

## **SORTED! e-newsletter**

### **February 2020**

#### **Have fun recycling food, plus big changes to recycling and rubbish**

Welcome to SORTED! February 2020 with the latest on the Slim My Waste, Feed My Face campaign - starting within days - and updates on garden waste collections, progress on the new energy-from-waste and plastics reprocessing plants, and the latest on the roll-out of Recycle More expanded collections.

Do forward this email to friends, relatives and other contacts. And click on the links to check our daily updates on [Facebook](#) and [Twitter](#).



#### **Slim My Waste, Feed My Face - serious fun to recycle more food**

Somerset Waste Partnership teams are fanning out across the county in the next few days on a very serious mission: to make food waste recycling fun with the Slim My Waste, Feed My Face campaign.

Over the next three months they will visit all 260,000 Somerset homes to add a "no food waste" reminder to every rubbish bin, put bright yellow tape round its middle, and deliver everyone a helpful leaflet with free stickers.

Free stickers? Yes - to give food waste bins powerful personalities to remind us all of the urgent need to recycle all food waste, and those friendly faces can then be shared on social media with #FeedMyFaceSWP to win free “eco-goodies”.

The serious message behind the funny faces is that the food waste some residents dump in landfill via their rubbish bins is a bigger cause of climate change than plastic, and a costly waste of a valuable resource.

All of Somerset’s annual 42,000 tonnes of food waste could be transformed by the anaerobic digestion plant near Bridgwater into things of immediate use: electricity to heat and light Somerset homes plus fantastic farm compost.

That would save up to £1 million each year and 882 tonnes of CO<sub>2</sub> equivalent.

Slim My Waste, Feed My Face is a proven and very cost-effective campaign that has already achieved great success in Bristol with a jump in food recycling levels, and it is set to yield significant results in Somerset.

All that residents have to do is keep all food waste out of their rubbish bin, and add every scrap to their food waste bin.

Find out more about the [Slim My Waste, Feed My Face campaign here](#) or scroll down **the full story below**. Keen to Slim My Waste but need a food bin to Feed My Face? Click [here to order one online FREE](#).



## **Recycle More's summer Mendip start; autumn for South Somerset**

Progress towards Recycle More’s phased roll out is gathering pace, with the new collection vehicle fleet on its way, 260,000 new containers on order, and

work started on the first depots to receive thousands of tonnes of the new materials to be collected each week.

As with all previous new collection services, Recycle More is rolling out in phases so all elements – staff, depots, containers, vehicles and more – are ready for each stage. Recycle More starts for over 50,000 Mendip homes in June-July and adds 60,000 in South Somerset in September-October, with all other areas across Somerset from 2021.

Once Recycle More starts in a street, with all homes sent details and collection calendars, these items will be added to weekly recycling:

- Household and food plastic pots, tubs and trays
- Plastic-lined Tetra Paks and other beverage cartons
- Household batteries and small electrical items

These new materials will be collected from homes as they are included in each Recycle More phase, and not before. **Please make no changes to what you put out for collection until the date printed in your Recycle More pack.**

The extra weekly recycling means far emptier rubbish bins so these will then be collected every three weeks. Every home will receive details well ahead of time, and anyone with concerns will be offered full support and advice.

Check more details on [Recycle More here](#) or see updates on [Facebook](#) or [Twitter](#).



**Your household rubbish will power plastic reprocessing**



Building continues at the new £252 million energy-from-waste (EFW) plant in Avonmouth (computer generated image, above) to help Somerset switch most rubbish away from landfill to productive use.

The trial twin rubbish skips at Somerset recycling sites suggest around 60% of their unrecyclable materials may go Avonmouth along with all rubbish from Somerset's kerbside bin and black sack collections.

As well as providing energy for the national grid, the EFW plant will power the £65 million co-located plastics reprocessing plant that looks set to take much if not all of Somerset plastics.



### Garden waste collection? Watch for your letter - and renew fast

More than 51,000 garden waste collection subscription renewal letters will soon be on their way to residents.

