



verdant spring bulletin

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Government forces the pace on recycling



Driven by the need to meet tough EU targets, the government's Waste Strategy Review published in February aims to drive higher recycling rates for municipal waste and so achieve major increases in landfill diversion rates.

The government believes that the short term target of 25% will be achieved and that

a 45% target can also be met by 2015. It suggests that the national target should be raised to 50% by 2020.

Whilst there is no specific recommendation to charge householders for any waste they generate, DEFRA will be evaluating the impact of a range of pilot incentive schemes which some councils have been running to improve householder recycling. Some 51 recycling incentive schemes started operating from

last October, after local authorities received £3.5 million from DEFRA. The funding - ranging from £2,800 to £215,000 per project - is paying for everything from council tax rebates to supermarket loyalty card points as encouragement for people to recycle and recycle more.

Many focus on increasing recycling from flats and council estates which traditionally have low recycling rates. 'Financial carrot' schemes have proved the most popular, being run by 89% of local authorities. 9 in 10 of these offer discounted compost bins, while 23% also run prize draws.

Ministers are still reluctant to fund schemes which promote compulsory recycling but these are being monitored as an option should incentives fail. Currently there are problems ensuring that the technology required to make penalty-based schemes legally enforceable is in place.

Responses to the waste review consultation are required by DEFRA before 9th May.

Melton targets 50%

Melton Borough Council and Verdant are closing in on the 'magic' 50% recycling rate. Statistics for the year April 2005-March 2006 show a 10% uplift in Melton's recycling rate to around 46.65%. This would have put Melton in about fourth place in Defra's latest recycling league table (covering 2004 / 5).

Verdant recycling and education officer Paul Coates puts the increase down to expanding its alternate week collection of wheelie bins across the borough, and working with the public to maintain their recycling enthusiasm, particularly for green waste recycling which went up by two thirds. He said: "It's a great achievement and now we want to reach the magic 50% rate. That's going to be tough but I reckon we can do it. What is also significant is that total waste sent to landfill in 05/06 fell by just over 13%, which is great news for the environment."



BLOG UPDATE

Leicester film festival premiere of 'Reduce, Reuse, Recycle'

On the afternoon of the 31st March the long awaited production of the animated recycling film 'Reduce Reuse Recycle' premiered at the Phoenix Arts Theatre in Leicester, host of the weekend's Get Shorty Film Festival.

What made it really enjoyable were the children from The Grove Primary School in Melton who were there to see, for the first time, the fruits of their labour. They created the characters and worked tirelessly throughout

According to Miss Pennyfield the class's much revered teacher, this was quite a novelty for the children and they were full of excited smiles throughout, especially when their production was shown on the huge cinema screen.

Well done The Grove, absolutely smashing kids and a fantastic end result. I was very proud of them all – I can't wait to visit the other schools in the borough to promote "Reduce, Reuse, Recycle", and to show off the masterpiece.



Paul Coates,
Verdant Recycling Education Officer

If you would like to find out what else our education recycling officers have been up to log onto www.recyclebox.com

Waste recycling seminar

Chiltern DC and Verdant are hosting a recycling seminar on 6th June 2006 in Amersham. The day will look at, amongst other topics, the latest refuse weighing technology, kitchen waste collection and the WEEE directive.

To register your interest:
please contact Carita Ogden at:
carita.ogden@fourcommunications.com
or telephone: 0870 4203218

E-mail response is preferred.

Please register early to avoid disappointment - free seminars fill up quickly!

presented by www.chiltern.gov.uk and
www.verdant-group.co.uk



Arun completes green circle

Members of the Verdant-run Green Waste Club in Arun will soon receive exciting new benefits to reward their support for the green waste recycling scheme.

Aldingbourne Nursery is offering club members a 25% discount on purchases from its Earth Cycle compost range. Earth Cycle is produced from the green waste collected by Verdant (over 1,000 tonnes to date), and is described by Verdant development director Roger Edwards as 'completing the recycling circle'.

A web site dedicated to the Green Waste Club has also been launched to improve information flow between Verdant, Arun District Council and Club members – please take a look at www.greenwasteclub.co.uk



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We want to hear your views on this newsletter and on the services we provide in your area. If you have any feedback, please contact our Development Director:

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To read the latest blogs from Verdant Recycling & Education Officers, Karen and Paul, go to www.therecyclebox.com