



WEST OXFORDSHIRE
DISTRICT COUNCIL

A new waste collection service starting November 2010

"Our aim is to deliver long term environmental benefits by increasing recycling and reducing the amount sent to landfill."

Cllr David Harvey, Cabinet Member for Environment



Presentation for parishes councils

- Welcome
 - Cllr David Harvey, Cabinet Member
 - Cath James, Strategic Director
- Presentation
 - John Parkinson, Head of Street Scene
 - Bob Lightfoot, Head of Operations
 - Carys Davies, Communications Manager



New service composition

- Weekly food waste collections
- Weekly recycling collections – as current service, using black boxes
- Optional fortnightly garden waste collections
- Fortnightly household waste collections



NEW - weekly food waste



- On average about a quarter of waste thrown away is food (leftovers, expired 'use-by dates)
- WRAP estimates average household throws away £420 worth food each year
- Weekly collection - no odour or hygiene issues
- Food waste, including raw and cooked leftovers, will be either composted or used to generate electricity



New – weekly food waste collections

Householders will receive:

- A small kitchen food caddy
- A small outside bin for food waste collection



NEW Garden waste - fortnightly



- FREE fortnightly collections available
- 'Sign up for garden waste' campaign
- All garden waste collected composted.
- For householders current wheelie bin will become their garden waste bin. They'll receive a new wheelie bin for household rubbish.



NEW – garden waste collections

Garden waste includes:

- grass cuttings
- plants and leaves
- prunings
- cut flowers
- windfalls



Recycling collections - weekly



- Black boxes as per current service
- Residents can request more recycling boxes
- Recyclable materials collected include: plastics, paper, cardboard, glass, metal (cans, foil etc), textiles and shoes.



Household rubbish - fortnightly



- Householders will get a new wheelie bin for whatever can't be recycled or composted.
- With more opportunities to recycle, the rubbish bin will be emptied fortnightly.
- Collections will run alternate weeks to the garden waste collection



How it will work



Flats and communal bins users

- Communal food waste bin
 - Kitchen caddy delivered to each flat, but option of having a 25 litre food bin.
 - Food waste collected up to twice weekly
- Garden flats can sign up for own bin.
- Recycling collections will be weekly
- Household rubbish collection weekly



New service will bring: Environmental benefits

- Less waste to landfill.
- Up to 85% of waste will be recyclable
- Expect rates to exceed 60% – currently 34%
- Diverting garden and food waste from landfill will mean less pollution and fewer harmful greenhouse gasses from rotting food and garden waste.
- Recycling converts used materials into new products, reducing the need to consume natural resources.



New service will bring: Financial benefits

- The Council is fined if it does not meet government and European recycling targets*.
- Sending waste to landfill sites is costly and there is a tax on every tonne sent.
- Recycling generates income for the Council through a credit system with Oxfordshire County Council.

*West Oxfordshire's current recycling rate of 34%, falls short of this year's 40% target. Recycling targets are rising each year, which is why we must do more.



Our new contractor:

- Current contract with Veolia ends October 2010.
- May Gurney appointed for a 7-year period.
- May Gurney provides environmental services for 21 local authorities across the UK.
- Provide all waste collections including bulky items and bring bank service.
- Kerbside sort - residents will see waste sorted. This method provides better recyclates – higher market prices



Vehicle Provision - 2010



Storage area for plastic and cans

Storage area for cardboard

Washing Facilities

Lower hooks for kerbside boxes

Ergonomically designed stillages eliminating manual handling issues

Timetable for implementing the service

Stage One: During September

- New household rubbish bins delivered.
- New rubbish bins to be used straightaway
- Old bins switch to garden bins (collections start Nov)

Stage 2: During October

- Bin exchange / collection

Stage 3: Early November

- Food containers delivered
- Information pack and collection dates calendar delivered



Communications messages

- Sign up required for new garden waste collections
- Composition of the new service
- Delivery and use of new containers
- Current collection day may change – new calendar
- The new improved service will bring environmental and financial benefits



Main groups

- **All West Oxfordshire's 45,000 households**

Tailored information to include:

- People living in flats
- Assisted waste collection service users
- Current garden waste customers
- Hard to reach properties (black sack users)
- Clinical waste collection service users
- Landlords and holiday accommodation owners



Also to include:

- Waste interest groups
- Parish councils
- Groups: WIs, Rotary, Older Persons Network
- Housing associations
- Local media
- Libraries
- Schools
- Many more.....



Schedule of key communications

July 2010 Creating Futures newsletter



Garden waste sign up

- Newsletter
- Roadshows
- Mailings
- Media releases
- Posters and displays
- Digital marketing, etc



Targeted letter

Mailing targeted to all groups:

- flat dwellers,
- garden waste customers,
- assisted collection users,
- black sack users,
- clinical waste customers etc

Council Offices
Woodgreen,
WITNEY,
Oxfordshire,
OX28 1NB



WEST OXFORDSHIRE
DISTRICT COUNCIL

This letter contains important information about your waste and recycling collection service.

Dear XXXXXXXXXXXX

FREE garden waste collections – please register NOW!
Our records show that you are not yet signed up for free fortnightly garden waste recycling collections starting in late November. If you want this new service you need to let us know by registering online or by phone (contact details above and below).

If you have registered within the last 2 weeks, please ignore this reminder.

New household rubbish bin
A new light grey wheelie bin for household rubbish (non-recyclables) will be delivered to you during the last two weeks of September. As soon as it arrives please use this bin for rubbish collections instead of your black wheelie bin.

Continue to use your black boxes for recycling collections as normal.


Your existing household rubbish bin
As you will receive a new wheelie bin for household rubbish, your existing black wheelie bin will become your garden waste bin when the new service starts in late November.

If you do not want garden waste collections, we will collect your black wheelie bin for reuse elsewhere. Please wait until your new light grey wheelie bin is delivered before contacting us to arrange removal of an unwanted bin.

New waste and recycling service
The free garden waste collection scheme is being offered as part of a new, improved recycling and waste service starting late November. We'll be contacting you again before the changes take place, but in the meantime, if you would like to find out more, visit our website www.westoxon.gov.uk, or see overleaf.

Yours sincerely

Cath James
Strategic Director (Environment)



www.westoxon.gov.uk/waste
01993 861025



Bins explained

- New light grey bins labelled up for delivery
- Green sticker for garden bin



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This is your new household rubbish bin for non-recyclable materials. You can use this bin straightaway.

- Your existing black rubbish bin will swap over to become your garden waste bin, which can be put out for FREE fortnightly collection from late November.
- If you haven't already registered for FREE garden waste collections, please sign up now:
 www.westoxon.gov.uk/garden
 01993 861025
- If you don't want garden waste collections, please contact us to arrange removal of your old black rubbish bin.

More details about the new recycling and waste service will be sent to you soon or visit www.westoxon.gov.uk



Additional communications

- Leaflets, crew cards, press releases, posters, articles for newsletters etc.
- Website:
 - 'My West Oxfordshire' look up collection dates
 - new waste web pages, online forms, digital banners
- Advertising, posterboards, static displays
- Digital messaging
- Recycling adviser visits
- Social media: Facebook, local channels



Before the service starts

Early November to all households:

- Information pack – full details of new service
- Calendar – with new collection date





www.westoxon.gov.uk/waste



01993 861025

