

Appendix A3 – Minimisation, Education, Reuse and HWRC Recycling

Waste Minimisation

The recycling waste management strategy will seek to explore and enact approaches aimed at limiting the growth of waste collected by the Council.

It must be recognised that the main factors influencing consumer behaviour, and reducing waste at a producer level, are out of the control of Cardiff Council. Wider issues surrounding these challenges are being addressed through national campaigns delivered by Recycle for Wales and WRAP Cymru. The Council will continue to support their initiatives as well as deliver waste minimisation through a number of reuse schemes including the sale of compost bins, student campaigns and reuse at the HWRCs.

Education

Surveys and public engagement continue to show that educating on recycling matters needs to be a continuous process. Over the years, the public awareness and support for recycling is increasing, but more can be done. With each revised strategy, there have been citywide changes. With each change, there is a step change in people's awareness of recycling and the services that the Council offer.

Awareness of recycling goes hand in hand with correct waste presentation and social responsibility. The more people buy into recycling, the less they are likely to incorrectly present waste. By driving up recycling and waste awareness, the opportunities to deliver cleaner streets can be achieved.

Annual communication campaigns will use targeted information from segmentation data, which helps focus the type of messages to deliver in a format that is best received by the audience. The targeted campaigns will produce increased levels of recycling and clean streets, with the support of all media possible, plus the reinforcement through enforcement.

Community engagement is ongoing, through a variety of different formats. Recycling communication officers have spoken to 8000+ residents in 2017/18 through:

- Community outreach sessions
- tours of the Materials Recycling Facilities
- community group talks e.g. WI, refugee centre
- school workshops through the established 'Really Rubbish Campaign'
- targeted campaigns e.g. student volunteer walk arounds
- open days at Lamby Way

We will ensure that our waste education teams, and the community engagement sessions that can be offered, will become increasingly visible within the period of the recycling waste strategy. There will be at least 1 community outreach session per month, at various strategic locations across the City, and at differing times to

accommodate for residents with full time working patterns. The sessions will be advertised at www.keepcardifftidy.co.uk, as well as listed on social media.

There will also be 1 school talk, and 1 community group talk (where requested) a month at a minimum.

In addition to education from recycling and waste education teams, our partner organisations can offer workshops on the Council's behalf. Viridor Energy from Waste plant have an education centre for schools, and community groups to visit and Dwr Cymru offer school workshops relating to the recycling of food waste.

In addition, teams will proactively target 'mid-performing' areas, with individual area plans which may include:

- door stepping
- leaflet and letter drops
- working with community groups and volunteers
- school talks
- outreach at local hubs/community centres
- engaging hyperlocal social media platforms
- providing information in alternative languages, where required

Where an area plan has identified the requirement for door knocking, consideration will be made as the most appropriate time to complete this exercise. Recent targeted campaigns, including student walk about and a community food waste campaign, have clearly identified that door knocking between traditional '9-5' working hours had a far lower response rate.

The student waste door knock, which took place between 5pm-6.30, had a response rate of 58.8%. In comparison, the day to day door knocks which took place between 10am-2pm had a response rate of 18.9%.

Similarly, the targeted food waste campaign had a response rate of no greater than 30% when completed between 9am-3pm.

This clearly identifies that all communication methods, and campaigns, must be fully evaluated to learn lessons for future interventions.

Communication methods

There are a wide range of methods used to communicate recycling and waste presentation information to our audiences. We still use a range of 'traditional' methods including hard copies of recycling Y/N lists, collection dates calendars, stickers attached to bins, issuing press releases to get information in local papers.

However, the Capital Ambition's commitment to moving towards increased digitalisation means that we are increasingly using electronic methods of communication. These methods are wide reaching, with negligible costs and include:

- core information at www.cardiff.gov.uk/recycling

- schools information, volunteering, recycling news stories and engaging recycling videos at www.keepcardiff tidy.co.uk
- full use of social media council accounts on twitter @cardiffcouncil and facebook/Instagram
- Email/text message reminder service (11, 750 subscribers to emails and 8683 to Tidy Text)

Reuse

Towards Zero Waste identifies that Local Authorities should be aiming for a minimum amount of reuse as part of the overall Recycling and Reuse target. The recycling targets are well documented however, based on the overall tonnage collected during 15/16, approx. 1064T of which should have been from reuse.

