

17 February 2023



SWP Service Guide for South Somerset

Summary

- A Service Guide, including a collection day calendar, will be sent to **most** households in the South Somerset District Council area at the end of February/early March.
- A guide was sent to Mendip residents in November 2022 and our aim is for the rest of the county to receive a guide before the summer.
- Our intention is for this to become an annual mail out across the county.
- The guide should have environmental and financial benefits and is paid for by our contractor.

What is the service guide?

An introduction to the key aspects of SWP's recycling and rubbish services. Importantly, it includes a kerbside **collection day calendar** for the next 12 months, similar to that provided when Recycle More collections were introduced.

The more recycling and rubbish is presented correctly on the right day, the more and better quality material we can collect. This has environmental and financial benefits. The costs of the guide are covered by our contractor, SUEZ, and it has been developed with them.

The guide is in an A5 format, similar to the second Recycle More leaflet that was well-received by the public. The calendar and the 'What goes where?' graphic form a double-sided page with perforations that will make it easy to tear off and keep.

SWP sent a pilot Service Guide to Mendip residents in November 2022. The plan is for the guide to be issued annually across the county at the same time each year, though this will depend on the future availability of resources.

Who is getting the guide and when?

It is being sent to approx. 60,000 households in the South Somerset District Council (SSDC) area. Delivery is due to start in the week beginning Monday 27 February, though exactly when guides will arrive will depend on the postal service.

Due to the way rounds operate (some of South Somerset is served by a different depot), around 18,500 homes in the SSDC area – including Chard, Ilminster and Langport - will not receive a guide at this time. They are scheduled to receive theirs before the summer, along with Sedgemoor and the Somerset West and Taunton area.

The settlements in South Somerset NOT receiving the Guide in February/March are: Aller, Allowenshay, Ashill, Beercrowcombe, Broadway, Buckland St Mary, Capland, Chaffcombe, Chard, Combe St Nicholas, Cricket Malherbie, Curry Mallet, Curry Rivel, Donyatt,

Dowlish Ford, Dowlish Wake, Drayton, Fivehead, Forde Abbey, Horton, Huish Episcopi, Ilminster, Ilton, Isle Abbots, Isle Brewers, Kingstone, Knowle St Giles, Langport, Northay, Oath, Puckington, South Chard, Stocklinch, Tatworth and Forton, Wadeford, Whitelackington, Whitestaunton, and Winsham.

Why are we producing the guide?

While there is a carbon cost to a mailing of this kind, we are confident that this is outweighed by the benefits of increased, good quality recycling and resident engagement.

Promoting correct presentation of recycling leads to more, better quality, less contaminated material. This makes it easier to sell to UK reprocessors, meaning more recycling gets turned into new things close to home and we get a better price for it and can keep our costs down.

Even though other communication channels are important, evidence shows that “council leaflet” remains the main source of information for the public about their recycling (WRAP Recycling Tracker, 2022). This finding was reinforced by the responses to a poll of Somerset residents on Next Door (a community social media platform) which attracted more than 1,000 votes.

Direct mailing also accommodates Somerset’s non-digital residents.

While it has not hampered the success of Recycle More (which has seen a fall of around 20% in the weight of refuse in Somerset bins) three-weekly refuse collections are harder for people to remember than fortnightly. Making it easier for people to remember rubbish collections days was also one of the actions that came from the overwhelmingly positive survey of Mendip residents after the roll-out of the new service.

We thank you in advance for your help and support.

Somerset Waste Partnership