

Action taken 2010/11.

1. We took strategic decision to target textiles as the material we most wanted to increase, due to there being a consistent price per tonne of £300.
2. We looked at what other Council had done on various websites and found that some had introduced their own 'charity' bag similar to those that are posted through doors.
3. Speaking to residents at road shows and via a survey on our website about textile recycling we were repeatedly being told by residents they like to give 'good quality' textiles to charity shops, to support the charity
4. We discovered that some residents placed clothes, shoes out loose rather than bagged or used charity/black refuse sacks, which made it unclear what the contents were and who it was meant for.
5. We decided to launch our own bag, so residents would have a specific 'container' and we printed full instructions on it and gave it a 'charity' angle by supporting Myton Hospice.
6. These were very well received, we launched them in Recycle Now week in June 2010 and ran a series of road-shows to give out the bags and ran a free prize draw for residents that brought along their textiles for us to recycle.
7. Warwickshire Direct offices in Whitnash, Lillington, Kenilworth and Riverside House were given bins to collect textiles and this was promoted on the website and local press. Residents bringing textiles were given a card to be entered into a prize draw to win £50.
8. In addition to raise awareness we designed some graphics of various textiles hanging on a washing line which was installed on all of the Sita vehicles.
9. We have given many talks to community groups and schools and always leave a supply of textile bags behind.
10. During the Christmas 'express delivery' of recycling containers textile bags were given out automatically to all residents placing an order.

Actions planned for 2011/12

1. During 2011 we will be encouraging schools and community groups to join in and collect their textiles.
2. We are planning to run an incentive scheme to reward schools/group that collect the most per pupil (as the Yellow Page competition in previous years)
3. We will have to change the design this year as the charity will be changing, therefore we will give out all the remaining bags between now and April, via the CROs when they are door stepping, as the crews to leave one behind when they take a bag of textiles. Also for everyone ordering containers, we will give them a couple of textile bags too.