The re-use performance for Cardiff in 2016/17 was 0.32%, below the recommended reuse targets as documented below:

Year	15-16	19-20	24-25
Minimum levels of preparing for reuse (excluding WEEE)	0.6%	0.8%	1%
<i>Equivalent</i> tonnage based on 15/16 data	1064	1419	1774

In order to address this, Cardiff is exploring opportunities to improve its overall performance.

Benchmarking

An analysis of how Cardiff's re-use rate compares with other Welsh Local Authorities was undertaken (2016/17):

Isle of Anglesey CC	0.00%
Blaenau Gwent CBC	0.10%
Gwynedd Council	0.18%
Vale of Glamorgan Council	0.26%
City and County of Swansea	0.30%
Caerphilly CBC	0.30%
Cardiff Council	0.32%
Carmarthenshire County Council	0.37%
Conwy CBC	0.48%

Monmouthshire CC	0.53%
Neath Port Talbot CBC	0.54%
Rhondda Cynon Taff CBC	0.64%
Pembrokeshire County Council	0.68%
Newport City Council	0.74%
Denbighshire County Council	0.83%
Merthyr Tydfil CBC	0.89%
Bridgend CBC	1.19%
Torfaen CBC	1.26%
Powys County Council	3.10%
Ceredigion County Council	3.90%
Flintshire County Council	16.23%
Wrexham CBC	20.52%

This identifies that 50% of all Welsh Local Authorities are currently falling short of the 0.6% re-use target set by Welsh Government. It is worth noting that Local Authorities with a particularly high re-use percentage are categorising rubble as re-use, which is very heavy by weight. This would be due to how they process this material; in Cardiff, our rubble is recycled.

Current position

The following schemes are already in place for reuse in Cardiff:

- YMCA work with Cardiff Council for the collection of textiles and bric-a-brac, predominantly during the annual 'Get it out for Cardiff' campaign but provide tonnage details throughout the year.
- Cycle Training Wales provide a collection of bikes at the Household Recycling Centres. The collected bikes are either checked, tested and re-sold or stripped for parts.
- British Heart Foundation (BHF) to increase the reuse capture at the Household Recycling Centres (HWRC). In summary, items donated by householders that are considered reusable will be segregated from the recycling streams for collection by BHF. These items will be checked and tested, and where possible sold on for reuse through their local retail units. Items deemed unusable will be returned to the HWRCs for recycling/disposal. In addition, we will promote the BHF as an alternative to our bulky waste collection service for items that can

be re-used. It is hoped that this partnership will deliver a significantly increased amount of reuse to contribute towards overall performance.

Plans

The Council are also looking at other charity groups to work with them on niche materials such as medical aids and tools

Longer term, we will again review the position of having a re-use shop located within the HWRC or alternative buildings. We will stock the shop with item/s from the bulky waste collection and the HWRC. It would be beneficial if the shop could provide training opportunities for upcycling/PACT testing etc.

The shop would need to be located in a position whereby quality stock is available, but also within the vicinity of those who may need the furniture.

Household Waste Recycling Centre – Recycling Improvements

The HWRC recycling performance across the two sites is currently below the 80% target set within the WG Collections Blueprint.

