

# Improving Services

(and how WRAP can help)

**Keith Patterson**

ROTATE Adviser





- WRAP's aims and objectives
- Performance improvements
- Communications
- Modelling and Logistics
- Research and Guidance
- Training

The WRAP logo is displayed in white on a dark blue rectangular background. The letters 'WRAP' are in a bold, sans-serif font, with a white infinity symbol or continuous loop passing through the top and bottom of the letter 'A'.

Northern Ireland

**Material change for  
a better environment**

**"WRAP works in partnership to encourage and enable businesses and consumers to be more efficient in their use of materials and recycle more things more often. This helps to minimise landfill, reduce carbon emissions and improve our environment."**

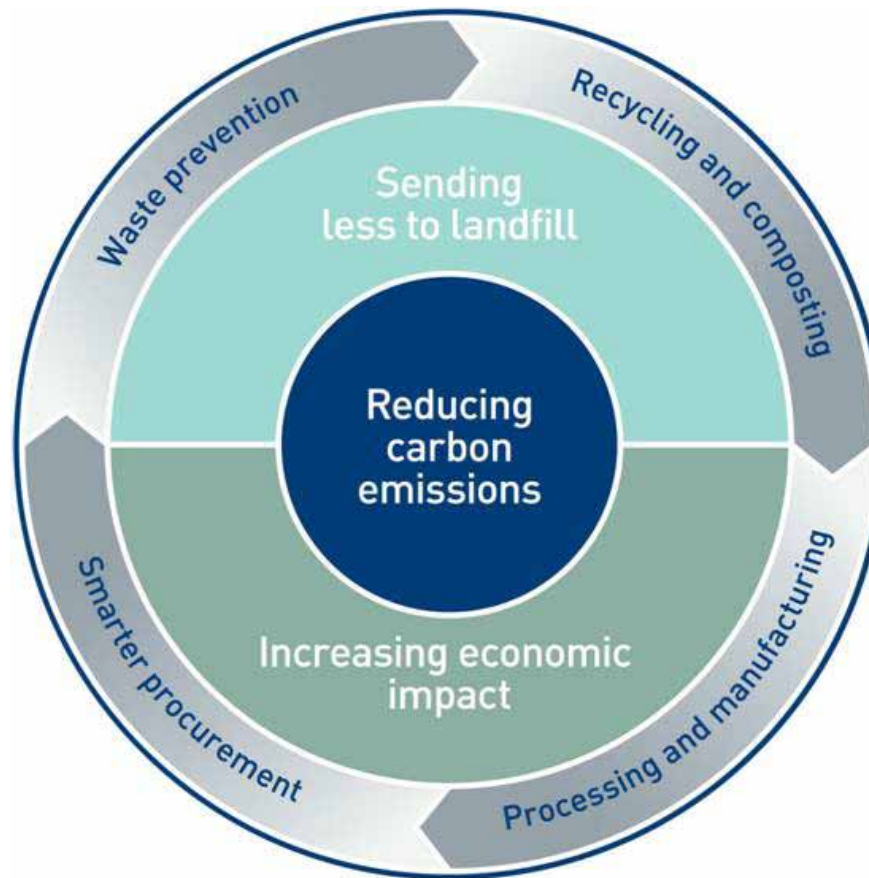
# WRAP Business Plan 2008-2011

## Targets:

- 8 million tonnes of waste to be diverted from landfill
- 5 million tonnes of CO<sub>2</sub> equivalent emissions to be saved
- £1.1 billion in economic benefits for the UK



