

top tips



reduce, reuse, recycle

- Don't waste your money on disposable batteries that need replacing, invest in rechargeable batteries that can be used over and over again.
- If you and a friend buy weekly magazines, why not swap them when you've finished – two for the price of one!

Send your top tips to: sheffieldenquiries@veolia.co.uk with 'recycling tip' in the subject line and win a prize if we publish it in the next newsletter.

Fill the bin that makes your garden more beautiful

This Summer, remember you can also compost some of your grass cuttings along with your kitchen and garden waste.

recycle
Council of Sheffield

TO ORDER YOUR BIN CALL 0845 077 0758

COMPOSTBIN (120L) (200x110x110cm)	COMPOST CONVERTER (200L) (200x110x110cm)	FREE KITCHEN CADDY (When you order a compost bin)
£4.00	£6.00	

bag it, don't bin it!

Approximately 20% of the average household's waste consists of green garden waste. Putting this in black wheeled bins is having a negative impact on the environment as well as wasting a valuable resource.

A series of green waste posters featured throughout the city from late March until the end of June encouraged Sheffield residents to recycle more of their garden waste. The posters promoted the use of

the popular green sack scheme and the city's five Household Waste Recycling Centres. Following the promotion, green sack sales have increased from 10,523 April 04 – March 05 to a whopping 23,050 April 05 – March 06!

For more information about the green sack offer and where you can buy them, please contact the Recycling Helpline on 0845 355 5515 or visit our website at www.veolia.co.uk/sheffield

Until December Veolia Environmental Services is running a special offer –

Buy One Pack Get One Free

That's a total of six bags for £1.50. Once you have a minimum of 3 filled sacks just ring the number on the sack and we will collect them free of charge to be sent for composting.

In Partnership with Sheffield City Council

Sheffield Freecycle

Join Sheffield's Freecycle network and recycle your unwanted items rather than throw them away! Whether it's a chair, a fax machine, piano or an old door, feel free to advertise it online. Or maybe you're looking to acquire something yourself! One constraint, everything advertised must be free.

Freecycle.org is an international network of local groups open to all cities and individuals who want to recycle their unwanted items for free. Register your unwanted items or register for something you need on your local Sheffield Freecycle network. The site is run by local volunteer moderators across the globe who make each local group what it is. Join now – whether you've got things to get rid of, you're moving house or you're looking for something, Sheffield Freecycle is the place to do it!

To sign up with the Sheffield group directly please visit: <http://groups.yahoo.com/group/Sheffield-Freecycle>

"Think globally, recycle locally."

and finally...

Reduce waste – get this newsletter electronically. Contact us on sheffieldenquiries@veolia.co.uk with your email address and the words 'Electronic Champions Newsletter' as the subject and we will add you to our electronic mailing list.



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RECYCLING CHAMPION: news



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education, education education!



Kate Hodgson taking a recycling workshop with children from Woodthorpe Primary

Our Waste Awareness Programme has spread its wings to the outskirts of Sheffield and is now delivering weekly recycling sessions at Whirlow Hall Farm to local schoolchildren.

Whirlow Hall Farm is a well-established charity providing residential and day visits to 10,000 children every year, with a wide range of educational and environmental activities on offer to visiting schools.

In March this year, Veolia Environmental Services began working in partnership with Whirlow Hall Farm to deliver recycling and sustainability workshops to children visiting the farm.

The Waste Awareness Officer's work forms part of the contract Veolia Environmental Services has with Sheffield

City Council and aims to raise awareness and understanding of waste, how it impacts on our environment and what we can do to reduce that impact.

Sessions include a range of interactive, hands-on activities which look at the other 3 Rs – reduce, reuse and recycle.

The 'Waste Free' lunch session explores ways in which the children can minimise the amount of lunchtime rubbish and waste they produce.

The sessions have proved very popular with school teachers and children (see our article on The BIG Recycle). They are very rewarding and provide the children with the opportunity to learn away from their school environment, as well as experiencing life beyond the inner city.

Veolia Environmental Services is also a member of the Farm's 480 Club, donating money to sponsor a school on a residential visit where the pupils can experience life in the countryside, which for many of them is their first visit.

The target of The 480 Club is to recruit 480 companies, organisations and individuals to donate £480 each and help the most disadvantaged children in our society.

For more information on Whirlow Hall Farm and The 480 Club, please visit: www.whirlowhallfarm.co.uk



www.veolia.co.uk/sheffield

latest news

schoolchildren join in **The BIG Recycle** at Whirlow Hall Farm

Children from Woodthorpe Primary School found themselves in unfamiliar, but beautiful surroundings thanks to The BIG Recycle and Veolia Environmental Services.

36 pupils spent four days at Whirlow Hall Farm, courtesy of Veolia Environmental Services who sponsored the school as part of their education programme during The BIG Recycle week.

The children took part in environmental workshops to raise awareness of waste and its impact on our environment. Activities included a recycling treasure hunt, crafts using recyclable items and recycling bingo!



