

## Councillors Briefing Note No. 360

**Service Area:** Waste Management      **Further Enquiries to:** Tracy Carter  
**Date Prepared:** 18 June 2018      **Direct Line:** 01225 713258

### **New recycling collection services from 30 July 2018**

#### **1. Background**

Under our new contract with Hills Waste Solutions, which commences on 30 July 2018, Wiltshire residents will be able to recycle more plastic materials in their household bins.

The new materials include:

- Plastic pots, tubs and trays
- Drink and food cartons.

In addition to the current plastic bottles and cardboard, the new service will include yoghurt pots, plastic trays, margarine tubs, ice cream tubs and juice, milk and soup cartons.

#### **2. The changes**

From 30 July, all the additional materials will be collected in the blue lidded bins will accept the additional materials from that date.

Collections will still be fortnightly and collection days will not change. Residents will continue to use the same containers they already have. Additional recycling bins can be ordered if needed.

#### **3. Communications**

The marketing plan for informing residents of the forthcoming changes includes:

- Updated information on the website.
- Social media promotion.
- News story sent to local media.
- Email campaign to residents who have signed up for updates.
- Updated marketing materials (leaflets, posters, banners).
- Waste team to attend a series of roadshows and community events in the lead up to the new service being introduced (see schedule below).
- Presentations to area boards.
- Presentations to town and parish councillors (on request).

- An information bin hanger to be placed on every blue lidded bin on the final collection prior to the change detailing the new materials that can be collected from that date onwards.

#### 4. Roadshows and events

In order to directly communicate with as many Wiltshire residents as possible, we have booked a series of roadshows and events across the county. Members of the waste services team will be in attendance to hand out information leaflets and answer any questions that may arise. Examples of the new plastic materials will be displayed along with samples of the product produced as a result of the recycling process. The outline schedule is below (some dates/venues are still to be confirmed).

<b>Events Schedule 2018 Waste service changes - Some TBC</b>				
<b>Month</b>	<b>Day</b>	<b>Date</b>	<b>Area</b>	<b>Type of Event</b>
May	Monday	14	Devizes	Area Board
	Wednesday	30	South West Wiltshire	Area Board
June	Sunday	3	Westbury	Stand and food waste activity to encourage support for a Community Fridge (Wiltshire wildlife trust)
June	Friday	15	Trowbridge	Parish council event with opportunity to present
June	Sunday	17	Cricklade	Street Festival
June	Thursday	21	Warminster	Area Board Meeting
June	Saturday	23 or 24	Warminster	Food and Drink Festival
June	Wednesday	27	Trowbridge	Street market
June	Wednesday	27	Devizes	Raise awareness about project and waste & recycling in Wiltshire (Wiltshire wildlife trust)
June	Saturday	30	Calne summer festival	Calne Town council
July	Sunday	1	Trowbridge	Armed Forces Day
July	Tuesday	3	Corsham	Street Market
July	Thursday	5	Devizes	Street Market
July	Thursday	5	Salisbury	Area Board Meeting
July	Sunday	8	Warminster	Live music event /Inspire of Warminster
July	Thursday	12	Bradford on Avon	Street market
July	Thursday	12	Southern Area Board	Area Board Meeting
July	Friday	13	Salisbury	Foodie Friday
July	Saturday	14	Chippenham	Carnival Fun day
July	Saturday	14	Trowbridge	Active Festival TT Council
July	Sunday	15	Market Lavington	Vintage meet family fun day
July	Thursday	19	Amesbury Area Board	Area Board Meeting
July	Friday	20	Chippenham	Street Market
July	Saturday	21	Salisbury	Street market
July	Tuesday	24	Marlborough	Area Board Meeting
July	Wednesday	25	Amesbury	Street market
July	Saturday	28	Melksham	Carnival Fun day

## **5. We need your help!**

These changes will affect all residents in Wiltshire and therefore we need your help to make sure that everyone knows about them ready for the 30 July.

Could you help by:

- Putting information about the changes in your local newsletters or magazines?
- Inviting a waste officer to come along to your town or parish council meetings?
- Putting up a poster or displaying leaflets within your area?

Please contact us at [wasteandrecycling@wiltshire.gov.uk](mailto:wasteandrecycling@wiltshire.gov.uk) or call us at 01225 713398.

## **6. Why are we making the changes?**

Recycling saves energy and costs less. Recycling materials has less impact on the environment than burying them in landfill or burning them to generate energy so the more we can recycle, the better it is for the environment. In addition it tends to be more cost effective to recycle materials than to deliver them to energy from waste plants or to landfill them. Last year we sent just 20% of waste to landfill compared to more than 60% in 2007.

## **7. More information**

If you require any further information about the introduction of this new recycling service outlined above, or if you have any questions, please contact the officers below:

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