



Slim My Waste, Feed My Face

SWP teams are fanning out across Somerset on a very serious mission: to make food waste recycling fun with the Slim My Waste, Feed My Face drive.

Over the next three months they will visit all 260,000 homes in Somerset to add a “no food waste” reminder to every rubbish bin, put bright yellow tape round its middle, and deliver everyone a helpful leaflet with free stickers to give food waste bins friendly faces whose pictures can be shared on social media to win free “eco-goodies”.

The serious message is that the food waste some residents dump in landfill via their rubbish bins is a bigger cause of climate change than plastic and a costly waste of a valuable resource. All of Somerset’s annual 42,000 tonnes of

food waste could all be transformed by the anaerobic digestion plant near Bridgwater into things of immediate use: electricity for Somerset homes and farm compost, saving up to £1 million and 882 tonnes of CO₂ equivalent.

Find out more about the campaign here: somersetwaste.gov.uk/slimmywaste or see SWP Extra with this Briefing. Need a food bin to Feed My Face? Free online: somersetwaste.gov.uk/order-containers.

Parishes, councillors: Do pass on that this is a proven cost-effective campaign set to yield great results, especially if all food waste not composted goes in a food waste bin.

Next steps for Recycle More

Progress to Recycle More’s phased roll out is gathering pace, with the new collection vehicle fleet on its way, 260,000 new containers on order, and work started on the first depots to receive thousands of tonnes of the new materials to be collected each week.

As with all previous new collection services, Recycle More is rolling out in phases so all elements – staff, depots, containers, vehicles and more – are ready for each stage. Recycle More starts for over 50,000 Mendip homes in June-July and adds 60,000 in South Somerset in September-October, with all other areas across Somerset from 2021.

Once Recycle More collections start in a location and all households have been sent details and pick-up calendars, these items will be added to weekly recycling:

- Plastic pots, tubs and trays
- Tetra Paks, other beverage cartons
- Batteries, small electrical items

The extra weekly recycling means far emptier rubbish bins so these will then be collected every three weeks. Every home will receive details well ahead of time, and anyone with concerns will be offered full support and advice.

Parishes, councillors: Do pass on that new materials will be collected from homes as they are included in each Recycle More phase, and not before, Residents must make no changes until their information pack arrives.

Looking to the end of (most) landfill

Building continues of the new £252 million energy-from-waste (EFW) plant in Avonmouth. The trial twin rubbish skips at recycling sites suggest around 60% of their unrecyclable materials may go Avonmouth along with all rubbish from Somerset's kerbside bins and black sack collections. The EFW plant will power the £65 million co-located plastics reprocessing plant that looks set to take much if not all Somerset plastics.

Renew your garden waste collection

More than 51,000 garden waste renewal letters are soon going out to residents. They come with a bonus that the price did not rise 2.5% with inflation but fell £1.40 to £55.50 for 2020-21. This reflects

reduced costs from the great deal SWP did with new collections contractor SUEZ for better kerbside services and savings of millions of pounds.

Parishes, councillors: Do pass on that swift renewal of garden waste subscriptions is essential as past flexibility to collect from late payers is no longer possible from 1 April.

Date for your diary

All 16 recycling sites will switch back to their longer 9am-6pm weekday summer hours when open from Wednesday 1 April. Saturdays and Sunday remain 9am-4pm year-round. Full details: somersetwaste.gov.uk/recycling/centres

Somerset Waste Board

SWP's governing body has two members from each of five partner councils, including the portfolio holder for environment: **Mendip** Cllrs Tom Ronan, Matthew Martin; **Sedgemoor** Cllrs Janet Keen, Andrew Gilling; **Somerset County** Cllrs David Hall, Clare Paul (Vice Chair); **Somerset West and Taunton** Cllrs Federica Smith-Roberts, David Mansell; **South Somerset** Cllrs Sarah Dyke (Chair), Tim Kerley. SWB's next meeting is 14 February; agendas and papers available via somersetwaste.gov.uk/somerset-waste-board

Information on SWP services

Visit www.somersetwaste.gov.uk for advice and to sign up for our e-zine. Follow @Somersetwaste on Facebook and Twitter. All partner customer services can assist with enquiries.

SLIM MY WASTE

FEED MY FACE!

Fun
food
recycling
campaign
starts NOW!



