

Slim My Waste Campaign

Stakeholder Communications Briefing Pack

Key slides: 2-12

Further background: 13 onwards

Updated 3 March 2020



New: Campaign Update

- SWP's colourful initiative has reached around half the county and in those areas food recycling has jumped by around 30 per cent
- There's been a big surge in demand for kitchen caddies and food waste bins – more than 8,500 so far - as people start or restart food waste recycling.
- These initial results far exceed our forecasts (which already predicted a positive environmental and financial return)
- Whilst the plastic tape has raised eyebrows it has been effective and has got people talking about and thinking about their waste.
- The food waste that isn't recycled in Somerset is SWP's single biggest contributor to climate change. The UN say that if global food waste was a country, it would emit more greenhouse gases than any country other than the USA and China
- 12 COOP stores and many schools across the county are taking part in our campaign – making it even easier for people to get FREE food waste containers

New: Social Media competition

- A sample of entrants to the weekly competitions to win a recycling goodie bag are shown below
- To enter simply tag a photo on Facebook or Twitter with **#FeedMyFaceSWP**
- If you're willing and able, please use the FAQs in this briefing pack (slide 6 has the most common questions) to help people understand the importance of food waste recycling, how this contributes to tackling climate change, and why this campaign (and the use of plastic tape) is necessary



Campaign materials



Envelope & instructional leaflet



Bin tape



Residual bin sticker



Face stickers



Weekly food waste collections



What you can and can't recycle

Yes please

- All uneaten food and plate scrapings
- Fruit and vegetable peelings
- Tea bags and coffee grounds
- Bread and pastries
- Mouldy or out of date food
- Dairy products, egg shells
- Rice, pasta and beans
- Meat, fish and bones
- Paper kitchen towel
- **Caddy liner – newspaper or compostable bag**

No thanks

- Packaging of any kind, including:
 - plastic bags
 - so-called 'compostable' or 'biodegradable' tubs or trays
- Any waste that is not food (e.g. dog poo)
- Liquids: *Take cooking oil to any recycling site. Find out more visit: somersetwaste.gov.uk*

FAQs: Most common questions



Questions	Answers
<i>Why should I recycle food waste?</i>	On average of 26% of food waste remains in householders refuse bins, the majority of which is unopened or leftover food. When food ends up in landfill it decomposes faster than other materials and produces a high amount of methane and other harmful greenhouse gases. This is the greatest contributor to climate change from Somerset's waste. It costs Somerset £35 a tonne more to send materials to landfill compared to the anaerobic digester – this money could be reinvested into Somerset's economy.
<i>Why are you using plastic tape and stickers for this campaign?</i>	The stickers provide a visual reminder for people not to use their black refuse bin for food waste. As these stickers are for outdoor use durability is essential. We could not source these as a low-cost eco-friendly material, but the items are 100% recyclable. The leaflets are printed on FSC recycled label paper. The campaign was originally trialled in Bristol and achieved significant results in reducing the amount of food being sent to landfill. Based on this, SWP is predicting that we will stop almost 5,000 tonnes of food from going to waste through this campaign.
<i>What are the stickers and tape made of and can they be recycled?</i>	The stickers are printed on polypropylene (PP) which is a 100% recyclable thermoplastic polymer widely used in many different products. The selected tape is lightweight PVC and 100% recyclable, uses water based glue, leading to lower CO2 emission thanks to the reduction of raw materials and reduction in weight, volume and transport costs. We recognise the campaign uses plastic (stickers/tape) and we have opted for a material that is 100% recyclable. However, the long term benefits of reducing waste disposal, saving money and reducing carbon are greater. These types of plastic can often be recycled at supermarket carrier bag collection points.
<i>What happens to my food waste?</i>	Food waste means it's delivered to an anaerobic processing facility where it gets converted into a nutrient rich fertiliser which is used to grow crops and create renewable energy to power homes.
<i>I don't produce any food waste?</i>	Remember there is no amount too small. The best things we can do with our food is enjoy it but some waste like banana skins, tea bags and plate scrapings are unavoidable and these can all be recycled. Whilst we know some people home compost their food waste (which is great), of the food waste left in Somerset's bins, 1/3 is in its packaging, 1/3 was avoidable (once edible), and 1/3 is what many people think of when they imagine food waste (peelings, bones)
<i>Why am I being targeted?</i>	You're not. This campaign will go to every household in Somerset. It would cost much more to target it, and we want to encourage everyone to think about recycling everything they can.

