

# Kent Resource Partnership



**DARTFORD**  
BOROUGH COUNCIL



**Gravesham**  
Borough Council



**Sevenoaks**  
DISTRICT COUNCIL



**Swale**  
BOROUGH COUNCIL



To All Ward Councillors of All 13 Councils

From the Chair of the KRP on behalf of the councils' portfolio holders with responsibility for recycling and waste services

Cc

Dr Liz Goodwin, CEO and Jackie Bailey, WRAP

Mr Rick Hindley, Chief Executive, Alupro

**From the Chairman of the Kent Resource Partnership**

25<sup>th</sup> January 2016

Dear Colleague,

I write further to my letter at the start of the month with regards to the Kent Resource Partnership's (KRP) recent success in receiving external funding for a communications drive to support your council's recycling. This letter provides advance awareness of phase 2 of the communications: the '**MetalMatters**' campaign starting 1<sup>st</sup> February and running to early March.

As with the January Kent-wide leaflet delivery on plastics recycling, I am writing to you as ward councillor to ensure you have **prior** knowledge of the campaign and the Kent-wide deliveries **before** your ward residents receive the campaign leaflets.

We are extremely grateful to WRAP, Alupro and the KRP for funding this campaign. I have attached (1) A set of Frequently Asked Questions (FAQs) to help you respond to any questions your residents may have, and (2) a copy of the two '**MetalMatters**' leaflets that will be delivered to all Kent households. The black leaflet will begin being delivered by Royal Mail on 1<sup>st</sup> February and will be followed up with the green leaflet from 29<sup>th</sup> February. We are following the national approach required by our external funders for the **MetalMatters** campaign.

If you have any questions, your council's recycling or environment officers will be pleased to help. For further information, you can also contact Mr Paldeep Bhatti, KRP Projects Officer. Paldeep's email is: [paldeep.bhatti@kentrp.org.uk](mailto:paldeep.bhatti@kentrp.org.uk)

Yours sincerely,  
Rory Love

**Councillor Rory Love,**  
**Chairman, Kent Resource Partnership**

# MetalMatters

## Frequently Asked Questions (FAQs)



### 1. What is the Kent Resource Partnership?

The Kent Resource Partnership (KRP) comprises the 12 district and borough councils that collect household waste, and Kent County Council, which manages the onward recycling, treatment or disposal of it. The Chairman is Cllr Rory Love, Shepway District Council. The Vice-Chairman is Cllr Jill Anderson, Tonbridge & Malling Borough Council. Both have been elected by the KRP Members Board comprising all 13 councils' portfolio holders for recycling & waste. The full KRP Members Board is as follows;

Cllr Clair Bell, Ashford BC	Cllr Neil Baker, Canterbury CC
Cllr Arron Bardoe, Dartford BC	Cllr Nicholas Kenton, Dover DC
Cllr Sandra Garside, Gravesham BC	Cllr Matthew Balfour, Kent CC
Cllr Marion Ring, Maidstone BC	Cllr Matthew Dickins, Sevenoaks DC
Cllr Rory Love, Shepway DC	Cllr Stuart Peall, Shepway DC
Cllr David Simmons, Swale BC	Cllr Suzanne Brimm, Thanet DC
Cllr Jill Anderson, Tonbridge & Malling BC	Cllr Ronen Basu, Tunbridge Wells BC

### 2. What is WRAP?

WRAP is a national registered charity that works in partnership to help councils, businesses, individuals and communities improve resource efficiency. It is a respected advisor to local authorities and business in the UK for recycling and re-use. WRAP has an established successful relationship with the KRP to help deliver local services and campaigns.

WRAP is investing £70,794 into the Kent *Recycle Now* campaign of which £30,000 has been allocated to Kent's MetalMatters campaign. WRAP is providing funding to just eight campaigns across the country with Kent's being their largest investment. Value for money from the WRAP investment (and overall) will be tested in part by assessing tonnages of plastics collected for recycling, and a residents' survey.

### 3. What is Alupro?

The Aluminium Packaging Recycling Organisation (Alupro) is a national organisation that represents aluminium producers, their packaging converter customers, and the end-of-life recyclers and exporters. Alupro are also funding £30,000 into the Kent campaign.

