

Thursday 11th March 2021 – Hunts Waste Busters

Attendees and Introduction

Danette O'Hara – Waste Minimisation Support Officer, HDC

Joseph - Yaxley

Helen - Clerk at Yaxley Parish Council

Chloe – St Neots

Heather and Nic – St Ives

Chris – Huntingdon

David (New) – Yaxley. Recently co-opted onto Yaxley Parish Council. Interest in the environment and it was suggested a good group to join

Apologies

Heidi Field – waste Minimisation Officer, HDC

Karen – Yaxley

Jenny – Holme (shared some notes)

Rachel (shared some notes)

Social Media

Food Waste Action Week 1-7 March – Karen's Leftover posts were really well received. Jenny has offered to do some more generalised posts to complement these.

Make your own series of posts – Heather's post. Next one ready to go. Some good feedback on those. One request was for warnings for pet owners, so we will be adding a warning message on these going forward.

Compost:

- Best things for home composting (i.e. things which decompose quite quickly v things that take a long time (egg shells, avocado stones) which would be better in green bin.
- Anything that might make home composting quicker
- Ideas for containers that can be used for making compost if you haven't got much room or reusing materials you already have.
- Danette to check if there are any incentives for 'Darleks' with County council.
- Pull in previous compost posts/images from Recap last Spring

Instagram – Stories/polls

- Test run with stories / questions:
 - o 'Cling film' – 85% did not know it can be recycled (20 responses) and Compostable liners not being accepted in the green bin – about 50% / 50%. 110 views for this story
 - o Following stories lower views as people tend not to look through to later stories.
 - o 'Ask me a question' – a couple of really good questions, which we then posted responses to as further stories. One was from someone in Spain asking about recycling and was comparing us to their municipality, which shows great reach.

HuntsWasteBusters series/takeover – collectively liked the idea. Offers for support (images, facts, figures, knowledge). Chloe has agreed to pull a couple together to get us started – potentially on toothbrushes. Heather potentially looking at a liquid vs bar soap post. **Action for all:** send in any posts you would like to write along with any images, or start a conversation about one.

Action for all: Please keep liking, sharing and commenting.

Logos

Initial ideas – feedback showed needed something more graphic.

Second batch narrow down to a couple and then to be shared on social media (Instagram story) to gain more interest. Good to show a positive image – recycling, eco, leaf. Narrowed down to two options. The depicting recycling to be changed to a blue bin (completed in the meeting).

Connections

Publications

- New piece Heather sent in ready to go by the end of the week. To be sent as Hunts Waste Busters
- More suggestions for additional publications sent in. Danette to make contact.

Talks

- New request for a talk, to be booked in for the end of the month/beginning of next.

Action for all: To share any new connections we should make for publication or talks.

New Page on HDC Website – Waste Minimisation

Positive feedback - feel it is really useful.

Suggestion to have a link for the Zero Initiatives page on the Waste Minimisation page. Danette to action this.

Hunts Waste Busters logo to be added to the Waste Minimisation page – Will be actioned when ready.

Suggestion for content presented as tiles (with a small image) would be easier to view than a list of text. However, this is not possible with council branding.

Food waste survey – V2

No further feedback at the moment.

Still available for those that want to ask friends and family about how they dispose of their food waste and start positive discussions.

Further ideas

Recycling bins for Yaxley have now been ordered and Helen will do a piece on them once they are in place.

Litter pick group (Yaxley) now connected up with council's Litter Minimisation Officer. Progress made and planned pick for April.

Suggested that if we have any data on the recycling rate, and it is broken down by town/village, could we use this to have a competition between the different towns? The only data we have which is broken down in that way is the crews rejection reports. Collectively the group liked the idea. Focus on the best to highlight the positives. Danette to start pulling off data and making comparisons.

Questioning what can go in which bin. Suggested to create a survey monkey questionnaire to highlight the 'hot spots' to focus on. **Action for all:** Send in suggestions for any questionable materials to be included in the questionnaire.

Suggested that clothing banks are not very well known of. Additional posts to be sent out. Any promotion of these would be good. Yaxley Parish council also looking to share the locations of the ones in the area.

Suggested again that food waste in garden bins is usually not actioned due to the 'ick' factor and pest problems. This links with the compost posts under social media. But more broadly **Action for all:** could we all share posts about how we dispose of our food waste – a video, a picture a post or a comment on one of our posts, to highlight the various ways of doing it and the lack of problems.

Sharing E-mails David is happy to be added to the email list.

Next Meeting

Thursday 25 March at 7pm.

Microsoft Teams meeting [Click here to join the meeting](#)

This meeting is held in Council Anywhere provided by 3C Shared Services