# The Resource Efficiency Loop

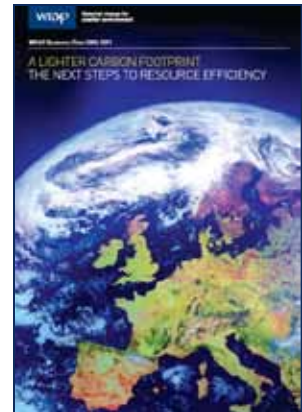




# WRAP Business Plan 2008-2011

## Priority Areas:

- Collection Systems
- Quality of Materials
- Food Waste
- Packaging





# Projects: Performance Review



Cost

Performance

Customer Satisfaction

Communication

Supporting Policies

Participation

Recommendations



# Antrim Borough Council HWRC and Bring Site Review

## Agreed support:

- Review cost and performance of bring schemes
- Advice on improvements
  - e.g. traffic flow, signage, opening hours, geographical spread etc.
- Advice on introducing reuse at HWRCs
- Management of commercial waste at HWRCs







# Antrim Borough Council HWRC and Bring Site Review

## Recommendations:

- Staff training
- Re-branding including identifying staff as 'Recycling Advisors' and providing new uniforms
- Introducing a vehicle counter to monitor site usage
- Commercial waste disclaimer form
- Signage improvements





## Projects: Communications



Inform householders how to use their collections

Incorporate communication as a key part of all service delivery

Plan and budget for communications

Measure and monitor communications

Increase participation levels

Minimise contamination levels

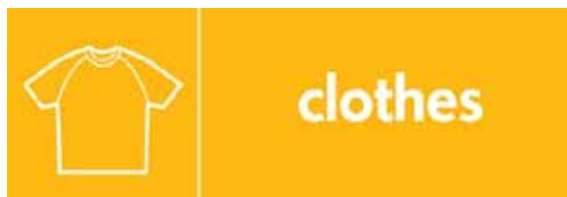
# Recycling Communications

I caught you  
looking me  
up and down  
last week.

Recycle me and in seven days  
I could be back in your arms as a new paper.

 **recycle**  
The possibilities are endless.

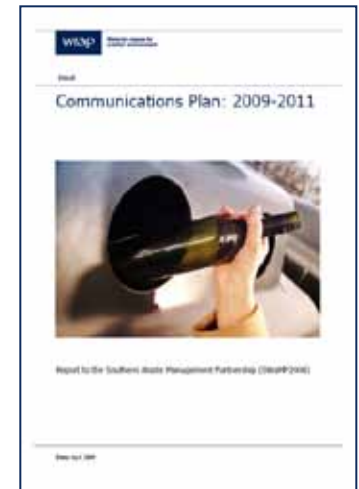
[www.recyclenow.com](http://www.recyclenow.com)





# SWaMP2008 Communications Plan and Design Guidelines

- Workshop with council officers
- Agree joint communications activities
- Develop 2-year Communications Plan
- Develop Design Guidelines for all recycling communications





## Guidelines in action - Literature

Headline in Futura Bold

Sub heading in Futura Bold

Bold Body text in Futura bold, size 10pt, leading 15pt

**Always include material icons if appropriate**

**Always include sources for further information clearly in the leaflet**

Distance the SWaMP2008 identity from the document edges, as shown



Use green option for impact

**Font sizes give an idea of appropriate sizes but are not definitive. Always give headings a logical hierarchy**

Portrait logos a maximum height of 150% of the diameter of the recycle icon. Portrait logos a maximum width of 350% of the diameter of the recycle icon

Picture/illustration reflecting content

The SWaMP2008 logo should be used on white when possible to preserve its identifying colours



# Projects: Modelling and Logistics



Balancing / Reworking Collection Rounds

KAT Modelling

Data gathering

Staff and Union Support

Clear Householder Communications

Updating GIS systems

Modelling collection options



# Down District Council Food Waste Collection Options

- Should Down DC collect food waste and, if so, how?
- Gathered data on existing services and waste composition
- Modelled 9 options, including no change to existing services
- Projected cost and performance figures for each option
- Recommended a dedicated food waste collection service





# Research and Guidance

Improving the Performance of Waste Diversion Schemes

A Good Practice Guide to Monitoring and Evaluation

Material change for a better environment

Final Report

Alternate weekly collections guidance

Material change for a better environment

Final report

Evaluation of the WRAP Separate Food Waste Collection Trials

Material change for a better environment

A good practice guide for local authorities

Choosing and improving your glass collection service

Material change for a better environment

Summary Report

Barriers to recycling at home



A summary of the findings from an in-depth structured investigation of the barriers people encounter in recycling at home, and targeted ways these might be overcome.

