

MTFS 92 Garden Waste Recycling Service – Implementation

Town and Parish Council Update Sept 2023



Implementation Timeline

As a brief reminder of the key dates:

- **Week commencing 2nd October** – scheme open to receive resident subscription payments
- Paid for collections commence from 15th January 2024 – after this date anyone who hasn't subscribed will not have their green bin emptied

How have we prepared?

- Developed a detailed communications campaign, supported by a scheme specific branding
- Refreshed the Garden Waste webpages
- Procured new software at the public facing end to receive payments and linked the back end software to make sure collections are accurate
- Briefed the Council's Contact Centre
- Developed a set of Frequently Asked Questions – a live document which will continue to be updated – see later slide
- Undertaken recruitment to 2 new customer service roles
- Confirmed plans for recruitment to 2 new Community Enforcement Officers

Communications Campaign – part 1

Between now and 2 October launch of subscriptions:

- Press release to announce when subscriptions will launch - issued
- Targeted and organic social media campaign with graphics.
- All Member briefings / Engagement with Town and Parish Councils
- Updates to 'Waste Watchers' app
- Team Voice / Centranet reminders for staff and Members
- E-newsletter to CEC mailing list
- Ongoing promotion of home composting and waste reduction via: corporate newsletters and project specific newsletters, social media, included in resident mailer, waste reduction volunteers, standalone home composting webpage at: [Homecomposting \(cheshireeast.gov.uk\)](http://Homecomposting(cheshireeast.gov.uk))
- Promotion via TV screens at libraries

Communications Campaign – part 2

Once subscriptions launch with waste reduction and home composting advice weaved in throughout:

- Press release to announce subscriptions are open
- Resident mailer to go to every household in CE from 2 October. A 'clickable' version will be ready this week, which can be sent with stakeholder briefings.
- Bin wagons – 10 wagons will be updated with fresh graphics, promoting the scheme
- Animation – to be used on our website and on social media to talk people through the sign up process
- Flyer – to be distributed at key points throughout the borough
- Targeted and organic social media campaign with updated graphics
- 2 x E-newsletters to CEC mailing list (will be more after new year)
- Promotion via TV screens at libraries
- Updates to Waste Watchers app

Branding – Resident Mailer

HOW TO SIGN UP

Sign up now so that you're ready to go once the new collection year starts in mid-January

STEP 1
The quickest and easiest way to subscribe is by visiting cheshireeast.gov.uk/gardenbin or scan the QR code.



STEP 2
Click the 'subscribe' button.



STEP 3
You'll be taken to our subscription portal where you'll need to create a new account and register an address for the scheme (if your address is not eligible, you'll see a message on screen).



STEP 4
Once your account is set up, you'll be able to see the details we hold for your address, including the number of bins you have. You'll be able to make changes if any of the details are incorrect.



STEP 5
Click the green subscribe button under the Garden Waste Service tab, and follow the prompts from there.



STEP 6
You'll be asked to pay for your subscription at the end. All payments are secure. If you are not able to sign up online, contact us on 0300 123 5011



SUBSCRIPTION FEES

Signing up to the scheme costs £56 per year, per bin. For example, if you have two garden bins and would like us to collect both, you'll need a subscription for each bin.

If you live at the address and receive qualifying benefits, you will get a 25% reduction in the fee, meaning you will pay £42 per garden bin for the year.

We'll write to you each year before your subscription ends asking if you'd like to renew. If you do renew, you'll be sent a new subscription sticker for that year.



YOUR SUBSCRIPTION STICKER

Once you've subscribed, we'll send you a welcome pack

This will contain your subscription sticker and details of where you should attach this to your bin so that it can be easily seen by our collection crews.

Place the sticker on the back of your bin



Your sticker will have your address and unique reference number on it, which allows our waste teams to check that your bin is at the correct location.

DON'T WANT YOUR GARDEN BIN TO BE COLLECTED?

If you don't want to continue receiving fortnightly garden bin collections, there are other ways you can dispose of your garden waste.

Make your own compost at home
Composting is a low-cost, natural process that transforms kitchen and garden waste into a valuable and nutrient rich food for your plants.

If you're new to composting at home or just looking for some hints and tips, our local composting community has plenty of advice. cheshireeast.gov.uk/homecomposting

Household waste
You can take your garden waste to your local household waste recycling centre.