Improvements need to be made across a number of internal areas, which can be summarised as;

- Staff development
- Improved contract management
- Site equipment and layout
- Improved data analysis
- Understanding the composition of residual waste skips, so we can target specific materials
- Increased re-use opportunities for materials that cannot be recycled

Improvements in the above areas will contribute towards increased recycling performance. However, it is ultimately the users of the HWRCs, the residents of Cardiff that the Council need to engage in correctly separating materials before visiting the HWRCs. This can be achieved by:

- A strong 'no unsorted waste' policy, supported by "education stations"
- HWRC site layout clearly advertised, to assist users in loading their car in a logical manner
- Consideration of recycling only HWRCs

Internal improvements

Staff

- A review will take place of the optimum number of staff at HWRCs

- There will be a comprehensive staff training programme. Essentials to include customer care, dealing with conflict, 'meet and greet' skills and awareness of the overall waste strategy for Wales and recycling markets
- There will also be opportunities for further development for operating plant equipment, such as compaction machines, balers
- There will be opportunities to develop Welsh Language skills, to provide an improved experience for Welsh speaking customers
- Consider the benefits of a shift team leader, with additional responsibilities for the day to day running of the operations
- Monthly team briefs sharing performance figures and agreeing action plans
- HWRC staff visits to see other local authority's facilities

Contract Management

Improved contact management, to ensure contracts are being fulfilled e.g. contractors arriving to empty skips at scheduled times, achieving recycling rates offered in tenders, minimise rejected or part rejected loads for contamination

In house ability to exchange skips on site and transfer material to a storage facility, if an external contractor is delayed. Therefore, ensuring skip availability for customers is consistent

Recycling Materials

- Continue to explore new markets for recycling opportunities e.g. polystyrene
- Minimise contamination levels in current containers to maximise recycling and income streams
- Possible charging for DIY wastes e.g. rubble

Best practice research

Use of WRAP HWRC Guide – managing efficient and effective HWRC's, assessing and improving HWRC performance

Rhondda Cynon Taff

Rhondda Cynon Taff implemented a 'no unsorted waste' scheme at their Community Recycling Centre during June 2014.

Their HWRC recycling performance was averaging around 75% before this change was made.

In the year following, their recycling performance was consistently within the high 80-90% peaking at 93.7% in July 2014.

Swansea

Swansea Council has recently won an APSE award, for improvements made to recycling at their HWRC. They achieved this by:

- converting 3 of their HWRCs to 'Recycling only' and bag bans
- prohibiting recyclable items from the residual waste skip at remaining sites
- expanding their current re-use arrangements

Following changes and black bag bans Swansea reports their residual waste reduced by 80% on their HWRCs and recycling increased to over 90%.

Cardiff Proposed Bagged Waste Challenge

Cardiff Council's Household Waste Recycling Centres HWRC's have been working hard to drive up its recycling rates through the introduction of larger more effective sites and contracting additional recycling materials to the end markets. Almost 30 different recycling materials are accepted at the sites.

There is however, still a high level of mixed residual waste that is being received unsorted that currently runs at up to 30% of the incoming arisings.

To achieve and exceed the 80% recycling target for these recycling facilities, we are planning to introduce a Bagged Waste Challenge Policy. This will comprise of an area at Lamby Way and Bessemer close recycling facilities next to the existing residual waste skips.

These "education stations" will be located at the end of the site and will be dedicated to assist residents to sort any bagged waste.

Member of the public bringing black bags or mixed waste in bags will be directed to the sorting tables and will be supported to see if any of their waste could be recycled.

- The bags will be opened with them, the recycling elements identified by the staff and the member of the public demonstrated on what goes where into the appropriate recycling bins provided.
- For further education purposes, supply of recycling green bags, food caddies etc. will also be available
- Clearly marked containers will be available at the sorting station for recyclables to be placed in.
- Once all recycling is removed from the waste the member of the public will be directed to use the residual skip for the remaining items.

Comprehensive training will be issued to all recycling operatives in order for them to support the members of the public who are unwilling to go through this process. Training will focus on customer service, de-escalation, difficult conversations and breakaway skills.

The scheme will only begin after a comprehensive communications and media campaign including the website, Facebook, Twitter, press releases but most importantly flyers/banners and interaction with members of staff on site in the run up to commencement. This will encourage acceptance of the new process and reduce any delays to members of the public using the Challenge area at any one time.

The aim of the scheme is not only to make it easy to recycle, but make it difficult not to recycle.