Material change for a better environment

Report

Kerbside Recycling: Indicative Costs and Performance



Duration of the project

Project Reference

Project code: REC104







# Collection trials

Food Waste  
Batteries



**The benefits of recycling food waste**

- Gives you the opportunity to recycle more of your waste.
- Reduces the odour caused by rotting food waste by providing a sealed containment system and regular service.
- It's easy and convenient as bins/baskets are provided with doorstep collection service.
- It reduces the amount of waste that has to be landfilled which helps to cut down the cost of waste disposal.
- It reduces the amount of methane gas produced in landfill sites, which is a cause of global warming.
- Your wasted food waste will be used to create energy in a renewable bio-fuel.

**don't delay recycle today**

If you have any queries about this new collection please contact our helpline below:

Contact Newtownabbey  
**028 9034 0211**  
www.newtownabbey.gov.uk  
info@newtownabbey.gov.uk

This helpline is open 9am to 5pm

**Food Waste Recycling**  
Your New Food Waste Collection Service

**NEW**

**don't delay recycle today**





# Training

Crew Communications Training

Recycling Managers Training Course

Recycling Managers Advanced Training Course

Workshops and Seminars



# Armagh City and District Council Crew Communications Training

5 toolbox talks:

- 1. Understanding the bigger picture*
- 2. Knowing about local issues*
- 3. Good and bad environmental practice*
- 4. Avoiding conflict*
- 5. Engaging with the public*

Crew Training Support Day *(Armagh, Banbridge and Craigavon)*

5 Crew Training Sessions delivered by ACDC Recycling  
Managers



# Armagh City and District Council Crew Communications Training

“

useful

commendable

clear

enjoyable

practical

interesting

relevant

”



Material change for a better environment

Tenders Funding News Events

Enter search term SEARCH

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**THE BIG PICTURE**

### Recycling is the best option

- > [Markets show signs of improvement](#)
- > [Latest information](#)
- > [Statements, press releases and blog](#)
- > [Market conditions](#)

**QUICK LINKS**

Select one...



Markets show signs of improvement

**"Demand and prices are rising for many materials, helping markets to stabilise further"**

**Dr Liz Goodwin CEO**

CONSUMERS  
BUSINESSES  
LOCAL AUTHORITIES

WRAP helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.

- > [What is WRAP?](#)
  - > [What does WRAP do?](#)
  - > [Our impact](#)
  - > [Why is WRAP's work important?](#)
- 
- > [WRAP Scotland](#)
  - > [WRAP Cymru](#)
  - > [WRAP Northern Ireland](#)


**HOW CAN WRAP HELP YOU?**

I am a ...

**THE VIEW FROM WRAP**

Thanks a billion - recycling is paying off

**HIGHLIGHTS**



**The Times: recycling supplement**

Business benefits, key innovations and the views of leading players, including Dr Liz Goodwin, CEO, WRAP.




**Making a difference**

Why recycling is good for the environment



**Local expertise for small-medium recycling businesses**

Free support and advice for any stage of business development



**Environmental impact of carrier bags cut**

New figures show that efforts by retailers and consumers are paying off



**New resource efficiency body**

WRAP welcomes announcement of a single resource efficiency body.

**2m** tonnes of CO<sub>2</sub> equivalent greenhouse gases saved each year.

**LATEST NEWS**

- > [100 leading organisations sign up to WRAP's Halving Waste to Landfill Commitment](#)  
05 May 09
- > [WRAP Cymru welcomes key role in Wales Waste Strategy](#)  
29 April 09

**UPCOMING EVENTS**

- > [Working with the community sector](#)  
21 October 09  
*Bath*



## Contact details

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