

New recycling and waste collection: **Communications Strategy**

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Working
together
to tackle
waste

CROYDON
Delivering for Croydon



What's coming up

Current service model

Key reasons to change

New and improved waste collection service

Three lines of communication

Objectives

Key timelines for direct lines of communication

Supporting communication channels

Any questions?

Current service model

General waste



Garden waste (subscription)



Fully commingled dry mixed recycling with paper & card



Food waste



Key reasons to change

- **Move from 37% to over 45% within 12 months** - making us one of the highest recycling boroughs in London.
- **To save money** – the new service will save £1.6 million per year – help protect vital services that residents rely on.
- **To keep our streets clean** – the wheelie bin will avoid spillages on collection day and store your recycling and rubbish more securely between collections, reducing litter

New and improved service:

Live date 1 October

General waste

Garden waste

Paper and card

Container Mix

Food waste

Paper & card and plastics, glass, cans and cartons stickers included in Service Info Pack



180l



180l



.....a few more changes

75% of the properties will have a day change

Householders will be able to recycle textiles and batteries for the first time

 mixed textiles & clothes	 Textiles will be collected for recycling every week . Please use any plastic bag, tie it up and leave it next to or on top of your bins/boxes ready for collection.	 
 batteries	 Household batteries will be collected for recycling every week . Please use any plastic bag, left untied , and leave it next to or on top of your bins/boxes ready for collection.	 

Three lines of communication

1) Direct line one: Delivery between 9 – 20 July
Leaflet one – posted by London Letterbox

2) Direct line two: Delivered with new bins 30 July – 28 August
Service Information Pack includes calendar in a polybag with:
Garden waste promotion flyer
Paper and card sticker (Houses only)
Plastics, glass, cans and cartons sticker (Houses only)

3) Direct line three:
Plastics, glass, cans and cartons sticker and paper and card sticker
(converted flats only) – applied by doorknockers in October

Postcard reminder on last collection day to start using the new bins
(Houses only)

Key timelines

Leaflet one introduces the upcoming service changes


Delivery between 9 – 20 July to:

1. Houses with bins
2. Converted flats
3. Blue and purple bags (time banded properties)
4. Communal flats

Leaflet one: four service type leaflets

Leaflet one and a letter from the Cllr Brunt enclosed in an envelope delivered to residents' homes

PROPERTY TYPE: HOUSE



July 2018

Useful web resources:

The way we collect recycling and rubbish from your home is changing from October 2018. Attached is a leaflet providing more information on these changes. It also takes a few minutes to read!

Three reasons for change:

- To boost Merton's recycling rate from 27% to over 40% within 12 months - making us one of the best recycling boroughs in London.
- To keep our streets clean - the new double bin will reduce spillages on collection day and give you a recycling and rubbish room at home between collection days.
- To save money - the new service will cost £1.6 million per year, money that will be used to protect our vital services.

What will change?

You will now have space for your recycling in new wheelie bins for your garden and car will mean that your household rubbish can be recycled or placed in glass, cans and tins. You will also be able to recycle old and old household batteries from home for free!

The frequency of rubbish collections will be changed from weekly to fortnightly and you will be provided with a new wheelie bin for your rubbish. The aim is to encourage us all to reuse things, reuse what you can and recycle.

An important part of making the service more efficient is re-organising the collection rounds. This will mean more efficient collection of time and resources and also on the roads, which is good for the environment.

It means your collection day may change from October - we'll confirm your collection day when your new bins are delivered.


Always use one of two wheels for recycling wheelie bins.

You should already have a food waste bin. If yours is damaged or missing, order a replacement now: merton.gov.uk/recycling

Putting out your bins of large or bulky items, and not using a recycling wheelie bin, is against the rules. You must use the correct bin. Please do not leave large items outside your home. You will be liable for reporting any items placed in the wrong bin to the council.

If you do not do so you could be liable for any costs which are not paid for by the council and you will be liable for any costs.

Thank you for playing your part in helping Merton recycle more and waste less.

Yours faithfully,

 Mike Brunt
 Councillor for Merton
 Cllr Mike Brunt for Environmental Services, Operations

Get to know your new recycling and rubbish collection service

The way we collect recycling and rubbish from your home is changing from October 2018. Attached is a leaflet providing more information on these changes. It also takes a few minutes to read!

