



Recycle
more...

The Plan



Contents

Where are we	3	What could we do better?	
The Challenges		Feedback from residents	21
The global context	4	Reducing black bin waste	22
On the go	9	Food waste	23
Innovation	11	Partnership working	
Barriers	13	Housing growth	24
British context	15	Trade waste	25
How are we doing?		Other initiatives	26
Leicestershire County Council	17	Getting the message out	28
North West Leicestershire District Council	18		
What are we doing?	20		

Where are we

Who can forget the images of Blue Planet II and the powerful messages that the series conveyed about the impact man is having on the planet?

David Attenborough talks powerfully about the need for everyone to play their part. A straw here, a bag there. It may only be small but if everyone does it, change can be achieved.



Waste costs.

It costs the environment.

It costs to dispose of.

...and yet much of it can be recycled making a massive contribution to the use of the world's resources.

North West Leicestershire currently recycles **46%** of its household waste (2016/17) but would like to increase this to 50% by 2021/22

Currently 18,500 tonnes of household waste is recycled, Meanwhile 21,800 tonnes are sent to landfill.

All local authorities are obliged to explore ways they can increase their recycling rates, but this can only be achieved if everyone plays their part.

The challenges

The global context

We would like people to think about what they need to use - that straw, that bag.

Changing behaviour will save resources and have a positive impact on the planet. Alternatives are available for certain everyday items – reusable water bottles and coffee cups or beeswax covers rather than cling film.

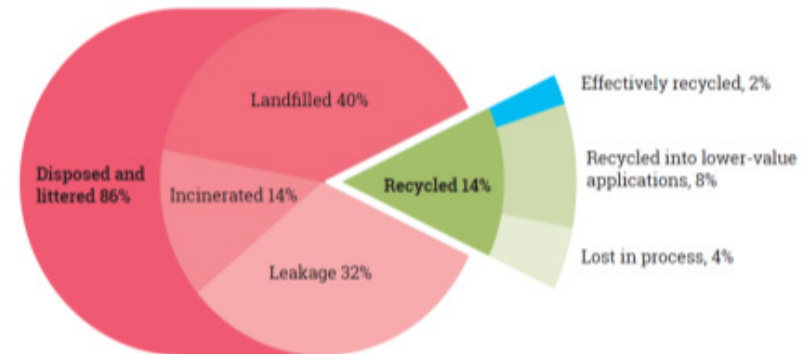
If more sustainable products aren't available, we can help people to recycle it in the best way.

We ask for residents' help in sorting recycling into the correct containers. This makes sure our recycling is the highest quality and doesn't have to be manually sorted or sent to landfill because of contamination.

Given all the examples of best practice and guidance from across the world, North West Leicestershire wants to be the best it can at reducing the amount of refuse that goes to landfill.

This requires us to follow the three Rs of recycling – REDUCE, REUSE and RECYCLE

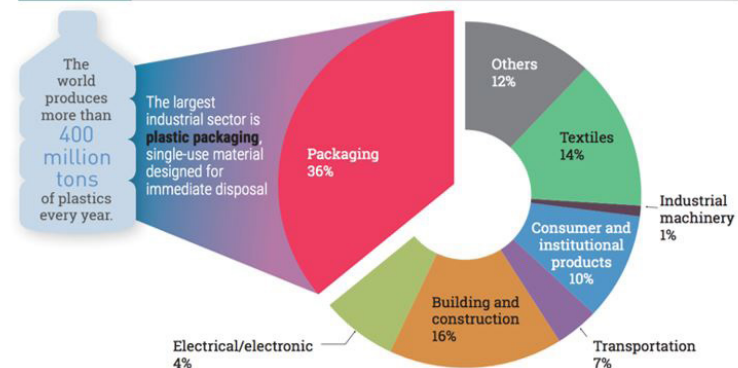
Total packaging waste in 2015: 141 million tonnes



Source: World Economic Forum, 2016

SINGLE-USE PLASTICS:
A Roadmap for Sustainability

Figure 1.2. Global plastic production by industrial sector, 2015



Source: Adapted from Geyer, Jambeck, and Law, 2017

The challenges

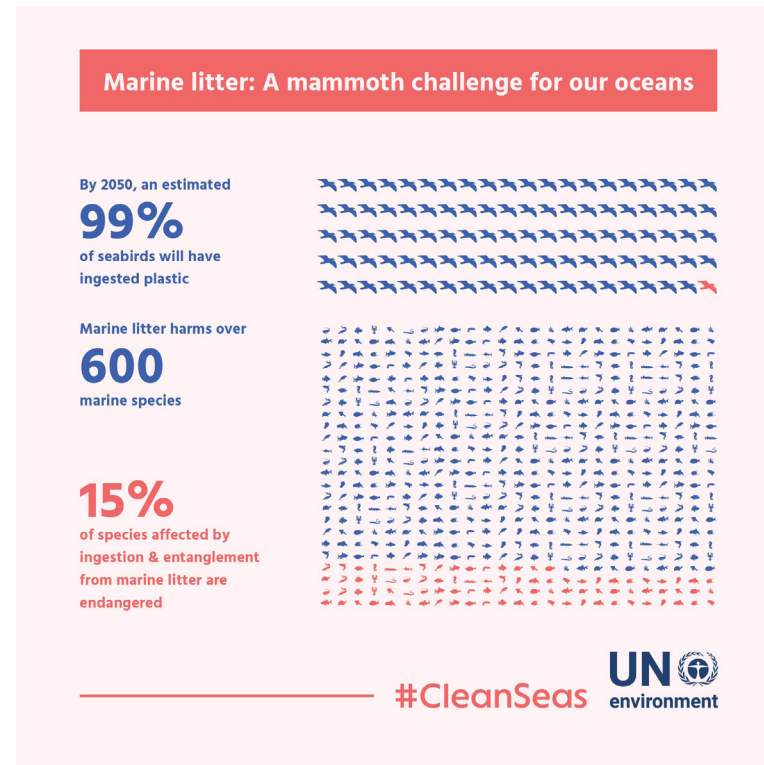
The global context

Looking around the world there are some amazing examples of how just one or two people can make a difference, as well as larger waste and recycling campaigns.

Wales is now the second highest recycler of household waste in the world, just behind Germany.

In 2017/18 Wales recycled 62.7% of its household waste compared to England's recycling rate of 45.2%.

Wales has achieved a higher recycling rate as a result of government initiatives and stringent targets. They are aiming for **zero waste by 2050**.



Countries that have high recycling rates are likely to have the following in place:

- Mandatory separate collection of key dry recyclable materials
- Statutory targets for rates of recycling or the reduction of unrecycled waste
- Producer responsibility schemes, where producers fund the collection of key recyclables
- Mandatory separate collection of food waste
- Pay-as-you-throw charges
- Taxes on landfill
- Deposit refund systems.

The challenges

The global context

Many everyday items pollute the environment because they are disposed of incorrectly. These are eaten by our animals, fish and birds and litter our beaches, seas, rivers, towns and countryside.

With Government intervention things can change. We now use 83% fewer plastic bags in the UK since the 5p carrier bag charge was introduced in 2015.



The European Union is set to make more changes to reduce the impact of the things that most frequently pollute our environment with its Plastics Strategy developed in 2018. One of the aims is to make all packaging recyclable by 2020. Also:

- Cotton buds and straws will have to be made with sustainable alternatives like cardboard
- Single-use plates, cutlery and plastic sticks for balloons will have to be made from alternative materials
- The number of single-use coffee cups used will have to be reduced
- Clean ups and awareness-raising for items like plastic bottles wrappers, bags, cigarette debris will also need to take place.

Source: **European Commission Plastics Strategy 2018**

Whilst it is unclear how EU Exit will affect our obligations to meet these targets, it is likely the UK government will adopt them.



