

Service update – Gloucester City

General Overview

During the months of June, July and August Gloucester City officers have concentrated on the “Recycle More for Gloucester” campaign. During this 12 week period 53,000 residual waste bins have had a sticker placed on the lid asking residents to “Think before you throw”. The campaign was aimed at the 25% of residents in the City who do recycle but perhaps not everything they could recycle, because they are unsure what is and isn’t recyclable. It is a largely social media driven campaign and for the first time we did not give a telephone number for the Customer Services team, instead we encouraged residents to contact us by using the new Gloucester City app. Since the beginning of June we have received more than 4000 requests for additional recycling containers, the number of residents taking part in the recycling service is the highest it has ever been in Gloucester, at 74% and recent analysis of recycling figures show a 31% uplift in recycling tonnage when compared to the same 6 month period last year.

The enhanced recycling service which added cardboard, mixed plastic and textiles and began in January has been a resounding success. During the Autumn we will be engaging with the new intake of students in the city, making sure they know how to manage their waste and recycling. For many of them this will be the first time they have lived away from home and Gloucester has a range of students from both the University of Gloucester, Gloucestershire College and Hartpury College. Engaging with them at the beginning of the academic year will prevent many of the waste issues we have in the City Centre. A redesign of the ancillary services is also being implemented in the Autumn, this includes an improved waste service for 2000 properties in the city with no outside storage for waste and an improved comingled recycling service for the 4500 flats in Gloucester City. The new recycling service for flats will allow residents who live in a flat to recycle cardboard and mixed plastic for the first time. The new waste service for terraced properties will allow us to remove all wheeled bins from pavements and improve street cleansing in these areas.