

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No. 8

meeting date: TUESDAY, 3 SEPTEMBER 2019
title: POTS, TUBS AND TRAYS WASTE CAMPAIGN
submitted by: JOHN HEAP – DIRECTOR OF COMMUNITY SERVICES
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1 PURPOSE

1.1 To consider the implications of the change to plastic recycling.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – To sustain a strong and prosperous Ribble Valley.
- Corporate Priorities – To protect and enhance the existing environmental quality of our area.

2 BACKGROUND

2.1 It was reported at a recent Lancashire Waste Partnership meeting that the amount of household waste being sent to landfill was rising at a rate of 3% per year. In addition, recycling rates had dropped over the last few years and in Lancashire we recycled less than half (45.7%) of our waste. The target for 2020 was 50%. In Ribble Valley the recycling rates from household waste has dropped from 40% to 30% over the last four years

2.2 In addition to ongoing work to reduce bin bag waste and single use plastics, a new initiative to accept plastic pots, tubs and trays and plastic bottles was being worked on, which should come into effect in Autumn 2019. The objective of this campaign is to encourage members of the public to recycle 2,000 to 7,000 tonnes of these materials by Oct 2020

2.3 The LCC communications approach to residents would be via various channels ie websites, social media, media relations and internal communications, along with a campaign toolkit for partners. The toolkit is expected to be put together in August and would provide the districts with dates in terms of what they need to do between August 2019 and October 2020.

2.4 Lancashire County Council have identified problems with black or dark food trays as these contaminated other materials, these trays currently go into the rejects stream which LCC have to pay for; however this is still cheaper than sending the waste to landfill. The Government has confirmed that non-recyclable plastics would be phased out, however clarity was needed on what sort of plastic would be accepted to recycle. It was agreed throughout the districts that members of the public would be informed that clean pots, tubs and trays, excluding plant pots, would be able to be recycled from October 2019. Support is required from the districts in order to get the communications message to inform and encourage people to recycle more complemented by the use of normative messaging in making people feel like they are expected to recycle. Ideas for communications include websites, social media, media relations, waste specific

channels ie bin stickers, leaflets, messages on the fleet, newsletters, recycling calendars and Council Tax leaflets

3 ISSUES

3.1 Currently the blue recycling bins that are already in use and the blue bins that the council have in stock will all have “the old collection materials” written on the lids.

3.2 Altogether there will be notices on the sides of the refuse collection vehicles, refuse calendars, refuse stickers and of course the council website to be changed and extra publicity will be asked for from the council.

3.3 Whilst LCC will be carrying out their own publicity campaigns for the changes there is, at the time of writing, no talk of any costs being reimbursed to the collection authorities for the necessary changes.

4. RISK ASSESSMENTS

- Resources – It is not yet known what costs will be involved in changing everything stated above. Nor, the possible contribution from LCC
- Technical, Environmental and Legal – There would be no changes to the collection of the new materials. The changes would have an impact on the environment as less plastic would be sent to landfill.
- Political – This would be welcomed by the public who do not understand why more plastics are not collected for recycling.
- Reputation – This would be raise the rate of recycling and be good for the authority.

5 **RECOMMENDED THAT COMMITTEE**

5.1 Committee agree to starting the collection of the pots, tubs and trays immediately and at the same time make the public aware of the changes through local press.

5.2 Committee support officers in securing financial assistance for the changes made by the disposal authority LCC.

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REF: Adrian Harper Community Services 30.10.18