The challenges

The global context

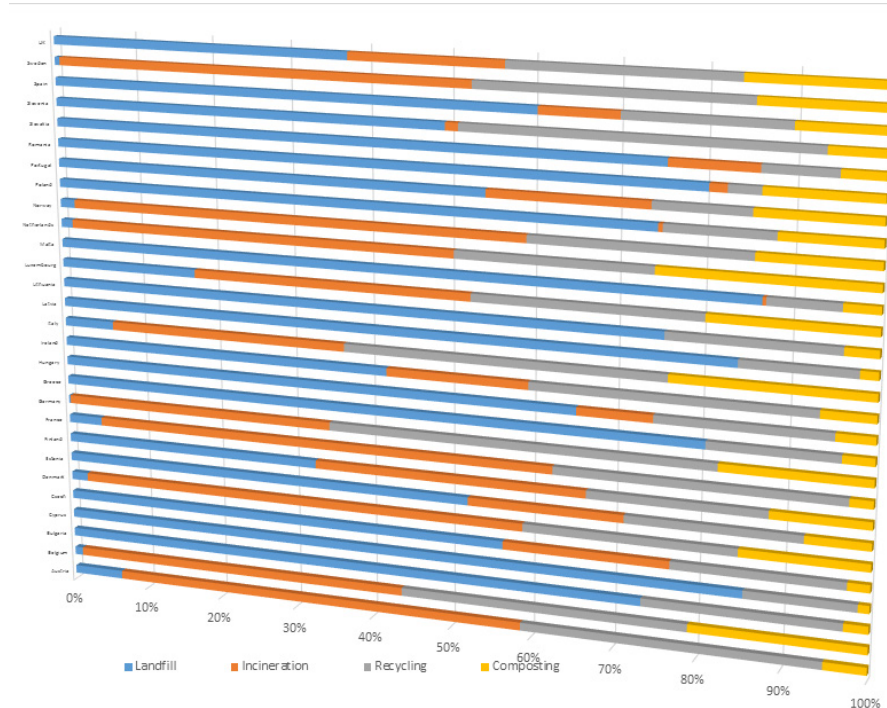
According to Eunomia, the environmental consultancy which compiled the European Plastics strategy, EU countries all have government policies that encourage recycling, such as making it easy for households to recycle waste, good funding for recycling schemes and financial incentives. They also set clear performance targets and policy objectives for local governments.

Some countries have ambitious recycling targets. Wales aims to achieve zero waste by 2050 and the EU is looking at adopting a new target for 2030, thought to be that at least 65% of all waste is recycled.

The report singles out Wales, which it says outperforms many larger European countries because of its political leadership and investment. It says that Wales is a global leader in recycling and could outdo the number one recycling country – Germany - as early as 2019.

In Germany there is a strong legal framework which requires manufacturers to take recycling responsibility for their packaging after a consumer has finished using it.

This includes the packaging used to transport the item, as well as packaging around an item – i.e. box that contains bottles, as well as the bottle itself.



Manufacturers need to focus on the three waste management strategies

- Avoidance
- Recovery
- Recycling

Germany's 'Green Dot' scheme supports this work.

A green dot is placed on the outside of packaging indicating it must be accepted by recyclers.

Depending on their packaging, manufacturers pay a fee and are then given permission to place the green dot on their packaging. Companies using the green dot have promised to abide by all of Germany's recycling laws.

The challenges

The global context

Germany relies on its residents to sort a wide range of their own recycling. This reduces the amount of contamination that can potentially ruin entire batches of recycled material. This process of sorting certainly didn't happen overnight, but with time it became a habit for German residents.



Deposit scheme

- Returnable glass and plastic deposit scheme

Neighbourhood recycling points

- Glass - sorted by colour

At home

- Paper
- Plastic
- Paper, cardboard and card
- Bin for Green Dot items (cans, plastic, polystyrene, aluminum, and composite materials like drinks cartons)
- Garden and food waste
- Hazardous waste special collections - fluorescent tubes, batteries, paint cans, adhesives, corrosives, disinfectants, insecticides
- Batteries
- Bulky items
- Bin for anything else – incinerated



The challenges

On the go

'On-the-go' recycling is a real challenge.

Being out and about means that you are more likely to use single-use items than you are at home. This means that people use more coffee cups, sandwich wrappers and plastic bags than normal. They also need to dispose of these items.

However North West Leicestershire District Council had found where recycling points are available, they are not respected and the levels of contamination with non-recyclable items has been very high. This has meant we have had to withdraw some of the on-the-go recycling facilities.

New solutions are needed to encourage people to recycle when they are out and about.

The UK Government has indicated they will introduce a deposit scheme for cans, and plastic and glass bottles in its 'Our Waste, Our Resources' strategy published in December 2018.

This means you may pay a deposit on the container when you buy a drink in a can or bottle and receive a refund when you take it to a 'reverse vending machine'.

There are other benefits for these deposit schemes, one includes helping to reduce litter.

North West Leicestershire is not alone in struggling with on-the-go recycling. A 2017 study of 100 UK local authorities revealed similar key barriers to on the go recycling:

- High levels of contamination in bins
- Inadequate budget for consumer communications and education
- Procurement, maintenance and collection costs
- Cost vs benefit does not add up

Investment is needed to prove the business case for on-the-go collection schemes:

- We need good data to assess the costs and potential benefits
- Funding is needed to buy and install bins, for scheme maintenance and collection of recycling

Source: Recoup - Local Authority Disposal 'On the Go' Survey December 2017

There are some good schemes already established in the UK to reduce on-the-go waste.

- The Refill app allows you to find the nearest place where you can refill your water bottle for free, meaning you no longer need to buy water when you are out and about.

The NWLDC Council Offices building is already a Refill point, and we are encouraging other businesses and buildings in town and village centres to sign up to the scheme.

- The 'We Recycle app' is being piloted in Leeds and allows people to scan some packaging, and find out whether it can be recycled and where the nearest bin in Leeds is. It is hoped that this will spread to other areas soon.

The challenges

On the go

In December 2017 Penzance became the first plastic-free community in the world. It was awarded this status by the campaign group Surfers against Sewage. Since then a further 402 communities have achieved this status.

In Penzance communities worked together to make this change happen:

- The town council committed to tackling single-use plastics at a strategic level
- Local businesses were lobbied and encouraged to ban single-use plastics or switch to sustainable alternatives
- Other communities, groups and organisations were encouraged to take action on single-use plastics
- The 'Plastic Free Schools' initiative was rolled out across the town
- They held beach cleans, fundraisers and other awareness raising events

Plastic Free Communities is about changing the way we think about plastic and encouraging councils, local businesses, schools and community groups to help drive that change

It is about trying to reduce our reliance on single-use plastics. Things like straws, plastic bottles, takeaway cups, plastic bags, plastic cutlery, condiment sachets and takeaway food boxes. By everyone working together changes can be made.

Surfers against Sewage have produced a toolkit to help with his process.



CREATE COMMUNITY ACTION NOW!

Thank you for joining to help create a Plastic Free Community! Your passion and creativity will help us grow the movement. Share the message among your community, make it fun and see your local area awarded Plastic Free Community status.

Here are some simple tips to get you off on the right track:

Refill - Encourage local cafes, pubs and public spaces to make sure drinking water is readily available and remember to carry a reusable water bottle with you.

Reduce - Discuss the use of single-use plastic in your favourite cafe and challenge them to reduce their use of it. Wooden stirrers and reusable coffee cups make immediate positive impact.

Reuse - Remember to take your reusable bag each time you go shopping. Save yourself money and the environment in one action - win-win!

Recycle - Make sure you recycle any single-use plastic bottles and containers you come into contact with. These can become new products! Don't waste plastic!

Refuse - Share the impact straws can have on local wildlife with friends and family and tell them to refuse a straw when ordering a drink. If it is a must, there are plenty of reusable versions available to take with them.

