children, families and whole communities to get involved. The campaign for schools encouraged the country's children to partake in fun activities throughout Recycle Week, with a focus on local authorities and partners to share the central message.
3.0	Main Report
3.1	This year's Recycle Week ran from Monday 16 th October to Sunday 22 nd October, with the theme being, 'The Big Recycling Hunt', focusing on "missed capture". This was chosen to get people thinking about the items they should be recycling, focusing particularly on items that are often "missed" when it comes to the blue bin such as shampoo bottles, empty aerosols and plastic takeaway containers.
3.2	Bespoke resources were launched for partners to download and use during Recycle Week with messaging aimed around the most common items from the home that are missed when it comes to recycling, and to encourage positive behaviour change towards recycling more of the right things more often.

3.3	Recycle Week activities in Mid Ulster included a series of school visits, tours of Drumcoo Recycling Centre, a litter-pick with local business, social media posts and news item on the Council website with an accompanying press release.
3.4	<p>Details/timeline of all activities carried out during Recycle Week are as follows:</p> <ul style="list-style-type: none">• 9th Oct: Social Media post and article on the Councils website ahead of Recycle Week to raise awareness of this year's campaign.• 16th Oct (1): Social Media post marking the beginning of Recycle Week, reiterating Mid Ulster District Councils commitment to reducing the use of single use plastics by joining Northern Ireland Water's #Refillution campaign, featuring photography with Chair of Environment Committee. Reusable water bottles were made available to staff in exchange for signing a pledge to make a personal commitment to always use a reusable water bottle and refill from the tap.• 16th Oct (2): Council facilitated clean up around Granville Industrial Estate involving volunteers from Dunbia Group.• 16th Oct (3): Visit to New Row Primary School, Castledawson. Meeting with the schools new Eco Team to help with recycling initiatives throughout the school. Over 150 children engaged in a series of recycling talks delivered to various class groups throughout the day.• 17th Oct (1): Visit to St Patrick's Primary School, The Loup. Approximately 110 children from P3-P7 engaged in a series of recycling talks delivered to individual class groups throughout the day.• 17th Oct (2): Pupils from Howard PS, Dungannon, visiting Drumcoo Recycling Centre (two separate sessions) for a tour of the Recycling Centre and Transfer Station to learn more about what happens to their waste and recyclable materials.• 18th Oct (1): Additional class groups with pupils from Howard PS, Dungannon, visiting Drumcoo Recycling Centre as above.• 18th Oct (2): Visit to Phoenix Integrated Primary School, Cookstown. Approximately 200 children from P1-P7 engaged in a recycling assembly delivered to the whole school.• 18th Oct (2): Social media post reminding residents to recycle their bathroom bottles once empty (shampoo, conditioner, bubble bath, shower gel).• 19th Oct (1): Visit to Donaghmore Primary School. Approximately 85 children from P1-P7 engaged in a recycling assembly delivered to the whole school.

	<ul style="list-style-type: none"> • 19th Oct (2): Visit to St John's PS, Swatragh. Children from P1-P4 and P5-P7 engaged in separate recycling assemblies delivered to both groups. Approximately 195 pupils in total. • 20th Oct (1): Social media post reminding residents to recycle their empty plastic tubs from takeaway trays to butter tubs, fruit punnets and plastic meat trays. Reminder to rinse them out and put in the blue bin. • 20th Oct (2): Visit to Churchill PS, Caledon. Approximately 100 children from P1-P7 engaged in a recycling assembly delivered to the whole school. • 20th Oct (3): Visit to Aughnacloy College Year 9 Food Waste Talk.
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: None</p> <p>Human: Recycling Officers have spent a substantial amount of time on the various forms of communication and activities 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>
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 2023 Press release
6.2	Appendix 2 Social media posts and imagery published during Recycle Week 2023
6.3	Appendix 3 Photographs from school activities etc. attended by Recycling Officers