Roll out the permits.

As even more Cumbrian people are beginning to recycle and use recycling facilities, it has become necessary to introduce a permit scheme to all Household Waste Recycling Centres (HWRCs) in Cumbria.

HWRCs are provided for householders to deposit and recycle household rubbish. As more and more people are recycling, the increase in the number of people visiting the HWRCs is resulting in increased congestion, reduced standards of safety and difficulties in ensuring reception facilities are available. To address these issues it is important to ensure that the facilities at all Cumbrian HWRCs are used only by householders for household rubbish.

The new HWRC permit scheme will help stop trade waste from being deposited at our HWRCs. Trade waste has never been permitted at Cumbrian HWRCs but has traditionally been difficult to prevent and costs the tax payer an estimated £800,000 each year.

Under the scheme, if any Cumbrian householder wants to visit their local HWRC in a van, pickup, flatbed, or tow a twin axle trailer (up to 3 meters long), they will need to obtain a free permit in advance of their visit. Larger vehicles such as those with more than 4 wheels or those towing trailers larger than 3 meters in length will no longer be allowed access to the HWRC. Trade vehicles and vehicles carrying trade waste will be refused access.

If you would like any additional information on the permit scheme or would like to obtain a permit then visit cumbria.gov.uk/wastepermit or contact the helpline on 0845 055 1118.
Since last time...

Since the last issue of REVIEW we have been really busy promoting, educating and informing Cumbrian people about the 3Rs (reduce, reuse and recycle). Here is a round up of a few of the things that have been going on.

10,000 Rotters in Cumbria.

The Resource Cumbria discounted home compost scheme is going from strength to strength and we recently sold our landmark 10,000 bin.

One of the bins on the scheme has proved so popular that we completely sold out. The 420 ltr bin has been a hit nationwide at its bargain price of just £10. We were however able to replace this bin with another smaller bin which we hope will prove just as popular.

The new bin, a smaller 220 ltr version, is being offered for just £4 and it is hoped that this bin will appeal to people with smaller households.

Composting is one of the most effective ways of slimming your bin at home and the best thing is that it’s the smell bit that’s taken away. So if you’ve yet to join the composting revolution don’t delay, start preparing for next year’s garden today.

More information on composting and details on the new bin can be found by visiting recycleforcumbria.org.

Points make prizes ...round 2.

Following the success of Recycling Rewards for Schools, Resource Cumbria is getting ready to go for it one more time.

Last year almost 100 Cumbrian Primary Schools participated in the Recycling Rewards for Schools initiative. This led to recycling pledges from over 15,000 households, all promising to recycle and help make Cumbria a cleaner, greener place to live and work.

This time however we’re aiming to double the amount of schools taking part and maybe even triple the amount of pledges we collect.

Recycling Rewards for Schools is an innovative scheme which not only rewards children but also their schools for collecting recycling pledges from their friends, neighbours and family.

For more information on Recycling Rewards for Schools you can visit recycleforcumbria.org or contact Martin Allman, Cumbria County Councils Waste Education Officer on 01228 607761.

Choose to reuse.

A plastic bag amnesty was held in Carlisle City Centre on the 23 August as part of the “Safer, Greener, Cleaner Week”.

17.5 billion ‘disposable’ plastic bags are given away by supermarkets and shops in the UK every year and huge numbers find their way into our environment as litter, particularly in trees, hedgerows, rivers and beaches, where they can pose a serious hazard to wildlife. Even bags that are disposed of correctly cause problems by taking up significant amounts of space in landfill.

The idea of the plastic bag amnesty was to encourage reuse of carrier bags so that less plastic bags go to waste. People were invited to come along and bring their old plastic bags with them and exchange them for a strong reusable cotton carrier bag.

Well over six hundred cotton bags were given out in just a few hours and an estimated 3,500 old plastic carrier bags were taken for recycling.

The event was a great opportunity to talk to people about the difference that reuse can make. After the success of the Carlisle amnesty we plan to hold similar events throughout the county.

And the winner is...

October saw the first ever Recycling Awards for Youth Clubs in Copeland. Resource Cumbria sponsored the kids to recycle for six weeks and keep a record of what they did. Three schools were awarded a cash prize of £200 to pay for environmental improvement projects such as a club make over, start a garden or even a trip to Rheged. It is hoped that youth clubs across the county will take up the challenge in the future.

