



REPORT REFERENCE: **2.4**

**LINCOLNSHIRE WASTE PARTNERSHIP**

**6 DECEMBER 2012**

**SUBJECT: CONTAMINATION IN RECYCLING MATERIAL**

**REPORT BY: WASTE OFFICER GROUP**

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#### **BACKGROUND INFORMATION**

The Lincolnshire Waste Partnership has rightly been proud of the level of recycling performance that has been achieved in Lincolnshire over the past years. However, the award of new contracts and the increasing pressure from re-processors for higher quality recyclable material has highlighted that a number of Lincolnshire authorities now have a significant problem with the level of contamination being found in materials collected within their district.

This has necessitated the launch of a number of campaigns aimed at educating the public of what can be recycled and attempting to keep out of the recycling bins those materials that Material Reclamation Facilities do not want and that end up being landfilled.

Over the years some excellent publicity material has been produced by different authorities within Lincolnshire, and when this matter was considered by the Officer Group it was clear that an opportunity for some joint working and sharing of ideas was being missed following the decision to disband the Recycling Officer group.

It was also clear that with some authorities launching high profile campaigns and others looking to continue their on-going campaigns the opportunity for genuine joint messaging was also being missed.

The Officer Group agreed to draw this situation to the attention of the Partnership and seek agreement to moves to share publicity materials and ideas to ensure that wherever possible a single message was promoted. This would still allow individual authorities to promote aspects of their service unique to their district but would go with agreed messages and materials wherever this was feasible.

**OPTIONS**

The Lincolnshire Waste Partnership is invited to consider the following options:

1. To agree to a meeting or meetings involving appropriate officers to consider the possibilities of shared publicity material and messages;
2. For individual authorities to continue to operate their own publicity and messages.

**RECOMMENDATIONS**

The Lincolnshire Waste Partnership is recommended to support option one and officers meet to consider shared publicity and messages and report back to a future meeting of the Partnership.