

Increasing Household Waste Recycling through the Recycling Plan for Kirklees

Tackling Climate Change Conference
Huddersfield, 3 June 2009



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Background to Kirklees

- 177,000 households
- 400,000 population
- Urban / rural areas (“perimeters”)
- 27 residual waste collection rounds
+ 7 recyclables + 5 perimeters (2006)
- Political administration

Background to Recycling Plan

- Pilot scheme approved March 2006
- Pressures at that time
 - Statutory recycling standards
 - Landfill Allowances
 - Household Waste Recycling Act 2003
 - Householder demand for more recycling services

Approach to development

- Member involvement / commitment – waste seminars to build understanding
- Senior officer involvement / commitment
- Seasonal waste composition analyses
- Predictive modelling – options & outcomes
- Householder survey

Pilot + approved plan

- 7 points – not just AWC (give & take) –
 - Ban garden waste from all bins, promote home composting, enhanced garden waste collection service, recycling for all households, glass collections, alternate week collections, trade waste recycling
- Clear policies
- Support for householders

Support for householders

- “Nursing-in” – before and after change
- Information packs
- Drop-in sessions
- Recycling Advisors
- Allow adequate resources for each phase by 3 year programme
- Feedback from householders on pilot

Where are we now?

- Year 3 of 3
- 130,000 households with AWC
- 125,000 households with glass collections
- 10,000 perimeter households with recycling
- Performance – exceeding expectations
- Repeat waste composition analysis

How's it gone?

- Response of householders
- The press
- Not always right in every area from day 1 but Advisors successful in making it work
- More resources for hard to reach areas
- Glass collections to perimeters added

Key points in summary

- Member understanding and commitment
- Based on evidence & assessment of options and expected performance
- Support for householders
- Sufficient time & resources – effective planning & quiet considered approach
- Timings – pack delivery to 1st collections

Discussion