



ENVIRONMENT



Summary

Rushcliffe Borough Council's three-bin kerbside recycling and composting service, recycling2go, is the fifth best performer in the country. The Council has an enviable recycling and composting rate of 47%, which is expected to increase to 52% or higher by March 2006. Since recycling2go was launched in March 2002, there has been a 500% increase in Rushcliffe's recycling and composting rate, from 9.7% in 2002/3 to 47% in 2004/5.

All Rushcliffe households have three bins - a green bin for garden waste, a blue bin for dry recyclables (paper, card, plastic bottles and mixed cans) and a grey bin for residual waste. recycling2go is based on an alternate weekly service, with grey bins emptied one week and blue and green bins the following week. The previous waste collection system involved collecting household waste in black sacks.

Quote

"Your bin men are great, they provide an invaluable service and are not often praised for the work they do. I think the recycling2go service is great. You have a good team - keep up the good work."

Service User Feedback

Improvement through efficiency



East Midlands

emce.gov.uk

Project background

A key contributor to the success has been the council's zero tolerance approach to contamination, which results in bins being tagged and left un-emptied. Additionally, the scheme is strongly policed to prevent residents from breaking the rules and making no efforts to reduce waste for disposal. All bins are micro-chipped, which provides detailed information on set-out rates, participation and helps prevent 'lost' bins.

The projects' success has been built on involving and engaging residents, all Rushcliffe BC service areas, other local councils, private sector organisations and local schools. As awareness of recycling2go's success has spread, more than 50 other councils have adopted elements of the recycling2go process.

This has been encouraged by staff and elected members at Rushcliffe, who have hosted visitors from other councils, given national presentations and allowed others to make use of the Council's innovations.

Promotion

An extremely successful publicity, promotion, education and consultation campaign has engaged, informed and involved residents to effect a change in waste management attitudes and behaviour. A range of communication channels continue to be used including newsletters, personal letters, direct mail, recycling guides plus the recycling2go web-site, email, and road-shows.

The recycling2go branding was developed in advance of the launch to add value to the service and give residents more 'ownership' of the solutions to waste issues.

Extensive training turned recycling2go operatives and customer service advisers into brand champions who spread our message, dealt with customers queries and complaints and made our service one of the best in the country.

Another cornerstone of recycling2go's success has been regular consultation via questionnaires and focus groups and a Citizens' Panel. Customer satisfaction with recycling2go has increased from 75% to 88%.

The profile of recycling2go outside of the Borough has been high too, with several awards being received. One of our pivotal employees, Kevin Pickaver, was crowned letsrecycle national recycling champion in October 2005.

In addition, the council has been a finalist in three National Recycling Awards, won a Green Apple award from CIWM, and a clutch of awards for communications.

The best evidence of recycling2go's success are comments from those who matter the most, the public:

"I would just like to say how much difference having the new domestic waste bins have made. I very much like the green bin as I no longer have to make frequent trips to the tip. A great step forward I think."

Sharon Ireland

"After speaking with friends from other parts of Nottinghamshire and across the UK we have an excellent service. Thank you."

J. Wormald, Ruddington

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