<p>Wimbledon Town Centre Wednesday 7th August 2018 11am - 4pm The Plaza, Wimbledon, SW19 1UD</p>	<p>Merton Thursday 14th August 2018 10am - 4pm Canning Road, London, SW19 3JF</p>
<p>Merton Thursday 14th August 2018 10am - 4pm South Road, Merton College and Rugby Centre, 61-62, South Road, off South Street, London SW19 3JF</p>	<p>Claydon Wood Wednesday 22nd August 2018 10am - 4pm The Claret House, Claydon Wood Claret House, London SW19 3JF</p>
<p>Merton Thursday 14th August 2018 10am - 4pm Claret House, Claret House, Claret House, Claret House, Claret House</p>	

PROPERTY TYPE: HOUSE

Your recycling and rubbish collections ARE CHANGING

FROM OCTOBER 2018



recycle for London



Important information enclosed about your recycling and rubbish collections - **PLEASE OPEN**




Houses

-  **Food waste** will still be collected **every week**. Continue using your food waste recycling service. If your **kitchen caddy** or **food waste bin** are missing or damaged, you will need to order a replacement (see opposite page). 
-  **Paper and card** will be collected **every two weeks** from a **new wheelie bin**.  **NEW BIN**
-  **Plastics, glass, cans and cartons** will be collected **every two weeks** from your **existing recycling boxes**. 
-  **Textiles** will be collected for recycling **every week**. Please use any **plastic bag, tie it up** and leave it next to or on top of your bins/boxes ready for collection.  **NEW SERVICE**
-  **Household batteries** will be collected for recycling **every week**. Please use any plastic bag, **left untied**, and leave it next to or on top of your bins/boxes ready for collection.  **NEW SERVICE**
-  **Rubbish** (non-recyclable waste) will be collected **every two weeks** from a **new wheelie bin**.  **NEW BIN**

PROPERTY TYPE: HOUSE

Your recycling and rubbish collections ARE CHANGING

FROM OCTOBER 2018



 **recycle** for London 

Converted flats

✓ **Your collection day may change** - see opposite page for details.



food waste

✓ **Food waste** will still be collected **every week**.

Continue using your food waste recycling service. If your **kitchen caddy** or **food waste bin** are missing or damaged, you will need to order a replacement (see opposite page).



mixed paper & card

✓ **Paper and card** will be collected **every two weeks** from a **new wheelie bin**.



NEW BIN



mixed recycling

✓ **Plastics, glass, cans and cartons** will be collected **every two weeks** from your **existing recycling boxes**.



mixed textiles & clothes

✓ **Textiles** will be collected for recycling **every week**. Please use any **plastic bag, tie it up** and leave it next to or on top of your bins/boxes ready for collection.



NEW SERVICE



batteries

✓ **Household batteries** will be collected for recycling **every week**. Please use any plastic bag, **left untied**, and leave it next to or on top of your bins/boxes ready for collection.



NEW SERVICE



general waste

✓ **Rubbish** (non-recyclable waste) will be collected **every two weeks** from a **new wheelie bin**.



NEW BIN

PROPERTY TYPE: FLAT (CONVERTED)

Your recycling and rubbish collections ARE CHANGING

FROM OCTOBER 2018



recycle for London



Communal flats

RECYCLING: PAPER, CARD, PLASTICS, CANS, GLASS AND CARTONS

Use your communal recycling bins for paper, card, plastics, cans, glass and cartons

Empty and rinse all food and drink containers before putting them in the bin

Remove film lids from plastic pots, tubs and trays (put them in your rubbish bin)

Flatten cardboard boxes before placing them in the bin - if your flattened cardboard won't fit in, leave it next to the bin

Please make sure your recycling and rubbish is sorted into the correct bins - the bins have stickers showing you what goes where. If non-recyclable items are mixed up with recycling, then it could 'contaminate' the whole truck load

'Contamination' - what is it and why's it such a big problem?

When a non-recyclable item is placed in a recycling bin, it is called 'contamination'. It is really important that we keep the contamination levels in our recycling as low as possible.

Contamination makes sorting the recycling much more difficult and expensive and can reduce the quality and value of the recyclable materials. If contamination levels in a particular truck-load of recycling are too high, there is a chance that the recycling plant will reject the entire load, and it will have to be treated as rubbish instead. This is more expensive for council tax payers and worse for the environment.