Plastic Free Kit - such as bamboo toothbrushes, or reusable travel cutlery - gift these to friends and family to inspire them to tackle their plastic footprint.

Replace - Get your restaurant or takeaway to replace single-use sachets with refillable and reusable containers.

Plastic Free Picnic - Don't let single-use plastics get in the way of fantastic food and company when out enjoying your favourite beach or park. Hold a **#PlasticFreePicnic** and invite friends to bring a dish (plastic-free of course!).

Help fund SAS - Support SAS financially and help fund the resistance. Just £5 helps support our Plastic Free Communities movement.

The challenges

Innovation

Some items are difficult to recycle due to the range of different materials they each contain. New technology is being deployed to ensure that the impact of these items on the environment is minimised.

Recycling is only one of the options available to us. The Recycling Hierarchy offers an alternative way of thinking, with prevention being the most preferred way forward.

Rather than using plastic, why not look for alternatives? Here are some of the things which can be used instead of plastic:

- Toothbrushes, toothpaste tubes and other items can now be sent back for recycling into pellets to make new plastic products
- Crisp packets are being transformed into park benches, plant pots, watering cans and cool bags
- Bottles made from agar that are truly bio-degradable
- Cutlery that you eat once you have finished your meal
- Many coffee shops are offering customers a price reduction for bringing their own cup
- Food trays made from sugar cane that is totally compostable
- Food wraps made of cotton, pine resin, jojoba oil and beeswax



The challenges

Innovation

Every single positive action makes a difference and communities can play a big part in influencing what happens in their area.

There are a whole range of different things that can be set up in local communities:

- Community composting schemes
- Fixing bikes, sports equipment or furniture
- Community swap shops for clothes, books etc
- Garden community swap shops
- Monthly car boot sales for unwanted items
- Real junk food cafés.



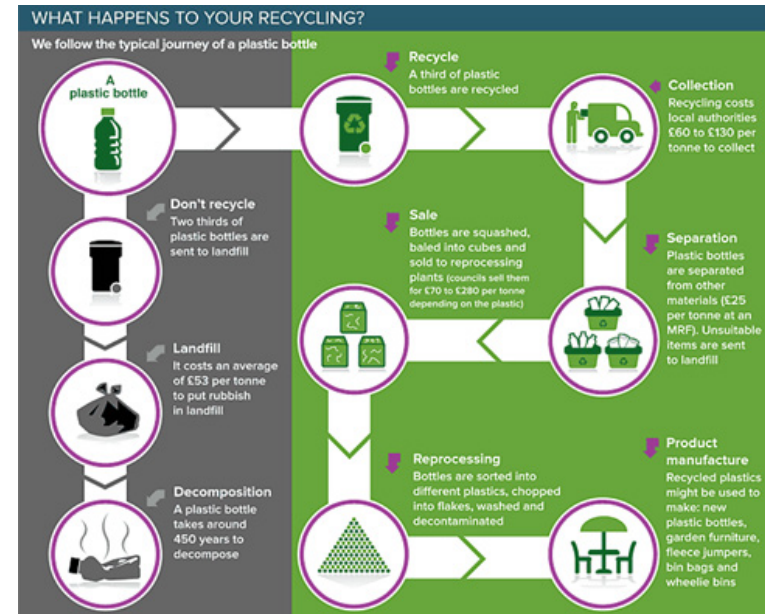
The challenges

Barriers

Improving our recycling rates is a complex problem as there are many reasons why people do not recycle. But if we can achieve our recycling goals everyone benefits.

The reality

- We collect household recycling and can help people learn what can and can't be recycled
- Recycling generates money for the council, but it costs to send waste to landfill
- We generate around £500,000 every year from the recycling we collect from the district's homes. If everyone recycled as much as they could it would make a huge difference to our recycling income
- At the moment 54% of all the waste we collect from houses goes to landfill.



According to WRAP people don't recycle because:

- **Physical** – containers for collecting recycling are unsuitable, there is no space to store containers, collections are unreliable, people have no way of getting to recycling sites
- **Behavioural** – people are too busy, they struggle with establishing a routine for sorting out recycling, if they forget to put their containers out
- **Lack of knowledge** – people don't know which materials can and can't be recycled; not understanding how their local scheme works.
- **Attitudes and perceptions** – people don't believe recycling is good for the environment, they don't want to sort waste, they don't feel personally rewarded for recycling.

Source: WRAP

The challenges

Barriers

Recycling is very age-dependent.

While primary school children are very conscious about recycling and the impact on the environment, a national study in 2017 conducted by Serco and their research partner Future Thinking showed that people aged 16 – 34 years recycled 30% less than people aged 75 and over.

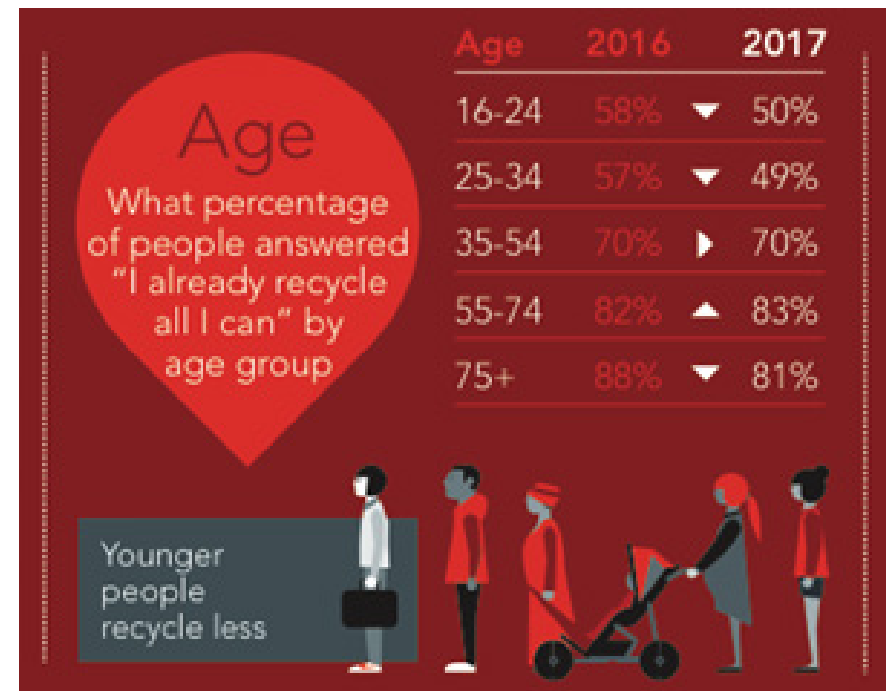
16-34 year-olds were also significantly more confused than other age groups about what could and could not be recycled.

The reasons given by 16 – 34 year-olds for poor recycling were:

- Confusion about what could be recycled (16%)
- The frequency of collections (12%)
- Not having recycling bags or bins (11%)
- Can't be bothered (4%)
- Too time consuming (7%)
- Didn't believe that recycling actually happened (5%)

With this in mind it is important we target this age group using effective communications e.g. social media.

The findings come from a poll conducted by Serco's Environmental Services business and long-term research partner Future Thinking, which surveyed over 3,000 members of the general public.