Campaign background

In 2017, the Bristol Waste Company launched the 'Slim My Waste' (SMW) campaign which focused on encouraging householders to use their food waste bins and kitchen caddy by decorating them with face stickers to reflect their householder personality. The campaign achieved significant results in raising awareness, increasing recycling (by 16%) and reducing the amount of food waste being sent to landfill.

As a result, Somerset Waste Partnership (SWP) has agreed to deliver a variation of the campaign to residents in Somerset and help target those people who are less likely to recycle their food waste.

It will adopt the same format as the Bristol campaign, but the artwork will be amended to reflect SWP branding and messaging and support the existing food waste collection service.

The purpose of the campaign is to raise awareness of food waste recycling, encourage participation, especially amongst lapsed and non-users and increase capture. In doing so it is a key contributor to addressing our climate emergency.

Campaign objectives

Through the delivery of the SMW campaign delivered between February and April 2020:

- Increase the tonnage of waste collected by 15% in 2020/21 through the campaign.
- Prevent almost 5,000 tonnes of food waste from going to waste through increased capture
- Save £105,000 in disposal costs in 2020/21 (£213k in total).
- Increase participation in the food waste service from 62% to 72% in 2020/21.
- Engage with a minimum of 20 primary schools to raise awareness of the SMW campaign and encourage participation.
- Collaboration with 12 Co-op stores around the County to act as pick-up points for food waste bins/caddies.

Why is food waste recycling important?

- 42,000 tonnes of food waste is generated in Somerset per annum. If all of this was recycled it would generate savings of £950k and 882 tonnes CO2 equivalent (carbon) per annum. Its unrealistic to achieve this but gives a sense of the financial waste involved in food waste going to the wrong place.
- Waste composition analysis indicates that only 42% of food waste is actually separated from the landfilled waste for recycling.
- 26% of refuse (black bin waste) is still composed of food waste.
- Food waste is a bigger cause of climate change than plastic (source: Zero Waste Scotland).
- Over one third (36%) of food waste is thrown away in its packaging, including unopened and out of date food, with a further 36% being avoidable e.g. was edible prior to disposal.
- Participation in food waste recycling is relatively high at 62% (2018), approximately 20% higher than the national average but there is still significant room for improvement.

Campaign rollout

A phased rollout approach to households has been agreed in order to effectively manage resources.

The campaign will be rolled out across SWP areas over a 12-week period as follows:

Phases	Areas	No of Households	Dates for Rollout
1	Mendip & South Somerset	128,331	Feb 2020 (launch 4 th Feb in Mendip and 18 th Feb in SSDC)
2	SWaT (Taunton Deane) & Sedgemoor	109,243	March 2020 (3 rd march in former Taunton Deane and 17 th March in SDC)
3	SWaT (West Somerset)	18,276	April 2020 (31 March Commencement)
	TOTAL	255,850	

Food waste tips



1. If you use liners in your kitchen caddy, put a sheet of kitchen roll or newspaper in the bottom to help keep it dry.
2. If you would rather use your own indoor container that's fine – do whatever works for you.
3. Remember don't let your kitchen caddy get too full, empty it regularly and put it into the outdoor food recycling bin.
4. Make sure you remove all packaging from your food waste, especially plastic.
5. Remember to scrape all your uneaten food straight into your caddy so it can be recycled.
6. Remember to recycle your mouldy and out of date food, including ready meals removed from their packaging.
7. By recycling your food waste weekly your household refuse bin will be cleaner, less smelly and gives you the opportunity to recycle more of your waste!
8. Check out food waste tips here <https://www.recyclenow.com/recycling-knowledge/food-recycling>

Did you know!



