



Subject:	#InTheLoop recycling on the go campaign to improve the city's on street recycling provision
Date:	7 th February 2023
Reporting Officer:	David Sales, Director Neighbourhood Services
Contact Officer:	Stephen Leonard, Neighbourhood Services Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	To inform members of an approach from an Environmental Charity Hubbub for Belfast to participate in a trial #InTheLoop recycling on the go campaign to improve the city's on street recycling provision.
2.0	Recommendations
2.1	The committee is asked to: <ul style="list-style-type: none">Approve the request from Hububb for Belfast to take part in a trial #InTheLoop recycling on-the-go campaign.
3.0	Main report
3.1	Key Issues In October 2022, award-winning, environmental charity Hubbub approached Belfast City Council to explore launching a trial of their #InTheLoop recycling on-the-go campaign to improve the city's on-street recycling provision, alongside a communications campaign.

Hubbub have been developing and delivering an approach to recycling on-the-go which was first trialled in 2018 in Leeds, and has been followed in similar trials in Swansea, Edinburgh, Dublin, Wimbledon, Telford and Wrekin and the London borough of Lambeth.

3.2 Commonly, recycling bins will feature generic messaging (e.g mixed recycling) and with limited attention paid to the design and communication, which leads to confusion around what can and can't be recycled with items like coffee cups, food packaging soiled with food and grease and liquid from open containers contaminating the recycling. This is also the current situation in Belfast.

3.3 Throughout these previous trials Hubbub have tested and refined how innovative design, paired with engaging communications can change behaviour, reduce confusion about recycling and make it easy for anyone to do the right thing.

3.4 A bin designed using the #InTheLoop campaign principles will feature a bright yellow background so it is highly visible on the street, with specific messaging (e.g empty plastic bottles and cans only) and bold clear iconography. This approach prioritises the collection of high-quality materials (plastic bottles, cans and glass) and reduces the factors that lead to contamination. This has been proven across the previous campaigns to increase the collection of the target materials.





3.5 As an example of the campaign's previous successes, in 2020, a trial of recycling on-the-go was launched in Dublin. It was estimated that the bins have collected 108,523 items (58,844 plastic bottles and 48,679 cans.) Across the course of campaign, an average of 82% of the plastic bottles and cans ended up in recycling with the remaining 18% ending up in general waste.

3.6 More recently, the campaign in the London borough of Lambeth introduced 40 pairs of new recycling and litter bins across the borough. Prior to the campaign, the recycling had often been too contaminated to be sent for recycling, and now they have a high performing system. 80% of the plastic bottles, cans and glass are now ending up in the correct side of the bin, an increase of 141%. Contamination, which accounted for 67% of the weight in the recycling, is now only 20% of the contents by weight being contamination.

3.7 Based on the success of these trials the projects have continued running.

3.8 Hubbub have secured new funding from the Coca-Cola Foundation to run a 3-month trial in Northern Ireland, and have identified Belfast as potential campaign area and approached the Council's City & Neighbourhood Services Department.

3.9 If members agree to this request Hubbub would work with the council to identify a campaign area, and with £22,000 of funding for the procurement of new dual recycling and litter bins. Based on current cost estimates, this should fund between 20-25 bins which will be positioned where high levels of recyclable material is being generated.

3.10 The design of the bins would be based on the #InTheLoop identity and would not feature the logos of Hubbub or Coca-Cola. These would replace the current provision of on-street recycling bins which have had issues in the past with contamination.

3.11	<p>Alongside the installation of the new bins, Hubbub will deliver a press launch announcing the trial and a communications campaign including a paid social media campaign, engagement with the local business improvement district and other local stakeholders. This would raise awareness of the campaign and help to educate consumers about how to recycle correctly, as well as encourage the use of reusable containers where possible. This would be agreed in advance with our own comms team and the CNS Waste education and outreach team.</p>
3.12	<p>Should members agree to this request, it is anticipated that the campaign will launch around April or May and will be actively promoted and monitored for a period of 3 months. After this point, the council will have the option to continue the collections but there is no commitment beyond this trial point.</p>
	<p>Evaluation of the campaign</p>
3.13	<p>Hubbub will evaluate the campaign by tracking a range of metrics for the communication of the campaign (website visits, press circulation etc.) and provision has been made by them to recruit an external measurement and evaluation partner who will conduct a waste composition analysis on the bins in the campaign area to assess the collection of the target materials, and the levels and type of contamination.</p>
3.14	<p>Hubbub would support the council with the delivery of the campaign with an experienced project manager.</p>
3.15	<p>If successful, a further report on the possible future development of the policy will be presented to Committee at a later date.</p>
	<p><u>Financial & Resource Implications</u></p>
3.16	<p>The costs of the pilot will be met by Hubbub with no additional OSS costs incurred.</p>
	<p><u>Equality, Good Relations or Rural needs Implications</u></p>
3.17	<p>None</p>
4.0	<p>Appendices – Documents Attached</p>
	<p>None</p>