

Circular Resource Plan

April 2022 – March 2023

Executive Summary

Goals

Our corporate business plans set out the following priorities:

- CCC – Priority #1: reduce consumption of resources, increase recycling and reduce waste
- SCDC - C9 - reduce amount of non-recyclable waste collected
- SCDC - C10 - pro-recycling and food waste promotional campaign aimed at businesses

The following actions are identified in our service plan:

- Develop campaigns to improve recycling based on the outcomes of the waste composition analyses
- Review of Food Waste Trial Collections
- Develop the Greater Cambridge Trade Waste Business to improve the profitable return

Following the waste hierarchy, our overarching communications goals for the service in order to meet these aims are to elicit behavioural change resulting in:

- Less household waste generated
- A greater proportion of household waste recycled
- Improvement in quality of recyclate (reduced contamination)

In addition, we want to:

- engage with communities in order to improve service and information provision
- innovate in order to improve service and information provision

Objectives

1. Foster a circular economy

- Work with Repair Cafes to identify ways the council can support their work, including promoting the network, recruiting more volunteers and getting more events running.
- Work with Cambridge Carbon Footprint (CCF) to update their Circular Cambridge pages and directory of repair shops

- Promote relevant Transition Cambridge & CCF events e.g. Swishes (clothing swaps)
- Continue to keep in touch with Cambridge Library of Things to offer support in setting up, and look for possibilities for extension into South Cambs
- Speak to County about promoting re-use areas/centres at HRCs. Also promote relevant charities (e.g Emmaus, British Heart Foundation) which collect bulky items.
- Promote clothes exchange/swap/hire apps like NuWardrobe, and brands which repair or have take-back schemes e.g. Patagonia, H&M
- Work with RECAP partners to promote washable nappies, wipes & period & incontinence products
- Promote refill and reuse initiatives
- Review bulky waste booking process – need to triage good items and signpost to charities. Review forms, phone scripts and web pages. Promote initiatives to re-home unwanted items, e.g. Bicycles for Ukraine
- Community Action Days, where appropriate and resources secured.

2. Prevent & recycle more food waste

- Apply stickers to black bins
- Replenish event toolkit – banners, leaflets, bag clips/spaghetti measurers etc
- Promote home composting
- Promote apps like Olio, Too Good To Go and Kitche
- Work with Food Hubs/ foodbanks, Cambridge Sustainable Food, community fridges, farmers, supermarkets etc to identify ways that we can work together to prevent food waste/promote sustainable food system
- Work with and support any community groups which have received council funding for food waste reduction projects e.g. ZCC or Sustainable City grants.

3. Reduce contamination of dry recycling

- Streamline process of sending letters to contaminators – data team to set up report process, train policy team to use, policy team to send letters more frequently
- Data team to run a contamination report for flats
- Feed back to crews how many contamination reports, how many letters policy team have sent, and contamination rate per month– use screen in crew room
- Resolve SCDC flats data issues so crews can report contamination on InCab

4. Promote dry recycling

- Work with schools, RECAP and County to deliver simple recycling education in schools. Classroom video to be sent out to schools with contact details for visits & further support, or offer of Teams session.
- Attend community events with recycling messages
- Investigate radio advertising/interview opportunities
- Review RCV liveries
- Review 2nd black bin policy/web forms
- Promote free additional blue bins? Resource-dependant.
- Flats – new developments – have a welcome pack, promoting recycling, what to do with cardboard, what to do with bulky items, to prevent the mass cardboard/flytipping events that happen when people move in

5. Increase provision for recycling small WEEE (Waste Electrical & Electronic Equipment)

- Install WEEE collection banks at new locations in the city and district
- Collect WEEE from Repair Cafes
- Promote new collection banks

6. Review weekly food waste collection trial and identify next steps

- Separate paper circulated to steering committee group to identify the next steps for the food waste collection at the end of the financial year.

7. Review abandoned bin process

- * This process is also under review as to whether we continue to manage the process. If we do continue:
 - How can we make the process more environmentally friendly? Less mileage driven/operations to coordinate missing bins with other jobs in the City
 - Working together with SCamb's enforcement in detecting bins that are further afield

8. Forward plan impacts of DRS scheme and EPR

- How can we innovate to benefit/minimise impact of these schemes?
- Investigate possible scan & bin schemes, reverse vending etc
- Attend LARAC & other conferences to keep up to date

9. Innovate

- Make use of and share learning from CIWM, LARAC, WRAP, APSE and conferences like RECOUP – identify lessons and take actions
- Learn from other similar councils
- Examine case studies
- Carry out a quarterly review of actions

These objectives are in addition to our regular and seasonal communications and campaigns around Christmas, Easter and bank holiday changes to collections and recycling advice, national events like Recycle Week and Plastic Free July and the quarterly council magazines. Most of these focus areas are also shared by RECAP partners and will also be partnership campaigns.

Monitoring and evaluation

The strategy will be evaluated through a quarterly report covering the following performance indicators. This report will be shared with everyone in the service, including the crews via the digital screens or the boards in the crew room.