

Get ready to Recycle More

Briefing Pack, March 2021

www.somersetwaste.gov.uk/recycle-more

#RecycleMore

#BrightBlueBag

Coming to
**South
Somerset,**
June 2021



What is Recycle More?

Somerset Waste Partnership is responsible for recycling, rubbish collection and disposal for around 260,000 homes across the county. In October 2020 we launched **Recycle More** to over 50,000 households in Mendip. A new service that will reduce waste, protect the environment and save money.

Most people in Somerset are recycling. We are making it easier to recycle even more.

Recycle More is coming to South Somerset at the end of June, 2021, and means:

- **More materials collected weekly from the kerbside**, importantly plastic pots, tubs and trays.
- **Rubbish collected every three weeks instead of two** - more recycling means less rubbish.
- **Collection days will change for some.** In Mendip this was around a third of households. It should be similar in South Somerset.
- Householders get a new recycling container – a **Bright Blue Bag** – and need to put different items into different recycling containers.
- Recycling collections expanded for properties with **communal collections**, such as flats.



How can you help?

This is an important change and we want to get it right, building on the success we have seen in Mendip. This pack is to help you help us - a guide to Recycle More and how we plan to tell people about it.

- If you can include information about Recycle More in any newsletters or community bulletins, please do (see toolkit for suggested content)
- If you use social media, please follow **@somersetwaste** on Facebook, Twitter and NextDoor and share **#RecycleMore** messages
- Sign-post people to information: SWP website **somersetwaste.gov.uk/recycle-more** and social media **@somersetwaste**
- If you know of meetings or events that would benefit from a Recycle More presence, let us know - we'll attend if we can.
- If you know of a group or organisation that you think would like to know more, let us know
- Email recycle@somersetwaste.gov.uk



Champion Recycle More!

Understand what is changing, when and why.

Talk positively about it – it will protect your environment, tackle climate change and save taxpayers' money.

Encourage people to find out more.

Encourage people to prepare and think about what they will need to do differently.



Why Recycle More?

We recycle
to protect
our environment

To find out more visit: somersetwaste.gov.uk

 Somerset recycles



We are among the best

Our overall recycling rate (kerbside + recycling centres) was 52.85% for 2019/20 which puts us around the **top 20% performers nationally**. The best performing areas are managing around 65%.

We reused and recycled **135,421 tonnes of waste in 2019/20**.

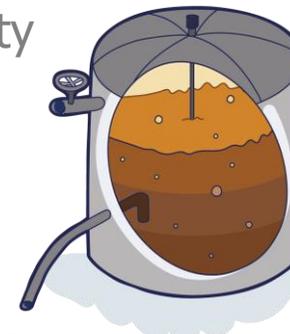
Because people sort their recycling we are **8th best nationally** for carbon saving, stopping **67,500 tonnes** of carbon from entering the atmosphere.

Last year 90% of your recycling stayed in the UK and more than 50% stayed in Somerset.

Rubbish that cannot be recycled is used to generate electricity at an **Energy from Waste** plant at Avonmouth

LATEST NEWS! In the first eight months of 2020/21:

- ✓ **98% stayed in the UK**
- ✓ **99% of plastics stayed in the UK**
- ✓ Our new contract with SUEZ aims to keep it all in the UK if possible.



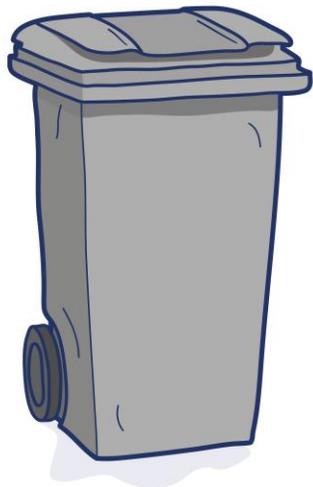
All of Somerset's food waste goes to the anaerobic digester at Walpole, near Bridgwater, to be turned into electricity and compost.

Rubbish that cannot be recycled will be used to generate electricity at an Energy from Waste plant at Avonmouth.

We can do better!

Still, **more than half the contents** of the average Somerset rubbish bin could have been recycled.

Recycling rates in Somerset have stayed roughly the same for the last eight years.



Kerbside Recycling Rate 2019/20	
Somerset	46.9%
South Somerset	*47%

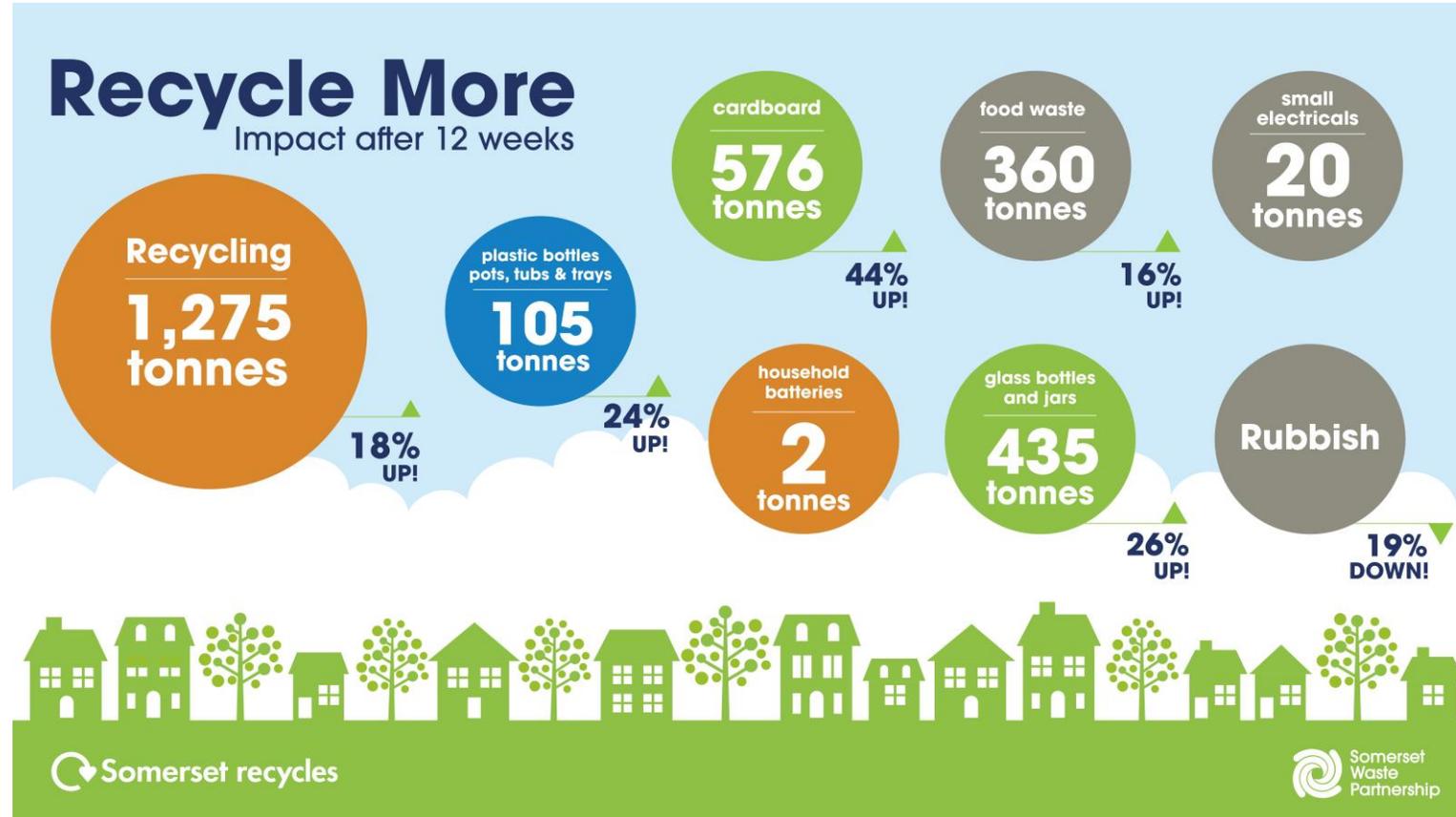
By 2023 we aim to:

