

Bin Store Management

A collaborative approach

08 September 2021

Mark Goodman
Ashford Borough Council



Why do we have a partnership?



Waste and Emissions Trading Act 2003

32 Joint municipal waste management strategies: England

- (1) The waste authorities for a two-tier area must, at all times after the end of the period of 18 months beginning with the day on which this Act is passed, have for the area a joint strategy for the management of –
 - (a) waste from households, and
 - (b) other waste that, because of its nature or composition, is similar to waste from households.
- (2) The waste authorities for a two-tier area must keep under review the policies formulated by them for the purposes of subsection (1).

However, the Kent Resource Partnership has established for itself: -

- Joint work on **reducing costs** is mutually essential.
- We **protect our interests** e.g. legal, money, performance, taxpayers.
- We **maximise our 'clout'** with private sector and government.
- External funding is scarce – **increase our chances together**.
- Are there really any better alternatives to managing costs/performance?

Current Situation in Kent

- 13 Kent councils
- Kent Resource Partnership (what we do together)
- Numerous authorities with same problem in management of stores
- Tackling poor practices in disposals
- Bulk items blocking access
- Poor participation in recycling
- Improve standards for residents
- Avoid increasing costs of collections

Context (Kent-wide) Not So Good



Context (Kent-wide) Good



New Approach

- Love Where You Live
- Customer Focus
- Greater environment could support/help resolve social issues
- Improve quality of life
- Ensure environmentally sound outcomes

Reflect on Resource London

- Improved presentation of bin stores
- Improved presentation of bins
- Clear standardised signage
- Residents engaged and supportive



Communication Elements

To improve residents' knowledge they need to have easy access to clear and reliable information at source. We provided:

1. Clear and visible signage on and above the bins
2. Signage highlighting relevant messages, displayed at a central location
3. Information of what residents should do with large items or bulky waste
4. Postcard leaflets detailing which items go where delivered to residents along with a bag for life recycling bag to aid in loose recycling

Communication Assets

Recycle here



A graphic for a recycling bin area. It features a green background with a white recycling symbol in the top right. Below the title, there are five colored boxes with icons and labels: 'food and drink cans' (grey), 'mixed glass' (teal), 'mixed paper' (light blue), 'cardboard' (blue), and 'plastic bottles, pots, tubs & trays' (red). Below these are two rows of items not accepted, each with a red 'X' icon: 'food waste', 'nappies', 'textiles', and 'general rubbish'. At the bottom, it says 'No thanks We do not accept these items in the recycling bin', 'Ashford recycles', and the website 'www.ashford.gov.uk/recycling-waste-and-bins'.

food and drink cans	mixed glass	mixed paper	cardboard	plastic bottles, pots, tubs & trays
food waste	nappies	textiles	general rubbish	

No thanks
We do not accept these items in the recycling bin

Ashford recycles www.ashford.gov.uk/recycling-waste-and-bins

Recycling bin area signage
Clear, colourful and simple



Recycling bin stickers with no black bin bags on all 1100 bins



Key Principles/Actions

- Key local authorities business case for funding from Blue Print
- Kent Housing Group commitment to work with KRP to find solutions
- KHG & KRP to place our residents at the heart of potential changes/improvements.
- Agree for KHG & KRP staff to work together to deliver Workshop which looks;
 - National good practice and
 - Explore local solutions

Thank You.
Any Questions?