What to do with your garden bin
If you don't subscribe, please keep your garden bin at your property as it's assigned to the property and not a person – we won't take your bin away. If you subscribe, we'll collect it for you.

YOUR COLLECTIONS

JANUARY 15

The scheme starts on 15 January 2024 and your usual collection day will remain the same. Collections are fortnightly.

As this is a seasonal service, there are no collections between mid-December and mid-January each year. This year, garden bin collections will finish on 18 December and restart for subscribers on 15 January 2024.

You can check your next collection day online at cheshireeast.gov.uk/bins

WHAT HAPPENS TO YOUR GARDEN WASTE

If you subscribe, we'll take your garden waste to our state-of-the-art facility in Crewe, where it will be turned into compost for use in agriculture and horticulture. Customers who subscribe may choose to continue to recycle their food waste by putting it in their garden bin.

WHY ARE WE INTRODUCING OUR GARDEN WASTE RECYCLING SCHEME?

We're facing significant financial pressures like many other local authorities. We must look at other ways of creating income – the alternative would be to cut essential frontline services.

More than 65% of local authorities already charge to collect garden waste and many have been doing so for several years. You'll only pay for the service if you opt-in.

Who can sign up?

Some properties are not suitable for us to collect from due to operational reasons. You can check if your property is eligible for the scheme during the subscription process.

If you currently use a larger communal bin to dispose of your garden waste (for example, you live in a flat) your housing provider or letting agent will need to arrange the garden waste subscription and the management of this.

Sharing your subscription

If you're eligible for a subscription and think one garden bin can meet the needs of you and your neighbour – or a group of neighbours – then you can share a bin.

The subscription fee applies per bin, so if you wish to share, then one of you will need to be the named subscriber and pay the fee. cheshireeast.gov.uk/gardenbin

YOUR GARDEN WASTE COLLECTION SERVICE IS CHANGING

From January 2024 you'll need a subscription if you'd like us to continue collecting your garden bin. Sign up now to our Garden Waste Recycling Scheme – it's quick and easy. See inside for full details.



GARDEN WASTE RECYCLING SCHEME

 Cheshire East recycles

 Cheshire East Council

cheshireeast.gov.uk/gardenbin

 Cheshire East Council

OFFICIAL
OFFICIAL

Open

Fair

Green

Frequently Asked Questions

A range of FAQs are published to the webpage – [Garden bin subscription \(cheshireeast.gov.uk\)](http://cheshireeast.gov.uk)

What happens with the food waste?

Those subscribing to the Garden Waste Recycling Scheme may choose to continue to recycle their food waste by putting it in their garden bin. If you choose not to subscribe to the scheme, we encourage you to reduce, reuse and recycle your food waste as much as you possibly can so that less waste needs to be disposed of, and this includes trying home composting.

Will there be any changes to current collection frequency or dates?

No, current bi-weekly frequency and collection days for garden waste bins will be the same.

Can I pay in instalments like I do with Council Tax?

No, at present this is a one off payment in advance. The Council is exploring ways to offer payment options which may be available in the future.

Frequently Asked Questions

Why is there a difference in price when compared to Cheshire West for example?

Cheshire East currently operate all year round apart from a 4 week pause in collections over the Christmas and New Year period. Other Local Authorities have an extended break of 12 weeks plus.

How are the Council making this more affordable for those less able to pay?

For those residents on qualifying benefits a 25% reduction in the fee will be applicable, therefore reducing it to £42 per annum.

Sharing your subscription with someone else

If one bin can meet the needs of you and your neighbour, you are able to share a garden bin. The charge applies per bin, so if you wish to share then one of you will need to be the named subscriber and pay the fee

Need Help or Advice?

The following are available methods for customers to contact with the Council in relation to the Garden Waste scheme;

Refreshed Webpage with FAQs – [Garden bin subscription \(cheshireeast.gov.uk\)](https://cheshireeast.gov.uk/garden-bin-subscription)

Enquiry Form – [Contact us - Your enquiry - Section 1 - Your Cheshire East Account](#)

Waste Watchers App

Call our Waste and Recycling Customer Service Team on 0300 123 5011 8.30am to 5pm Monday to Friday, if you're unable to use our form.