RECYCLING: PAPER, CARD, PLASTICS, CANS, GLASS AND CARTONS

YES PLEASE ✓	NO THANKS ✗
Plastic bottles, tubs, trays and containers	Plastic bags or film
Glass - jars and bottles	Hard plastics (toys, garden furniture etc)
Cans, tin foil and aerosols	Polystyrene
Liquid food and drink cartons	Nappies
Newspapers and magazines	Dirty cardboard (e.g. pizza boxes)
Card and cardboard	Clothes / textiles
Toilet and kitchen roll tubes	Tissues / paper towels
Egg boxes	General rubbish

FOOD WASTE [available to most, but not all, flats]

Use for FOOD SCRAPS and UNWANTED LEFTOVERS

Use your kitchen caddy and outdoor food bin for food waste

Line your indoor kitchen caddy with old newspaper or a compostable liner (available to buy in most supermarkets)

When your caddy's almost full, transfer the contents to your outdoor food waste bin



YES PLEASE ✓	NO THANKS ✗
Food waste (Meat scraps)	
Fruit and vegetables (Bare and cooked, peelings)	
Dairy (Cheese and eggs)	
Meat and fish bones (Cooked and raw)	
Tea bags and coffee grounds	

PROPERTY TYPE: FLAT (COMMUNAL)

RECYCLING AND RUBBISH

Your collection service



Blue and purple bags: time banded properties

COLLECTION TYPE:
BLUE & PURPLE BAG SERVICE



July 2018

Dear fellow resident,

You may be aware that we are making significant changes to the way we collect recycling and rubbish from most households across the borough from October 2018. This includes providing residents with new wheelie bins and changing some collection days. The changes will boost Merton's recycling rate, help us keep our streets clean and save money.

It is important to clarify that the way recycling and rubbish is collected from your property will not be changing in October.

It is important to clarify that the way recycling and rubbish is collected from your property will not be changing in October.

Households that use our 'blue and purple bags' scheme will not experience any changes to their service in October, so please continue to use the service as you currently do.

Mike Brunt

Councillor Mike Brunt
Cabinet Member for Environment and Street Cleanliness

Time-banded collections

On some streets in the borough, residents who live in flats above shops should only put their recycling and rubbish bags out on the pavement for collection on certain times of the week. This is called 'time-banded collections'.

Below is a table showing the most common time-banded collections for flats above shops.

<ul style="list-style-type: none"> • Hartfield Road one-way system • Merton Road • Kingston Road to Palmerston Way (part) 	Mondays 6pm-8pm and Thursdays 6am-7am	Mondays from 7pm and Thursdays from 7am
<ul style="list-style-type: none"> • Merton High Street to Haydons Road 	Mondays 6pm-8pm and Thursdays 6am-7am	Mondays from 8pm and Thursdays from 7am
<ul style="list-style-type: none"> • Colliers Wood High Street (numbers 2-222 and 1-125) • Merton High Street (number 1-21) • Abbey Parade (numbers 1-33) • Christchurch Road (numbers 2-34) and the one-way system 	Mondays 6pm-8pm and Thursdays 6am-6.30am	Mondays from 8pm and Thursdays from 6.30am

Key dates: Road show events

<p>Wimbledon Town Centre Wednesday 8th August 2018 11am - 4pm <i>The Piazza, Wimbledon, SW19 1QB</i></p>	<p>Morden Tuesday 14th August 2018 12pm - 4pm <i>Sainsbury's Morden, London Road, Morden, SM4 5HT</i></p>
<p>Morden Thursday 16th August 2018 12pm - 4pm <i>Garth Road Household Reuse and Recycling Centre, 63-69 Amenity Way, off Garth Road, Morden, SM4 4AX</i></p>	<p>Colliers Wood Wednesday 22nd August 2018 2pm - 7pm <i>The Colliers Wood Plaza (opposite Colliers Wood Tube Station)</i></p>
<p>Mitcham Saturday 25th August 11am - 4pm <i>Mitcham Market (near to Mitcham Clock Tower), Mitcham Town Centre</i></p>	

Supporting communication channels

- Outdoor advertising
1 October for 4 weeks
- Social media posts –
2 July onwards
- Website updates
- My Merton magazines
- Lamppost banner
- Local media relations
- Collection vehicles



Key dates: Service Info pack and bins

- Delivery of Service Information Pack with the new wheelie bins and tape : **30 July - 28 September**
- Service Information Pack includes calendar in a polybag with:
 - Garden waste promotion flyer
 - Paper and card sticker (Houses only)
 - Plastics, glass, cans and cartons sticker (Houses only)

Thank you for listening
Any questions?

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General Manager

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Business Support Manager

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