The challenges

British context

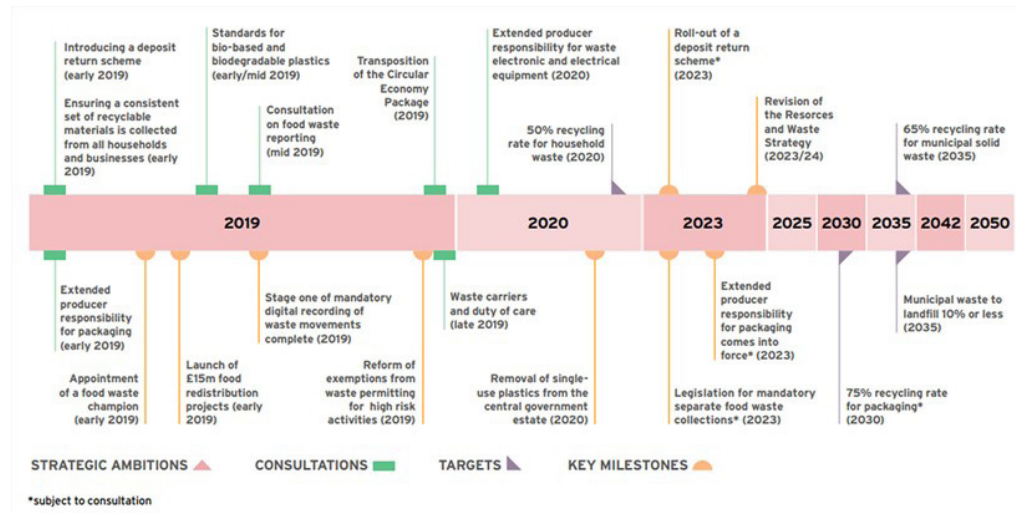
In December 2018 the UK Government published a draft of its strategy 'Our Waste, Our Resources: A Strategy for England'. This is under consultation until May 2019.

The strategy "seeks to redress the balance in favour of the natural world. Our goal is to move to a more circular economy which keeps resources in use for longer – for that to happen, we must all reduce, reuse and recycle more than we do now." (page 4, **Our Waste, Our Resources: A Strategy for England**)

The strategy aims to achieve its aims by reducing single-use plastics, making household recycling easier and clearer, reducing packaging and reducing food waste

The strategy has eight chapters:

1. Sustainable production
2. Helping consumers take more considered actions
3. Resource recovery and waste management
4. Tackling waste crime
5. Enough is enough, cutting down on food waste
6. Global Britain: international leadership
7. Research and innovation
8. Measuring progress



The challenges

British context

Some of the key initiatives the government is considering include:

- **Batteries and electrical equipment** – the aim is to reduce the number of batteries (which are highly polluting) and the amount of electrical equipment ending up in landfill
- Household waste sites are to be encouraged to **reuse** more items, perhaps by shops on site selling items that have been dumped or allowing people to take items away for reuse
- **Green waste** – the government is concerned about the amount of green waste going to landfill and the fact that many local authorities are now charging for this service
- Introducing of a **list of materials that local authorities must collect along with targets**. This will help to reduce confusion and contamination
- **Businesses** are likely to have to put their recycling out separately from refuse
- **Reducing food waste**
- **Encouraging people to recycle more**. This could include incentives as well as publicity and promotion
- **Introduction of Extended Producer Responsibility Legislation** meaning producers will have to be more responsible about the design of their products and what happens to them at the end of their life
- **Deposit return schemes** - consideration is being given to reverse vending machines allowing people to deposit items such as bottles and cups meaning that less gets sent to landfill



How are we doing?

Leicestershire County Council

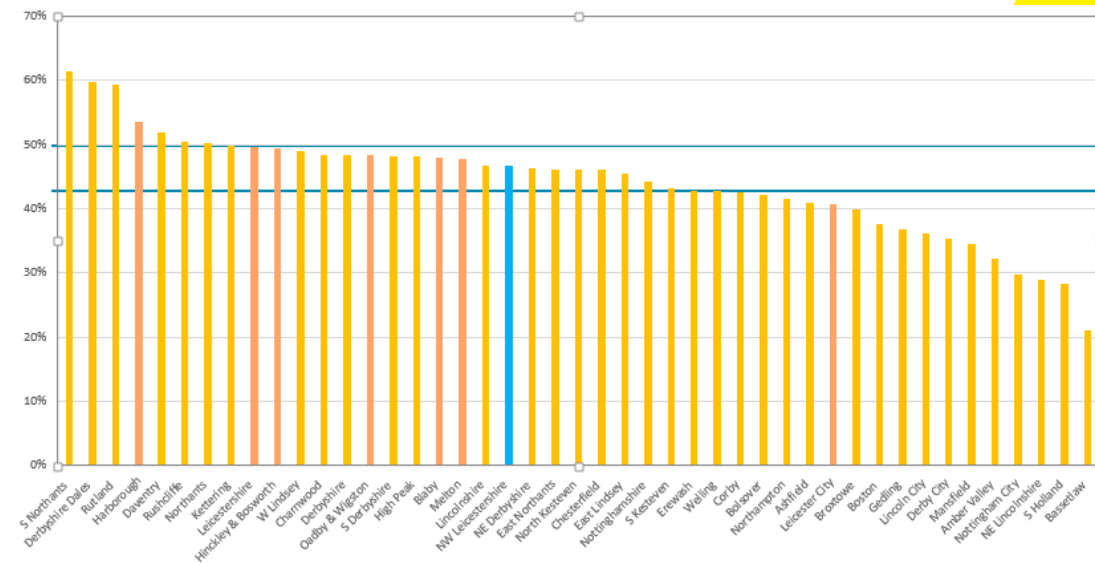
Leicestershire County Council (LCC) is responsible for re-use, treatment, recycling or disposal of the collected waste. LCC works closely with the seven district and borough council's in the county and Leicester City Council.

NWLDC collects refuse, recycling and garden waste from households in the district. The council also offers a service for trade waste and has a 19% share of the market. This service is also offered by a large number of private companies.

While targets for recycling are set by the EU there has been little or no guidance from the UK Government as to how local authorities must provide services. Every local authority does things slightly differently.

Recycling in North West Leicestershire is slightly above the national average which was 45.2% for 2017/18, but is the second lowest in Leicestershire. Only Leicester City Council has a lower recycling rate. However NWLDC is only 1% behind Melton Borough Council and 1.2% behind Blaby District Council (2016/17).

East Midlands recycling figures for 2016/17



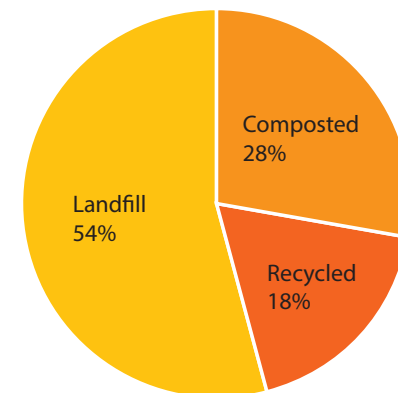
How are we doing?

North West Leicestershire District Council

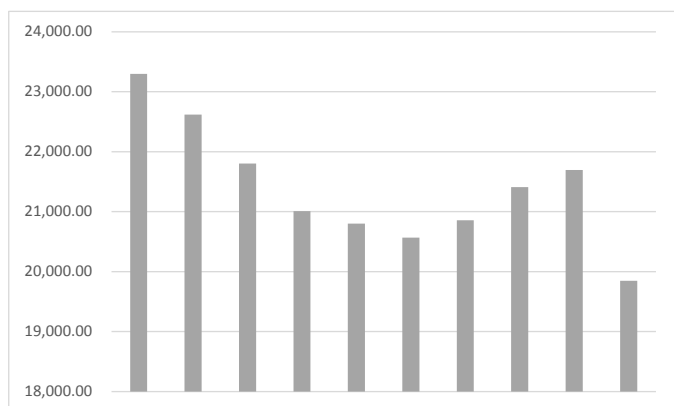
In 2017/18 NWLDC sent 21,800 tonnes of refuse to landfill. That is the equivalent weight of one polar bear per household or half a small car.

The amount sent to landfill has been increasing since 2012/13.