- Increase overall recycling rate to 60%
- Reduce waste in rubbish bins by 15%

More recycling costs less, with less waste to dispose of. **We expect to save around £2m a year** across all partners. Savings that can be spent on other services.

*Indicative figure. Precise figures are difficult to calculate because collection routes and depots do not follow local government boundaries.

It works...



Early days but very positive launch in Mendip.

Running successfully elsewhere, for example in East Devon.

New vehicles which take more and different materials.

New technology so more efficient and reliable.



What is changing?



Collecting more from the kerbside

We will collect more recycling from the kerbside every week

We'll carry on collecting everything we already collect - food waste, glass, paper, cardboard, food and drink tins and cans, plastic bottles, foil, aerosols, wearable clothes and shoes*.

And, from the end of June we will ALSO collect:

- **Plastic pots, tubs and trays** (known as PTT)
- Food and drink cartons (such as Tetra Pak)
- Small household batteries
- Small electrical items

People will need sort things differently into their recycling boxes, as well as using a new Bright Blue Bag

* We are currently only collecting wearable clothes and shoes due to the difficulties in the global market. This will be constantly reviewed, but items fit for use again should be taken to charity shops if possible.



Three-weekly rubbish collections

Collecting more recycling every week means more space in rubbish bins. **So, rubbish is collected every three weeks rather than fortnightly.**

Three weekly collection:

- Already working very well in Mendip - first 12 weeks saw a 19% reduction (by weight) in rubbish.
- Trialled successfully in Somerset six years ago.
- 16 UK authorities on three-weekly weekly collections
- Nearly 1.5m households and millions of residents.

New routes and collection days

Because collection routes will be updated and more efficient, roughly a third of South Somerset households are likely to have a change to their collection days.

*** Garden waste collections:** These are not affected by Recycle More, but re-routing planned for May will mean changes to collection days. Subscribers will be written to.



Introducing the **Bright Blue Bag!**

60-litre bags will be delivered to every household over the two weeks before new collections start.

This is a very visible sign that Recycle More has arrived and people need to do things differently. So, the bag will feature prominently in our communications.

The bags are for these items:

- Plastics bottles, pots, tubs and trays
- Food and drink tins and cans
- Foil and empty aerosols

They are..

- Tough and hard-wearing
- Base-weighted (so they won't blow away)
- Able to fold-flat when not in use
- Velcro-fastened (so recycling won't blow away)
- Made of 75% recycled material - the base being recycled rubber.
- We are finalising arrangements for the local recycling of the bags (old bags collected as replacements delivered).



Plastics – what we will collect

We collect plastics we know we can recycle, and in the vast majority of cases, that we can recycle in this country.

- **Plastic pots** – e.g. yoghurt, soup, face cream, hair gel
- **Plastic tubs** – e.g. margarine, ice cream, laundry tablets
- **Plastic trays** – e.g. for meat, ready meals; punnets for fruit and mushrooms; plastic egg boxes



This is as well as the current collection of **plastic bottles** e.g. milk, bleach, juice, shampoo

Recycle More does NOT mean we can collect ALL plastics.
Some plastics cannot be easily recycled – there is no market.

Plastics – what we will NOT collect

Some plastics we do not yet collect. These should continue to go into your rubbish to generate electricity at the Energy-from-Waste plant:

- **Thin stretchy and crinkly plastics.** e.g. carrier bags, food wrappings or the film from food trays and punnets.
- **Mixed materials.** e.g. pet food pouches, crisp packets, dishwasher tablet bags.
- **Other plastics.** e.g. plastic toys, CD cases, car parts, coat hangers, plastic paint pots, toothbrushes, toothpaste tubes, blister packs, pens, expanded polystyrene



What goes where?

With new items collected in the **Bright Blue Bag**, what goes into which recycling container is changing.

Once it has arrived, this is how recycling should be sorted.



Industry standard 'icons' used consistently in SWP communications.

Collection day calendar

Every household will be sent its own collection day calendar, making clear when recycling and rubbish will be collected for the next 12 months.

This will be in the Pre-Launch leaflet sent three weeks before Recycle More starts (page 38).

Starting three-weekly rubbish collections means some households need an extra rubbish collection while Recycle More is introduced. The collection calendar will show this clearly.



Your Recycle More collection calendar

Your collection day will be a **Friday**

Please
keep me!

October 2020				24	30
November 2020		6	13	20	27
December 2020	4	11	18	28*	
January 2021	4*	9*	15	22	29
February 2021	5	12	19	26	
March 2021	5	12	19	26	
April 2021		10*	17	24	30
May 2021		8	14	21	28
June 2021	5	11	18	25	
July 2021	2	9	16	23	30
August 2021		6	13	20	27
September 2021	4*	10	17	24	

Your first new collection day will be **Friday 3 October**

You will have an extra rubbish collection on **Saturday 4 October** to help you adjust to this change

Recycling week



Recycling and rubbish week



On collection day:

- ✓ Rubbish bin lid closed, with no waste on top or beside it
- ✓ Sort recycling into the correct container
- ✓ Recycling and rubbish out by 7am

* Due to the bank holiday, your collection this week is on a different day

Doing more online

We will use Recycle More to encourage people to make use of SWP's enhanced online presence.

My Waste Services (MWS)

- Report missed collections
- Request containers, clinical and assisted collections
- Request and pay for garden waste sack collections
- Compliments and complaints
- Create account with full transaction history

+ You can use My Waste Services to ask about Recycle More and extra waste capacity.

My Collection day

- Check collection days for recycling, rubbish and garden waste
- New 'Recycle More days' available online when the Pre-Launch leaflet arrives on doorsteps (3 weeks before launch)
- Download a collection calendar to your device
- Download printable collection day calendar



My Waste Services

Our top tasks which you can do online now

Select an option



My Collection Day

Find out when your next waste and recycling collection is

[Check now](#)

Here to help

There will be some questions and worries. **We want to address them before Recycle More starts.**

Somerset trials, experience in Mendip and elsewhere show that, with some guidance and support, three-weekly collections work well.

