

## WCA help sheet – Food Waste Recycling Project

### Phase two

#### **What:**

- A project to encourage residents to recycle food using their kerbside food waste collection service.
- A physical delivery of three items per suitable household
  - a one-off roll of compostable liners (through the door)
  - an information leaflet tailored to each local council area (through the door)
  - a 'no food in here please' sticker (applied directly to wheeled residual waste bin)

#### **Why:**

- Food waste makes up around 25% of the residual waste
- Long term goal of no food in landfill (Defra)
- Food waste is heavy and expensive to dispose of
- Food waste can be recycled into energy and fertiliser (supporting the circular economy)
- When food waste breaks down in landfill it creates the greenhouse gas methane
- We have the food waste recycling collections available, residents can be utilising

#### **Where:**

The districts involved in phase two:

- Harlow
- Tendring
- Uttlesford

(The districts involved in phase one: Braintree, Colchester, Epping Forest)

The households involved:

- Those with wheeled residual waste bins
- Those with a food waste recycling collection service
- Not flats

#### **When:**

- Delivery roll-out will begin from September 11, 2023.
- The bulk of deliveries are to be made in September, leaving October for the remainder of deliveries/ any clean up if necessary
- Delivery route maps will be followed by the delivery supplier. These will be based off the round data we received from each WCA in phase two
- As there are three phases, Love Essex/ Essex County Council will be pushing comms about recycling food for the entire year. Please support via your own channels where possible.

#### **Who:**

- ECC's Circular Economy team have been working with Waste Officers from each WCA to organise and coordinate the delivery roll-out.
- D2D Distribution are the delivery supplier rolling-out the delivery of phase two. This may not remain consistent for the phase three.

- Delivery distribution teams are likely to cross paths with the waste collection teams, please make your teams aware. They will be in high visibility clothing carrying trolleys and bags full of the delivery items (leaflets, liners and stickers).
- If you have any urgent queries for D2D Distribution, please email [rachel@d2d-distribution.co.uk](mailto:rachel@d2d-distribution.co.uk) and [d2d.distribution@btinternet.com](mailto:d2d.distribution@btinternet.com), and cc in [Love.Essex@essex.gov.uk](mailto:Love.Essex@essex.gov.uk).
- The delivery employees have their own help sheet in case they have to interact with residents, however, they will direct resident questions to their local councils or Essex County Council. Please keep a note of any queries in the log provided and send to [Love.Essex@essex.gov.uk](mailto:Love.Essex@essex.gov.uk) as soon as possible, so we can help you to answer or send on to D2D Distribution for a response.

#### How:

- To deliver physical intervention across suitable households in Essex in three phases. Phase one ran from July-Aug 23 and phase two will run from Sept-Oct 23
- Love Essex and Essex County Council to support with countywide comms
- ECC will measure the tonnage of food waste recycled received against a pre-intervention baseline and a control WCA to infer impact of the intervention

#### Useful resources:

- <https://www.loveessex.org/food-recycling>
- Asset folder sent via email
- Past emails detailing the project to WCAs

#### Your role/ suggested actions:

- If you work in comms:
  - Please share communications assets with your communications teams and ask them to schedule in resident facing communications
  - Assets have been created blank for you to add your own logos if required
  - Please use what you would like and feel free to tailor further towards your district
  - Please tag Love Essex and Essex County Council where possible so we can onward share
- If you work in customer service:
  - Please familiarise yourself with the FAQs below, these can be used to respond to resident queries. Please share with relevant colleagues and contact centres
- If you work in waste:
  - Please onward share with any relevant colleagues who may deal with questions about the intervention
  - Please brief your Recycling and Waste Manager
  - Please brief your waste collection teams – they may encounter the delivery team and have questions from residents

#### FAQs:

- **I didn't receive a delivery:** The delivery roll-out will occur throughout the whole of September and will go into October. The delivery service working on behalf of Essex County Council will deliver liners to a safe place on your premises if they cannot fit the liners through your letterbox. They will also endeavour to revisit any missed households, but unfortunately some may not receive the items and we apologise for any inconvenience caused.

We appreciate this may be frustrating to not receive the liners, and this feedback is being fed back to the delivery provider to inform improvements to the roll-out. Any remaining stock will be distributed to your local council after the intervention, should you wish to follow up at a later date.

Please note, flats and households that do not receive a food recycling collection service have not been included in the roll-out.