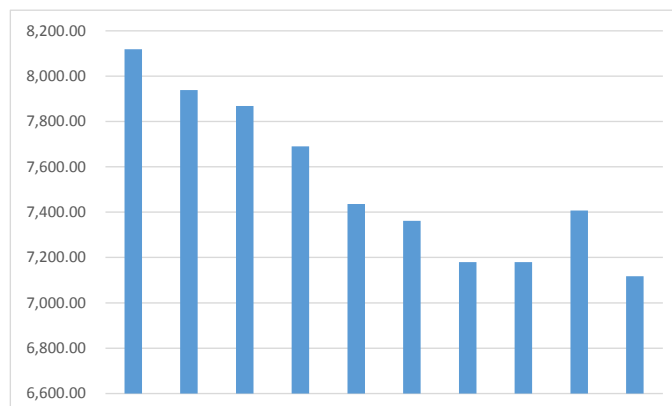
The amount being composted has been steady, but the amount being recycled has been dropping.



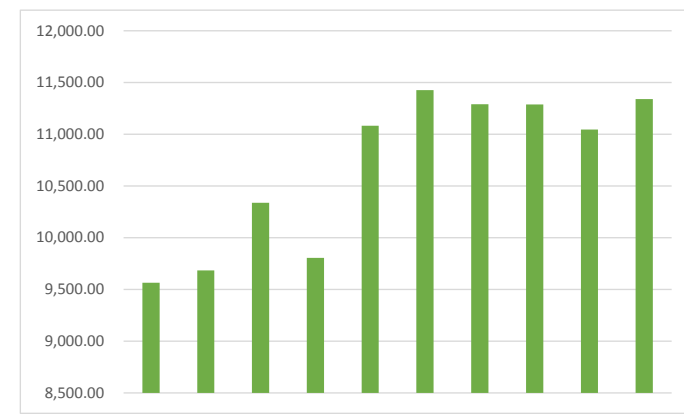
Landfill



Recycled



Composted



There are significant variations in the recycling participation rates across North West Leicestershire

The highest areas in North West Leicestershire for participating in recycling are:

1. Breedon on the Hill
2. Osgathorpe
3. Packington
4. Thringstone
5. Castle Donnington

The lowest areas for participating in recycling are:

1. Swannington
2. Peggs Green
3. Albert Village
4. Measham
5. Hugglescote

How are we doing?

North West
Leicestershire
District
Council

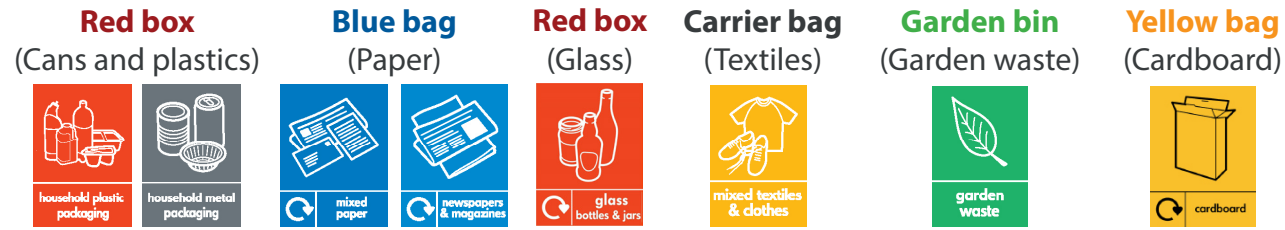
Where does North West Leicestershire's waste go?

- 80% is recycled in the UK
- 20% is recycled in Germany

- Glass
- Paper
- Cardboard
- Steel
- Aluminium
- Plastic



What are we doing?



People living in North West Leicestershire are required to sort their recycling at home.

For some people this can be confusing, and we receive complaints about boxes and bags taking up space, blowing away in windy weather and allowing recycling to escape.

This home sorting has many benefits. It's safer for our crews who work hard in all weathers to collect recycling. It also means that North West Leicestershire gets more money for its recycling - generating income of around £500,000 each year that can be invested in council services.

We need to look at how recycling is collected in to the future and we have a range of options available to us.

In the UK in 2015 alone £13 billion of edible food was thrown away by households. In total that suggests 7.3 million tonnes of food went in the bin, which WRAP said, if prevented, would have had the environmental benefit of taking a quarter of all cars off the road.

During September 2018 Leicestershire County Council analysed waste generated by households in the district. It found that on average 34% of household waste was food.

Source: WRAP

	Advantages	Disadvantages
Single recycling bin for all dry recyclables	<ul style="list-style-type: none"> • Simple for households • No boxes and bags needed 	<ul style="list-style-type: none"> • Potential increased contamination • Requires physical sorting which is ethically difficult • Loss of income
Continue as present	<ul style="list-style-type: none"> • No message change • Ethically acceptable • Retention of income 	<ul style="list-style-type: none"> • Complaints about boxes and bags
Continue as present with new stackable boxes	<ul style="list-style-type: none"> • Simple message change • Retention of income and possible increase • Ethically acceptable • Less loss of boxes and windblown issues 	<ul style="list-style-type: none"> • Cost of supply
Food waste collection	<ul style="list-style-type: none"> • Reduction in biodegradable refuse going to landfill • Weekly collection 	<ul style="list-style-type: none"> • Will require a change in collection methods
Chargeable green waste	<ul style="list-style-type: none"> • Additional income 	<ul style="list-style-type: none"> • Will people pay? • Possible increase in green waste going to landfill
Combined green and food collection		<ul style="list-style-type: none"> • Will require a change in composting systems
Encourage Use of Macerators		<ul style="list-style-type: none"> • Not liked by Severn Trent Water Authority • Causes sewer blockages • Can lead to criminal prosecution

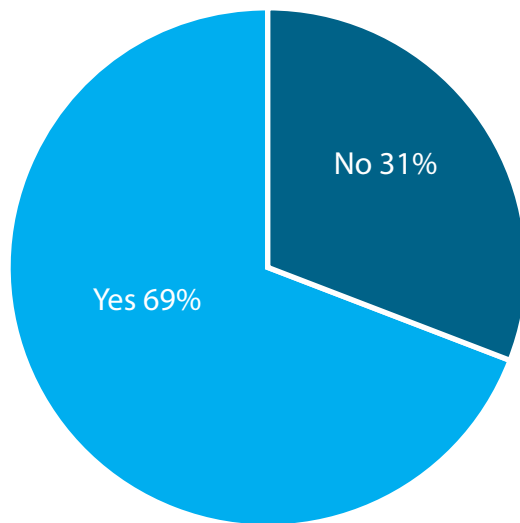
What could we do better?

Feedback from residents

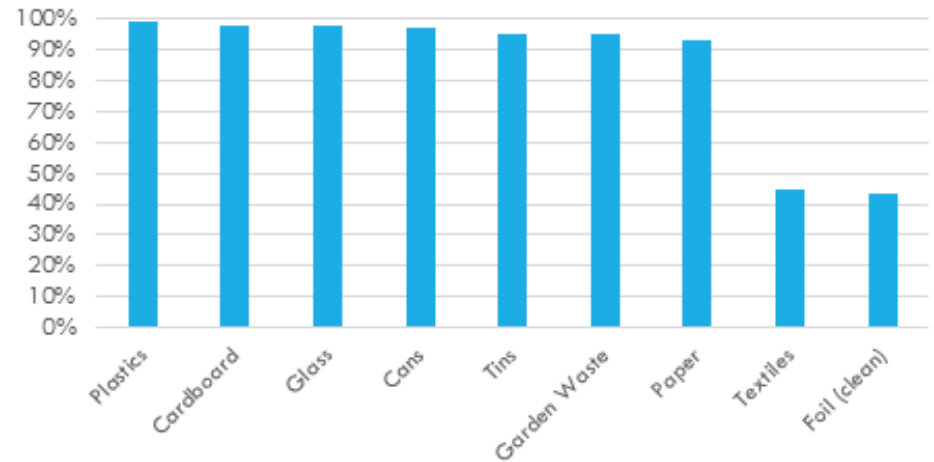
In 2018 / 2019 we asked people in NWL for their views on recycling. This has helped us to shape our Action Plan which lays out what we want to do in the next three years to increase recycling in the district.