Recycling more means less rubbish and more space in bins.

It is important that residents make full use of the kerbside collections.



What support is available?

Website information

- Refreshed and updated
- Info about Recycle More
- Tips on managing and reducing waste

Customer Services

- Briefed in advance
- Contacts triaged and prioritised

Extra staff

- Customer Services and Waste Management
- Dedicated to Recycle More

Online engagement

- Facebook Q&A sessions
- Talking Café sessions

Requests for more space

We expect some requests for extra space, especially from larger families, families with children in nappies and those disposing of large amounts of waste for medical reasons (e.g. Adult Hygiene Products - AHP).

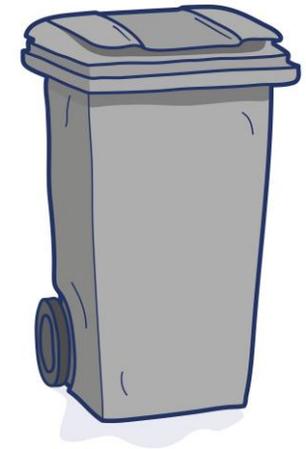
These should be raised through the usual routes:

- Online using My Waste Services or through a SWP account
- Telephone calls to district council Customer Services

Contacts will be prioritised and handled by dedicated staff.

Everyone is encouraged to make sure they have the right containers, are managing their waste and are making full use of the weekly collections.

Can be followed up with telephone calls and visits, and extra space – a larger rubbish bin or stickers for rubbish sacks – arranged if essential.

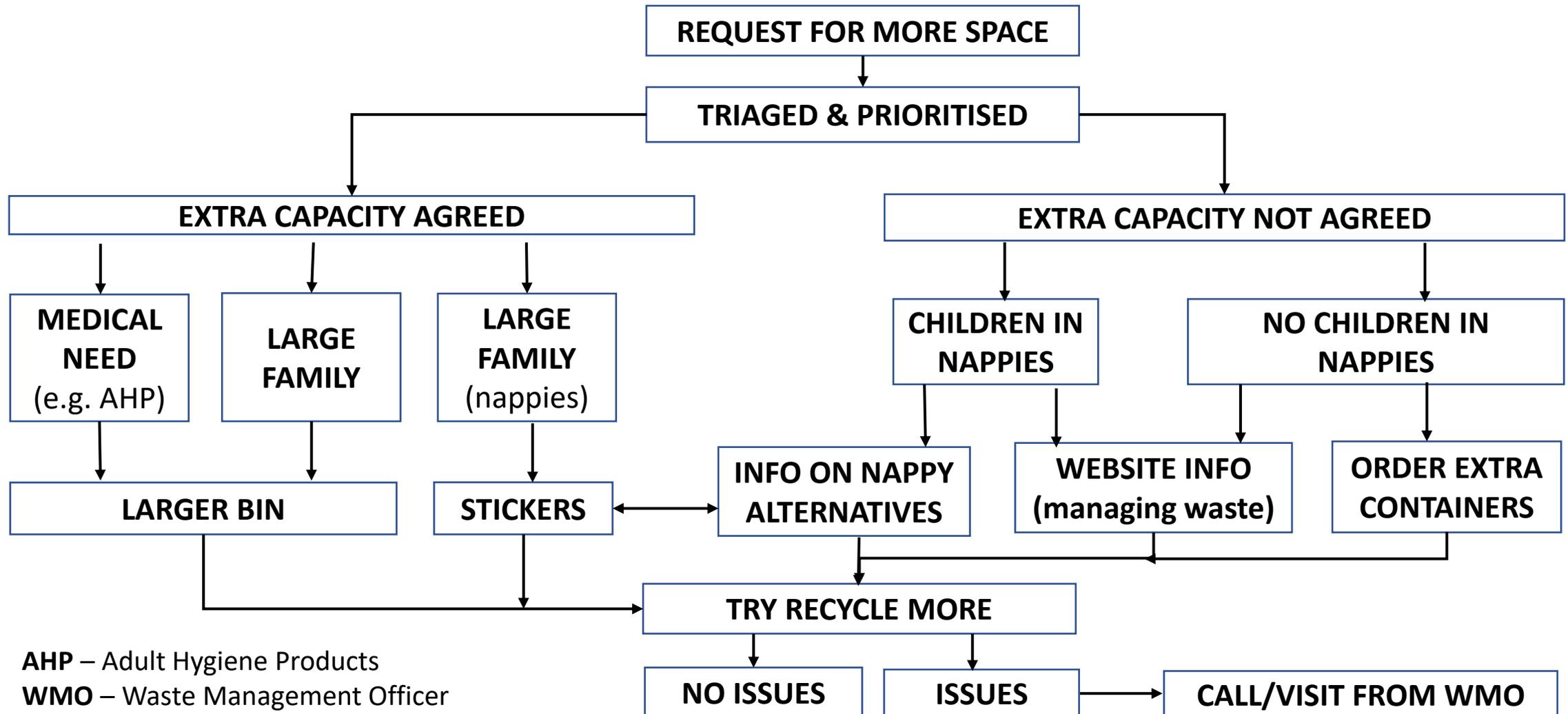


Promoting alternatives:

We provide £11,000 of funding for local cloth nappy support groups helping people switch to reusable nappies.

- South Somerset Cloth Nappy Library
 - Carry Me Kate Parenting services
- Between them the above groups cover South Somerset.

Requests for more space



AHP – Adult Hygiene Products

WMO – Waste Management Officer

Improving communal recycling

Blocks of flats, houses of multiple occupancy and retirement developments often have communal rather than individual collections. There are over 260 communal collection sites in South Somerset, accounting for more than 4,500 **households**. The largest proportion are in Yeovil.

Current service

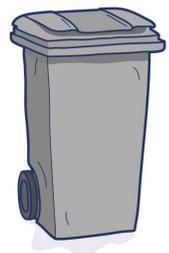
All sites are different, arrangements have evolved. Any combination of the following:

Communal recycling - bins in a shared space.

Paper, glass bottles and jars, tins & cans, aerosols & foil. Collected when 80% full, usually every 2 weeks.

Individual/kerbside recycling – individually requested food waste collections from weekly 'kerbside' service & some cardboard/plastic bottles. Picked up from a communal spot, or kerb if there is one.

No recycling – (small number) where there is no space.



Rubbish – most have communal collections from a shared space. Picked up when 80% full, usually every 2 weeks (some more often).



Communals: What's changing?

What's possible depends on space and access:

Where possible, offer **full individual/kerbside collections:**

- Including Bright Blue Bag and food waste.
- Where we cannot offer whole site individual/kerbside service, any kerbside collections replaced with expanded communal collections.

