



PERTH &  
KINROSS  
COUNCIL

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# Recycling Improvement Fund Case Study

Perth & Kinross Council Twin  
Stream Recycling Project



## Introduction

Perth and Kinross Council was awarded £2,720,775 from the Scottish Government's Recycling Improvement Fund to introduce a twin-stream kerbside recycling collection service and expand recycling services to properties in Perth City Centre.

## Background

Perth and Kinross Council first introduced kerbside recycling in 2008 with bins for:

- Non-recyclable waste.
- Dry mixed recycling (DMR) for paper, cardboard, cans, plastic bottles, pots, tubs and trays.
- Food and garden waste.

This service was subsequently refined to accept food and drink cartons in the DMR bin, and replace the 240 litre non-recyclable waste bin with a 140 litre version.

Over time contamination in the DMR bin steadily increased, peaking at 28% in 2020, which resulted in financial penalties from the Council's recycling reprocessor.

Meanwhile city centre properties were unable to receive a recycling collection service due to space constraints; communal bins hubs were used for the collection of non-recyclable waste only.

## Project activity

Perth and Kinross Council used the funding to deliver two major service changes:

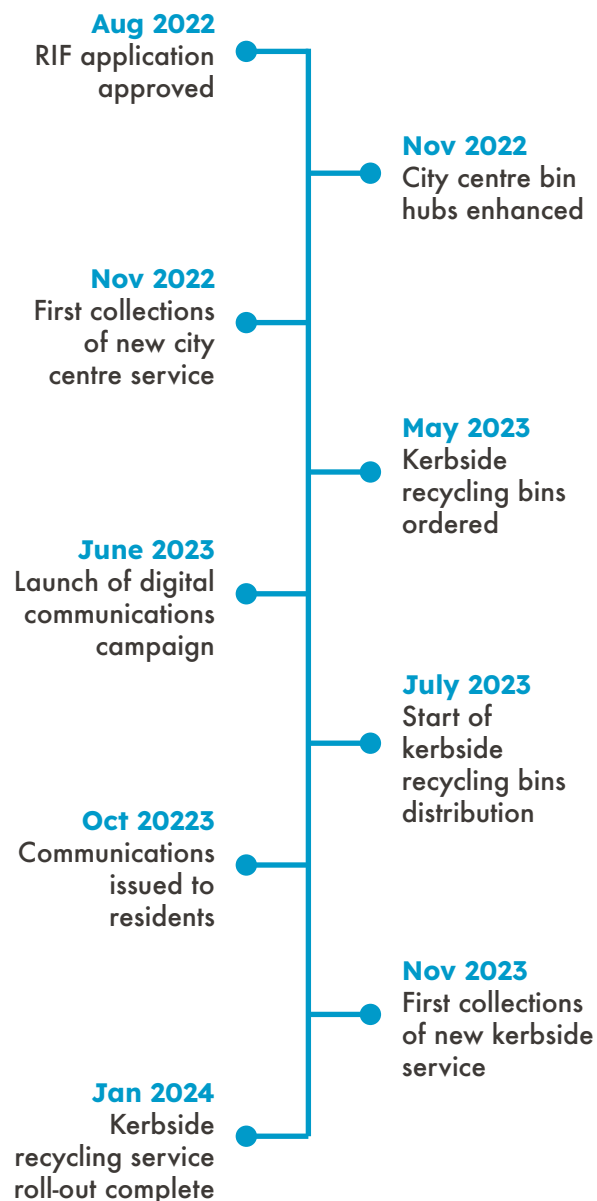
### Twin Stream Recycling

A twin stream recycling service was introduced to approximately 73,000 properties (over 97% of households) which involved repurposing the existing blue-lidded recycling bin to collect only paper, card and cardboard, and providing a new grey-lidded bin for recycling plastics, metals and cartons, with additional materials, including soft plastics and foil, also accepted for recycling.



### City Centre Recycling

Recycling collections were introduced to approximately 1,000 properties in Perth City Centre. Existing communal bin hubs were enhanced to provide a blue-lidded bin (for paper, card and cardboard), a grey-lidded bin (for plastics, metals and cartons), and a food waste recycling unit.



