

## Let's Talk Rubbish - 08.07.24 to 16.09.24.

### Communications toolkit

North Yorkshire Council is continuing our biggest countywide conversation, Let's Talk, to understand how residents are feeling about a range of topics, and to gather intelligence to inform decision making and policies.

**Please help North Yorkshire Council by encouraging your communities, audiences, networks, partners, friends and families to take part in our consultation survey about household waste and recycling [www.northyorks.gov.uk/LetsTalk](http://www.northyorks.gov.uk/LetsTalk)**

This kit is designed to help you share information with your communities about the 'Let's Talk Rubbish' consultation, between **8 July and 16 September 2024**.

The survey runs at the same time as North Yorkshire Council's summer anti-litter campaign which is a separate high-profile campaign, with the aims of encouraging residents and visitors to take pride in their local communities and to remind people to dispose of their litter responsibly.

The Let's Talk Rubbish survey about household waste is aimed at individuals and households, but you are also very welcome to respond on behalf of your organisation.

#### **Included in this pack:**

- Words to use in email / newsletter / website copy
- Words and images to use on social media
- Wording for digital screens
- Appendix 1 – press release issued on 08.07.24.
- Appendix 2 – consultation information

Please contact [letstalk@northyorks.gov.uk](mailto:letstalk@northyorks.gov.uk) if there is anything else you would find useful to enable you to share this campaign – we can also provide posters, bookmarks, paper copies of the survey and alternative formats. **Thank you in advance for your help!**



**Words for use in email update / community newsletter to share with your networks and communities.**

**(PLEASE COPY AND PASTE FROM THIS DOCUMENT including the URL as this has at tracking link embedded within it)**

- For use from 8 July to 16 Sept

North Yorkshire Council collects around 310,000 tonnes of household waste each year from over 300,000 properties. About 45 per cent of this is reused, recycled or composted.

As part of Let's Talk Local and Let's Talk Money, you told us that we should focus on providing the best value for money and tackling climate change. At the moment there are seven different ways of collecting your recycling. Having just one way of doing this would be more efficient and give you better value for money.

Like you, we want to keep our county attractive and clean so everyone can enjoy it.

Collectively, by reducing waste and increasing our recycling, we can help conserve our natural resources, protect our ecosystems, save energy, and support our ambitions of becoming carbon neutral by 2030 and carbon negative by 2040.

We know this is an important subject, so please tell us about your rubbish and recycling, so we can look at what we can all do to help achieve our goals.

**There are several ways you can take part in Let's Talk Rubbish:**

You can fill in an online survey here <https://www.northyorks.gov.uk/LetsTalk> – the survey is on Commonplace, which is a safe and easy-to-use online tool used to engage with communities, by over 250 organisations including neighbouring councils in Leeds and West Yorkshire.

If you would prefer, you can pick up a paper copy from your local library, leisure centre or [main local office](#) and return it in the envelope provided.

You can also email [letstalk@northyorks.gov.uk](mailto:letstalk@northyorks.gov.uk) or call **0300 131 2 131** (please say 'Let's Talk' when prompted) to request a survey.

You can write to:

Let's Talk  
North Yorkshire Council  
County Hall  
Northallerton  
DL7 8AD

Accessible formats of the survey are available on request. Please share your views with us and encourage your colleagues, friends and family to do the same. The survey closes on 16 September 2024.

### **Questions from members of the public?**

Please ask residents to email [LetsTalk@northyorks.gov.uk](mailto:LetsTalk@northyorks.gov.uk) or call the number above if they want to speak to someone.

### **Words to use on your own channels**

#### **WhatsApp messages**

For use from 8 July to 16 September 2024

You may be a member of a community WhatsApp group, or perhaps just want to encourage your communities, family and friends to take part in Let's Talk. Please see below suggested copy:

***North Yorkshire Council wants to hear from you about your rubbish and recycling, to help improve collection services and reduce waste.***

***Fill in the Let's Talk Rubbish survey before 16 September***  
***<https://www.northyorks.gov.uk/LetsTalk>***

#### **Social media messages**

**Ideas for social media posts to use on your channels to publicise the launch of the Let's Talk Rubbish survey are below.**

We are trying to track our activity, so there is a tracking link embedded in the link to the survey in each of the messages below.

Please copy the text and link and drop it into your social message directly without making any changes to the link.