Expanded communal collection (if individual/kerbside not possible):

- Adds plastic bottles, pots, tubs & trays & cardboard; stickers & signs.
- Will collect everything except batteries, electricals, cartons and textiles.
- Same frequency as now – mostly at two-week intervals
- Bin lids colour-coded red (plastics and metals), blue (paper and card) and black (glass)

Food waste:

- Where currently collected, this will continue. All households can request food waste recycling.
- Further work to encourage food waste recycling is planned for after Recycle More roll-out is complete.

Recycle here

 <p style="margin: 0;">Tins, cans, aerosols and foil</p>	 <p style="margin: 0;">Plastic bottles, pots, tubs and trays</p>
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- Rinse and squash or crush if possible.
- No plastic bags, flexible plastic film coverings, or polystyrene.
- No cutlery or metal kitchenware.
- No plastic bags.

Most people in Somerset are recycling. Are you?

♻ Somerset recycles


Communals: Four services

Everyone will have one of four services

1. Communal recycling & communal rubbish
2. Individual/kerbside recycling & communal rubbish
3. Individual/kerbside recycling & rubbish
4. No recycling possible



- **Management companies** written to.
- **Residents** written to twice before change at 6 weeks and 3 weeks.
- **Stickers & signage**
- **Support from Waste Management Officers** (temporary extra resource).

Expanded schools recycling

Recycling rates at Somerset's 273 primary and secondary schools are low, between 20-25%. Recycle More aims to improve this by

Expanding recycling collections.

Schools can currently recycle paper, cardboard, foil, cans, aerosols, plastic drinks bottles and food waste. From 2022 (date TBC) **Recycle More will:**

- **Add plastic pots, tubs and trays** to collections.
- **Move schools towards more separation of recycling.**
- **Improve 'binrastructure'** by offering schools new recycling containers and bins for the classrooms and school grounds.
- **A dedicated SWP Officer** will work with schools to help them to reduce waste and recycle more.
- **Reduce costs to schools.**



Plus, SWP is launching a **Grant scheme** offering 50 schools £500 grants for projects promoting recycling and contributing to the climate agenda. Details TBC, due to launch (September 2021).

When is it changing?



This June in South Somerset

Phase	Area	Approx Households	Date
1	Mendip	53,000	26 Oct, 2020
2	South Somerset	78,000	28 June 2021
3	Somerset West and Taunton (Taunton Deane area)	55,000	autumn 2021
4	Sedgemoor + SW&T (West Somerset area)	56,000 18,000	early 2022

Recycle More is coming to South Somerset 28 June, 2021

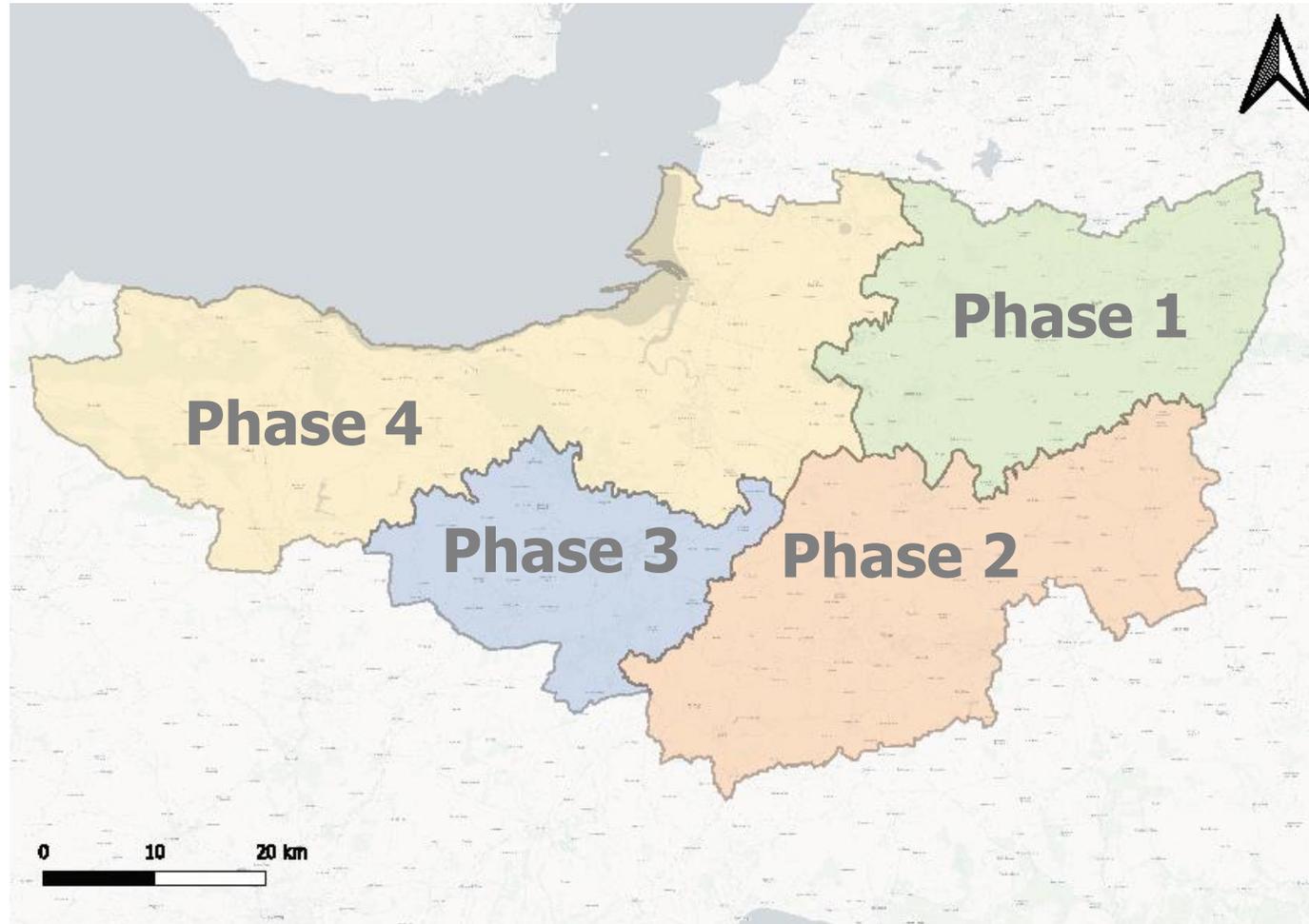
New collections introduced over two weeks, depending on where you live.

Taunton Deane area to follow in the autumn and Sedgemoor/West Somerset in early 2022.

Note: Dates for Phases 3 and 4 may be amended as roll-out progresses.

Remember: Nothing changes until you receive your Bright Blue Bag!
People should carry on recycling as they are until Recycle More arrives.

Four phases



Why not all at once?

Big change for SWP

- Upgrading five depots, one by one, to handle extra recycling - £7m investment.
- Optimised routes means mapping data on tens of thousands of homes.
- New routes for crews.

Big change for residents

- New items, containers and collection days, three-weekly rubbish collections.
- May need support and information.
- Work through any worries.

Difficult to do properly for 260k households at once!