From this we know that there is good take up in many types of recycling such as plastics and cardboard, but that the recycling of items such as food, textiles and Tetrapaks could be increased with better recycling opportunities.

Would you recycle food?



What our residents say they currently recycle (November 2018 - March 2019)



Mini recycling sites were introduced before we started collecting household recycling from outside people's homes.

There are currently 45 mini recycling sites across the district for glass, cans, cardboard, paper, textiles, books and music, and drinks cartons.

There are a number of challenges with the mini recycling sites:

- High levels of contamination
- High levels of fly-tipping
- Businesses use the sites to illegally dispose of their waste, instead of paying for collections.

For example at one site staff spend about 30 minutes a day removing around $\frac{3}{4}$ tonne of contaminated waste which goes to landfill. This costs around £7,500 each year, not taking into account the cost of sending this waste to landfill.

What could we do better?

Reducing black bin waste

We are reviewing the containers that we use and will carry out trials on different options for recycling and refuse.

We want to introduce food waste recycling, which will reduce the amount going to landfill. This is in line with the Government's draft strategy and a trial will be undertaken during 2019/20.

Other options we will explore include:

- Reducing the number of nappies that go to landfill
- Changing container sizes
- Encouraging reuse of items that might otherwise go to landfill
- Encouraging textile recycling through partnership with local charities
- Introducing household collection of batteries as part of the general household recycling at the kerbside
- Developing partnerships with local charities to reduce the amount of bulky waste which could be reused
- Target low recycling participation areas of the district.



What could we do better?

Food waste

Food waste is not currently collected from households in North West Leicestershire. Any food waste goes into the black bins and then onto landfill.

This costs to dispose of and is not good for the environment as it releases harmful greenhouse gases into the atmosphere.

Households are encouraged to compost their food waste at home along with their green waste, which means that it can be reused in the garden to fertilise plants or be used as excellent potting compost.

Many councils now offer household waste food collections. This is done either as part of garden waste recycling schemes, or as a separate service.

- Around 7 million tonnes of food is thrown away by households in the UK every year and most of it could have been eaten.
- Over a year the average family throws away around £700 of food shopping – equivalent to an annual utility bill
- Some of the waste is made up of things like peelings, cores and bones, but the majority is, or once was, perfectly good food
- Most food waste ends up in landfill sites where it rots and releases methane

- Throwing away food is a huge waste of the energy, water and packaging used in its production, transportation and storage

Source: Recycle Now



Partnership working

Housing growth

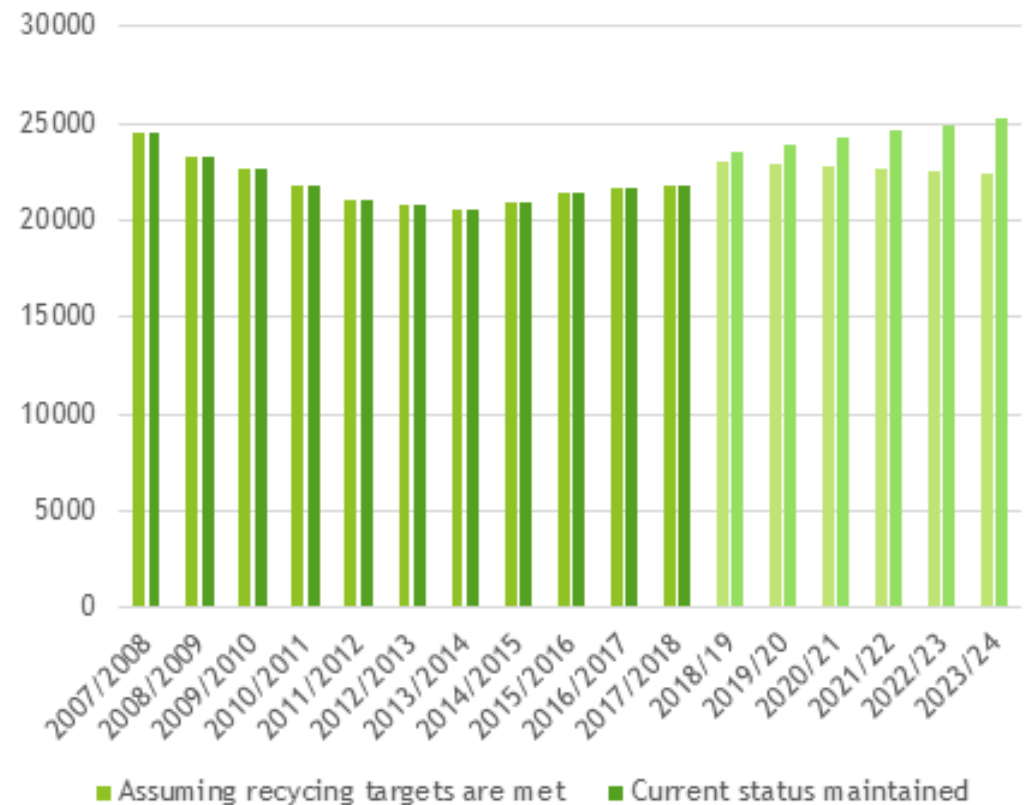
As the population grows in North West Leicestershire so will the amount of waste that is produced. This will impact on the amount that is sent to landfill as well as the amount that is recycled.

By 2024 there will be nearly 4,000 new homes in the district, housing around 9,000 more people.

We have already increased the number of rounds collecting refuse from four to five. The new round will be at full capacity by June 2019. In August 2018 we also created an additional recycling round so there are now five rounds.

Further rounds for both recycling and refuse will be needed to meet the demands of future housing in the coming years.

Projected waste sent to landfill (in tonnes) between 2019/20 – 2023/24



Partnership working

Trade waste

There are currently 4,000 businesses in the district. Of these NWLDC provides commercial refuse and/or recycling collections to 780 of them, representing an approximate market share of 19.5%.

We currently collect card, paper, plastic, cans and tins from businesses.

We need to explore how:

- Our market share can be increased
- Introduce glass recycling collections
- Review charging policies to encourage more businesses to use our services.



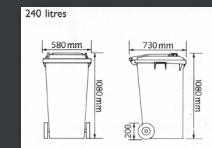
Business waste and recycling collection service

Reliable | Professional | Competitive prices

Weekly cost

Refuse (general waste):

Sacks - one off cost (roll of 50)	£123
240 litres	£7.25
360 litres	£8.65
1100 litres	£15.55



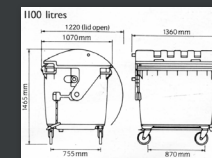
Recycling (paper and card):

360 litres	£3.15
1100 litres	£5.25



Recycling (plastics and cans):

240 litres	£3.15
360 litres	£3.15



We offer glass collections – please call for details

Need more than one collection a week? No problem. Ask us for a quote.

Price includes: Duty of care controlled waste transfer note documentation, container hire, collection and disposal for one collection every week. We do not charge VAT for this service.

Call 01530 454554 or email recycling@nwleicestershire.gov.uk or visit www.nwleics.gov.uk/businesswaste for more information.

North West
Leicestershire
District Council

Recycle
more...

Partnership working

Other initiatives

We know that there some aspects of recycling that make it harder for people to recycle efficiently.

Our actions to tackle this include:

- **Houses with coal fires and boilers**

North West Leicestershire was a coal mining area. A higher than average number of houses rely on coal for their heating and hot water. In 2011 the census identified 1,700 such houses. Ash goes into black bins and is sent to landfill.

The number of homes with solid fuel heating is reducing and may not be as high as it was in 2011. In 2019 NWLDC will complete a scheme to replace 400 solid fuel heating systems in its own council housing with green heating systems.