The images below for use on social media are attached with the email.



**Facebook, Next door, and X**

Let's Talk Rubbish @northyorksc wants to hear from you about your household waste and recycling, to help them improve their service.

Fill in the survey here before 16 September:

<https://www.northyorks.gov.uk/LetsTalk>



**Insta**

Let's Talk Rubbish @northyorksc wants to hear from you about your household waste and recycling, to help them improve their service.

Fill in the survey here before 16 September:

<https://www.northyorks.gov.uk/LetsTalk>

**Digital screens**

If you work in a building accessed by the public which has a digital display screen, there is a PowerPoint slide included with the file attachments:



## Let's Talk Rubbish!

Fill in the survey to tell us about your household waste and recycling collection service.

[www.northyorks.gov.uk/LetsTalk](http://www.northyorks.gov.uk/LetsTalk)

Or scan the QR code



Survey closes 16  
September 2024

### Bookmarks, paper surveys and posters

We also have a small stock of paper surveys, bookmarks and posters. Please email [letstalk@northyorks.gov.uk](mailto:letstalk@northyorks.gov.uk) to request.

IMAGES NOT TO SCALE

An A3 poster:



PTO



Bookmarks:

Back

Front



Bookmarks (printed on both sides) – for customers to take away and/or pass on to family/friends. The bookmarks have a QR code that can be scanned to open the survey and the full URL which can be typed into a browser.

**If you have any questions that are not answered in this pack, please email [LetsTalk@northyorks.gov.uk](mailto:LetsTalk@northyorks.gov.uk)**

Thank you for helping to share our campaign!

## **APPENDIX 1 – Press release issued 08.07.24.**

08.07.24

# News

## **Residents invited to share their views on rubbish**

Residents are being asked to share their views about rubbish and recycling as part of a major new public engagement campaign aimed at reducing waste and protecting the environment in North Yorkshire.

Responses to the Let's Talk Rubbish survey will help North Yorkshire Council to understand residents' behaviours and shape future improvements to its collection service.

Across the county, around 310,000 tonnes of household waste is collected each year from over 300,000 properties. About 45 per cent of this is reused, recycled, or composted.

The formation of North Yorkshire Council brought together seven different ways of collecting household waste and recycling, which was the role of the district and borough councils.

By looking at the existing service, the council is striving to be more efficient and cost-effective by encouraging residents to reduce household waste and increase recycling, as well as ensuring everyone receives the same, regardless of where they live.

Through Let's Talk Rubbish, the council is consulting on the proposal to provide households with two wheelie bins for recycling – one for glass, cans and plastic, and one for paper and card, with alternate fortnightly collections.

A key aim is to reduce contamination and collect better quality material at the kerbside, which is improved when residents are able to separate recyclable material.

When paper or card is mixed with plastic or glass, or exposed to the elements, it can become wet and lower the resale value. However, by keeping these items separate, it means they are worth more to recycling manufacturers.

Two wheelie bins would also provide residents with maximum capacity to recycle as much material as they can, as well as reduce any material being scattered on the street from either the wind or wildlife on collection day.

The collection of non-recyclable rubbish will remain the same as it is now, and residents can also opt-in for garden waste collections.



As with current collections, alternative methods would also still be used for properties where storage or access is limited.

North Yorkshire Council's executive member for managing our environment, Cllr Greg White, said: "Following an extensive review of the different collection methods, the proposal to provide two wheelie bins is our preferred option for recycling collections.

"It would mean residents have the capacity to recycle more, and it would also provide the best value for money, as high-quality, clean recyclable material is worth more to manufacturers.

"By reducing waste and increasing our recycling, we can also help to conserve our natural resources, protect the environment, save energy, and support our ambitions of becoming carbon negative.

"We know this is an important subject, so through Let's Talk Rubbish, we want to know how you feel about your existing collection service and what we can all do to help achieve our goals."

All local authorities must meet the requirements of the Environment Act 2021 and move towards improved recycling collections, where possible. The Government also expects all councils to recycle 65 per cent of their waste by 2035.

Let's Talk Rubbish is part of the council's ongoing Let's Talk campaign, listening to people who live and work in North Yorkshire. The Let's Talk campaign has already sought the public's views on the council's finances, transport and a climate change strategy.