Mendip: People prepared and it worked

People prepared

In the five weeks before and three weeks after launch...

We delivered 17,000+ recycling boxes (as well as the Bright Blue Bags) – over 13,000 more than usually expected.



This increased recycling capacity in Mendip by 730,000 litres.



Issued just 100 excess waste stickers, giving temporary extra capacity.

The service worked well

Over the first 12 weeks...

The right materials were put out for more than 99% of collections.



The right materials were put in the right containers for more than 99% of collections.



The right materials were put in the right containers and presented on the right day for 98.5% of collections



Mendip: Positive feedback





Communications and engagement



Aims

Support the smooth implementation of Recycle More by:

- Raising awareness of what is changing and why.
- Informing residents of what they need to do differently and when.
- Encouraging residents to prepare in advance (e.g. ordering recycling containers, get in touch).
- Answering queries in advance.
- Encouraging online engagement and transactions where possible (in support of Customer Services)
- Enthusing residents about the new service and motivated to recycle more.
- Making sure stakeholders, are well-informed, so they can support all of the above.

Use Recycle More as a prompt to encourage wider behaviour change

- Promoting recycling of all materials, not just those added with Recycle More.
- Emphasise the role recycling plays in protecting our environment and tackling climate change.
- Promote reduction and reuse as well as recycling.

We can change the service, but we need to change behaviour to really get the benefits

COVID-19

The pandemic delayed the introduction of Recycle More. **It has also meant some changes to our approach to communications.**

Online engagement – more important, with the loss of public events. Facebook 'Q&As' and online 'Talking Cafes' worked well in Mendip and will be expanded for South Somerset.

Virtual meetings – replacing face-to-face meetings with stakeholders e.g. elected members, ad hoc meeting with groups and organisations.

Virtual schools visits – delivered as part of our Schools Against Waste initiative, offered as an alternative to classroom visit (page 39).

We will monitor advice and follow guidance, making face-to-face engagement part of our approach when it is safe to do so.



Several stages

Awareness Raising	Warm-up	Pre-Launch	Launch	Post-Launch
Now until six weeks before launch	Mid-May to early June 6-3 weeks before launch	Early June to late June 3 weeks before Launch	Late June	July onwards
Recycle More: What? When? Why?	New materials 3-weekly collections What to do differently How to get ready	New materials Collection day info 'What goes where?' How to get ready Contact us if you are worried	Collection day info What goes where Final reminder tags	Sharing successes and challenges
Briefings, meetings newsletters, media & social media	Warm-up leaflet	Pre-Launch leaflet	Bright Blue Bag	PR, media and Your Somerset
'Recycle More is coming'	'Get ready for Recycle More'	'Your Bright Blue Bag coming soon'	'Your Bright Blue Bag has arrived'	'Thank you'

Audiences

Internal – potential Champions

- County and District councillors
- Staff at all Somerset local authorities (approx. 4,500)
- South Somerset District Council staff (approx. 430)
- Local authority communications teams
- SWP and district council Customer Service teams
- Collection crews
- Recycling site staff



External

- Residents - anyone who will receive the 'standard' Recycle More service
- Anyone who will receive specific Recycle More service (e.g. communal collections)
- Schools – staff, pupils & parents
- MPs, parish, town and city councils
- Local/regional press media and social media communities
- Voluntary groups and organisations
- Community groups
- Environmental groups/networks (e.g. South Somerset Parish Environment Champions)
- Hard to reach groups

Key actions

Briefings & meetings	Direct mailing	Online & social media	Public Engagement & Media	Expanded schools Engagement
Stakeholder Briefing Pack distributed	Warm-up leaflet to households 6 weeks before launch	Detailed & updated web content. My Waste Services.	Info and materials at key public locations (libraries, public offices, supermarkets).	Virtual assemblies and workshops offered to all 70 South Somerset primaries.
Meetings, briefings (incl. virtual) with interested groups and organisations	Pre-Launch leaflet to households 3 weeks before launch	Facebook, Twitter images, video, gifs, graphics	Info and staff presence at public locations & events (subject to COVID-19 restrictions).	
Regular updates	Your Somerset newspaper	Facebook 'Q&A' drop-ins	PR and briefings for media. Interviews as required.	Activity Pack available to South Somerset primaries.
	SORTED! E-zine. Recycle More Messenger	NextDoor		

Warm-up leaflet (mid-May)

Will be sent to all South Somerset households (approx. 78,800) arriving mid-May, six weeks before Recycle More starts.

Introduces Recycle More

- Expanded recycling
- Three-weekly rubbish collections
- When things will change
- How to prepare
- How to get in touch

Introduces the **Bright Blue Bag**.



Mrs. Ann-Person Withavery-Longname
37 Somewhere Road
Some Place
Some Locale
A city with a long name
AB37 4GH



* The 2020 WRAP tracker survey found 'Council leaflet' the most common source of people's knowledge about what can be recycled.

Pre-Launch leaflet (early June)

Will be sent to all South Somerset households arriving early June, three weeks before Recycle More starts.

More detail about Recycle More

- Individual collection day calendar
- What goes where guide
- Information on which plastics are accepted and which are not
- How to prepare
- How to get in touch

Your **Bright Blue Bag** is coming soon.



Keep me!: It is important that residents keep this leaflet and refer to it. Please encourage this, for example if you use social media or provide information for newsletters.

Expanded SAW project

Carymoor Environmental Trust has already made more than 200 visits to primary schools in SWP's Schools Against Waste (SAW) initiative. Reached over 35,000 school children in assemblies and 14,298 in workshops.



- SAW is supporting Recycle More with virtual assemblies and workshop that promote the service as part of the wider 'Reduce, Reuse Recycle' messaging.
- It 'visited' 29 schools in Mendip, delivering virtually sessions using Zoom – a mixture of live interaction with some video content.
- Feedback on the sessions has been extremely positive.

All 70 primaries in South Somerset will be offered a Recycle More:

- Assembly
- Two workshops from a selection of themes for either KS1 or KS2

A school '**activity pack**', explaining and promoting Recycle More, is being made available for South Somerset schools for children to complete after a visit, to do in the classroom or at home.

* Details of SAW activities will depend on COVID restrictions.



Digital engagement

Engagement online will be supported by digital content, including film, animations and strong images.

Service change film

Two short films demonstrating the new service - helping deliver important 'what goes where' instructions and good recycling practice. These will be shared and promoted on social media and are available for public space screens when these are in operation.



Facebook Q&A events

- Online, out of hours Q&A sessions.
- Held at key milestones and promoted through other channels.
- Four sessions planned April-July.

Talking Cafes

- Run by the Community Council for Somerset.
- Live discussion and recorded content shared.
- Four sessions planned April-July

NextDoor

- Ward specific targeted engagement
- 8,600 South Somerset subscribers

nextdoor

Home

Messages

Metrics

Invite residents

Events

Search Nextdoor



Toolkit



lemore

Paper

Plastics, aerosols,
tins, cans, foil



Newsletter content



If you can submit any articles for any newsletters distributed to South Somerset residents, please use the text below as you see fit.