- 4. I've heard of the 'MetalMatters' campaign – has this been delivered in Kent before?**  
Yes. In 2012 the KRP jointly worked with Alupro to deliver the same model of two leaflet deliveries to over 600,000 Kent households within a six week period. The overall campaign cost was one of the lowest per household cost of all the MetalMatters projects at that particular time. Based on the increased tonnage of metal collected and its market value, it was calculated the campaign had paid for itself within five months. Overall metal recovery increased by nine per cent, with aluminium recovery increasing by 35% as a result of the campaign. The full case study can be found [here](#).
- 5. Why is the focus on metal packaging?**  
There is high financial value for metals, particularly aluminium. Metals are endlessly recyclable, time and time again. The recycling process saves up to 95% of the energy compared to making the metals from their raw materials, as well as cutting greenhouse gas emissions. This means every time metal materials go through the recycling process it cuts the Carbon 'footprint' of the next product made. By taking part in the Metal Matters programme, Councils can highlight their contributions to these benefits to residents, environmental groups and others.
- 6. When will Kent residents receive their 'MetalMatters' leaflets?**  
The black leaflet will be delivered by Royal Mail to Kent households from 1<sup>st</sup> to 5<sup>th</sup> February 2016. The green leaflet will then be delivered to the same Kent households from 29<sup>th</sup> February to 4<sup>th</sup> March 2016.
- 7. How many households will receive the 'MetalMatters' leaflet across Kent?**  
We have contracted Royal Mail to deliver both leaflets to 623,002 households across Kent.
- 8. How can residents help?**  
Residents can recycle more using councils' existing recycling services. With metal items being endlessly recyclable and usually easy to identify, these leaflets are a way of further highlighting the important role that Kent residents can play.
- 9. Are the Kent councils being asked to pay from their own budgets?**  
No. No additional funding from the 13 councils' individual budgets is being sought. The campaign is funded from three sources: WRAP, Alupro and the KRP's Project Fund. External funds of £60,000 are covering around two-thirds of the whole cost. The development of the Kent campaign has involved officers from across the district councils, to ensure appropriateness of messages.
- 10. What benefits might apply to other recyclables?**  
Evidence from campaigns similar to 'MetalMatters' campaign shows the 'recycling message' benefits **all** recyclates. It is expected the quantities of other materials like paper, cardboard, plastics and glass will be boosted.
- 11. Who can ward Members contact with any other campaign questions?**  
If ward Members have any questions regarding the Kent 'MetalMatters' campaign, please contact recycling or environment officers within your council in the first instance or Paldeep Bhatti, KRP Projects Officer. Paldeep's email is: [paldeep.bhatti@kentrp.org.uk](mailto:paldeep.bhatti@kentrp.org.uk)



**good to know**

## Where does the metal you recycle end up?

**Put just two extra cans into your recycling container and you'll save enough energy in the recycling process to run a computer for up to 12 hours.**

**What happens to the metal we recycle?**  
It might be used to make cans, electrical equipment or even a bus - the possibilities are endless. Best of all, it doesn't take a lot to save enough energy to make a big difference. Just drop your cans, aerosols, tins and foil into your recycling container. It's as easy as that.

**Do I need to clean the metals or take anything off?**  
Yes - all your tin cans and foil need is a quick rinse. You don't need to remove the labels, but if you do, it can also be recycled with your paper. Aerosols must be empty.

**What if I live in a flat?**  
If you live in a flat please use any recycling facilities available to you or alternatively visit one of the recycling sites in your area.

**Recycling sites**  
There are many recycling sites in your local area to help you recycle a wide range of materials. Take a look at your council website for a full list of locations and materials you can recycle.

**Kerbside collections**  
Use your kerbside collection to not only recycle your metal packaging but also many other materials. The materials recycled on each collection day make a huge difference to the environment.

Keep this leaflet for reference or please recycle it. This leaflet is available in alternative formats. Please contact 01732 227128

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**Which metal items can I recycle?**

- ✓ Drink cans (e.g. cola, beer)
- ✓ Food tins (e.g. baked beans, soup, tomatoes, fish)
- ✓ Pet food tins (e.g. dog and cat food)
- ✓ Empty aerosols excluding lids (e.g. deodorant, hairspray)
- ✓ Foil and foil trays (e.g. clean pie cases, take away and pet food containers)
- ✓ Sweet and biscuit tins
- ✓ Metal caps & closures

**Please put your metal packaging in your recycling container**




1st Leaflet: To be delivered w/c 01<sup>st</sup> February 2016

Here

here

here

and here!



 recycle  
for Kent

METAL  
  
recycles  
forever





2nd Leaflet: To be delivered w/c 29<sup>th</sup> February 2016



The more of these we can get out



Recycling one can uses **20 times less energy than making a new one.**

When it comes to recycling, metal is hard to beat. That's because it's endlessly recyclable – so every last bit can be turned into something else, the possibilities are endless. Imagine how much energy you could save.

Within as little as sixty days the empty can you put into your recycling container could be back on the shelf as a new can of cola or a new tin of beans!