- 1. The food waste that isn't recycled in Somerset is SWP's single biggest contributor to climate change.**
- 2. The UN say that if global food waste was a country, it would emit more carbon than any country other than the USA and China One-third of the food waste left in Somerset's rubbish bins was thrown away in its packaging**
3. An average household generates 5kg of food waste each week. This is the same weight as just over 4 full unopened bottles of wine.
4. Food waste is a bigger cause of climate change than plastics as landfilling food waste produces methane, a harmful greenhouse gas. We collected 17,827 tonnes of food waste in Somerset in 2017/18, compared to 3,338 tonnes of plastic bottles. By recycling our food waste we can create renewable energy and soil conditioner to grow crops.
5. One in four UK households say they have been recycling more food waste in the past year*.
6. If we recycled all the yoghurt that is thrown away in a day in the UK, we would generate enough energy to power a refrigerator continuously for 50 years.
7. The average household fills 2 wheelie bins with wasted food each year. If this was recycled it could generate enough energy to power a fridge for a month.
8. Recycling a tea bag a day for a month can produce enough energy to make another 5 cups of tea.
9. The food waste sent to landfill in a year creates more methane gas than ½ million cows can in a year.

Further background slides on the campaign



What do we want to achieve?

- Raise awareness of the significant carbon impact that food waste that is landfilled has on the environment causing more carbon emissions than the plastic in our bins.
- Encourage householders to change their behaviour and recycle food waste and form habits through the use of social norming messages and nudges.
- Break down barriers and encouraging positive behaviour change towards food waste recycling by addressing myths and concerns e.g. hygiene and smells.
- Provide instructional information how to use the food waste recycling service and make it even easier to get a food waste container.
- Explain what happens to food waste once collected and the benefits of recycling.
- Target parts of the population which currently have lower than average participation in food waste recycling. Primarily Acorn groups 4 and 5 (modest means, striving families, poorer pensioners, young hardship) – c42% of Somerset households.

Customer journey for food waste

Raise awareness & engage with householders

about the
importance of food
waste recycling with
a fun and attention-
grabbing campaign



Support householders

through instructional
information &
ensuring they have
the right food waste
recycling equipment



Motivate & encourage participation

- * Sharing local benefits information
- * Using social norming & action-based messages - creating faces on bins to win prizes
- * Re-engage with lapsed/non-users
- * Providing useful facts
- * Dispelling myths and tackling barriers e.g. yuck factor



Increase & retain participation

- * Share updates
- * Share progress
- * Visual reminders on their bins – tape & bins sticker
- * Ongoing social media
- * Thank householders for their support

Campaign funding

Funding has been won from the 'Improving Lives to Prevent Demand' fund and totals £110k. The following forecast shows the estimated costs for each campaign element; these are likely to vary depending on the costs of what is finally procured.

Item	Amount
Design	£1,000
Consumables/marketing materials	£117,000
Labour and fleet	£126,000
Food waste bins/delivery costs	£39,000
TOTAL COSTS	£283,000
Less match funding	(£173,000)
Funding secured (Somerset County Council)	£110,000

The above figures include additional agency staff to support the operational roll-out of the campaign.

The campaign also provides an opportunity to promote the planned Recycle More changes alongside food waste recycling and is a cost-effective way to engage with householders in the SWP area.

Campaign audiences

External

- Householders in Somerset who receive a SWP kerbside food waste recycling collection, especially those that have a lower than average participation in food waste recycling. Primarily Acorn groups 4 and 5 (modest means, striving families, poorer pensioners, young hardship) – c42% of Somerset households. Engagement with primary school children will help us access these audiences.
- Parish, town and district councils.
- 12 Co-op stores in Somerset (pick up points for householders to collect food waste containers).
- Primary schools (and young people) in low participation areas.
- Community organisations e.g. libraries, community centres and schools.
- Local media groups.

Internal

SWP employees, partner authorities, Kier/Suez employees can help amplify messaging and help to normalise food waste recycling behaviour. Key internal audiences include:

- Senior management group (SMG).
- Somerset Waste Board members and other elected members.
- SWP staff.
- Partner authority waste & communications officers & contact teams.
- Kier management team, collection crews and HWRC staff where relevant.
- Temporary agency staff recruited specifically to support the campaign.
- Relevant Suez mobilisation and management team (contract change end of March 2020).

