

Appendix D – Action Plan

| Action | Description | Waste Stream | Responsibility | Planned Start Date |
|--|--|--------------|--------------------------|--------------------|
| Waste prevention | Highlight food waste prevention and reduction advice for avoidable food waste - we will continue to promote the <i>Fresher for Longer</i> and <i>Love Food Hate Waste</i> campaigns. | Food waste | Education Officer | April 2016 |
| Refresh and promote food waste service | Rebrand the food waste collection as “Food Recycling Collection” as this removes the negative connotation of “waste” which can instantly turn residents against the idea of using the service. This will then be advertised to residents along with the benefits of using the service. | Food waste | Waste Management Officer | April 2016 |
| Highlight avoidable and unavoidable food waste | Highlight use of the food recycling collection service for unavoidable food waste and promote this. Highlight the avoidable waste of food and support this with advise for reducing avoidable food waste where possible. | Food waste | Education Officer | On-going |
| Food Waste Incentive Scheme | Strong promotion of the existing food waste incentive scheme- The Big Maidstone Food Waste Challenge including the activities set out in the bid for engagement and promotion- this will include targeted engagement and door knocking | Food waste | Recycling Officer | June 2016 |
| “No Food Waste” stickers | Use of “No food waste please” stickers on all residents refuse bins to improve participation in the food recycling scheme and discourage disposal of food via the residual waste stream | Food waste | Recycling Officer | September 2016 |
| Promotion of Garden Waste Collection Service | Actively promote the Council run garden waste collection service and also home composting | Garden waste | Education Officer | March 2017 |
| Monitor uptake of garden schemes | Monitor uptake of the home compost bin offer and also increases in the use of the garden waste collection service. | Garden waste | Recycling Officer | March 2017 |

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| Christmas tree disposal options | Explore options for disposal of Christmas trees with our contractor and charities | Garden Waste | Waste Management Officer | September 2016 |
| Reuse of bulky items | Seek to work with 3 rd sector organisations and charities to promote reuse and recycling of bulky items | Bulky Waste | Waste Management Officer | June 2016 |
| Bulky Waste Collection Service | Promote the council run bulky waste collection service | Bulky Waste | Education Officer | June 2016 |
| Quality and capture of recycle | Increasing recycling rate- Capture of materials & tackling contamination issues | Mixed dry recycling | Waste Management Officer | May 2016 |
| Recycling communications | Focused communications to advice of the materials we are able to collect for recycling | Mixed dry recycling | Education Officer | May 2016 |
| Recycling guide | Design and delivery of a borough wide household waste and recycling guide | All collections | Waste Management Officer | May 2016 |
| Flats waste collection monitoring | Monitor flats collections and work with residents in flats and managing agents to promote correct use of the recycling service | Mixed dry recycling & food waste | Recycling Officer | June 2016 |
| Flats recycling trials | Continue trials of alternative recycling apetures and reusable bags for in flats and monitor the success of different systems to encourage and facilitate recycling | Mixed dry recycling | Recycling Officer | June 2016 |
| Kerbside textiles, WEEE & batteries | Promotion of the textiles, small WEEE and battery collection services | Kerbside textiles, WEEE & batteries | Education Officer | September 2016 |

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| Website information | Improvement to the waste and recycling information on our website | All collections | Waste Management Officer | May 2016 |
| Contamination monitoring | Introduce robust monitoring and reporting of contamination by crews collecting recycling | Mixed dry recycling | Recycling Officer | May 2016 |
| Collection crew education | Ensure that the crews are aware of what is acceptable and what is not acceptable for recycling | Mixed dry recycling | Education Officer | April 2016 |
| Recycling engagement | Communicate to residents what we can collect for recycling in their green bins | Mixed dry recycling | Education Officer | On- going |
| Communication Plan | Update and implement the communications plan | All collections | Education Officer | On- going |