Get ready for Recycle More!

Somerset Waste Partnership is getting ready to bring Recycle More to South Somerset and wants residents to prepare, too.

The new service is changing the way the county recycles, and it is coming to all 78,000 households in the district at the end of June.

It was successfully launched in Mendip at the end of October and is already collecting hundreds of tonnes of extra recycling – helping reduce waste, protect our environment and tackle climate change.

With Recycle More, you will be able to recycle plastic pots, tubs and trays, as well as cartons (or Tetra Paks), small household batteries and small electrical items (such as irons or toasters, laptops or phones) from the kerbside every week, along with everything you can recycle already.

Because it will be easier to recycle more, there will be less rubbish, so this will be collected every three weeks instead of every two. Collection days will change for some, and everyone will need to put different things into different recycling containers, including a new Bright Blue Bag delivered to all homes a week or two before the service starts.

Remember nothing changes until you receive your new bag!

SWP will write to all South Somerset households twice before the new service arrives, with details of what is changing and when. Look out for the leaflets and do not throw them away.

Recycle More is an important change and SWP is asking South Somerset to think ahead and get ready. Now is the time to make sure you are making full use of the weekly recycling collections. New or replacement recycling containers can be ordered for FREE using the My Waste Services menu on the www.somersetwaste.gov.uk page or by calling your district council.

Anyone with questions about Recycle More or worries about how they might manage with three-weekly rubbish bin collections, can visit www.somersetwaste.gov.uk/recycle-more for information or call the district council.

Somerset has a recycling record to be proud of and most people are recycling. This new service will make it easier for everyone to do even more.

It is being introduced area by area as depots are upgraded. Taunton is due to follow in the autumn then Sedgemoor and West Somerset in early 2022.

For the latest updates visit www.somersetwaste.gov.uk/recycle-more and follow SWP on Facebook and Twitter @somersetwaste or sign-up for our regular e-newsletters (details on the SWP website homepage).

Social media content

Please follow @somersetwaste on facebook and Twitter and post and tweet - tag @Somersetwaste, use either the #RecycleMore or #BrightBlueBag hashtags and sign-post to SWP online information. Here is some content that you can use or amend.



SOUTH SOMERSET - get ready to recycle more!
Somerset Waste Partnership is bringing in a new service that will transform the way recycling works in the county, STARTING IN SOUTH SOMERSET AT THE END OF JUNE #RecycleMore means you will be able to recycle plastic pots, tubs & trays from your kerbside weekly, as well as small batteries, small electrical items, food & drink cartons. For more info including how to prepare, visit www.somersetwaste.gov.uk/recycle-more @Somersetwaste #BrightBlueBag

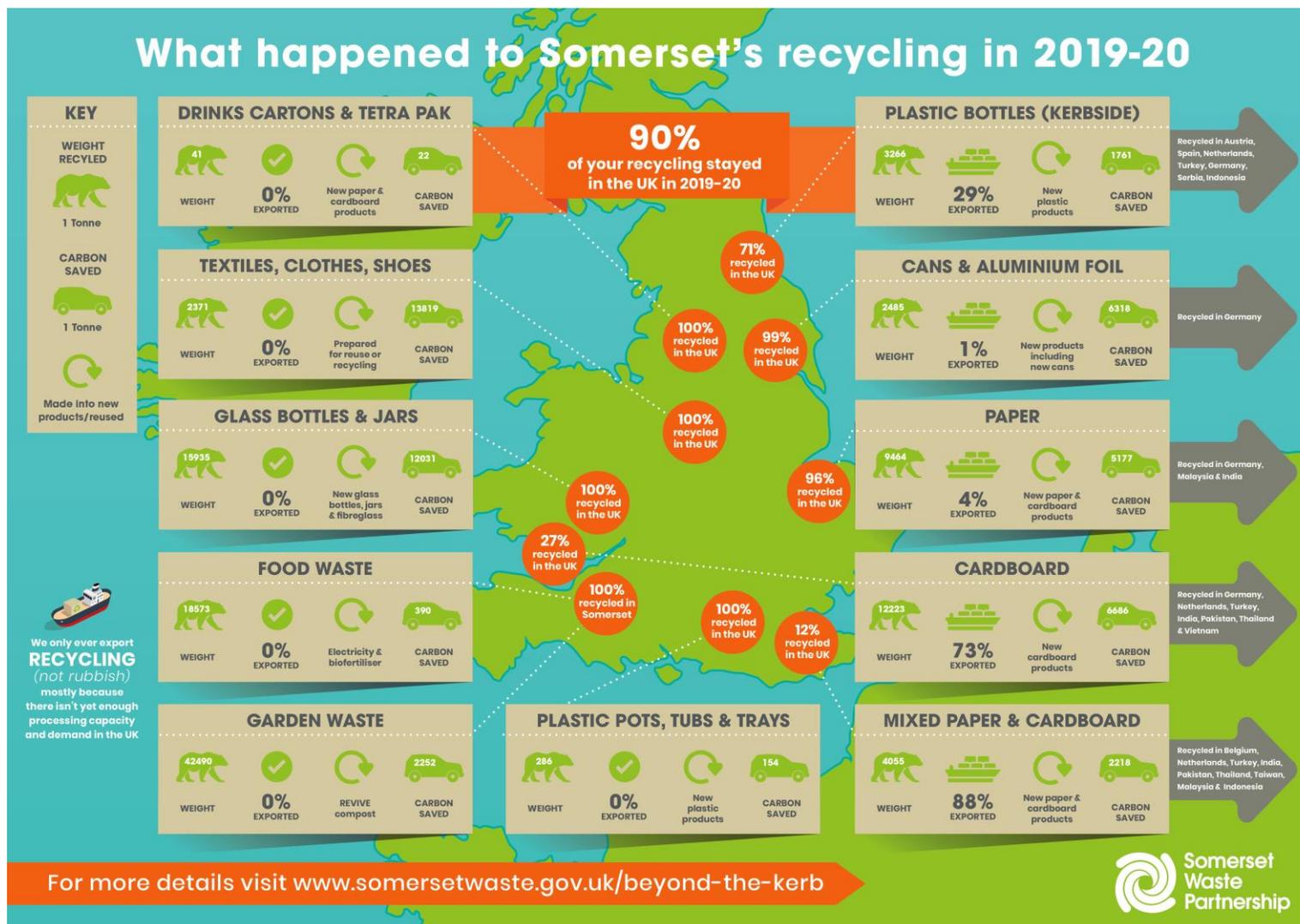


SOUTH SOMERSET: Get ready to recycle more! @Somersetwaste is transforming recycling in Somerset over 18 months – STARTING IN SOUTH SOMERSET AT END JUNE. More plastics etc collected from your kerb every week www.somersetwaste.gov.uk/recycle-more #RecycleMore #BrightBlueBag

#RecycleMore is coming to SOUTH SOMERSET IN JUNE! Recycle more plastic, batteries & small electricals from your kerb. Help protect your environment. More info here www.somersetwaste.gov.uk/recycle-more @Somersetwaste #BrightBlueBag

Most people in SOUTH SOMERSET are recycling. #RecycleMore will make it easier for everyone to do even more. Coming to SOUTH SOMERSET FROM END JUNE. Visit www.somersetwaste.gov.uk/recycle-more For info @Somersetwaste #BrightBlueBag

Beyond the Kerb



Shows what happened to Somerset's recycling
<https://www.somersetwaste.gov.uk/beyond-the-kerb/>

LATEST FIGURES

In the first eight months of 2020/21 98% stayed in the UK.