Campaign tone

- Provide consistent messaging to avoid confusion
- Positive message to encourage people to recycle more
- Engage in a light-hearted and fun way rather than lecturing them
- Be factual and friendly
- Use clear and simple language
- Be action orientated
- Make recycling normal and mainstream



Campaign messages

- **Social norming messaging** to influence people to recycle. Research shows people are strongly influenced by what others do for example, if they put their recycling bins out for collection other residents in the street/road are likely to follow suit, and if they see others taking part on social media e.g. decorating their bins they will follow.
- **Benefits and motivational messaging** to help encourage and motivate people to participate and recycle their food waste.
- **Instructional messaging** to inform households how to use the services and reinforce what can and cannot be recycled to enable them to manage their food waste effectively and ensure they have sufficient capacity in their residual waste bins.
- **Messages to address concerns and barriers** to food recycling e.g. smells, vermin.



Key campaign messages



Instructional	Benefits	Motivational	Social Norming
<ul style="list-style-type: none"> • Over a quarter of food waste remains in Somerset’s householders black refuse bin. Slim My Waste – Feed My Face • Decorate your food waste bin with a face – then feed your face with all your food waste • What can and can’t be recycled in your food waste bin • Need a FREE food waste bin? Order them online here somersetwaste.gov.uk/order-containers/ or collect at one of the participating Co-op stores • Top tips on how to use the service (see slide 18) • SWP will be using tape measure and bin stickers as part of campaign a these are as proven to work (see FAQs slide 22). 	<ul style="list-style-type: none"> • Food waste caddies are collected weekly so don’t smell as much as the black refuse bin • Recycling food waste reduces disposal costs. If all the food waste in refuse bins was recycled, we would save nearly £1 million a year and the savings used for other vital local services • Food waste is collected and delivered to a special anaerobic digestion plant in Somerset where it creates renewable energy to power homes and is converted into a nutrient rich fertiliser used to grow crops • Food waste is a bigger cause of climate change than plastics * 17,827 tonnes of food waste were collected in Somerset in 2017/18, compared to 3,338 tonnes of plastic bottles (Waste Data Flow) *Source - Zero Waste Scotland • Whilst we will be moving away from landfill in Spring 2020, recycling your food waste is still much better for the environment. 	<ul style="list-style-type: none"> • Food waste is collected and delivered to an anaerobic processing facility where it gets converted into a nutrient rich fertiliser which is used to grow crops and renewable energy to power homes • Have fun creating your faces for your bins and maybe win a prize • Recycling food waste is worthwhile • Recycling food waste is easy • Your efforts make a difference • If we all do a bit more, we can make a real difference to climate change • Thanking people for recycling their food waste and feeding back on success and progress • Food waste recycling and food waste reduction messages will be kept separate to avoid confusion, however where relevant we will refer to: UK households waste 7 million tonnes of food every year, 5 million of which is edible. The average family of four can save as much as £70 per month by reducing their food waste. Find out more visit Love Food Hate Waste 	<ul style="list-style-type: none"> • Most people in Somerset recycle their food waste. Do you? • Somerset recycles • Somerset recycled 17,610 tonnes of food waste last year (2018) • 62% of people in Somerset recycle their food waste (2018).

