

COUNCIL: 28 MARCH 2019

CLEAN STREETS, RECYCLING & ENVIRONMENT STATEMENT

Recycling Education Campaign – Everyone’s Doing It

In a bid to raise recycling rates across South East Wales, six Local Authorities (Blaenau Gwent, Caerphilly, Cardiff, Powys, Rhondda Cynon Taf, Vale of Glamorgan) have joined together to develop a recycling campaign, which aims to show that recycling is something that everyone is doing and is now the ‘norm’, thereby pushing people to be part of the social norm.

The overall objective of the project is to encourage residents not to place recyclable materials in residual waste containers. The key aims of the project are:

- To develop a distinctive behavioural change initiative to positively raise awareness of the importance of recycling and to educate residents on how to use the recycling service provided by their individual Local Authorities.
- Encourage residents to recycle more and enable the six participating Local Authorities to reach the Welsh Government’s recycling target of 70% by 2024/25.
- Reboot people’s approach to recycling by providing them with the basics of what, who and where to recycle.

Each Council has undertaken a pilot exercise looking at what and how much people present for recycling by analysing their waste. Based on the results, residents receive one of the three following letters, which provide feedback on how they are performing:

- **‘Green’** – thank you and well done;
- **‘Amber’** – you could do a little bit more and here’s how;
- **‘Red’** – you need to start recycling and here’s how we can help you.

The letters and then follow up face-to-face door knocking use nudge theory to influence behaviours and encourage recycling. In Cardiff, as shown by the figures provided below, the pilot exercise has shown that the majority of households are in the green category, with over 60% of those reviewed currently undertaking recycling as intended:

Total number of properties	GREEN	AMBER	RED	not presented / recorded	% GREEN	% AMBER	% RED	% not presented / recorded
1026	601	310	115	561	61.75%	12.94%	3.44%	21.88%

Work is progressing to improve recycling behaviours for amber and red category properties and our waste education team is supporting citizens to improve their recycling. We continue to promote and develop recycling education and awareness in the city to help meet challenging statutory recycling targets; albeit, Cardiff is the best recycling city in the UK.

Central Transport Services (CTS)

CTS has now managed maintenance of the Refuse Collection Vehicle (RCV) and Gritter fleet for three months. So far, this has been very successful as CTS has managed to supply all vehicles required daily for rounds without the need to spot hire any additional vehicles.

The RCV fleet initially required a lot of additional and preventative maintenance to bring it back up to a good standard and make it more reliable. Some examples of the in-depth work carried out so far have meant that CTS has changed a dozen sets of “Kingpins”, three “differentials”, completed several “compactor refurbishments”, as well as all the regular servicing that is required.

The CTS team has worked brilliantly to support our waste and recycling operations so far. The next challenge is to refurbish the RCV on-board weighing systems and see how CTS can generate income with some external commercial work.

Councillor Michael Michael
Cabinet Member for Clean Streets, Recycling & Environment
22 March 2019