

# Working in partnership with Wrap's Home Composting Programme

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Wrap

## An introduction to WRAP

- Waste & Resources Action Programme.
- Established by the Government in 2000.
- To help everyone in the UK recycle more, waste less and reduce the amount we send to landfill.
- Reducing CO<sub>2</sub> emissions.

## Working together

Up until now WRAP and its partners have delivered significant achievements:

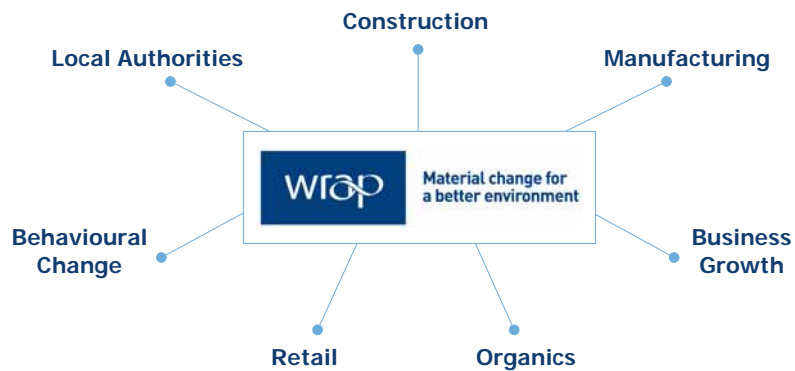
**5.8** million tonnes/year reprocessing capacity

**8.5** million more 'committed recyclers'

**1.7** million home compost bins sold

**1.3** million tonnes less carbon emissions

## WRAP's seven programmes



## WRAP programmes

### Local Authorities

Supporting Councils in their work to deliver better recycling services and more waste reduction.



This is where Home Composting fits in -

Working in Partnership with LAs

## Waste Minimisation - Diversion

- **Team of Home Compost Advisers**
- **New Wrap composter diverts 220Kg/Hhd/yr**
- **Existing composter with a Wrap bin diverts 60Kg/Hhd/yr**
- **97% of WRAP composters still composting after 1 year**
- **Fantastic support available**
  - **Web, helpline & face-face out in the community**

## Master Composting

- **~ 25 active Master Composting schemes in the UK**
- **Wrap works with 16 of these**
- **In England - providing a contribution for training and support materials**
- **In Scotland - funding existing schemes and supporting the setting up of new schemes**

## Successes

- ✓ **Over 1.7 Million subsidised compost bins supplied 170K in Scotland**
- ✓ **Working in partnership with all 32 LAs in Scotland, 90 LAs in England**
- ✓ **Co-ordinated marketing campaign with SWAG**
- ✓ **HCA team established**
- ✓ **Tried, tested and measured operation**
- ✓ **Support of Master Composters**
- ✓ **Fantastic support available**

## Working in Partnership

- The MC programme will add value to the National Home Composting Scheme
- Volunteers will support and enhance the work done by the Home Composting Advisers
- Co-ordination is essential
- Project leaders and HCA's will have regular contact
- Shared and individual events
- HCA's can offer training support and scheme updates
- HCA's are the link with our Local Authority partners
- Promotional material to link in with the established national identity