A lot of rot in Cumbria

The Resource Cumbria home composting scheme is going fantastically well and we are rapidly approaching the sale of our 10,000th bin.

Resource Cumbria has been helping householders in Cumbria to compost their garden and kitchen waste since the scheme started in January this year. The scheme, which is funded by the Waste and Resources Action Programme (WRAP), allows the people of Cumbria to purchase a compost bin for as little as £6.

The scheme has been steadily encouraging more and more people to get involved in home composting throughout the county and we are currently averaging 300 sales per week.

The scheme has been promoted online and through local media advertising as well as two rounds of direct mail shot leaflets to the majority of households in Cumbria.

As well as this broad brush advertising, the home composting message has been taken on the road by our WRAP Home Composting Advisor, Hel Lawrie, as well as our own Resource Cumbria team. The team have been championing home composting at events throughout the county and also through a week of roadshows during the National Compost Awareness Week, 7 -13 May.

Hel said: “Composting at home is really easy and helps our environment by diverting waste from landfill. The people of Cumbria are really passionate about their county and are keen to get involved in anything that will help their local environment. Those I meet at events are always really enthusiastic and keen to start creating their own free compost to use on their gardens.”

If you would like to purchase your own compost bin then call 0845 077 0757.

What we’ve done

Here’s a quick guide to Resource Cumbria’s achievements during 2005/06.

- The County Council LATS calculation for 2005/06 shows a ‘credit’ of 2,888 tonnes which is equivalent to a penalty of £433,200.
- We are sending more household waste for recycling and composting. This figure is now almost 30% of household waste as opposed to last years 26%.
- We are collecting 1% less household waste per person in Cumbria this year compared to last.
- Well done to South Lakeland who are the best performing district based on lowest proportion of household waste landfilled.
- A further well done to Copeland and Allerdale who’ve seen particularly good increases in recycling and composting respectively.
In the last issue of Review we introduced Resource Cumbria as the new voice of the Cumbria strategic waste partnership. In April 2006 this new voice was introduced to the people of Cumbria.

I reduce waste... because I care.

Resource Cumbria was launched into the public domain through the ‘because I care’ waste prevention campaign. ‘Because I care’ was the first of hopefully many successful campaigns and so it was important that it was well received. As with most campaigns it started life as one of a number of ideas - 3 quite different ideas to be precise. To make sure that we hit the mark for the first campaign we put these ideas through a focus group. It soon became clear that the two areas that people connected with the most were images of Cumbrian scenery and also those containing other people.

As a result of the focus group findings the nucleus of a concept was formed. We issued an open invitation to council employees who cared about their environment to come and take part in a photo shoot at Friars Cragg on the shores of Derwent Water in Keswick.

From those who attended we selected three who we felt best represented the people of Cumbria. Sarah Butress a recycling ranger from South Lakeland, Stephen Walker, a social worker from Allerdale, and Laura Ellis, a student from Eden.

A series of three advertisements were designed to cover the complete waste hierarchy of reduce, reuse and recycle. The ads simply invited people to visit the partnership website to find out more. They were placed on the back of buses countywide as well as in the local press.

The ads were also supported by a 20 second radio advert which was aired countywide using CFM, The Bay and Lakeland Radio.

Be resourceful. Visit resourcecumbria.org

As we were inviting people to become more resourceful during the ‘because I care’ campaign it was important that they had access to a central information point to offer help and advice as to how this could be done. This is where the brand new partnership website, resourcecumbria.org, was really useful.

Resourcecumbria.org offers lots of useful information and helpful advice on how people can reduce, reuse and recycle in Cumbria.

Like all successful websites, resourcecumbria.org was designed with simplicity and usability in mind. It is simple enough to navigate and find whatever information you are looking for and if you are struggling to locate the relevant page, there is even a search function available.

The site is also highly interactive with a section for downloading resources, a frequently changing news box and also a number of discussion forums so that people can share ideas and knowledge.

Why not check the site out for yourself by visiting resourcecumbria.org

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Real Nappy Week 2006
A real success story

The Resource Cumbria team took to the road during the week of 24 - 30 April to promote real nappies for Real Nappy Week’s 10th anniversary.