Why sort at the kerbside?

The best depot sorting cannot beat resident sorting, supported by crews loading the trucks. Contaminated recycling has less value, increases costs, and can be rejected and sent for disposal rather than recycling.

SWP recycling in numbers 2019/20



90%
Recycling
stays in UK

51%
Recycling
stays in
Somerset

135,421
Tonnes
recycled

67,574
Tonnes
Carbon
saved

100%
Food waste
recycled in
Somerset

52%
Bin contents
that could be
recycled

100%
Garden waste
recycled in
Somerset

260,000
Homes
collected
from

1 Tonne
Waste per
household

53%
Overall
recycling
rate

60%
National best
recycling
rate

7th
Carbon
saving
ranking

Figures for 2020/21 will be available shortly.

What happens to your recycling?



Frequently asked questions



Questions	Answers
Recycle More was launched in Mendip at the end of October last year and is coming to South Somerset at the end of June 2021. Taunton is due to follow in the autumn and Sedgemoor and West Somerset early in 2022. Until Recycle More arrives, please continue to recycle as you do now. We will write to every household before any change affects them and remember – nothing changes until you receive your Bright Blue Bag.	
Why change?	<p>Most people in Somerset are recycling. The new service will make it easier for everyone recycle even more, reducing waste, protecting the environment and helping tackle climate change.</p> <p>Somerset has a really good recycling record but we can do even better. Half the contents of the average Somerset rubbish bin could have been recycled and those natural resources are gone forever.</p> <p>Recycling more is cheaper too. We expect the new service to cost at least £2m less each year compared to the current service.</p>
When will things change for me?	<p>It depends where you live. We are introducing Recycle More in four phases. This started in Mendip in October 2020 and should be completed by early 2022. We'll be reviewing things as we go and the dates may move depending on how things are progressing, but below is our current schedule.</p> <p>Phase 1 Mendip – successfully launched in October 2020.</p> <p>Phase 2 South Somerset - end of June 2021.</p> <p>Phase 3 Taunton Deane area - autumn 2021.</p> <p>Phase 4 Sedgemoor & West Somerset – early 2022.</p> <p>PLEASE NOTE –It's important that everyone keeps on recycling as they are now until the new service is available. Look out for the Bright Blue Bag, its arrival means things are about to change.</p>
How do you know it will work?	<p>We trialled the service in over one thousand Somerset homes for several months to make sure it could work. It was successfully launched in Mendip in October and it working really well. Three-weekly rubbish collections are already running successfully for millions of people in many other areas up and down the country, including East Devon, and more are planning to make the change. It's important that everyone makes full use of the weekly recycling collections and gives the new service a try.</p>

Frequently asked questions



Questions	Answers
Why not do it for all the county at the same time?	<p>It is a big change and doing it in phases is more manageable than bringing it in for more than 260,000 households in one go. Our five depots need to be upgraded to handle the extra recycling and it would be difficult to do all at once without disrupting services. So, we are introducing the new service to a new area as each depot is upgraded.</p> <p>We are also bringing in new collection routes, that need to be planned and crews need to get used to. If we did it all at once there would be more chance of things going wrong and services suffering.</p> <p>And there is a lot for residents to get used to – sorting new items, a new recycling container (the Bright Blue Bag), different items going into containers, and new collection days for many.</p> <p>We have to provide everyone with the right information, help and support so they can move smoothly to the new service. If people have worries, we want to work through them before the new service arrives.</p>
What new materials will I be able to recycle?	<p>With Recycle More, everyone will be able to recycle the following extra items from their kerbside every week. This is in addition to everything that can already be recycled.</p> <ul style="list-style-type: none">- Plastic pots, tubs and trays- Food and drink cartons (including Tetra Paks)- Small household batteries- Small electrical items such as kettle or toasters
Where will I put the extra recycling?	<p>Everyone will get a Bright Blue Bag delivered shortly before the new service starts. It has a 60-litre capacity, is bottom weighted so it won't blow away and has a Velcro-fastening. The Bright Blue Bag is for the following plastics and metals:</p> <ul style="list-style-type: none">- Plastic bottles, pots, tubs and trays;- food and drink tins and cans- foil and empty aerosols <p>The new bag means that what goes into what recycling container is changing. Boxes will be stickered, making it clear what goes where, so please take the time get used to the new way of doing things.</p> <p>Everyone can already have the following recycling containers: green box, black box and a food waste bin. These are FREE and you can order them using the My Waste Services feature on the website, or by calling your district council.</p>

Frequently asked questions

Questions	Answers
Will Recycle More mean I can recycle ALL plastics from my kerbside?	<p>You will be able to recycle much more plastic – all those plastic pots, tubs and trays that can take up so much space – but there are still some plastics that we will not collect because it is really difficult to get it recycled. These include things like:</p> <ul style="list-style-type: none">- Thin stretchy and crinkly plastics. e.g. carrier bags, food wrappings or the film coverings on food trays and on punnets.- Mixed materials. e.g. pet food pouches, crisp packets, dishwasher tablet bags.- Other plastics. e.g. plastic toys, CD cases, car parts, coat hangers, plastic paint pots, toothbrushes, toothpaste tubes, blister packs, pens, expanded polystyrene.
I'm worried I won't be able to manage with three-weekly collections. What should I do?	<p>In our trials and in Mendip we've found that the new service works well. Millions of people in other parts of the country already have three-weekly rubbish collections, including our near neighbours in east Devon. It's important that everyone makes full use of weekly recycling. The extra material being collected with Recycle More means there is less to throw away and rubbish bins are emptier.</p> <p>Make sure you have all the recycling containers you need. You can order extra or replacement recycling containers (www.somersetwaste.gov.uk/recycle-more) - everyone can have a green box, a black box and a food waste bin (more than one if needed) before we deliver the Bright Blue Bag.</p> <p>You can find information about how to manage and reduce your waste online www.somersetwaste.gov.uk</p> <p>You can request extra rubbish capacity by calling your district council Customer Service team or emailing recyclemore@somersetwaste.gov.uk From mid-May you will also be able to do this through your SWP Account or the My Waste Services menu on the SWP homepage www.somersetwaste.gov.uk</p> <p>If you have all the containers you need, please try the new service. If you are struggling to make it work for you, get back in touch and we can arrange a call or visit from a Waste Management Officer.</p> <p>If you think three-weekly rubbish collections will be a problem because you have a large family, children in nappies or a medical need to dispose of extra waste then make sure you get in touch.</p> <p>Extra capacity may be provided, but only if it is essential and we may be able to arrange a telephone call or visit from a Waste Management Officer who will be happy to talk things through and help.</p>