Campaign messages continued



Schools	Members & stakeholders	Crews & temporary staff
<ul style="list-style-type: none"> • Food waste recycled creates energy and soil conditioner • Food waste in landfill causes harmful greenhouse gases • Preserve the environment for the future • Have fun creating your faces for your bins and maybe win a prize. 	<ul style="list-style-type: none"> • The cost of treating general waste is significantly higher than treating food waste in Somerset. If all the food waste in refuse bins was recycled, we would save nearly £1 million a year and the savings used for other vital local services • Considering the huge expense of collecting and treating over a quarter of black bin refuse that could be diverted to the food waste stream for recycling, this campaign is money well spent • The campaign contributes to the climate change agenda. We recognise the campaign uses plastic (stickers/tape) and we have opted for a material that is 100% recyclable. However, the long-term benefits of reducing waste disposal, saving money and reducing carbon are greater • It will pave the way to an easier transition to three-weekly refuse collections from 2020 as householders. The constraint on what people can put in their refuse bin is a crucial element in driving higher uptake of recycling and food waste collections. Ultimately, if householders recycle all their dry recyclables and food waste, they will have sufficient space in their refuse bin to manage their waste effectively. 	<ul style="list-style-type: none"> • Striving for service excellence - bins need to look right (when stickered/taped), be returned to the right place and the food waste collection service needs to be delivered effectively • Where relevant, reinforce that food waste should not be put into refuse bins • Offer polite support to anyone who asks about the campaign and signpost people to the SWP website www.somersetwaste.gov.uk • Ask your manager if you aren't sure what to do!

Supporting communication activities



-
- **Website & My waste services portal** - dedicated www.somersetwaste.gov.uk/slimmywaste webpage to provide further information on the campaign.
 - **Social media** – Twitter and Facebook.
 - **Co-op** - working in partnership with Co-op who have agreed to stock small quantities of our food waste containers in 12 of their Somerset stores and act as pick up points for residents to collect them free of charge (see slides 25 & 26 for participating stores).
 - **PR, Council/SWP publications** – local media groups, Sorted Ezine, Your Somerset, Our Somerset.
 - **Schools engagement** – integrating food waste into the existing Schools Against Waste programme, delivering food waste assemblies and workshops + having a small stock of food waste bins to issue to parents at pick up time.
 - **Communication briefings** - SWP and District council customer services contact team, stakeholder/partner engagement, member, crew and frontline staff briefings and internal promotions.
 - **Roadshow/events** – piggy backing on existing opportunities where possible.

Targeted communications

The Slim Your Waste promotion will be delivered to all kerbside householders and include:

- **An information leaflet** - 6-page, A5, promoting food waste recycling and including a sheet of **face stickers**, explaining why we need to recycle food waste, the benefits, how to use the face stickers and step by step guide on how to use the food waste collection service. A dedicated page on what can currently be recycled at the kerbside, information on local recycling sites and an update on the upcoming 'Recycle More' service changes.
- **Bin sticker** - A6 'I'm on a food waste diet' sticker to be applied to the top of refuse bins.
- **No food waste tape** to be applied to the waist of each refuse bin.

Frequently asked questions



Questions	Answers
Can I have an extra food waste caddy?	Yes but before you order one think about how much food waste you're producing and how you might be able to reduce it. For tips on reducing food waste please visit www.lovefoodhatewaste.com
What can I do to reduce my food waste?	For tips and advice to help your waste less food and save money visit: www.lovefoodhatewaste.com
What is anaerobic digestion?	Anaerobic digestion uses microorganisms to break down food waste, animal manure, slurries and 'energy' crops in the absence of oxygen, inside an enclosed system. As it breaks down it gives off methane, which is collected and converted into biogas and used to generate electricity, heat or transport fuels. It also creates a nutrient-rich digestate that can be used as a fertiliser for agriculture and in land regeneration. Find out more https://www.youtube.com/watch?v=WdZViehrUks
How much does the campaign cost and how can you justify it?	<p>The campaign will cost £283,000 of which £118,000 covers the design and production of the materials and £126,000 will be paid for labour and fleet movements. SWP has secured £173,000 in match funding and £110,000 from Somerset County Council's Improving Lives to Prevent Demand Fund. Based on this, SWP is predicting that there will be a 15% increase in food waste tonnage as a result of this campaign.</p> <p>The cost of treating general waste is significantly higher than treating food waste in Somerset. If all the food waste in refuse bins was recycled, we would save nearly £1 million a year and the savings used for other vital local services. Considering the huge expense of collecting and treating over a quarter of black bin refuse that could be diverted to the food waste stream this campaign is money well spent.</p>
Will the food in my bins smell?	Not if you empty your food caddy regularly into the outside food recycling bin and use either compostable liners or paper to line your caddy. Your outdoor food bin has a sealable and lockable lid which will stop smells and vermin getting in.
What can and can't I put in my food waste bin?	Find out what you can recycle here https://www.somersetwaste.gov.uk/food-waste/ - see slide 14.