And the winner is... part 2

There was a Resource Cumbria waste prevention information stand at the Westmorland Show on the 14 September. The show offered a good opportunity to provide information on home composting, real nappies and as always, answer any tricky waste prevention questions the public may have. Our display was so popular that it won first prize for “Best Small Non-agricultural Stand”. Well done everyone!

Kate and Hel holding back the tears at the Westmoreland Show award presentation.
Following an intensive bid process to the Waste and Resources Action Programme (WRAP) Behavioural Change Local Fund we are pleased to announce that Resource Cumbria has been successfully awarded £392,000 to deliver the Recycle for Cumbria campaign.

Ours was one of only 11 partnerships nationwide that were successful, WRAP appreciated the innovative nature of our bid and recognised that ours is a committed partnership and not just in name only.

The success of Resource Cumbria’s bid and any future success of the Recycle for Cumbria campaign is down to the hard work and commitment of people in the partnership. We would like to recognise this effort and say thanks on behalf of the partnership. Hopefully we’ll all be rewarded with a really fantastic and successful campaign.

So what’s it all about…

The partnerships approach is an innovative one. By focusing on ACORN categories prevalent in the county we are able to develop targeted campaigns to each audience type across district boundaries.

ACORN is a national consumer classification system. It combines geography with demographics and lifestyle information - places where people live with their underlying characteristics and behaviour - to create a tool for understanding the different types of people in different areas throughout the country. For more information on the ACORN classification system visit cac.co.uk/ACORN

By cross-referencing this ACORN data with the results from the County Council’s Talking Rubbish Recycling Survey from 2004 we were also able to make informed assumptions on the recycling characteristics of each ACORN group.

The Recycle for Cumbria campaign focuses on the three sets of ACORN groups, each with different behaviours and different communications needs. The mix of each campaign audience does differ by district, but effectively by targeting the ACORN groups highlighted, we are reaching nearly 80% of Cumbria’s population. We are also able to set SMART objectives for each campaign group based around existing understanding of behaviours.

Overall Aim

To develop a partnership approach to recycling communications throughout Cumbria so that the recycling rate can be increased from 30% to 50% by 2008.

Key objectives

- Increase the usage of recycling services by occasional recyclers (Campaign 1) to achieve and maintain an 85% participation rate in kerbside collection by 2008.

- Increase the quantity and quality of the materials recovered from those households that recycle regularly (Campaign 2) to achieve a 20% increase in capture rates with reduced contamination by 2008.

- Achieve a 65% participation rate in kerbside collection among non-/low recyclers (Campaign 3) by 2008.

- Increase the quantity and quality of materials recovered from Householder Waste Recycling Centres and recycle points (bring sites).

- Develop a library of communications resources for use by partners so Cumbrian residents and visitors are exposed to common and consistent messages.

who

Families who recycle occasionally

Spread evenly throughout the districts. 22% of Cumbrian population.

why

They recycle occasionally but we want them to recycle more things, more often. They need to be exposed to motivational messages to encourage consistent recycling behaviour and instructional information about the services available and how to use them.

how

- Poster campaign linked to Christmas theme, and radio advertisements to raise awareness & motivate recycling behaviour.
- Roadshows at farmers’ markets in each district throughout spring 2007 to reinforce recycling message and to provide face-to-face motivational and instructional information.

who

Older families or retired couples who recycle regularly

Located in more remote/hard to reach/rural areas. 23% of Cumbrian population.

why

Attuned to the recycling message, most recycle regularly and are keen to know how and where the materials are reprocessed. With more encouragement and information about service availability they could recycle more, with less contamination.

how

- A county wide golfing tournament (with celebrity sponsorship), linked to the BIG Recycle in 2007 across the county – with a link to local charities and finalist dinner, to encourage significant free media coverage.
- Roadshows at each event delivering motivational & instructional information about kerbside and drop off services available and information about the transformations message.
- Press packs to radio stations and newspapers to encourage features. Local radio advertisements.

who

Families who recycle infrequently or not at all.

33% of Cumbrian population. Campaign 3 will focus on Carlisle, Allerdale, Copeland and Barrow.

why

As these people are generally non/low recyclers, it is essential to identify those factors that will motivate recycling activity so that communications channels, messages and materials can be tailored to meet their needs.

how

- Establish baseline tonnages and participation levels and undertake attitudinal survey to identify reasons for low/non-participation in all groups.
- Publicise in appropriate locations and use bus backs & headliners on four buses in each of the four survey areas to provide opportunities to see motivational messages.
- Develop and distribute leaflets and calendars to deliver motivational and instructional information.
- Distribute bin stickers to inform residents about which materials to put in which container.
- Monitor capture and participation rates and evaluate against baseline data to establish effectiveness of campaign.
- Conduct doorstep counselling to motivate those who do not respond to the campaign.
- Develop good practice guidance.

