



Dear Parish Council Clerk,

Help us to explain – ‘Nappies are Rubbish not Recycling’

As a supporter of recycling in Norfolk we are contacting you to ask for your help to remind local parents and carers not to put nappies in their recycling bins.

Currently at least 400,000 of used dirty nappies are wrongly placed in people’s recycling bins and end up at Norfolk’s Materials Recovery Facility at Costessey annually. This action contaminates our recycling materials.

Norfolk’s recycling materials are sorted by hand. When there are nappies in with recycling materials, we have a big problem. Having to remove dirty nappies from the recycling is not only extremely unpleasant and unhygienic for our workers at the Material Recovery Facility (workers hand sort Norfolk’s recycling material), they can also make everything else dirty and therefore of less value.

It’s no thank you to nappies in recycling bins, and here’s why:

When a nappy is put in a recycling bin it contaminates everything else in there. Recycle for Norfolk relies on people making sure their recycling is ‘clean, dry and loose’ and nappies are certainly not clean or dry.

Nappies in the wrong bin costs money and time to sort out too; which in turn costs the council taxpayer more. To highlight the problem and ensure nappies end up in the general rubbish bin, we have developed a ‘**Nappies are Rubbish not Recycling!**’ campaign.

How can you help?

Quite simply ... we would like your help please, to remind Norfolk’s parents and carers that nappies need to be put in the rubbish bin where they will be properly disposed of by displaying campaign posters, distributing leaflets as part of your communication with local parents and sharing the message via your social media channels, publications or newsletters.

Materials you can share:

We have provided some **printed posters and leaflets** for you here. Copies of these can also be downloaded at: www.recyclefornorfolk.com/about/media-resources along with other digital campaign assets.

A **news release** which contains more information about the campaign, and the wide-reaching impact of mistakenly putting nappies in a recycling bin, can also be found on our website www.recyclefornorfolk.com and can be shared in any forthcoming newsletters or publications.

We are sharing the campaign messages via our **Facebook, Twitter and Instagram** channels **@Recycle4Norfolk** which you can share and retweet to help extend the reach of the campaign.

If you have any questions, or any other suggestions of how you could help to support this campaign, please do not hesitate to get in touch with myself, or Paula Boyce, Principal Communications Officer at Norfolk Waste Partnership.

Yours sincerely,

Cllr John Fisher, Portfolio Holder for Environmental Excellence

On behalf of Broadland District Council

A partnership of Norfolk's County, District, Borough and City Councils working together to reduce rubbish and improve waste and recycling services for Norfolk's residents.

Contacts:

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**NAPPIES ARE RUBBISH
NOT RECYCLING**

**PLEASE DON'T PUT NAPPIES
IN YOUR RECYCLING BIN**