

## PROPOSED IMPROVEMENT PLAN FOR RECYCLING RATES 2009/10

No.	PRIORITY	ISSUE	HOW	WHEN	TARGET	COMMENTS
1	H	<p>Increase tonnages collected via Recycle for Exeter kerbside collection and bring bank system; <i>overall tonnage collected at kerbside decreased during 2008/9</i></p> <p>Householders are currently presenting approximately 30% waste for recycling yet 60% can be recycled.</p>	<p>Focussed campaign on additional tonnes needed to reach target in 2009/10</p> <p>Education and promotion of the full range of acceptable recycling materials via communications campaign, with special focus on glass to bottle banks.</p> <p>Organised visits to the MRF, Road shows and events</p> <p>Dedicated Education Officer working with Express and Echo on 'Green Team' projects in 12 Primary schools. The positive influence of children on parents' behaviour at home is a very important factor in promoting recycling.</p>	Ongoing	<p>Aim for 1% increase in 2009/10 (equivalent to 400 tonnes)</p> <p>Roll out project to a further 10 schools by March 2010</p>	<p>Target will be hard to reach due to light-weighting of packages and challenge of persuading reluctant recyclers to do more.</p> <p>Target will include secondary as well as primary schools</p>
2	H	<p>Reduce the amount of contamination in the recycling stream.</p> <p>Reduce the amount of 'bagged recycling' in the recycling containers.</p> <p>Clinical waste is ongoing problem and presents a H&amp;S issue to MRF workers.</p>	<p>Continue with campaign promoting the fact that 'bagged recycling' in the recycling containers is not acceptable.</p> <p>Reinforce the optional charge to collect grossly contaminated recycling.</p> <p>All customers on ECC's Clinical waste collection have been sent information on correct disposal of clinical waste – furthering contact with the NHS to find way of supplying this information to all other residents in Exeter generating clinical waste</p>	<p>Ongoing</p> <p>July 2009 and ongoing</p>	<p>Reduce down-time in MRF caused by contamination by 10% in 2010/11</p>	<p>Customers that contaminate usually respond to system of educational visits/S46 warning letters. Those that do not are often the most vulnerable making enforcement problematical.</p>
4	M	Raising the profile of recycling and improving the quality of recycling	Solo street sweepers separate cans, paper and plastic from other litter as part of normal work. They have recycling	On-going	To maintain good quality recyclates	No additional funds required.

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		material collected from litter by manual solo street sweepers.	information on their barrows, and act as a highly visible reminder to the public of the need to recycle. All sweepers had refresher training July 2009 – further training as required. Barrow information to be refreshed as required.		being collected by all solo sweepers throughout the year.	
5	H	Growth in waste arisings has levelled out:  2003/04 39,888 tonnes 2004/05 38,870 tonnes 2005/06 39,066 tonnes 2006/07 39,193 tonnes 2007/8 38,922 tonnes 2008/9 38,731 tonnes	Combination of activities to promote recycling and waste minimisation, as outlined in the Recycling Plan.  Continue to promote Food Waste reduction	On-going	Zero increase in waste arisings for landfill.	Maintaining good relations with the local press is an essential element of promoting recycling.
6	H	Increase the amount of garden waste collected	Review current collection options in order to develop the customer base of registered users (annual collection).	2010/11	Increase customer base by 10%	The amount of green waste collected has played an important part in increasing the overall % of waste recycled.
6	H	Respond to any impact of the Waste to Energy (WtE) Plant on commissioning. The public sometimes view WtE as a green alternative to recycling. <i>NB 60,000 tonnes of waste incinerated pa, of which 27,000 will be ECC derived.</i>	Ensure education/marketing programmes to promote recycling are emphasised during the lead-in and first year of operation.  Planning permission granted by Devon County Council for Energy from Waste incinerator.	Likely to be commissioned 2012	Ensure recycling rates are maintained.	The EfW will greatly assist in reducing waste to landfill and meeting LATS targets.
7	M	Respond to the impact of the new recycling centre being developed in Pinhoe. <i>Tenders still out (July</i>	Monitor yields from bring banks to establish any side-effect of a new site. Examine how the new site can assist in promotion of recycling and waste minimisation.	Preparatory work to take place 6 months before site commissioning.	Ensure recycling rates are maintained.	Increase ease of recycling for residents in North Exeter should reduce pressure on Marsh

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		<i>2009). Change of use to be and traffic calming measures yet to be agreed by ECC</i>	Work in conjunction with Devon CC to promote recycling and waste minimisation, in respect of the new site			Barton recycling centre and encourage more recycling
8	H	Recycling Performance Target of 37%	Maintain and improve recycling rates through a combination of this action plan.	On-going	2009/10 37%	It is proving more difficult to achieve the % increase in recycling gained in previous years – more input is required for less output.