IN REVIEW

Rubble and soils are collected and sent to the Lineside Landfill site for Cumbria County Council, located in Dallam, Carlisle.

The Recycle for Cumbria campaign is part of a national recycling initiative, which is designed to inspire and educate residents in the importance of recycling and how it helps the environment. The campaign aims to increase participation rates in recycling and reduce waste sent to landfill.

Key Objectives

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- Develop a library of communications resources for use by partners so Cumbrian residents and visitors are exposed to common and consistent messages.

Overall Aim

To develop a partnership approach to recycling communications throughout Cumbria so that the recycling rate can be increased from 30% to 50% by 2008.

We are in the process of recruiting three Recycle Rangers to help drive up recycling levels. They will be charged with travelling around their allocated districts and helping residents recycle. Our rangers will take a key role in motivating people to use available recycling services through direct interaction with the public. They will take part in road shows and other community engagement initiatives and also undertake consultation and monitoring activities designed to understand service usage and attitudes to recycling. Over 100 people have applied to become a Recycling Ranger.

Generic campaign elements

- Website - updating and maintenance.
- Telephone helpline staffed by trained personnel.
- Develop library of communications resources / templates for use by all partners.
- Recycling rangers to provide support and guidance to householders on services available through door stepping, roadshow attendance and to feedback to partners on issues, barriers to recycling, and so on.

Go go recycling rangers!

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Recycling Rangers

60% of household rubbish can be recycled. Make the difference.

Salary up to £17,985

2 posts, fixed term to February 2008, based throughout Cumbria

Recycling Rangers are motivated, skilled and enthusiastic individuals who have a commitment to reducing rubbish and maintaining that motivation across the region. They will work as part of the Recycling Ranger team, delivering motivational messages in a face-to-face context to encourage recycling.

Skills required include good verbal skills, the ability to motivate and influence people and a strong work ethic.

As part of the campaign, you will work with local residents across the region to encourage recycling.

You will be an excellent communicator and a strong team player. You should be positive and enthusiastic with proven customer care and communications skills.

If you are successful, you will be expected to work evenings and weekends throughout the year. As part of your role, you will undergo comprehensive training to develop interpersonal and recycling skills.

A clear criminal records check is required as part of the application process.

For further details and an application form please contact Rebecca Steel at Resource Cumbria.

Closing date: 30 October 2007

Please quote Ref: 4302

Telephone 01228 607799

For further details and an application form please contact Rebecca Steel at Resource Cumbria.
60% of your household rubbish can be recycled

Following on from the success of April’s ‘Because I Care’ activity, the second phase of this year’s waste prevention campaign got underway in Cumbria last week. This phase is based around the simple proactive message that ‘60% of your rubbish can be recycled’ with supplementary messages highlighting how easy it is to recycle in Cumbria. The overall aims of this phase of the campaign are:

- To further engage the public by providing simple information on recycling percentages.
- To use this information to encourage action.
- To provide a positive ‘call to action’ - ‘Recycle for Cumbria’ which will link seamlessly into the WRAP funded activity as part of the local behavioural change fund.

Once again we will be using a fully integrated mix of advertising media including:

- 40 bus back advertisements (10 from each of the 4 depots in Cumbria).
- An 8 week radio campaign on CFM, Lakeland Radio and The Bay.
- An 8 week press campaign in 6 major Cumbrian newspapers featuring the 60% banner on a prominent page and a smaller supplementary ad encouraging readers to recycle their copy of that newspaper.
- An 8 week internet campaign featuring interactive banners posted on some of the most popular Cumbrian websites.

Keep your eyes and ears open and see how many times you see or hear our message.

Recycling facilities in Cumbria are now better than ever. There are 13 Household Waste Recycling Centres and over 400 conveniently located recycle points throughout the county. And we now have more households on recycling collection schemes than ever before.

