

Results for the Russell Kororāreka Recycling and Refuse Pop-up

The Problem

During the summer period, the Russell Community struggled with the volume of litter and rubbish brought in by summer visitors and boaties. The community identified that a large part of the problem was due to visiting boaties in the bay on holiday who had limited options to dispose of their litter. Consequently, they would attempt to cram their rubbish bags into the town litter bins resulting in overflowing bins or black trash sacks left on the wharf or The Strand.

Additional bins and extra servicing were supplied by Council, but there was also a strong desire by the community to offer recycling as well. It was therefore decided that a manned *Pop-Up Recycling and Refuse collection* service on the Russell Kororāreka wharf would:

1. Provide a user pays refuse service to visiting boaties in the Bay to encourage them to drop off their rubbish and recycling in a proper collection facility rather than leave it on the wharf
2. Reduce the amount of recyclable items which go in the litter bins (subsequently to landfill) by encouraging members of the public to recycle instead

The partners

[Resilient Russell Charitable Trust](#) has been leading the charge for recycling and sustainability in the community so the [Community Board Representative](#) Jane Hindle asked if they would lead the initiative with her support. Jane then spoke to other entities with an interest, namely the [Russell Wharf Trust](#) and [Far North Holdings](#) who supported the project financially. Resilient Russell negotiated with [Northland Waste](#) for free rubbish bins, and free disposal of the trash sacks which significantly reduced the cost. Jane also found support from [Hone's Pizza Garden](#), who offered to transport the recycling bins to the rubbish dump, creating further savings. CBEC Eco-solutions provided the lids and labels, with local businesses providing printing and laminating services free of



Figure 1 Bins locked after hours

charge with waterfront businesses making a \$100 donation. [Russell Information Centre](#) collected the rubbish bag fees on our behalf so there was no money handling.

A local family, the [Cadogan family](#) applied to the advertisement for a paid contractor to man the pop-up station, sharing it between the four of them to help get the project off the ground. This was invaluable as they were solutions focused and helped iron out any teething problems and redesign process as required. [Green By](#)

[Nature](#) came on board after the first few days and collected the full refuse bags from the pop up during their regular litter bin servicing, taking them to either Russell or Kerikeri for disposal.

Desired outcomes

We set ourselves some goals to measure success, and these were to:

1. Reduce the amount of abandoned trash bags on or near the wharf by 90%
2. Reduce the amount of litter in the bins that is collected by the Council Contractors
3. Divert a credible amount of rubbish and litter from landfill into recycling

Communications

A comms plan was developed to make sure the boaties knew that the facility was available for them to use. The messaging was to visit Russell, stock up on supplies, enjoy a meal, buy your fuel and drop off your rubbish and recycling.

We got the message out to the Boaties in the following ways:

- Messages through Russell Radio on a daily basis;
- The FNDC Comms team added the Russell Kororāreka Pop Up facility on to the website for Rubbish collection;
- Newsletter to Auckland cruising clubs;
- Facebook post on Bay of Islands, Northland Grapevine, Ōpua and Russell Community pages;
- Community email to the Russell Community
- Posters in all the shop windows in Russell Kororāreka and on passenger ferries
- Northland Regional Council website was not as easy.

This worked extremely well, with the first boaties arriving on the morning of the first day with five bags of rubbish.

Operations

The project team prepared a short-term contractor agreement, Health & Safety Plan for the family manning the Pop-up, Daily reporting sheets including H&S checks, and a step-by-step procedure for the day. Insurance cover for Resilient Russell refuse ambassadors included the contractors working at the Pop-up Station.

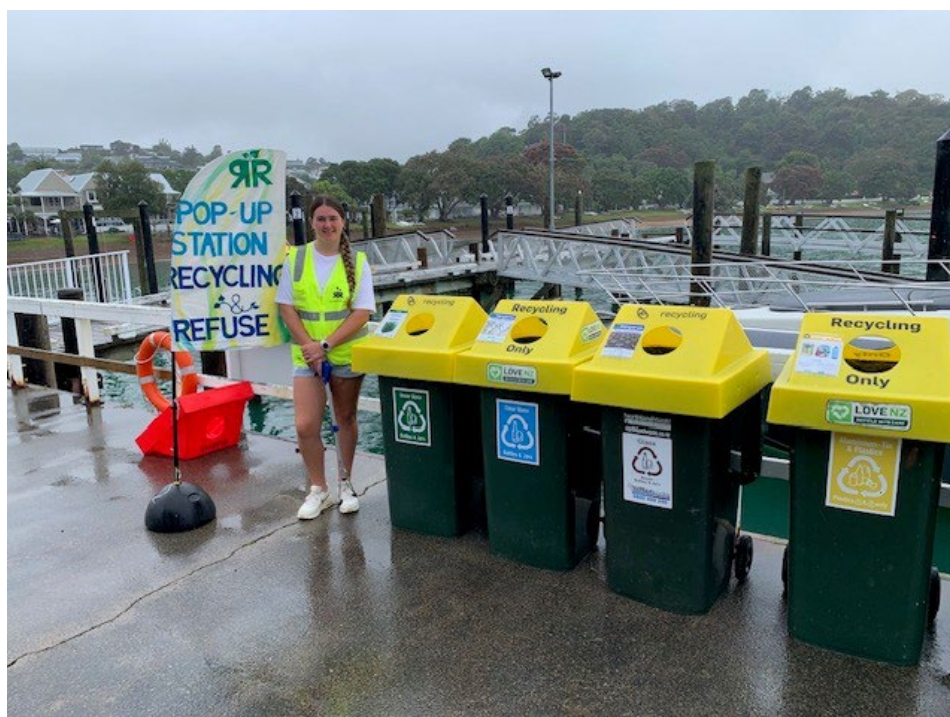


Figure 2 Day One after set up

The Results

1. Over the 3-week period there were only 14 unpaid bags left at the recycling centre, but 93.5 bags that were paid for. This represents 87% of the total but they were not abandoned on the wharf, they had been placed by the Pop-up station.
2. Anecdotally there were no overflowing rubbish bins on the waterfront and there were no RFSs raised with litter complaints. There were no Facebook complaints either (previously people took to Facebook to complain rather than raise RFSs). Green by Nature noted there was a reduction in dumping outside opening hours.
3. 36.4 wheelie bins (each 240 litres) of recycling and 4.8 extra big bins (each 660litres) of cardboard were taken to the Russell Transfer Station, a total volume of 11,900 litres of recycling or 11.9 m3. Or the equivalent of 11,900 one litre drink bottles have been kept out of landfill.
4. Recycling increased after New Year when boaties realised it was an option.

Costs

The cost of running the scheme was **\$7,134** which was offset with donations and sponsorship. Far North Holdings and the Russell Kororāreka Wharf Kaitiaki Trust each contributed \$1,500 which covered the bulk of the wages for the contractors manning the station. Sponsorship for other costs from Northland Waste, Hone's Pizza Garden and CBEC covered the bulk of other costs of the scheme. We earned **\$784** (against a budgeted \$560) from refuse bag fees, and with donations from local businesses, the scheme made a small surplus for the Resilient Russell Charitable Trust which will be reinvested into other opportunities for recycling pop-ups.

Lessons learned

The scheme will definitely be offered next year but there will be modifications as follows:

- The Pop-Up should open earlier in the morning, close for lunch and re-open for the end of day (e.g. 0830 – 1130 and 1530 – 1800)
- There should be longer hours over the 3 days during New Year
- Extend the service by an additional week
- We should have local community groups where possible man the station as a fund raising exercise.



Figure 3 First customers on Boxing Day