

Tuesday 12 January 2021 – Ambassador scheme

Attendees and Introductions

Danette O'Hara, Waste Minimisation Support Officer at HDC. Looks after waste initiatives and projects. Leads on communications

Heidi Field, Waste Minimisation Officer at HDC. Leads the waste minimisation team which is made up of 3 people.

Joseph from Yaxley. Working on his Duke of Edinburgh Award and has a keen interest in waste reduction

Catherine from St Neots. Member of SNARL – community litter picking scheme

Jenny from Holme. Avid recycler and continually look to minimise waste. Keen to help to spread messages.

Nic from St Ives. Is a member of St Ives Town Council and passionate about waste minimisation

Heather from St Ives. Creates cleaning products from natural materials, sells her soap via the refill shop in St Ives.

Our Initial Ideas

As a group

Be an organic group, focussing on what the group want and what their experience can offer. What do they see as the need and what can they offer. Flexible as the group grows and new people join, and old people leave.

As a template offer the following as starting points.

Area Reps

Visit problem areas and report back on what is needed – idea from communals that have issues.

We can send out stickers for replacing on communal bins.

If happy door knocking or visiting community groups to share info can also send out hard copies of literature – needs more thought and planning with detailed plan of action and guidance. Not to be actioned in current climate

The group asked for more information about the new on street recycling bins – Heidi to speak with the Litter Minimisation Officer

Social Media

Like, share and comment on the social media posts. Reinforcing positive comments and promoting more conversation, sharing additional tips and ideas. There is a greater reach when this comes as 'organic' (i.e. when individuals like, share comment off their own back, over page owner sharing to groups or paying for boosting).

Basic training and support given where needed.

This could start immediately, across all three channels.

Talks

To share this service and to approach groups to increase number of talks we do.

As we begin to do more, train up those who would like to deliver them for us.

A number of attendees mentioned links they have in their local community, and we suggested contacting them, or passing along their details for us to contact.

Newsletter

If any would like to get involved in doing a regular newsletter or blog, support and guidance given.

Nic and Heather spoke about the Riverporter Magazine in St Ives who they have a contact for.

Jenny will get details for Holme parish news which goes out once a month

Print Material

To make suggestions on any gaps they see, and the help develop new material depending on their experience

Any other ideas from the group

- The **group needs a name** – all to have a think of what this could be
- Working with schools – can pre-recorded assemblies be provided to schools and then possibly a live catch up a week or so later
- **Coffee cups** – promoting reusable cups which has proved difficult with the current pandemic. However City to Sea have put together some guidance on how coffee shops can do this - www.citytosea.org.uk/contactless-coffee

Disposable coffee cups can be recycled through specific schemes such as Costa. Hubbub have recently set up a collection scheme at major train stations

- **Face masks** – promote using reusables. Snarl Group was recently interviewed by ITV about littered face mask – Catherine can you advice when this will be shown? We would love to promote this.
- **What goes in which bin** – clearer message which need to be a constant reminder to residents. Particularly of the unusual products. Any ideas of these items and how to get this message out there

A communal collection guide is being sent out on a biannual basis to flats which are problem areas

Website has a comprehensive list of what goes where but it was suggested that maybe we need an easy how to guide such as the bin stickers

More information regarding stretchy plastic

Once things get back to normal residents can visit the waste management park in waterbeach to see how their waste is dealt with.

In the meantime, you can get a feel from the following videos

[What happens to the contents of your blue bin](#)

[What happens to the contents of your green bin](#)

- Stop supermarkets selling biodegradable bags which can't be accepted within the HDC collection. Bags can be put into a home composting system. HDC has tried to work with supermarkets but without any success.
- **Terracycle schemes** – expanding the collection points. HDC does promote sites and encourages community groups to get involved although many of the scheme are at capacity so new sites aren't being accepted.
Terracycles are trialling drop off points at some recycling centres elsewhere in the country so hope that this can be extended
- There is a list of **zero waste initiatives** on [HDC website](#) – if there is anymore to add please let us know.
New shop opening in St Ives which will be selling food too
Heather offered to share her knowledge on zero waste cleaning products which can be shared with residents

Future meetings

The group suggested fortnightly meeting to start with and once established, to reassess and possibl
move to monthly meeting.

Next meeting scheduled for Thursday 28th January from 7pm. As we overran last time, we will
schedule for 1.5 hours.

Actions for all

- To start sharing social media posts to their local groups and commenting on posts, simple
questions to expand the stated content are a great way of doing this.
- Gathering contacts for publications and community groups who could help to spread the
messages
- Think of a group name