Frequently asked questions

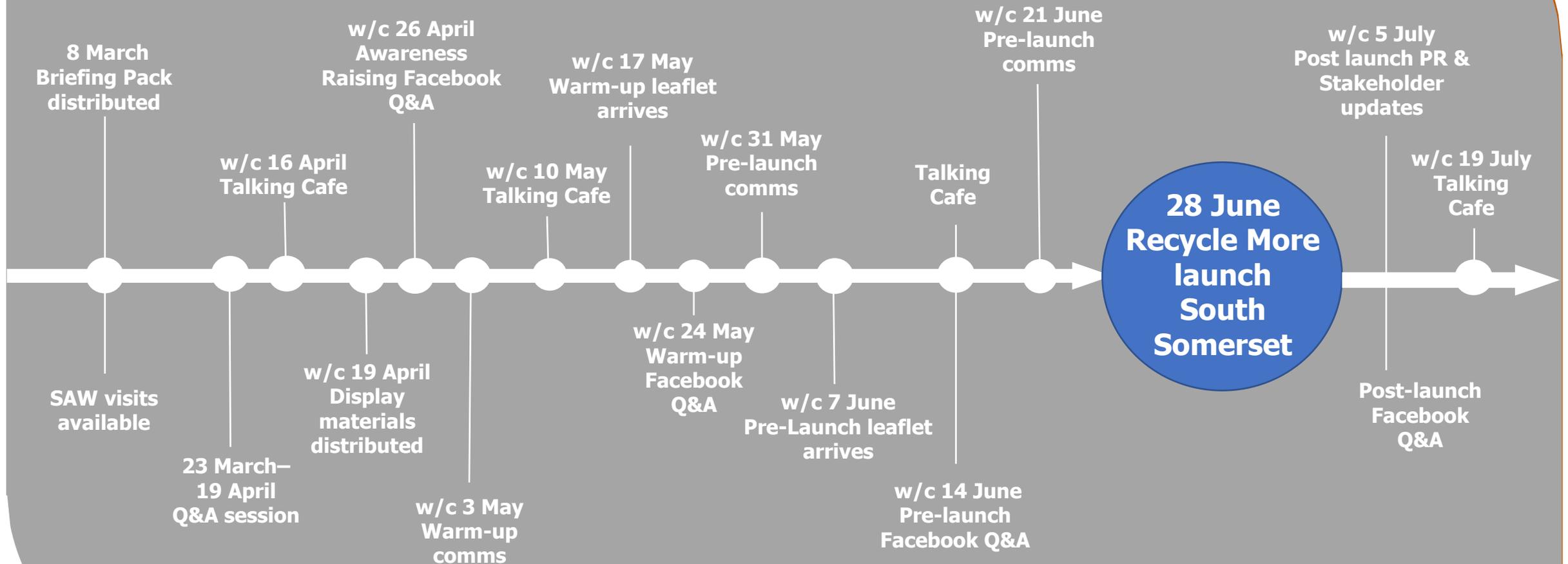


Questions	Answers
Won't this cause more fly-tipping?	<p>With more waste being collected every week, there will be more space in people's rubbish bins. So, there is no reason – or excuse – for fly-tipping and when we tested Recycle More collections it did not happen. The most common items fly-tipped are bulky household items, such as old sofas and commercial waste dumped by rogue tradespeople. No changes are planned to our bulky waste collection service or recycling sites. We will continue to offer commercial waste recycling services at 10 recycling sites.</p>
Are people going to find all this change confusing?	<p>It is a big change and we will be making a big effort to make sure everyone has all the information they need. Every household will be written to twice before the new service is introduced, with a detailed explanation of what is changing, when it is changing, what they need to do differently and how they can prepare. This can be supplied in alternative languages and formats on request and will include a 'what goes where' guide to the recycling containers and a collection day calendar. We will also be contacting various community groups to raise awareness and provide the information that people need. There is lots of information online www.somersetwaste.gov.uk/recycle-more and Customer Service teams can answer questions over the phone. You can call your district council or email recyclemore@somersetwaste.gov.uk</p>
Why don't you do the sorting at the depot?	<p>Even the best depot sorting technology cannot compete with the combination of householder sorting, supported by collection crews as they load on to the truck. Well-sorted, clean materials are in demand from the processors who turn them into new products and packaging. 'Contaminated' recycling has less value, increases costs, and in extreme cases can mean whole loads being rejected and sent for disposal rather than recycling. Kerbside recycling works best, keeps costs down and is better for your environment.</p>
Will it attract vermin and flies?	<p>No. As well as continuing to take food waste every week, we will start taking much more food packaging that might have attracted pests. Please bag items like nappies, adult hygiene products and pet wastes before putting them in your rubbish.</p>
Won't this cause more litter?	<p>It shouldn't. Bright Blue bag contains the lightweight plastics and has a Velcro lid which will stop things blowing away. Stack boxes to prevent materials escaping on windy days.</p>

Frequently asked questions

Questions	Answers
How can I get ready for Recycle More?	<p>Make sure you have the right recycling containers. This will make it easier to make full use of the weekly collections, reducing what goes into your rubbish bin. Everyone can have a green recycling box, a black recycling box and a food waste bin. If you need a new or replacement container, you can order them FREE online www.somersetwaste.gov.uk/recycle-more or call your local district council.</p> <p>Get in touch if you have any questions or worries, for example about how you might cope with three-weekly rubbish collections. You can call your district council or email us on recyclemore@somerset.gov.uk</p> <p>Keep up to date. For the latest information about Recycle More and other SWP services, you can visit our website, subscribe to our e-newsletter and follow @Somersetwaste on Facebook and Twitter.</p>
Where does Somerset's recycling go? To other countries?	<p>Last (2019/20) year about 90% of Somerset's recycling stayed in the UK, with more than 50% staying in Somerset. You can find out more in our 'Beyond the kerb' analysis https://www.somersetwaste.gov.uk/slider/beyond-the-kerb/</p> <p>So far this year (2020/21), around 98% has stayed in the UK, thanks to our new contract with Suez, and we are aiming for 100%.</p> <p>Recyclable materials are reprocessed into new packaging, while Somerset's food waste is sent to a local anaerobic digestion plant where it is turned into electricity for the national grid and fertiliser for food production.</p> <p>Material that cannot be recycled goes to a new Resource Recovery Centre at Avonmouth. Recently completed by Viridor, SWP's waste disposal contractor, converts the rubbish into valuable electricity.</p>
Won't a the Bright Blue Bag blow away?	<p>The Bright Blue Bags are base-weighted so this should not happen. They are very tough and also have a Velcro-fastened flap which stops any recycling being blown away in bad weather. They have a capacity of 60-litres but can be folded down flat when not in use.</p> <p>We think they will quickly become a simple addition to everyone's weekly recycling routine.</p>

Timeline of key communications activities



Contact us

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