

# Doug Sharp Waste Development Manager Hull City Council

## New Kerbside Recycling Collection Scheme



# Background Information

- 117,000 properties
- Population 260,000
- Entirely urban authority
- Multiple deprivation index - 9<sup>th</sup> most deprived

# Hull's old recycling scheme

- Fortnightly black box collection



Materials collected:

- Plastic bottles
- Glass bottles and jars
- Tins, cans, aerosols, foil
- Textiles

- Monthly blue bin collection



Materials collected:

- Newspapers, Magazines
- Pamphlets, brochures, catalogues,
- Yellow and White telephone directories

# Key issues

- Recyclables escaping
- Manual handling
- Container volume and frequency didn't match demand
- 2 different calendars
- Different days of collection
- Poor participation rates – 30%
- Range of materials collected
- Contamination

# Our Challenge!



# Customer shaped services

## **New collection strategy shaped through:**

- Extensive public consultation
- Research into alternative recycling methods and operational best practice
- Series of collection trials
- Development of waste flow model

# Consultation Feedback

What did our residents want?

- Simplified recycling scheme
- Extended range of materials – cardboard, garden waste, food waste and mixed plastics
- Same day refuse/recycling collections
- Minimal number of containers

# Options Report

- Commingled recycling vs. source segregated
- Separate kitchen vs. combined organics
- MRF and IVC/AD
- NI performance
- Cost – capital and revenue
- Residents' views



# New Service

- Fortnightly commingled dry recycling – 240l bin
- Fortnightly commingled organics – 240l bin
- Weekly kitchen waste to households without gardens – 25 litre caddy
- Free compostable liners
- Same day refuse and recycling/organics collection
- Weekly refuse collection – 240l bin
- Procurement of 3<sup>rd</sup> party MRF and IVC contracts

# Blue bin - recycling

## What goes in your new blue bin?



yes please	<p>✓ <b>paper</b>   newspapers / magazines / catalogues    telephone directories  envelopes junk mail  </p>	<p><b>no thanks</b> ✕</p> <p>electrical goods </p> <p>food waste </p> <p>other glass </p> <p>other plastics </p> <p>nappies </p> <p>drink cartons </p>
	<p>✓ <b>cardboard</b>   corrugated card  food packaging and cereal boxes  toilet rolls </p>	
	<p>✓ <b>tins and cans</b>   food and drink cans  foil  aerosols </p>	
	<p>✓ <b>glass</b>   bottles  jars </p>	
	<p>✓ <b>plastics</b>   plastic bottles  tube  bags  food pots  yogurt pots </p>	
	<p>✓ <b>textiles</b>   clothes  shoes  leather goods  tagged and sealed next to the bin </p>	

# Brown bin - garden and food waste

## What goes in your brown bin?



### ✓ garden waste



### ✓ food waste



### no thanks ✗



Top tip - Use the compostable liners provided for your caddy. But remember:

- > Replace the liners every three to four days.
- > Let hot food cool before putting it in.
- > Keep the bags away from young children.

# How did we implement the change?

Re-engineering team – consisting of six sub-groups:

Communications  
Round Optimisation  
Service Delivery

Delivery Logistics  
Terms and Conditions  
Contract Negotiation

- Extensive and comprehensive communications project plan and campaign
- Carefully managed changeover from old to new scheme

# Your new recycling and waste collection

## How to use your new bins



# Examples of communication material and activity for the new scheme

## Houses with gardens instructional pack

Envelope



Collection sticker



Fridge magnets



Instructional leaflet (cover and sample inside page)



# Image based literature

## How to use your new kitchen caddy and brown bin



Line the kitchen caddy with compostable liners



Put leftover food in the caddy



Lock the lid



Tie the liner up when full



Need more liners? Attach the tag in the roll to your brown bin and we'll deliver




Do your gardening



Put your food waste liners and your garden waste into the brown bin



 Put your bins out by 7.00am



We will do the rest

turn over

# Decaux posters

**One thing you should open this Christmas**



**Contact 300300**  
[www.hullcc.gov.uk](http://www.hullcc.gov.uk)

**recycle for Hull** **Target 45+** **Hull City Council**

**Your new recycling and waste collection service is here**



**Contact 300300**  
[www.hullcc.gov.uk](http://www.hullcc.gov.uk)

**recycle for Hull** **Target 45+** **Hull City Council**



# Liner Replenishment



# Logistics – Scheme Implementation

- MGB – Bin delivery contractor
- 300,000 old blue bins and black boxes to empty and remove
- 300,000 bins, caddies, liners and information packs to deliver
- 6 month transitional period Sep 09 - Feb 10
- 7500 properties rolled out each week