Our services are dynamic and are constantly evolving to help Cumbrian residents recycle more and minimise LATS fines. Through Review we will keep you up to date with any service developments, materials trials or special events as they happen:

Carlisle goes for alternate. From January 2007 Carlisle City Council will be extending it’s popular green box and cardboard and plastics recycling schemes in preparation for the new alternate weekly refuse collections being implemented between February and May. It is hoped the changes will make it easier for people to recycle and reduce the amount of rubbish being sent to landfill.

South Lakeland District Council will also be going alternate in Kendal from spring next year. We’ll have a little more information on this issue. Cardboard city. Carlisle City Council now have cardboard recycling facilities at all of their recycle points. They also now offer the facility to almost every school in the city.

Fully charged! Eden District Council has successfully been selected to take part in WRAPs battery recycle pilot. The scheme will be a postal service with battery return envelopes being made available in shops, village halls and other local amenities. Carlisle City Council may also be taking part in the scheme from March if funding is still available.

Copeland Borough Council to the rescue! When their kerbside collection provider withdrew recently Copeland Borough Council were left with a big problem and a lot of recycling – paper, glass and cans from 25,000 households needing collecting to be exact. So that’s what they did. The team managed to train people up and get the right vehicles in place with lightening speed. Amazingly they only missed collections for two days. A big round of applause please…

Getting the right service. Allerdale Borough Council are mid-way into an 8 week kerbside collections trial to help them plan which is the best method for the borough, taking into account residents preferences and also the vehicles and materials outlets available. Residents were invited to participate in the trial via a leaflet going out with the April council tax bills and the council was inundated with requests to be involved.

For the Cumbrian Big Heap Week Spring 2007 (exact dates and locations TBC) Resource Cumbria will be bringing big compost heaps and home composting advice to locations throughout Cumbria during Big Heap Week. This is a great opportunity to bag yourself some free compost (made from the garden waste collections in the county) and find out more about making your own compost at home with one of the discounted compost bins on offer.

You can also keep up to date with forthcoming events by visiting the events section at recycleforcumbria.org.

Recycle me and in seven days I could be back in your arms as a new magazine.

60% of your rubbish could be recycled
Christmas is coming and the bin is getting fat.

It might seem like a long time away but it’ll soon be that time of year again and as this is the last issue of REVIEW this year this is our last chance to talk ‘waste free’ Christmas. If you start planning earlier this time around you’re much less likely to produce lots of of waste this Christmas. With our help you can make sure the tree isn’t the only thing that’s green this year.

Giving a gift is a great way to show someone how much you care about them but what do you do if you want to avoid giving wasteful gifts? We’ve put together a selection of different gift ideas that are so low on waste that most of them won’t even need wrapping!

Sponsor a …

monkey, pony, puffin, or snail for someone! There are many organisations such as zoos, animal sanctuaries and charities that can arrange sponsorship of a particular animal as a way of supporting their work.

Vouchers

Most shops (both on the high street and the internet) offer gift vouchers or e-vouchers. You could pick a shop that you know the recipient already loves or find somewhere new that you think they would like to try!

Holiday or weekend away

Surprise someone by booking a holiday or weekend away for a well earned break.

Charity gift

There are now several charities where you can buy something very useful (such as a goat, a clean water supply, tools for agriculture or school equipment) to support people in developing countries on behalf of someone as a gift.

Recycled products

When you think of ‘buying recycled’ do you get an image of toilet tissue and printer paper? Broaden your horizons by having a look at the recycled product guide recycledproducts.org.uk where you’ll find a huge selection of gift ideas from wine glasses and jewellery to handbags and toys.

Tickets

Everybody enjoys being entertained and there are lots of things out there for you to choose. Shows, gigs, sporting events, even the theatre, make for a great night out.

An ‘experience’

Many stores on the high street and the internet sell ‘experience’ packages for things as varied as a day at a spa, a drive in a sports car, a hot air balloon ride or clay pigeon shooting. If you can’t find a suitable package in the shops or online, how about organising a tailor-made experience yourself?

Lessons

Arrange a ‘taster’ session for an activity such as cookery, archery or horse riding. If your aunty has been saying she’d love to try yoga for a while now, here’s your chance to give her a little nudge. It might be the start of a fantastic new hobby!

Gift membership…

of a charity, trust or society (e.g. National Trust, RSPB, local Wildlife Trust, Vegetarian Society, Garden Organic) that is of interest to the recipient makes a great gift that also supports the work of the organisation involved.

Book vouchers, gardening vouchers

These vouchers are accepted at a wide range of bookshops and garden centres. A great gift for people with a passion for reading or gardening.