



Food recycling in Oxford City

- Oxford
- Why recycle food?
- Food recycling - new initiative
- Launching campaign
- Communications campaign
- Sustainable?

- 160,000 residents, 33,000 students
- 40,000 houses, 20,000 flats (500 council owned)
- 25% population turn over
- 1,800 properties unable to store wheelie bins



## Why recycle food?

- Average annual cost of food thrown away by families?
- Love Food Hate Waste estimate 30% of UK's food waste is binned
- Councils & Agrivert want to recycle this 30%
- Reduced gate fees vs landfill or incineration
- Clean and green
- Anaerobic digestion  
= electricity & fertiliser



# Food recycling in Oxford

- 2010 introduced food recycling to all houses
- 7lt (moved to 5lt) indoor, 23lt outdoor
- Weekly service
- Residents were able to 'opt out'
- 1 in 6 using service after introduction
- Barriers to food recycling



- Feb 2017 began trial of use of plastic liners
- Flagship authority whilst most districts followed suit
- Re-emphasise importance of food recycling
- Joint funded and supported



# Launching the campaign

- Started 20 February 2017 with flat sites – liners, leaflet & door knock
- Bin stickers on all residual waste bins
- Online caddy ordering - collection available
- Households got liners beginning of March





## Communications campaign

- Press release
- Roadshows with Love Food Hate Waste & Master Composters
- Free Agrivert plant tours
- Phil the Bin visited Cassington AD (video)
- Cross-council communication
- Councillor backing





## The Outcome

- Increase in volumes of 18.5% in the first month of implementation when comparing it to that same month in 2016
- 1.68, 1.37 and 1.08 kg per household increases in quantities captured in months of May, June and July 2017
- An estimated increase of 400t
- Disposal savings £35k (?)





# Sustainable?

Year	Food Waste Total (Tonnes)	Year Change (Tonnes)	% Change
14-15	1,404.25	0	0
15-16	1,671.95	267.70	19.06%
16-17	2,522.28	850.33	50.86%
17-18	4,605.74	2,083.46	82.60%
18-19	4,763.12	157.38	3.42%



Thank you

# Questions

**Maria Warner**

Recycling and Strategy Manager

**Oxford Direct Services** | Marsh Road | Oxford OX4 2HH

**T:** 01865 252953 | **M:** 07483010309

**E:** [Maria.Warner@oxfordds.co.uk](mailto:Maria.Warner@oxfordds.co.uk) | **W:** [www.oxforddirectservices.co.uk](http://www.oxforddirectservices.co.uk)