

## Information sheet

### Recycle on the Go Wales – Gwledd Conwy Feast

- 14 recycling zones created
- Included five 'talking' bins
- 1.03 tonnes collected (target 0.99 tonnes)



### Why have they implemented a Recycle on the Go project?

Gwledd Conwy Feast is a successful food festival which attracts over 25,000 visitors. It celebrated its tenth anniversary in September 2013 with 150 food stalls, as well as bars, mobile caterers, day-time entertainment and an evening live music and light show.



The event organisers were very conscious of the amount of waste generated at the event and wanted to use the Recycle on the Go grant to improve and expand on the existing recycling service and increase the amount of waste diverted from landfill.

Previous recycling schemes consisted of wheelie bins labelled with vinyl stickers. It was felt they could be vastly improved upon with better and clearer signage, including specially designed lids detailing which material to place in each bin, accompanying wraps to go around each bin and banners to show people where the recycling containers were.

#### *What was implemented?*

The new sets of recycling units were located around the event which takes place throughout Conwy town. There were 14 recycling/waste zones but due to space limitations only three locations had units for all materials and were highlighted on the site map included in the event programme.

The units were managed by the event's own Clean Team which was also responsible for litter-picking and liaising with stall-holders to ensure they placed their waste and recycling in

the correct locations. Conwy Council staff also carried out street cleansing activity as part of existing rounds.

### *Communication tools used*

The event programme included a map of the site on which the three locations with all materials collected were marked with the 'Recycle Now' logo.

The event web site had information about the recycling facilities:

<http://www.conwyfeast.com/recycling-at-the-feast/>

Banners marking recycling facilities were located around the site; see image 1 in the appendix.

The organisers designed and installed five innovative recycling units which talked or made a humorous noise when materials were placed in them. They commented that 'Children were observed putting in a plastic bottle and they squealed with delight when the bin replied with a fart. They then proceeded to play with each bin sound.' The bins also produced belching and laughing sounds and said 'thank you' in English and Welsh.

### *Benefits*

The main benefit of the Recycle on the Go project was the vast improvement to the signs and the look of the recycling units, which made them more visible and easy to use as the labelling was much clearer and used the national bilingual recycling branding.

The council street cleansing staff also noticed a reduction in the amount of litter around the town

This could be related to a number of factors

- The recycling units and waste bins looked smart and were user-friendly (see photos). Therefore people used the facilities more.
- Improved working between the event Clean Team and council street cleansing operatives meant improvements to operations which resulted in areas which were difficult to reach by council vehicle being managed by the event team with waste transported to the council vehicle. This decreased the number of overflowing litter bins.
- The Feast Clean Team and additional Feast Stewards carried out recycling litter picks and collected a large quantity of plastic.

A number of other events have since been in contact requesting the supplier details of the bin lids and wraps.

### *Lessons learnt*

A need for more liaising with stall-holders before and during the event to ensure they fully understand the scheme in place.

Need to ensure the correct materials are placed in the correct bins and visitors know which bin to use.

The bins for compostable waste would have been much less contaminated had all stall holders and shop keepers used certified compostable packaging. Paper bins tended to attract the deposit of 'paper' cups (some certified compostable while others not), which cannot be processed in the paper stream.

The improved signage on the bins resulted in a decrease in the amount of contamination compared to previous years.

Although the event has passed its first year target, the composition of the materials is quite different. The amount of plastic was significantly more than anticipated which could be as a result of the litter pickers targeting that material. The food waste is much lower than expected which may be due to the promotion and awareness of the food waste collection.

### *Feedback from site users*

Visitors, stall-holders, local businesses and cleaning staff all reported much less litter than in years.

An event organiser took photos of the bins with sleeves and lids and was interested in sourcing the same design. Conwy Council has received a request from Westminster Council who want to use the designs too.

### *Are there any expansion plans/ next steps?*

The next step is to investigate ways of improving the quality of the compostable products used on site. Despite having a policy whereby all stall-holders are required to use certified compostable packaging this is difficult to police and not all products are labeled as compostable.

A second Recycle on the Go grant has been awarded to purchase a supply of compostable packaging which can be processed by the composting facility used by the event, and made

available to all stall-holders. This will ensure the consistency of the materials being used and hopefully ensure all stalls are using the correct products. The products purchased could be labelled to assist visitors in putting the items in the correct bin. It is anticipated that in future when this supply has run out the stall-holders will buy the items themselves.

The second grant has also been used for additional recycling unit signage to help increase the number of recycling units around the site.

## Appendix

*Predicted kilograms per event:*

	<i>Cardboard</i>	<i>Paper</i>	<i>Cans</i>	<i>Plastic</i>	<i>Food</i>	<i>Total</i>
<b>Year 1</b>	200	92	26	126	548	<b>992</b>
<b>Year 2</b>	300	184	186	172	1,096	<b>1,938</b>
<b>Year 3</b>	400	280	281	220	1,479	<b>2,660</b>
<b>Total</b>	<b>900</b>	<b>556</b>	<b>493</b>	<b>518</b>	<b>3,123</b>	<b>5,590</b>

*Kilograms from 2013 event:*

<i>Cardboard</i>	<i>Paper</i>	<i>Cans</i>	<i>Plastic</i>	<i>Food</i>	<i>Total</i>
86	80	110	560	196	<b>1,032</b>

## Photos



Image 1 - Full set of recycling units including flag



Image 2 - Set of recycling units



Image 3 - Children using the talking bins

Locations of main recycling areas indicated on event map:

<p>1 Bwyd yr Stryd / Street Food</p> <p>2 Box of Delights - Neuadd Ddinesig / Civic Hall</p> <p>3 Cerddoriaeth, Cwrw a Choctêls / Music, Beer &amp; Cocktails</p> <p>4 Neuadd Fwyd y Cei / Quay Food Hall</p> <p>5 Babell Bwyd y Mor/ Neuadd Fwyd Harbwr Seafood Marquee / Harbour Food Hall</p> <p>6 Neuadd Fwyd yr Afon / River Food Hall</p> <p>7 Castell Conwy / Conwy Castle</p> <p>8 Ffermio am Fwyd / Farming for Food</p> <p>9 Tyfu'r Dyfodol / Growing The Future</p> <p>10 Sgyrsiau ac Arddangosiadau/ Talks and Demonstrations</p> <p>11 Caffi Fegan a Cherddoriaeth / Vegan Café &amp; Music</p> <p>12 Gweithdai Pypedau / Puppet workshops</p>										
<table border="0"> <tr> <td> Safe Bysiau Parcio a Theithio Park &amp; Ride Bus Stop</td> <td> Lwybr Gerdded Footpath</td> <td> Cymorth Cyntaf First Aid</td> <td> Recycling Allylchu</td> <td> Cyfeusterau talu ac arian yn of Card Payments &amp; Cash back</td> <td> Gwybodaeth Information</td> <td> Toiledau Toilets</td> <td> Plentyn ar goll Lost Child</td> <td> Man Cadw Pramiau a Bagiau Buggy &amp; Bag drop</td> </tr> </table>		Safe Bysiau Parcio a Theithio Park & Ride Bus Stop	Lwybr Gerdded Footpath	Cymorth Cyntaf First Aid	Recycling Allylchu	Cyfeusterau talu ac arian yn of Card Payments & Cash back	Gwybodaeth Information	Toiledau Toilets	Plentyn ar goll Lost Child	Man Cadw Pramiau a Bagiau Buggy & Bag drop
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