## Communicating the changes

Perth and Kinross Council promoted the service change using a mix of traditional communication methods, including sending a leaflet to every household, along with a digital-first approach which included the use of social media, online engagement sessions, TV and radio advertisements.

A new mascot called “Wheelie” was also introduced to act as the face of the campaign; this received an excellent response from the public.

Using a digital-first approach achieved three times the engagement at around two thirds of the cost compared to more traditional communication methods.

Average reach per Facebook post was over 15,000, with nearly 9,000 interactions per post. Engagement on the council’s Facebook page increased by over 3000%.

The campaign also helped to relieve pressure on the customer service centre as the Facebook page was able to pre-empt many questions.



“Wheelie” the mascot



TV advert

Click here to watch the TV advert

recycle for Perth & Kinross

What goes in your new grey bin . . .

plastics, cans, cartons and foils

Blue takes two . . .

paper and card

From November 2023  
Want to know more? visit:  
[www.pkc.gov.uk/recyclerright](http://www.pkc.gov.uk/recyclerright)

PKC Waste Services

PERTH & KINROSS COUNCIL

Social media graphic

Communications were funded by Perth and Kinross Council and not as part of the RIF award

Blue takes two . . .  
paper and card

## Outcomes

The project is on its way to achieving the three key objectives:

### 1. Increase recycling

The introduction of recycling collections to city centre properties has the potential to increase the council's recycling rate by 1%, with the introduction of the grey-lidded bin having the potential to increase this by a further 5%. There has also been a 5.27% reduction in residual waste tonnages collected when comparing Q4 2022 data to Q4 2023, despite a population increase during this period.

### 2. Reduce contamination

Initial results indicate that contamination levels have reduced from 18.7% in the DMR bin to 2.5% and 10% in the blue-lidded and grey-lidded bins respectively. The quality of materials collected has also increased due to keeping paper and cardboard separate from plastics, metals and cartons.

### 3. Increase participation

As well as allowing more people to recycle in the city centre, the new service has increased the range of materials that can be recycled across the Council's area. Monthly cleaning of city centre bin hubs has also encouraged participation.



**"The combination of Zero Waste Scotland's guidance and the Scottish Government's Recycling Improvement Fund has allowed us to implement this successful service change."**

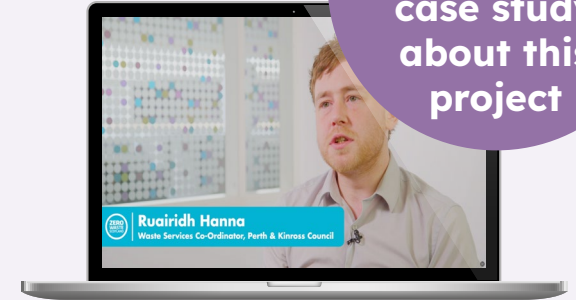
Ruairidh Hanna  
Waste Services Co-ordinator,  
Perth and Kinross Council



## Challenges

The distribution of kerbside recycling bins began in July 2023 and should have been completed by October 2023, however due to various issues this wasn't completed until January 2024. As the Council had already committed to and communicated the new service to residents, a delay was not an option; instead, a hybrid service was provided from November 2023. From January 2024 all bins had been distributed and the new service was up and running.

Click here to watch a video case study about this project



**"We used traditional communications methods such as a mail out to householders but we also tried digital methods we hadn't used before including TV and radio adverts and a big push on social media and the results showed more engagement and reach which was a great result."**

Niamh Anderson  
Lead Communications - Twin Stream  
Project, Perth and Kinross Council



# Help us, help you Recycle Right

 recycle for Perth & Kinross



Online advert used to promote the new service

 PKCWasteServices

From November 2023  
Want to know more? visit:

[www.pkc.gov.uk/recycleright](http://www.pkc.gov.uk/recycleright)



Search “Recycling Improvement Fund” on our website to find out more.

[zerowastescotland.org.uk](http://zerowastescotland.org.uk)