Frequently asked questions



Questions	Answers
Where do I get my food waste containers from?	You should have a brown kitchen caddy and brown outside food waste bin. If you don't have these you can order them online here somersetwaste.gov.uk/order-containers/ or collect from a participating Co-op store.
When do I put my food waste bin out for collection?	Food waste should be put in your outdoor food waste bin and presented for collection every week by 7am in the same place where you leave bins and recycling containers for collection. Please make sure the outdoor food waste bin can be easily seen so it is not missed. To find out more about your collections visit somersetwaste.gov.uk
How are the suggested £950k savings calculated?	Food waste is a significant proportion of total waste generated in Somerset amounting to 42,000 tonnes per annum. If all of this was recycled it would save Somerset County Council £950k per annum, and 882 tonnes CO2 equivalent (carbon) per annum* *Scottish Government Carbon Calculator
Will recycling our food waste help us with the planned service changes from 2020?	It will pave the way to an easier transition to three-weekly refuse collections from 2020 as householders. The constraint on what people can put in their refuse bin is a crucial element in driving higher uptake of recycling and food waste collections. Ultimately, if householders recycle all their dry recyclables and food waste they will have sufficient space in their refuse bin to manage their waste effectively.
How much does it cost to treat refuse compared to food waste?	Considering the huge expense of collecting and treating over a quarter of black bin refuse that could be diverted to the food waste stream for recycling, this campaign is money well spent. Recycling food waste means its delivered to an anaerobic processing facility where it gets converted into a nutrient rich fertiliser which is used to grow crops and create renewable energy to power homes. It cost £35/tonne more to dispose of food waste than recycle it.
We have a family member with an eating disorder and we find the campaign distasteful	The campaign is not about reducing the amount of food people eat or losing weight. It focuses on the amount of food thrown into refuse bins. The campaign materials are simply a promotional tool which has proven to be very successful in Bristol. We need to reduce the amount of waste going to landfill and make people aware of the food waste collection services and how to use them. This not only benefits Somerset financially but more importantly environmentally.

Example social media posts



- Over a quarter of food waste remains in Somerset's householders black refuse bin. Slim My Waste – Feed My Face. Get involved!
- Feed my face. Have fun creating faces for your bins and maybe win a prize. Join us and share your food waste recycling art!
- Are you feeding your food waste recycling bin? Be part of it!
- Not sure what to recycle in your food waste bin? Find out here <https://www.somersetwaste.gov.uk/slimmywaste/>
- More and more people in Somerset are recycling food waste. Join us!
- Did you finish your food? What next? Food waste is collected and delivered to a special anaerobic digestion plant in Somerset where it creates renewable energy to power homes and is converted into a nutrient rich fertiliser used to grow crops.
- Recycle your food waste - simple, fun and easy. Find out how <https://www.somersetwaste.gov.uk/slimmywaste/>
- Remember to recycle all bones, cooked/uncooked meat & plate scrapings in your caddy (if there are any!). Need help? Visit <https://www.somersetwaste.gov.uk/slimmywaste/>
- An average household generates 5kg of food waste per week which weighs the same as over 4 bottles of wine. Make a change this year. Recycle your food waste.
- Need a FREE kitchen caddy or outside food waste bin? Order one here [somersetwaste.gov.uk/order-containers/](https://www.somersetwaste.gov.uk/order-containers/)
- Ever wondered what happens to your food waste when you recycle it? Find out here <https://www.somersetwaste.gov.uk/slimmywaste/>