Woodthorpe Primary School taking part in The Big Recycle week at Whirlow Hall Farm

Kate Hodgson, Waste Awareness Officer from Veolia Environmental Services, commented: "The sessions were a great success and the children really enjoyed all their activities. It is extremely important to promote recycling throughout the city and make people aware of how they can help the environment. The children of today have an important role to play in the future of our planet and that is why the company invests in an education programme for Sheffield schools."

'The BIG Recycle', a Government-funded national recycling week, was launched on 5 June. The event takes place every year to raise awareness of recycling and to minimise the amount of waste being sent

to landfill. This year's campaign was supported by the ITV football presenter Gabby Logan, who acted as the 'face' of the campaign.

Miss Julie Hayton, one of the teachers who accompanied the children on their visit, said: "We had a thoroughly enjoyable time and the pupils can't stop talking about their visit! The recycling activities really complemented the materials work we covered earlier in the year and staying at the farm allowed them to put the recycling theme into practice."

Veolia Environmental Services also worked in partnership with the Environment Agency by promoting recycling at the Meadowhall Shopping

Centre on World Environment Day, which took place on 5 June at the start of The BIG Recycle week.

The theme for this year's event was to 'Promise the Earth' in 2006 – making special pledges to save the planet as part of World Environment Day.

A total of 3661 promises were collected at Meadowhall which helped Sheffield reach fifth place in the UK. If everyone sticks to their promises for a year, it will save: two tonnes of batteries and 149,344 plastic bags from landfill, 1,766,235 buckets of water and the release of carbon emissions into the atmosphere equivalent to 32 car journeys around the Earth!

reduce, reuse, recycle

Plain, dull and boring?

Not anymore! Sheffield's Mobile Information Unit has been redesigned and rebranded with a big, bold message – Reduce, Reuse, Recycle.

Look out for it in the city centre and at events this summer.



latest news

a round of applause please

On 2 June 2006, Action for Stannington was awarded the Queen's Award for Voluntary Service. The Award was created in 2002 to mark the Queen's Golden Jubilee and recognises the outstanding achievements of community groups who volunteer to improve the quality of life of individuals or other groups within the area.

Action for Stannington is a public awareness campaign which invites people to take positive action about issues such as littering and thoughtful use of resources. The main aim is to encourage residents to look after their community and the local environment.

Its members are local residents of all ages and backgrounds who are truly committed to improving their local neighbourhood. They organise an impressive range of activities including: work placements, reclaiming and recycling, promoting the notion of self-help and volunteer park keepers in Stannington Park.

Representatives of the group attended a Garden Party at Buckingham Palace on 11 July, in the presence of the Queen and members of the Royal Family. A ceremony also took place in Stannington on 12 July, in which the Queen's Lord Lieutenant of South Yorkshire presented the Award and Scroll to all the volunteers.

Danny Piermattei, the Chairman of Action for Stannington says: "The secret of our success is regarding the environment as the neutral ground in which all sections of the community can actively participate, bringing social regeneration and cohesion as a result."



Danny Piermattei (far left) and his team with their Queen's Award certificate

recycling campaign hits Deepwell

Residents of the Deepwell estate at Halfway have been targeted in a recycling campaign to encourage greater use of their blue bin and other recycling facilities in the area.

A recent waste audit in the area showed that a considerable amount of recyclable material was disposed of in the black bin – most notably paper and cardboard.

The campaign aims to ensure that residents are aware of their local recycling facilities, such as bring banks and Household Waste Recycling Centres and to remind them to use their blue bin for all paper and card. Residents are also reminded that extra paper and card can be placed at the side of their blue bin as long as it is neatly bundled. Veolia Environmental Services offers second blue bins free of charge for residents who regularly fill their existing bin before collection day.

The campaign features posters at tram stops as well as tram interiors and a leaflet delivered to all residents on the Deepwell estate. Local schools have also received literature and recycling workshops to help raise awareness of the importance of waste minimisation in our daily lives.

It is anticipated that the campaign will maximise recycling in the area and assist residents to participate to their full potential.



rubbish bag tax



Families who create the most household rubbish could pay extra to have it removed under proposals being considered by the Government.

Charges for non-recyclable domestic waste are being actively considered by Sir Michael Lyons as part of his enquiry into local Government finance.

Plans could give local councils the power to charge residents by the kilo for black bags of waste. Sir Michael told The Times: "It's a fairness issue. Why should people who don't take recycling very seriously, or have a lifestyle that generates a lot of waste, be able to do that when their neighbours are being very careful not to generate waste and putting their energy into recycling?"

Britain spends £2.6billion a year on collection and disposal – with half the cost recouped through council taxes and the rest from Government grants. Local councils have already been told to recycle 33% of their rubbish by 2015.

The US and many other European countries have already introduced waste charging schemes with impressive results. In some areas the amount of rubbish has been reduced to below 150kg per person per year (compared to the current UK average of 400kg).

Charges already in force in some European countries include: Germany - 18p per kilo, Belgium - 46-70p per bag and Spain - 40p for a 40 litre sack. Costs for disposing of a kilo bag of rubbish in the UK are estimated at 25p – 50p.

Other options include charging for the non re-cyclable waste included in your rubbish bag, deducting money from council tax for greener households or imposing penalties for those who refuse to separate their waste.