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| Report on | Recycle Week 2021 |
| Date of Meeting | 12 th October 2021 |
| Reporting Officer | Mark McAdoo, Assistant Director – Environmental Services |
| Contact Officer | Karen Brown, Recycling Education & Awareness Officer |

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

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| 1.0 | Purpose of Report |
| 1.1 | To update members on the campaign and activities carried out for Recycle Week 2021. |
| 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 local authorities and businesses to promote Recycle Week to stakeholders and the general public. Mid Ulster District Council have used Recycle Week 2021 to promote, encourage and raise awareness of recycling whilst also utilising it to launch the new annual recycling campaign. |
| 3.0 | Main Report |
| 3.1 | This year's Recycle Week ran from Monday 20 th September to Sunday 26 th September, with the theme being, ' Step It Up', encouraging citizens to recycle more in the fight against climate change. The aim of the week was to encourage the public to recycle more of the right things more often whilst also demonstrating the benefits of recycling items from all around the home and how recycling can help to reduce carbon emissions and footprint. |
| 3.2 | The theme for Recycle Week this year was chosen to raise increased awareness of the global climate crisis and how small but powerful habits like recycling can help combat it. With the UN Climate Change Conference (COP26) taking place in Glasgow this November, all eyes will be on the UK as the centre of discussion and action for the environment. Bespoke resources were launched for partners to download and use during Recycle Week with messaging aimed to demonstrate carbon and energy savings that can be achieved by recycling. |
| 3.3 | The Recycling Officer worked closely with the Communications Team who together have used Recycle Week to launch a new 6 month recycling communications plan to run from September to March, which continues on with the Recycle Week theme of "Step It Up" incorporating the message of "Lets Recycle Right". The plan includes social media messages, press releases and website articles to promote recycling messages and |

information whilst also explaining the benefits that recycling has in energy and carbon saving, thus making recycling an essential component in the Council's Corporate Improvement Objective that *"Mid Ulster District Council will seek to reduce the environmental impacts of our own activities and will contribute to the improvement of the wider environment through local action"*.

3.4 Recycle Week activities in Mid Ulster included a feature with a local Mid Ulster business, Tailored Image based in Moygashel, who have been awarded a contract with EasyJet to manufacture cabin crew and pilot uniforms made from recycled plastic bottles. In addition there were social media posts, news items on the Council website and a press release. Releases on Facebook, Twitter and the website were as follows:

- **20th Sept:** Launching Recycle Week and the beginning of new recycling campaign with news item on website and press release featuring launch photo with Council Chair.
- **22nd Sept:** Social media post featuring the business Tailored Image with photo and comment from Managing Director about the contract for using recycled plastic bottles to manufacture EasyJet uniforms. A video has also been filmed with the company to explain their story but due to unforeseen circumstances, this was not available in time to feature during recycle week and will instead feature during October as part of the ongoing recycling campaign
- **23rd Sept:** Press release, website news article and social media post highlighting that the area once again achieved the highest overall recycling rate of all 11 councils during the quarter January to March 2021.
- **25th Sept:** Social media post to wrap up recycle week, encouraging residents to step up their recycling efforts and explaining energy and carbon saving facts that are achieved through recycling.

In the week directly following Recycle Week there were a number of social media posts released, including a quote and picture with Chair of Environment Committee. Details of these and proposed future communication messages are explained in the Recycling Communications Plan (as included in appendix).

3.5 Due to the ongoing Covid pandemic, school/community group visits have not yet resumed. However, Council have supported a number of Eco Schools initiatives by supplying schools with bags of free compost (as included in appendix).

Enquiries about booking talks/visits are only just starting to be received now, with two bookings currently confirmed for October. The education programme is set to roll out to schools at the end of September and following this it is anticipated that demand for visits/talks etc. will increase over the coming months provided there are no further Covid restrictions introduced.

The Recycling Team will continue with ongoing education and awareness activities. The focus for the remainder of the 2021/22 year will continue to focus on the "Step It Up to Recycle Right" theme as outlined in the communications plan.

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| 4.0 | Other Considerations |
| 4.1 | Financial, Human Resources & Risk Implications |
| | Financial: All costs of activities carried out during Recycle Week and the future activities planned as part of the ongoing campaign are all accounted for in the £5000 budget allocated for recycling communications. |
| | Human: The Recycling Officer and the Communications Officers spent a substantial amount of time on the various forms of communication carried out for Recycle Week and the subsequent weeks following for the new campaign. |
| | Risk Management: N/A |
| 4.2 | Screening & Impact Assessments |
| | Equality & Good Relations Implications: N/A |
| | Rural Needs Implications: N/A |
| 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 2021 photograph |
| 6.2 | Appendix 2 Recycle Week 2021 press release |
| 6.3 | Appendix 3 Photograph from Tailored Image project |
| 6.4 | Appendix 4 Copy of Recycling Communications Plan |
| 6.5 | Appendix 5 Photograph from recycling/composting initiative at Roan St Patricks PS |