



# ***Kerbside Plastic Bottle Recycling***

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for Cheshire



# But where is Vale Royal ?



Located in the 'Heart of Cheshire'

# Who are we?

- Population of 124,500
  - 54,000 Households
- Alternate weekly three stream collections
  - Dry Recyclables, Garden Waste, Residual Waste
- **40%** 2004/05 Alternate Weekly Collections Introduced
- **42%** 2005/06 Pilot Kerbside Plastic Scheme
- **45%** 2006/07 Kerbside Plastic to 83% of Households
- **Best performing authority in North West England**

# Why Did Vale Royal Introduce Plastic Bottle Recycling?

- Strong public demand for plastic recycling
- Strong Council Member support
- Increased recycling of plastic
- Increased recycling of other dry recyclables
- Reduce the need for additional capacity for residual waste
- Reduce problems with side waste

# Pilot Kerbside Plastic Bottle Scheme

- Why introduce a pilot scheme first?
  - Valuable feedback to aid planning process for expansion to develop full kerbside scheme, and support additional funding requirements
  - Accurate data on amount of plastic bottles each household produces per year
  - Measure effect on other kerbside collections
  - Number of collections per day
  - Participation levels
  - Customer feedback
  - Suitability of collection container

# Pilot Plastic Bottle Scheme

- Plastic Bottles Only
- 2,000 properties – cross section of borough
- Same day as recycling collection
- 1,000 properties given red kerbside boxes
- 1,000 properties given wheeled bins
- Standard compaction vehicle taking direct to plastic processor

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# Pilot Plastic Bottle Scheme

- The results showed
  - **82%** preference for the box compared to just **28%** with the wheeled bin.
  - Participation rates, Box = **80%** Bin = **65%**
  - Although participation was lower, tonnage per household was **higher** in the bin trial area.
  - **98%** stated they would use the plastic scheme if it continues after the trial.

# Pilot Plastic Bottle Scheme

- The results showed
  - Overall capture rates in other dry recyclables increased by **14%** in the trial area
  - Less contamination in the box
  - Wheeled bins are more expensive than boxes
  - Refuse compaction vehicle worked well

The logo for 'Recycle for Cheshire' is positioned on the front of the red bin. It features a circular arrow icon to the left of the text 'Recycle for Cheshire', which is written in a white, sans-serif font.

# Kerbside Plastic Bottle Expansion

- Full scheme was introduced to **83%** of households (excludes rural and hard to reach properties)
- Based on the pilot the decision was to use **55L red boxes**.
- To address the tonnage issue all houses were offered more than one box.

# Get the message right!

Simplicity is key – strong visuals and slogans

- “If its bottle shaped and plastic it can be recycled” slogan
- Bottle shaped leaflets
- Doorstepping using branded water



# Get the message right!

- Engage the press, they need to understand the scheme just as much as your residents.
- **93%** of residents have a good knowledge of what plastic they can recycle



**LASTIC PROGRESS:** Recycling officer Phil O'Keefe, Brian Westhead, Asda store manager, Julie Hughes, environment support officer, join resident Lee Heywood during an event to promote recycling in Winsford.

## Scheme aims to encourage town to think green

PEOPLE in Winsford are being encouraged to recycle their plastic as a bid to improve participation in the borough's kerbside collection scheme. Recycling figures but when you compare it to other areas in the county such as Chester it is doing quite well. "But awareness is very important and I'm confident we can improve Winsford's figures and get more people thinking about the environment."



# The Results

- But was introducing plastic bottle collections worth it?
  - **450 Tonnes** collected since the start of the scheme
  - Contributing an additional **1%** to the Boroughs overall recycling rate.
  - Capture of other materials has also risen, increasing the overall recycling rate to by **3%**
  - Minimum contamination – no rejected loads
  - Plastic box participation is higher than any of the other materials

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# Why We Collect Plastic Bottles ONLY?

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# Plastic Bottles

- Working backwards! Knowing your end markets
- Knowing what happens to your recyclables
  - The recycling process
  - End products
- Local markets, where possible



# Plastic Bottles

- What is the market for other plastics for recycling?
  - Where is it recycled?
  - What is it recycled into?
  - Who recycles it?
  - Can it be proved it has been recycled?
  - What methods are used for recycling?

**CONFIDENCE IN OVERALL RECYCLING  
PROCESS!**

# Plastic Bottles



Public and Council Member confidence !

# Onwards and upwards!

- But what is the next stage?
  - Continually review end markets to ensure our residents receive the best scheme possible.
    - Able to extend to other plastics using existing scheme
    - Public demand for other plastic recycling
  - Expansion to remaining properties in spring 2008 and continuous promotion of recycling across the borough.





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