Suggested hashtags: #FeedMyFaceSWP #Somersetwaste

Continued



- We're working with Co-op to promote food waste recycling! Collect a free kitchen caddy or outdoor bin from participating stores.
 - We're helping Somerset residents recycle food waste. Collect a FREE food waste bin from a Co-op - see participating stores here <https://www.somersetwaste.gov.uk/slimmywaste/#Slimmywaste#FeedMyFaceSWP>
 - Somerset resident? Need a FREE food waste bin to help you recycle? Collect one from a Co-op – see participating stores here <https://www.somersetwaste.gov.uk/slimmywaste/#Slimmywaste#FeedMyFaceSWP>
- Has your bin gained weight? Time to recycle your food waste and Slim Your Waste.
- Want to do your bit for the environment and win some prizes? Recycle your food waste and help us Slim Your Waste.
- Somerset could save nearly £1 million by recycling food waste and the savings used for other vital local services. Find out more here <https://www.somersetwaste.gov.uk/slimmywaste/>
- Need help using your food waste bin?
- Did you know, by recycling your food waste weekly your refuse bin will be cleaner, less smelly and gives you the opportunity to recycle more of your waste <https://www.somersetwaste.gov.uk/slimmywaste/>
- UK households waste 7 million tonnes of food every year, 5 million of which is edible. The average family of four can save as much as £70 per month by reducing their food waste. Find out more visit [Love Food Hate Waste](#)

Participating Co-op stores



Location	Address	Opening Times	Store Contact No.	Area Manager
Frome (Phase 1)	Culverhill, Frome, BA11 5AD	Every day: 6am to 11pm	01373 454186	David Neil
Ilminster (Phase 1)	Cornhill, The Square Cornhill, Ilminster, TA19 0AH	Mon to Sat: 6am to 10pm Sunday: 11am to 5pm	01460 53064	Anthony Wright
Martock (Phase 1)	The Martock Centre, North Street, Martock TA12 6DL	Every day: 7am to 10pm	01935 824744	Charlotte Hoffmann
South Petherton (Phase 1)	4 St James Street, South Petherton, TA13 5BS	Every day: 7am to 10pm	01460 242600	Charlotte Hoffmann
Stoke sub Hamdon (Phase 1)	115 Montacute Road, Stoke sub Hamdon, Yeovil, TA14 6UQ	Every day: 7am to 10pm	01935 824355	Charlotte Hoffmann
Westfield – Yeovil (Phase 1)	72 Stilby Road, Westfield, Yeovil, BA21 3EG	Every day: 7am to 10pm	01935 477044	Charlotte Hoffmann
Wincanton - Carrington Way (Phase 1)	1 Camelot Shopping Centre, Wincanton, BA9 9JB	Every day: 7am to 10pm	01963 824753	David Neil

Participating Co-op stores continued



Location	Address	Opening Times	Store Contact No.	Area Manager
Bridgwater (Phase 2)	The Redgate Centre, Weston Zoyland Road Bridgwater, TA6 5BJ	Mon to Sat: 7am to 11pm Sunday: 10am to 4pm	01278 446810	Brendan Tucker
Taunton (Phase 2)	169 Cheddon Road, Taunton, TA2 7AH	Every day: 7am to 11pm	01823 257888	Graham Kingdon – Interim
Wellington (Phase 2)	4-6 Fore Street, Wellington, TA21 8AQ	Mon to Sat: 6am to 10pm Sunday: 10am to 4pm	01823 663649	Graham Kingdon – Interim
Minehead (Phase 3)	22 The Avenue, The Parade, Minehead, TA24 5AZ	Mon to Sat: 6am to 10pm Sunday: 11am to 4pm	01643 703818	Brendan Tucker
Williton (Phase 3)	25 Fore Street, Williton Williton, Taunton, TA4 4PX	Mon to Sat: 7am to 10pm Sunday: 10am to 4pm	01984 633014	Brendan Tucker

Compostable plastics

- National guidance was published last week (available [here](#))
- Guidance is clear that the term '**plastic free**' should not be applied to **compostable plastics even if they incorporate 100% bio-based content**; these are still most often defined as plastics
- Messages on compostable packaging can be very confusing to consumers (though hopefully national legislation will tackle this in due course)
- There's a **decision tree for food vendors** (slide 18) which may be of particular use to local retailers in Somerset



Contact us

Somerset Waste Partnership

www.somersetwaste.gov.uk

Mark Ford

Mark.Ford@somersetwaste.gov.uk

01823 625710

07977 412198



@somersetwaste