To take part in the survey, visit [www.northyorks.gov.uk/LetsTalk](http://www.northyorks.gov.uk/LetsTalk)

Feedback can also be provided in the following ways:

- Pick up a paper copy of the survey from a local library or main local office and return it in the envelope provided.
- Contact North Yorkshire Council by calling 0300 131 2 131 - when prompted say 'Let's Talk'.
- Email [LetsTalk@northyorks.gov.uk](mailto:LetsTalk@northyorks.gov.uk).

Accessible formats of the survey are available on request. The deadline for responses is September 16. A schedule of face-to-face engagement events will be shown on the consultation webpage.

**- ENDS -**

**Image shows:**

**Notes to editors**






















- For further information, contact North Yorkshire Council's press team via email at [media@northyorks.gov.uk](mailto:media@northyorks.gov.uk)

## APPENDIX 2 Consultation information

### Let's Talk Rubbish - Household recycling collections in North Yorkshire

This information explains why we are asking you about your household rubbish and recycling in our Let's Talk Rubbish survey.

Before the formation of North Yorkshire Council, the seven former borough and district authorities all collected household rubbish the same way with wheelie bins, or sacks for restricted access properties. Garden waste services have been brought together and are now provided in the same way, but recycling is still collected differently across the county.

	Craven	Hambleton	Harrogate*	Richmondshire	Ryedale	Scarborough	Selby
Garden waste							
Recycling							
Rubbish							

*\*Approximately 45 per cent of properties in the Harrogate area have a wheelie bin for glass, cans and plastic*

**We now want to make the recycling collection service the same for everyone, to help ensure we are making the best use of resources and providing value for money.**

We must also meet the requirements of the [Environment Act 2021](#) to improve recycling collections. And Government expects all councils to recycle 65 per cent of their waste by 2035.

Following a review of our existing recycling collection methods, we identified three different options for further investigation:

**Option 1:** All recycling in one 240-litre wheelie bin collected fortnightly.

**Option 2:** Separate recycling boxes for each material, collected fortnightly.

**Option 3:** Two 240-litre wheelie bins, one for glass, cans and plastic, and one for paper and card, with alternate fortnightly collections.

For each of the three shortlisted options, we have looked at value for money, contamination, and carbon reduction.

### **Value for money**

- Recycling with wheelie bins (option 1 and 3) requires the fewest vehicles, highlighting the efficiency of using wheelie bins and single compartment vehicles
- Option 3 (two 240-litre wheelie bins for glass, cans and plastic, and paper and card collected alternate fortnightly) could see the highest overall cost reduction
- Option 2 (separate recycling boxes) could see the second highest cost saving but requires the most staff, due to the high number of vehicles required to operate the service
- Option 1 (all recycling in one wheelie bin) could see the lowest decrease in total costs and the least value for money. Higher contamination levels combined with lower quality material could result in higher treatment costs and less income.

With all options, there are costs of additional containers and provision of vehicles, but costs will be minimised by changing vehicles as they reach the end of their life.

### **Contamination**

Comparison with other local authorities shows that contamination (non-recyclable items) is lower when residents sort materials (options 2 and 3). As part of any changes, we would provide information to all residents about recycling effectively and helping to contribute to increasing our recycling rates.

### **Carbon reduction**

Emissions, from collections and onward haulage of recyclable material, is the only area that impacts the total amount from the baseline. Only small, marginal changes are observed across all options.

### **Other things to consider with bags and boxes (option 2)**

- Issues with recycling items escaping from boxes and bags on windy days
- Paper collected in bags or boxes becomes wet when it rains and can be rejected by paper mills meaning further costs and reduced income
- The manual handling involved for residents and collection crews with lifting heavy boxes and bags means wheelie bins are much easier to use and empty.

### **Conclusion**

Following an extensive review of the different collection methods, option 3 (two wheelie bins, one for glass, cans and plastic, and one for paper and card, with alternate fortnightly collections) has been identified as the preferred collection method for the majority of properties. Fortnightly collection of non-recyclable rubbish will continue.

This option would provide best value for money because high-quality recyclable materials would be presented at the kerbside and sold to manufacturers who would recycle them to make new products.

Two wheelie bins would also provide residents with more capacity to recycle as much material as possible. A third wheelie bin is provided for normal rubbish. Residents can continue to opt in for a garden waste collection should they wish to do so.

As is currently the case, alternative methods of collection would be used for properties where storage or access is limited. This may include sack collections and communal or different sized bins.