

Appendix V

Short term initiatives to increase recycling performance

A. Increasing food waste capture:

As most of the County will move to a four weekly residual waste collection, it is important that residents who produce food waste are actively recycling it through the orange caddy/brown bin kerbside service. The Waste and Recycling team are planning a number of pilot projects that encourage food waste recycling in different ways:

- Traditional participation monitoring and targeted information drops to non-participating residents (Started September 2019) to encourage them to join the service (Trail across several rounds of around 3000 households)
- Trialling of new technology that automatically monitors participation of individual households, through microchipping the food waste caddies and body worn chip readers (All non-participating households will be provided with a caddy) There are four trial areas (Rhyl, Prestatyn, Ruthin and Corwen) totalling around 600 households. One of the locations will be offered community based incentives if collectively their estate reaches a high participation rate. All properties will be informed of the project in advance, set to roll out mid November 2019 and run until at least March 2020. The results of the trials will be used to determine the future benefits to the service of collecting regular data automatically from households and using it in different ways to encourage pro-recycling behaviours.
- Roll-out of the weekly food waste service to DCC's remaining properties, predominantly on rural areas
- Development and trial of modern on street "binrastructure" for use by households with no outside storage for food waste containers, combining the use of solar power and key fob/smart phone technology to restrict access to intended users and monitor usage.
- Keep up with the Joneses Regional Campaign launch late 2019 to discourage recycling being put in the residual black bin.

B. Plastic unwrapped:

This campaign will be launched in November to raise awareness of what plastic packaging we can recycle and the benefits of putting unwanted plastics in the right bin. The type of plastics we can accept will not change when the new operating model is launched, but we know many people are confused about what they can recycle. This campaign will help spread the correct information and challenges households own perceptions of what they can put in the blue bin. Activities include:

- Special feature in the annual waste collection calendar due to be delivered late November/ early December.
- Development of an online quick quiz for residents to test their knowledge about plastic recycling. The quiz will be promoted via social media, the

council website and the annual calendar. At the end of the quiz, each participant will be able to vote for a local charity and the one with the most votes will receive a £1000 cash donation pledge through social value commitments of a supplier through a recent procurement exercise.

- Plastic Recycling Champion training sessions across the county will be offered to Elected Members, community representatives, community care workers, organisations such as housing associations, eco school committees. During the 1 hour session, volunteers will learn exactly what we can and cannot accept on our scheme, and the reasons why, as well as asking other questions about the materials we collect.
- The Prestatyn and Rhyl Rotary Club music competition. Schools and local groups will be encouraged to express accurate recycling messages through music. The winning entry will perform their song at the first ever Denbighshire Eco-School Awards.

C. Reducing illegal deposit of black bags in West Rhyl:

Operational teams are making positive progress in reducing the amount of fly tipping in this high density housing area. It is necessary to re-design the waste collection service in West Rhyl now, rather than to wait for the main service change in two years' time. To summarise, initiatives being undertaken in the next 6 months are:

- Wheeled bin microchipping trial to encourage better ownership of bins to prevent contamination and abandonment (November 2019 at 6 locations)
- Introduction of new requirements of landlords of HMOs in the revised licencing agreement in relation to container provision and signage - April 2020 onwards.
- Delivery of a new blue and black gull proof sack system to all properties on the current sack system March 2020 (sacks will be microchipped and registered to individual flats)
- Trial of "see through" communal bins and new signage (August 2019 onwards)
- Opportunity to develop joined up approach to community engagement with Welsh Water
- Use of CCTV to target fly tipping hot spots and illegal dumping from local businesses (Ongoing)
- Joined up working with the food safety team to encourage waste management compliance amongst food businesses.
- Redesign of the waste collection round to enable back yard collection of waste bins wherever possible.