- **Flats**

There are 35 places in North West Leicestershire where we collect refuse from flats. We know that there are consistent difficulties with contamination in the recycling bins at these sites which often means that much of the waste has to go to landfill. There are a whole range of issues which lead to this contamination which include:

- Poor understanding of English and perhaps difficulty in reading
- High turnover of residents

Initiatives to provide additional help and advice could improve the amount and quality of recycling that takes place at these sites.



- **Where English is not a first language**

Some people find it difficult to understand our messages, perhaps because English isn't their first language or due to a lack of literacy skills. Our communication methods need to adapt to be able to reach these people.

Source: WRAP

Partnership working

Other initiatives

Improving recycling is everyone's responsibility. We need to look at ways that we can work closer with key partners to encourage people to recycle more.

We have identified a number of different partners we can work with. These include:

- Schools and colleges
- Ambassadors and champions
- Local community groups
- Crews
- Council staff

We have already introduced best practice at the NWLDC Council Offices to encourage recycling. Simple things like removing single-use plastic cups, changing the location of recycling bins and involving recycling champions can make a significant difference in recycling within an office environment.

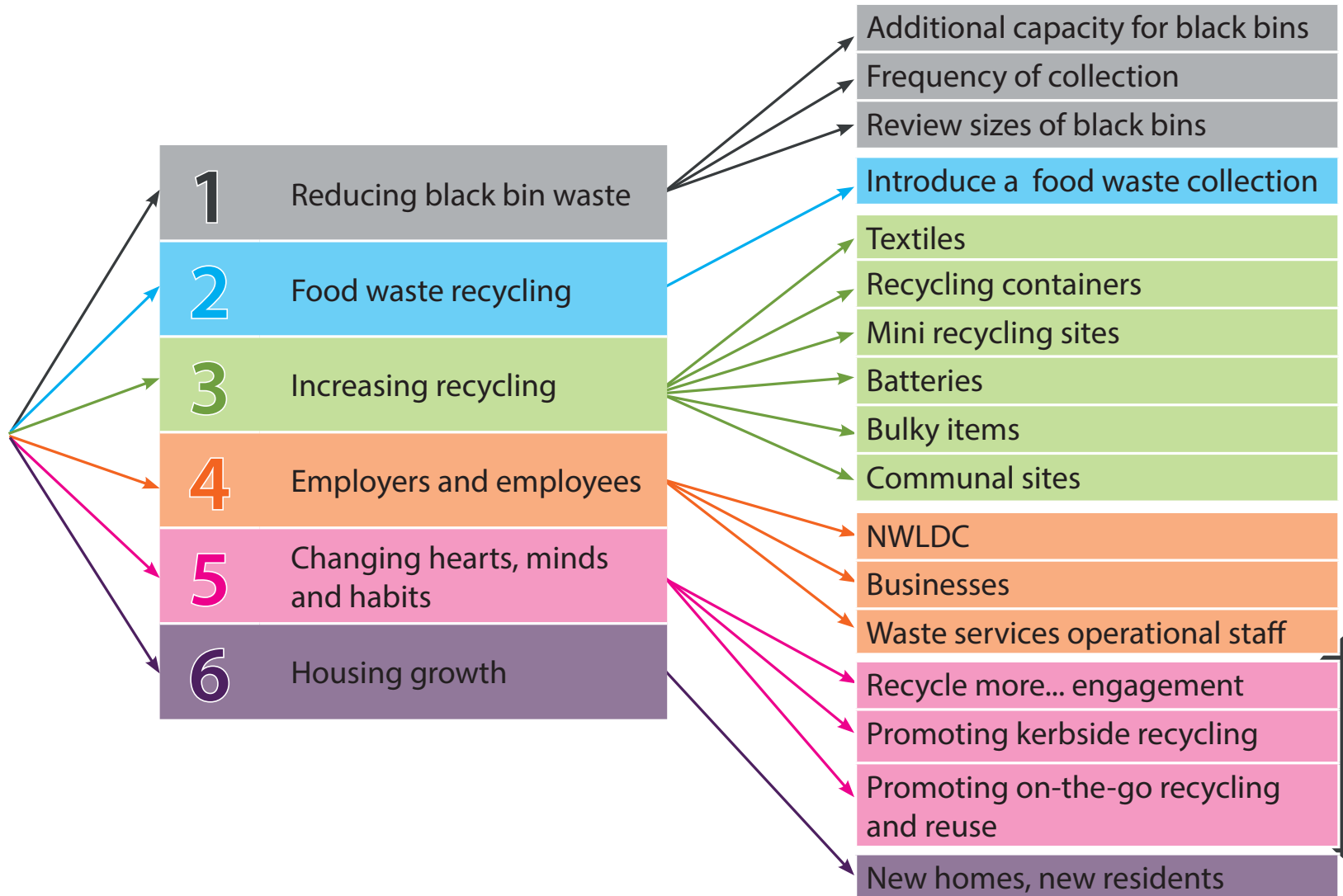
We would like other workplaces to take a similar approach.



Getting the message out

Our aim to increase recycling needs an action plan.

Our plan has six key themes for us to focus on over the next three years – showing how everyone in North West Leicestershire can contribute. It is not the council's plan, but everyone's plan.



The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 1 - 2019/20

Theme			Action	Support	Date of action
1 Reducing black bin waste	1.1	Additional capacity for black bins	Additional capacity for the disposal of nappies will no longer be offered	<ul style="list-style-type: none"> Alternative disposal options for nappies Promotion of Leicestershire County Council's reusable nappy scheme 	Spring 2019
	1.2	Additional capacity for black bins	Removal of additional capacity for nappies from households currently receiving the service	<ul style="list-style-type: none"> Alternative disposal options for nappies Promotion of Leicestershire County Council's reusable nappy scheme 	Summer 2019
2 Food waste recycling	2.1	Introducing food waste collections	Carry out a food waste collection trial with a number of selected households in partnership with Leicestershire County Council	<ul style="list-style-type: none"> Encourage and promote recycling Communications campaign for selected households explaining how food waste collections will work 	Autumn and winter 2019

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 1 - 2019/20

Theme	Action		Support	Date of action	
3 Increasing recycling	3.1	Recycling containers	Carry out a trial with 250 households of a stackable wheeled container system to make recycling easier, convenient and safer	• Communications campaign for selected households explaining how the new container system will work	Summer and autumn 2019
	3.2	Mini recycling sites	Review the 45 mini recycling sites and the effectiveness of them alongside the kerbside recycling collection service. Look at ways of recycling tetra paks, nappies small electrical items, Pringle and toothpaste tubes at possible collection points	• Communications campaign	Spring and summer 2019
	3.6	Textiles recycling	Further promotion of textile recycling at the kerbside through possible partnership with a Leicestershire based charity	• Communications campaign	Spring 2019
	3.7	Battery recycling	Introduce household battery recycling on the kerbside recycling collection service	• Communications campaign	Spring and summer 2019
	3.8	Bulky waste collections	Review the bulky waste collection service particularly focussing on items for reuse through partnerships with local charities and diverting items away from landfill	• Communications campaign	Autumn and winter 2019

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 1 - 2019/20

Theme	Action		Support	Date of action
4 Employers and employees	4.1	NWLDC	Leading by example as all waste which is recyclable at the council offices will be diverted away from landfill. Adopting a no single use plastic policy	<ul style="list-style-type: none"> • Communications campaign with NWLDC employees Spring 2019
	4.2	Businesses	Promoting our commercial recycling services to businesses in the district. Advising businesses best practice for diverting waste away from landfill	<ul style="list-style-type: none"> • Promoting commercial recycling service • Advice for local business regarding recycling 2019/20 2020/21 2021/22
	4.3	Waste services operational staff	Effectively consult and engage with the waste services operational staff as they will be important ambassadors of Recycle more	<ul style="list-style-type: none"> • Consultation and engagement with waste services operational staff 2019/20

