

APPENDIX ONE – EXAMPLE OF COMMUNICATION TO PARISH COUNCILS AND DISTRICT COUNCILLORS

To all Parish & Town Councils

Date: _____
 Your Ref: _____
 Our Ref: vs.gm
 Ask For: Mrs Vega Sturgess
 Direct Line: 01935 462200
 e-mail: vega.sturgess@southsomerset.gov.uk

Dear Parish Councillors

Good news! The remaining phases of roll out for SORT IT PLUS – the cardboard and plastic bottle kerbside recycling are about to start in South Somerset. This is a service people have been telling us they want for many years so it is excellent news that we have been able to progress it to completion.

Somerset Waste Partnership (SWP) began collections from the first phase of over 20,000 households in October 2010 and collections have gone well. The remaining households in South Somerset will now have collections start between 28th February and 1st April 2011.

The new collection rounds have been worked out carefully but do not follow the town and village boundaries, so we are inputting the data onto the 'My Neighbourhood' section of the front page of South Somerset District Council's website shortly, see www.southsomerset.gov.uk. Residents joining the service in these phases can look here to see when their first collection will be.

You may receive queries from your residents when the extra box and information pack is delivered to them. Delivery of these boxes starts from 14th February and will take six weeks to complete.

Why is it being phased and not all rolled out in one week?

Firstly, it simply cannot be done with over 72,000 homes in South Somerset. Secondly, well-planned, phased roll outs allow staff, vehicles and depots to cope with the new ways of working.

I suspect that some residents may ask you why we are putting on a new service in this current period of austerity. The simple answer is that it will increase our recycling rates and reduce the amount of waste being put into landfill, but crucially it will actually save Somerset council taxpayers money in the long run.

How? The rising costs of sending waste to landfill are starting to overtake the costs of recycling. As part of the innovative Somerset Waste Partnership, we have also negotiated discounts and financial assistance to support the services, including a national first in securing financial input from a retailer. For the next five years, Marks & Spencer is contributing £73,000 per year, Somerset County Council £78,000, and the contractor £64,000. In the long term, this will provide a popular service AND represent a saving.

I have enclosed one of the leaflets that will be given to residents which will tell you more about the service. To make it easier for residents, both recycling boxes will be marked with the materials that can be put into them (the new box is printed and a sticker is

provided for the existing box). In addition, during the roll out period there are no planned changes for collection days.

Residents may query why we are only able to accept plastic bottles and not other types of plastic. This is because most re-processors in the UK are currently unable to recycle these types of plastics. SWP is keeping this under review and will consider collecting other plastics if it is affordable with reliable outlets found, preferably in the UK.

If you have any queries on the service, then I would be delighted to answer them

Yours faithfully

Vega Sturgess

Mrs Vega Sturgess
Strategic Director (Operations & Customer Focus)

In partnership with