Slim My Waste, Feed My Face

It's fun, it's exciting, and yet "Slim My Waste, Feed My Face" is Somerset's biggest-ever and very serious food recycling campaign.

Based on a successful initiative in Bristol, it will see thousands of rubbish and food bins transformed into colourful eye-catching reminders to recycle every scrap of food waste. The Slim My Waste, Feed My Face teams will give every household's rubbish bin a bright

yellow tape measure round it its middle, a "no food waste" notice on top, and deliver each Somerset home an information pack on why food recycling is so important.

Fun stickers in each Slim My Waste pack means every resident from the youngest to the young at heart can decorate their bin to give it a great face and powerful personality, and give everyone in the street a happy "feed my face" hint about recycling all waste food.

And the campaign can reach even further, as everyone is being encouraged to share pictures of their decorated bin on social media with the hashtag #FeedmyfaceSWP. Ace faces could win a free pack of eco-goodies.

No amount is too small; recycling six tea bags produces enough electricity to boil a kettle for another cuppa. And big savings are possible; if every scrap of Somerset's food waste was recycled, it would save almost £1 million a year to fund other vital local services.

Slim My Waste, Feed My Face has already proved a big hit in Bristol, which saw a jump in food waste recycling, while less colourful earlier food campaigns by Somerset Waste Partnership were also an excellent success.

Most Somerset people recycle food waste, far more than the national average, perhaps because this county pioneered weekly food waste collections more than a decade ago.

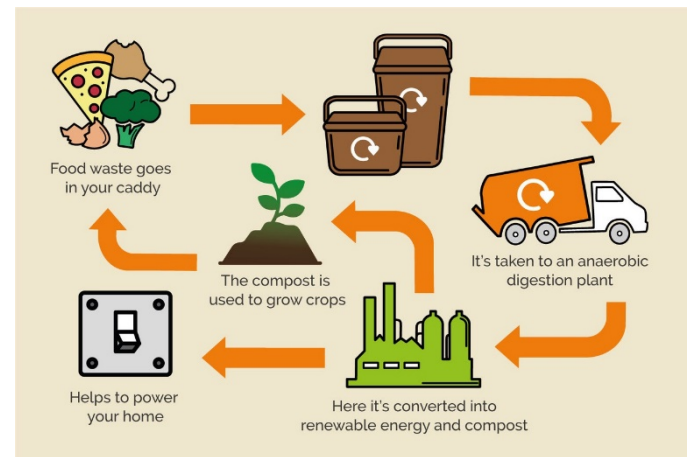
But there is still plenty more to do. Nearly a quarter of rubbish in the average Somerset bin is food waste. This is the worst material to be sent to costly and wasteful landfill, especially as it decays to produce powerful climate change gases, not all of which can be captured.

For half the cost of landfill, all food waste from every Somerset home can be recycled into power for homes and a nutrient-rich farm compost to grow more food. The secret is billions of hungry "burping bacteria" in an anaerobic digestion plant near Bridgwater.

All food – raw, cooked, fresh or "off", meat, fish, fruit or veg, pasta, cereal, bread and all plate scrapings – can be recycled every week, wrapped in newspaper or compostable bags.

Details of Slim My Waste, Feed My Face can be found at somersetwaste.gov.uk/slimmywaste, while anyone needing a free food waste bin should order one online now at somersetwaste.gov.uk/order-containers.

There will be frequent updates on Slim My Waste, Feed My Face on Facebook and Twitter using the hashtags #Slimmywaste and #FeedmyfaceSWP, including the shared images of the decorated food waste bins.



Somerset food recycling facts

- Most Somerset residents – 62%, far higher than the national average of around 42% – recycle food waste, which becomes power for the national grid and farm compost
- Food waste is a bigger cause of climate change than plastic (source: Zero Waste Scotland).
- Somerset households produce 42,000 tonnes of food waste a year but waste composition analysis shows 42% of food is recycled, well below Somerset's overall 52% recycling rate
- If every scrap of Somerset's food waste was recycled at the anaerobic digestion plant near Bridgwater, it would save £950,000 and 882 tonnes of CO₂ equivalent a year
- Food waste is 26% of rubbish in bins, with over one third – 36% – of that being food thrown away still in its packaging, including unopened and out-of-date food.