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 1 - 2019/20

Theme		Action	Support	Date of action	
5 Changing hearts, minds and habits	5.1	Recycle more engagement	Ensure everyone is engaged with Recycle more through competitions, visits to schools and colleges, tour of the recycling depot, use of social media, signage on vehicles, community recycling champions, name the recycling vehicles and other initiatives	<ul style="list-style-type: none"> • Communications campaign 	2019/20 2020/21 2021/22
	5.2	Promoting kerbside recycling	Focussed and targeted communications where recycling participation has been identified as lower	<ul style="list-style-type: none"> • Targeted communications campaign 	2019/20 2020/21 2021/22
	5.3	Promoting reuse	Promoting reuse for people who live and work in the district by partnership with local business and community groups e.g refillable water bottles and stations, reuseable coffee cups and plastic free communities and businesses	<ul style="list-style-type: none"> • Communications campaign • Partnering with businesses and community groups 	2019/20 2020/21 2021/22
6 Housing growth	6.1	New homes, new residents	Ensure all new residents occupying new developments participate in recycling by using the council's kerbside recycling scheme, through consultation with the Planning team and developers ensuring recycling is easy and convenient for residents	<ul style="list-style-type: none"> • Working with the Planning team ensuring recycling is easy and convenient on new developments 	2019/20 2020/21 2021/22

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 2 - 2020/21

Theme	Action		Support	Date of action
1 Reducing black bin waste	1.1	Capacity for black bins Review and determine the size of black bins for households to reduce black waste and increase recycling	<ul style="list-style-type: none"> • Encourage and promote recycling • Communications campaign 	Spring and summer 2020/21
	1.2	Reduce frequency of black bins collections Carry out trials to reduce the frequency of fortnightly black bin collections	<ul style="list-style-type: none"> • Encourage and promote recycling • Communications campaign 	Autumn and winter 2020/21
2 Food waste recycling	2.2	Introducing food waste collections Review the trail of food waste collections and if successful roll-out across the whole district in partnership with Leicestershire County Council	<ul style="list-style-type: none"> • Communications campaign for all households explaining how food waste collections will work 	2020/21

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 2 - 2020/21

Theme		Action	Support	Date of action
3 Increasing recycling	3.2	Recycling containers Review the trial of the stackable wheeled container system and roll-out across the district as appropriate	<ul style="list-style-type: none"> • Communications campaign for households explaining how the new container system will work 	2020/21
	3.4	Mini recycling sites Implement the findings from the mini recycling sites review	<ul style="list-style-type: none"> • Communications campaign 	2020/21
	3.5	Communal sites Review the communal sites for flats and apartments focussing on recycling containers and the use of them through targeted communications	<ul style="list-style-type: none"> • Communications campaign 	2020/21
4 Employers and employees	4.2	Businesses Promoting our commercial recycling services to businesses in the district. Advising businesses best practice for diverting waste away from landfill	<ul style="list-style-type: none"> • Promoting commercial recycling service • Advice for local business regarding recycling 	2019/20 2020/21 2021/22
	4.3	Waste services operational staff Effectively consult and engage with the waste services operational staff as they will be important ambassadors of Recycle more	<ul style="list-style-type: none"> • Consultation and engagement with waste services operational staff 	2019/20 2020/21 2021/22

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 2 - 2020/21

Theme		Action	Support	Date of action	
5 Changing hearts, minds and habits	5.1	Recycle more engagement	Ensure everyone is engaged with Recycle more through competitions, visits to schools and colleges, tour of the recycling depot, use of social media, signage on vehicles, community recycling champions, name the recycling vehicles and other initiatives	<ul style="list-style-type: none"> • Communications campaign 	2019/20 2020/21 2021/22
	5.2	Promoting kerbside recycling	Focussed and targeted communications where recycling participation has been identified as lower	<ul style="list-style-type: none"> • Targeted communications campaign 	2019/20 2020/21 2021/22
	5.3	Promoting reuse	Promoting reuse for people who live and work in the district by partnership with local business and community groups e.g refillable water bottles and stations, reuseable coffee cups and plastic free communities and businesses	<ul style="list-style-type: none"> • Communications campaign • Partnering with businesses and community groups 	2019/20 2020/21 2021/22
	5.4	Promoting on the go recycling	Review of on street litter bins and on street recycling banks provided by NWLDC. Improve on the go recycling by partnering with businesses and charities supported by Business Focus	<ul style="list-style-type: none"> • Communications campaign and partnering with businesses 	2019/20 2020/21
6 Housing growth	6.1	New homes, new residents	Ensure all new residents occupying new developments participate in recycling by using the council's kerbside recycling scheme, through consultation with the planning team and developers ensuring recycling is easy and convenient for residents	<ul style="list-style-type: none"> • Working with the Planning team ensuring recycling is easy and convenient on new developments 	2019/20 2020/21 2021/22

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 3 - 2021/22

Theme			Action	Support	Date of action
1 Reducing black bin waste	1.5	Reduce frequency of black bins collections	Implement the results from the trials to reducing the frequency of fortnightly black bin collections	<ul style="list-style-type: none"> • Encourage and promote recycling • Communications campaign 	2021/22
4 Employers and employees	4.2	Businesses	Promoting our commercial recycling services to businesses in the district. Advising businesses best practice for diverting waste away from landfill	<ul style="list-style-type: none"> • Promoting commercial recycling service • Advice for local business regarding recycling 	2019/20 2020/21 2021/22
	4.3	Waste services operational staff	Effectively consult and engage with the waste services operational staff as they will be important ambassadors of Recycle more	<ul style="list-style-type: none"> • Consultation and engagement with waste services operational staff 	2019/20 2020/21 2021/22

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

The Action Plan supports the Recycle more... plan. It focuses on six themes of which there are a number of actions for each which are listed below and are split over the next three years.

Year 3 - 2021/22

Theme		Action	Support	Date of action	
5 Changing hearts, minds and habits	5.1	Recycle more engagement	Ensure everyone is engaged with Recycle more through competitions, visits to schools and colleges, tour of the recycling depot, use of social media, signage on vehicles, community recycling champions, name the recycling vehicles and other initiatives	<ul style="list-style-type: none"> • Communications campaign 	2019/20 2020/21 2021/22
	5.2	Promoting kerbside recycling	Focussed and targeted communications where recycling participation has been identified as lower	<ul style="list-style-type: none"> • Targeted communications campaign 	2019/20 2020/21 2021/22
	5.3	Promoting reuse	Promoting reuse for people who live and work in the district by partnership with local business and community groups e.g refillable water bottles and stations, reuseable coffee cups and plastic free communities and businesses	<ul style="list-style-type: none"> • Communications campaign • Partnering with businesses and community groups 	2019/20 2020/21 2021/22
	5.4	Promoting on the go recycling	Review of on street litter bins and on street recycling banks provided by NWLDC. Improve on the go recycling by partnering with businesses and charities supported by the business team	<ul style="list-style-type: none"> • Communications campaign and partnering with businesses 	2019/20 2020/21
6 Housing growth	6.1	New homes, new residents	Ensure all new residents occupying new developments participate in recycling by using the council's kerbside recycling scheme, through consultation with the planning team and developers ensuring recycling is easy and convenient for residents	<ul style="list-style-type: none"> • Working with the Planning team ensuring recycling is easy and convenient on new developments 	2019/20 2020/21 2021/22

Target: to increase recycling by 3% between 2019/20 and 2021/22

Please note: this Action Plan could be subject to change due to the publication by Defra of "Our Waste, Our Resources: A Strategy for England" in December 2018 available [here](#). The strategy is subject to consultation before being adopted, but is likely to impact on the collection of household waste, recycling, green waste and the processing of it. Any changes made to the Action Plan subsequently will be made publically available.

Contact us

Email: recycling@nwleicestershire.gov.uk

Visit: www.nwleics.gov.uk/recyclemore



@NWLEnviro