



Flex collect Newcastle City Council's Perspective

Plastic bags and wrapping recycling service

- First authority to start with comingled recycling collection service using specifically designed survival bags delivered to each household.
- 5036 households in east of Newcastle.
- Targeted areas with mixed participation and quality of recycling.
- Only operational change was the tipping point for trial rounds to allow segregation of waste.
- Expanding by 2,200 households from next week to ensure we are filling the bulk haul vehicle.
- Plans are to expand to 25% of households early next year which would be 32,000 households.
- Used WRAP communications and followed their three step plan.
- We also used cover letters with the introduction and nudge communication leaflets using Royal Mail direct posting for a higher chance of engagement.

Plastic bags and wrapping recycling collection



COMING SOON


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Your new plastic bags and wrapping recycling service is here



FIND OUT MORE INSIDE

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Plastic bags and wrapping recycling collection

Remember you can now recycle these items from home



THANK YOU FOR RECYCLING

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Welcome to your new plastic bags and wrapping recycling collection

We're making it easy for you to recycle your plastic bags and wrapping by trialling a recycling collection from your home. The trial is available to a small number of residents, but if successful will expand in 2024.

From your next collection, your plastic bags and wrapping will be collected inside your blue recycling bin as part of your normal recycling collection so that we can all recycle better together. For each other. For Newcastle.

Along with this leaflet we have delivered a pack of collection bags. Place only your plastic bags and wrapping in the collection bag, tie it securely, and place inside your blue recycling bin.

What do I need to do?

From your next collection, your plastic bags and wrapping will be collected on the same day as your normal recycling collections.

How do I get more bags?

Since the trial started, we've listened to your feedback and made it even easier for you to order collection bags online.

To order more collection bags, please visit newcastle.gov.uk/recycling



How to recycle your plastic bags and wrapping

1. Fill your collection bags
2. Tie your collection bags in a double knot
3. Place your collection bags in your existing recycling container

Why are we collecting plastic bags and wrapping?

Creating new products from recycled plastic provides many benefits to the environment. Almost all virgin plastic comes from fossil fuels, and the process of manufacturing plastic creates millions of tonnes of greenhouse gases every year which harms the environment.

Recycled plastic bags and wrapping can be used to make a range of new plastic products such as, plastic packaging, 'bags for life', boxes, bins, and agricultural and construction materials, reducing the reliance on virgin plastic.

What will I be able to recycle?

All items should be **clean** and **free of food**.

	All plastic bags carrier bags salad/fruit/vegetable bags frozen food bags bread bags cereal bags flower bags		Cheese, fish, and meat wrapping
			Outer layer bags and wrapping multipack toilet and kitchen roll magazine and newspaper wrapping
	Confectionery wrappers chocolate sweets biscuits cakes ice cream and chewing gum wrappers		Plastic film and sleeves removeable film lids plastic sleeves for bottles and jars
			Bubble wrap and cling film
	Foil lined packaging crisp/snack packets coffee bags		Fruit and vegetable net bags

Please **DO NOT** use your collection bag for:

Items other than plastic bags and wrapping

- ✘ Pouches, sachets and packets – microwaveable food, baby/pet food, cosmetics, detergent and cleaning
- ✘ Blister packs, pills, and tablets packaging
- ✘ Compostable or biodegradable bags and wrapping
- ✘ Crisp tubes
- ✘ Disposable gloves or masks
- ✘ Foam or polystyrene
- ✘ Plastic bottles, pots, tubs, or trays
- ✘ Plastic straws or cutlery

Bag Deliveries

- Bulk delivered to all households at the start.
- Residents have the ability to order more bags via Council website.
- Bag packs came loaded on pallets in boxes of 25 packs. Each pack has 20 blue bags inside suggested to last 6 months.
- Delivery of bags to households took significantly longer than predicted due to the weight and bulky nature.
- To help manage the levels of bag requests and to maintain the level of participation, we arranged for another bulk delivery of bag packs to all households.



Successes

- No operational impacts from adding this item into the recycling waste stream.
- Positive crew engagement through a toolbox talk on what to expect and how bags could be presented.
- Low levels of contamination inside the bag.
- No issues with bags being outside the bin or requests for additional recycling capacity.
- Very positive feedback from residents through emails, at events and on social media.
- Good levels of political leadership support and from local councillors.
- Clear communications, effective and no confusion with residents.
- Good participation in the scheme overall in line with the other LA's despite being urban area.
- Good support from Ollie and Thomas from Flex Collect team.





Thank You

Rebecca Wilson

Waste and Recycling Engagement Team Leader

Rebecca.wilson2@newcastle.gov.uk

Steve Scott

Operations Manager

Steven.scott@newcastle.gov.uk