

# Exeter City Council Recycling Plan 2016-21

## Our mission

High quality waste collection service that minimises the environmental impact of waste.

## How we currently provide the service

- We offer a biweekly collection service to over 90% of the city, collecting recycling one week and rubbish the other week.
- We collect paper, card, plastic and metal packaging commingled in a single bin
- We provide a network for 68 recycling bank sites principally for glass but also for textiles and paper
- We provide a choice of recycling services for commercial waste customers
- We provide a chargeable, opt-in garden waste collection service

## Our principles

- Implementing the waste hierarchy (dealing with waste in the following order of preference: reduce – reuse – recycle – energy recovery - landfill)
- Providing a reliable, simple-to-use recycling scheme for our customers and telling them how to use it
- Keeping control of the sorting of our recyclates to ensure we have quality products to sell to reprocessors
- Maximising the use of technology to improve efficiency and customer access
- Minimising the environmental impact of our waste operation

## How we measure our success

- Recycling rate (% of household waste sent for recycling)
- Waste disposal (Kg per household of non-recycled waste sent for disposal)
- Income achieved from sale of recyclates and recycling credits

## Key delivery programmes, 2016-17

- Implement targeted communications to encourage more recycling among specific communities: students in private rented accommodation, social housing tenants, other low-recycling neighbourhoods
- Increased digital media presence complemented by double-page spread in Exeter Citizen
- On a trial basis, implement a community reward scheme to encourage and recognised improved recycling behaviour in targeted areas
- Develop a proposal for recycling litter bin waste

## Strategic priorities (2016-2021)

- Improve the recycling rate for our current service by one percentage point per year
- Complete business case for kerbside food waste collection & introduce this as soon as possible
- Work in partnership with neighbouring local authorities and other organisations to achieve a better, more cost-efficient service