They come with a bonus that the price of the at-cost service did not rise 2.5% with inflation but has been cut by £1.40 to £55.50 for 2020-21.

This reflects reduced costs from the great deal SWP did with new collections contractor SUEZ for better kerbside services and savings of millions of pounds.

**IMPORTANT: swift subscription renewal is essential; past flexibility to collect garden waste from late payers is no longer possible from 1 April.**



### **Slim My Waste, Feed My Face - making great use of "waste"**

It's fun, it's exciting, and yet "Slim My Waste, Feed My Face" is Somerset's biggest-ever - and very serious - food recycling campaign.

Based on a successful initiative in Bristol, it will see thousands of rubbish and food bins transformed into colourful eye-catching reminders to recycle every scrap of food waste.

Starting within days, over the next three months the Slim My Waste, Feed My Face teams will give every rubbish bin a bright yellow tape measure round its middle, a "no food waste" notice on top, and deliver each Somerset home an information pack on why food recycling is so important.

Fun stickers in each Slim My Waste pack means every resident, from the youngest to the young at heart, can decorate their food waste bin to give it a great face and a powerful personality.

On recycling day, that will give everyone a happy "feed my face" hint about what to do with their waste food.

### **#FeedMyFaceSWP**

And the campaign can reach even further, as everyone is being encouraged to share pictures of their decorated food waste bin on social media with the hashtag #FeedmyfaceSWP. Ace faces could win a free pack of eco-goodies.

No amount is too small; recycling six tea bags produces enough electricity to boil a kettle for another cuppa. And big savings are possible; if every scrap of Somerset's food waste was recycled, it would save almost £1 million a year to fund other vital local services.

Slim My Waste, Feed My Face has already proved a big hit in Bristol, which saw a jump in food waste recycling, while less colourful earlier food campaigns by Somerset Waste Partnership were also an excellent success.

Most Somerset people recycle food waste, far more than the national average, perhaps because this county pioneered weekly food waste collections more than a decade ago.

### **Billions of hungry bacteria**

But there is still plenty more to do. Nearly a quarter of rubbish in the average Somerset bin is food waste. This is the worst material to be sent to costly and wasteful landfill, especially as it decays to produce powerful climate change gases, not all of which can be captured.

For about half the cost of landfill, all food waste from every Somerset home can be recycled into power for homes and a nutrient-rich farm compost to grow more food. The secret is billions of hungry "burping bacteria" in an anaerobic digestion plant near Bridgwater.

All food – raw, cooked, fresh and “off”, meat, fish, fruit and veg, pasta, cereal, bread and all plate scrapings – can be recycled every week, wrapped in newspaper or compostable bags.

Find details of [Slim My Waste, Feed My Face here](#), while anyone needing a FREE food waste bin should [order one online now](#).

There will be frequent updates on Slim My Waste, Feed My Face on [Facebook](#) and [Twitter](#) using the hashtags #Slimmywaste and #FeedmyfaceSWP, including the shared images of the decorated food waste bins.

### **Somerset food recycling facts**

- Most Somerset residents recycle food waste – 62%, far higher than the national average of around 42% – and all that food becomes power for the national grid and farm compost to grow more food
- Food waste is a bigger cause of climate change than plastic (source: Zero Waste Scotland).
- Somerset households produce 42,000 tonnes of food waste a year but waste composition analysis shows 42% of food is recycled, well below Somerset's overall 52% recycling rate
- If every scrap of Somerset's food waste was recycled at the anaerobic digestion plant near Bridgwater, it would save £950,000 and 882 tonnes of CO<sub>2</sub> equivalent a year

- Food waste is 26% of rubbish in bins, with over one third – 36% – of that being food thrown away still in its packaging, including unopened and out-of-date food.

[Slim My Waste, Feed My Face latest here](#) or see updates on [Facebook](#) or [Twitter](#).



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#### More on Somerset Waste Partnership, our services and preventing waste

See our website for lots more on waste services and more you can do to reduce, reuse and recycle. Contact your [local council customer services](#) helpline if you need any support or advice.

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