To find out other appropriate ways to recycle your food (liners aren't always necessary), please check out your local council's website here: [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling)

- **Why did I get a sticker through my door:** If your bin was not presented at kerbside or easily accessible when making their way to your door, the delivery service posted your sticker through your door together with your one-off roll of compostable liners and information leaflet. Please make sure to pop this on your wheeled general waste bin, not your food recycling caddy, as a friendly reminder for the future!
- **The liners are too small for my outside recycling caddy:** You will have received a 7L roll of liners, please collect your leftover food in here, then add to your outside caddy when full. If you don't have any use for the liners, please pass on to a neighbour to encourage them to recycle their food.
- **Are the stickers recyclable:** Essex County Council endeavoured to secure a recyclable product, however, to ensure the sticker was weather-proof and sufficiently adhesive, the sticker is not recyclable.
- **I have a sticker on my bin, does this mean you will not take my rubbish?** The waste collection service will still collect your general rubbish on your designated days. The sticker was added to your wheeled bin, along with all other eligible households in Essex, to remind you and your neighbours to recycle your food instead of disposing of it in your general waste bin. This way it gets recycled into energy and fertiliser and is better for the environment! To find out more about recycling your food, please visit: [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling).
- **I received the intervention but don't live in a participating district:** Roll-out for phase two of this project is for residents living in Harlow, Tendring and Uttlesford, apologies if you have received items for these areas. You will not be required to return any products. If you would like to make a formal complaint, please contact Essex County Council on <https://www.essex.gov.uk/contact-us/complaints-and-compliments>.
- **I received duplicate/ damaged items/ sticker stuck in an odd position:** Thank you for getting in touch to inform us. We will inform Essex County Council who is working closely with the delivery service during roll-out. They will instruct the service accordingly to ensure a quality service.
- **A delivery employee was rude:** Thank you for getting in touch to inform us and we apologise for any discomfort caused. We will inform Essex County Council who is working closely with the delivery service. They will feedback this information to ensure this will not

happen again. If you would like to make a formal complaint, please contact Essex County Council on <https://www.essex.gov.uk/contact-us/complaints-and-compliments>.

- **Who is paying for this roll-out:** Essex County Council is funding this one-off project, in a bid to increase the use of existing recycling services, with support from local councils in rolling out the project. Food thrown away in the general rubbish bin in Essex is still costing £9 million a year to dispose of. By recycling this food, you will be helping to save money that can be spent on other essential council services.
- **Where does our food waste go when it's recycled:** see leaflet in asset folder, or visit [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling).
- **What is the point:** see leaflet in asset folder, or visit [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling).

If food scraps and leftovers will be added to your general rubbish bin anyway, it can be extremely beneficial to separate out the food to be recycled instead.

This means it can be turned into energy and fertiliser and is much better for the environment than decomposing in landfill.

If you would like to find out more about the benefits and process of recycling food, please visit [loveessex.org/food-recycling](http://loveessex.org/food-recycling).

- **I already recycle my food, why has a sticker been put on my bin:** All residents with a wheeled residual waste bin (general rubbish bin) and food recycling services have been delivered all three items. None of these households are exempt, and the sticker only aims to act as a friendly reminder to you and your neighbours. We are grateful to all residents already doing their bit to reduce the amount of food waste that ends up in their residual waste bins. To find out more about the campaign, please see the delivered leaflet or visit [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling) and make the most out of your free one-off delivery of compostable caddy liners!
- **Will this be a regular delivery of caddy liners:** This is a one-off delivery, however, liners aren't necessary for your food recycling caddy. To find out more about how to prepare your caddy, please visit: [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling)
- **Why was I only given a single delivery of liners/ why is this one-off:** Essex County Council is on a mission to increase food recycling in Essex. The liners are being provided to kick-start residents on their food recycling journeys, and if they wish to continue should visit [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling) to find out about their local food recycling collection service and caddy liner offers. Some councils offer liners at a reduced price, or free.
- **I don't have a food caddy/ it's broken:** Please visit [www.loveessex.org/food-recycling](http://www.loveessex.org/food-recycling) to check out your local area's website which will include instructions about how to obtain a new food recycling caddy.
- **How are you measuring how much food is recycled:** Essex County Council is measuring the amount of food that is collected by the food recycling collection service to infer impact

across the county.

- **I don't want to recycle my food waste:** All residents with a wheeled residual bin and food recycling services have been delivered all three items (liners, leaflet and sticker). Recycling items helps to turn otherwise discarded items back into new products or materials, it's also more cost-effective and better for the environment. When recycled, food waste can be turned into energy and fertiliser.
- **I don't recycle my food, I compost it:** That's great to hear! Following the waste hierarchy, it's always best to first avoid any waste at all, then to reuse and recycle. Composting is a fantastic way of recycling nutrients to put back into the environment. If you have any food waste that is not suitable for your compost bin (cooked foods etc), please do make the most out of your kerbside food recycling collection service.
- **I'm confused about what goes in each bin:** Your leaflet will inform you of what you can and can't put in your food recycling caddy.

If you receive any other questions about the project, please refer to the asset folder, the website or email [love.essex@essex.gov.uk](mailto:love.essex@essex.gov.uk) (email shared with WCA officers only, not external). If any residents wish to leave a formal complaint, please direct them to <https://www.essex.gov.uk/contact-us/complaints-and-compliments>.

Thank you for being a part of phase two, let's make a positive impact!