Waste prevention officers from each of the partners worked together to hold roadshows up and down the county. Six events took place in total - one in each Cumbrian district.

Some of the events even had their own special theme to help pull in the punters. The team looked groovy at the Carlisle roadshow where they had a seventies theme going on. The outfits however were a little more conservative in Allerdale as Georgian dress was the order of the day at the Cockermouth Georgian Festival. And in Copeland it was long socks and footy shirts as Allerdale Borough Council beat Copeland Borough Council in their real nappy footy match through which they even managed to raise £144.01 for the West Cumberland Hospital baby unit.

Each event was advertised in the local press and online and some excellent media coverage was also received.

All of the events were a real success with over 200 visitors throughout the week. While some of the visitors were new to real nappies many did already use them and were really pleased to see them in the spot light.

Furthermore lots of people were interested in Resource Cumbria and made some really positive comments about Cumbria’s local authorities working together to promote real nappies.

Can you dig it! Fiona and Lisa from Carlisle City Council feeling the funk!

Cumbrians give waste the boot

On the head! Brad from Copeland Borough Council gets ready to show his moves.

While the of rest the county was getting ready for the World Cup, the Resource Cumbria team were making sure that people would show waste the red card during the BIG Recycle 2006.

Once again the team took to the road with football focused BIG Recycle roadshows in each district. People who visited the roadshows, be they football fanatics or World Cup widows, were asked to pledge to recycle all that they could during the World Cup. Those who pledged were rewarded with a Resource Cumbria reusable cotton shopping bag as well as being entered into a draw to win some fantastic prizes.

There was a good response at each of the roadshows and again we received some excellent media coverage. People visiting the events were keen to find out more about their local kerbside collections and bring sites as well as asking about recycling more unusual waste items.

Again we had lots of positive comments about the Resource Cumbria partnership.

If you want to find out more about upcoming Resource Cumbria events then look at the events section on resourcecumbria.org
Teaching rubbish in Cumbria

Somebody once said that they believe the children are the future. Apparently we should teach them well and let them lead the way. Nowhere is this more understood than with Resource Cumbria.

Leading the charge is Cumbria County Council’s waste education officer Martin Allman. It’s Martin’s job to coordinate waste education in Cumbrian schools, a task he relishes and loves to tackle with a real hands on approach.

Martin said “I love to get out to schools and deliver a 3Rs or a composting assembly. I’ve probably talked to about 4000 children since Easter alone. They get a real kick out of learning about resourceful living and the part they can play in preventing waste. And capturing children’s enthusiasm and imagination has great potential to change behaviour and reduce the amount of waste requiring treatment and disposal.”

“As well as leading classes, workshops and assemblies, it’s important that schools are given the help they need to promote resourceful living themselves. This is where support from myself and my Resource Cumbria colleagues is invaluable as it helps schools take part in initiatives such as Eco-Schools and the Green Flag Scheme.”

And many of these initiatives don’t just stop in school, Martin is currently working on a Green Flag scheme for youth clubs and working with local artist, Jude Stoll, on a pilot project at Maryport Boys and Girls Club. Martin said “If successful this could offer a great way to connect with harder-to-reach children and get them involved with waste prevention.”

Got an idea? Need £5k - £15k to get started?

Cumbria County Council’s Community Waste Prevention Fund is available to support new and innovative waste prevention initiatives, which work directly with the community to encourage the key practices of reduce, reuse and recycle, and subsequently improving quality of life for people in Cumbria.

If you think that we could help your project, and would like some more information or an application form then please contact:

Kim Williamson on 01228 607647
or email kim.williamson@cumbriacc.gov.uk
Alternatively you can visit cumbria.gov.uk/recycling

Flying the Flag

Dallam school’s Eco-Schools Committee was recently awarded their Green Flag for the excellent work by pupils and staff to maintain a high quality environment within the school.

Dallam is the first secondary school in South Lakeland to be presented the prestigious award from Environmental Campaigns (Encams). Officers from South Lakeland District Council introduced the Eco-Schools programme in 2003 and are delighted with its success.

Geronimo! Martin Allman testing ‘waste crash cages’ at the ‘A way with waste’ childrens workshop in Kendal.

Hmmm...