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Project Integra Annual Report 2025-2026

INTEGRA







Hampshire recycles

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Executive Summary

The recycling rate for 2025-26 is 35.95%. This is the highest the recycling rate has been for the last six years and is likely due to the introduction of food waste by most partners.

The amount of waste sent to landfill has increased very slightly to 4.20%

Total household waste for 2025-26 has decreased from 2024-25 by 0.5%. This decrease is driven by a reduction in recycling at household waste recycling centres (HWRCs).

Hampshire Recycles social media has seen a good level of engagement throughout 2025-26 with the three platforms (Facebook, Tik-Tok, and Instagram) reaching a combined 96,870 users. Key messages, including what can be recycled in Hampshire, safe battery disposal, and waste prevention tips, continue to be promoted on all platforms. New forms of content, including short videos designed for Tik-Tok, have helped reach a wider demographic across all platforms.

The annual health and safety statistics for 2025 show an increase in the number of total reported accidents (not including near misses), from 312 reported accidents in 2024 to 365 in 2025.

The 2025-26 PI expenditure was lower than forecast due to lower than expected costs for the PI SLA and other costs.

Please note that the figures presented in this report are provisional and should not be taken as final.

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PI Performance 2025-26

Table 1 shows the changes in key household waste streams from 2022-23 through to 2025-26. The data is combined for all PI authorities. Recycling tonnage decreased slightly in 2025/26, driven mainly by a decrease in HWRC material. Both the residual waste and total household waste tonnage have increased slightly but remain in line with figures from previous years. The PI recycling rate has also increased slightly from 35.24% in 2024-25 to 35.95% in 2025/26.

Table 1: Summary tonnage and NI data for PI, 2022-2026

			PI				
			2022/23 (Apr-Mar)	**2023/24 (Apr-Mar)**	**2024/25 (Apr-Mar)**	**2025/26 (Apr-Mar)**	**% Change**
Tonnes	Recycled	Kerbside & Banks	197,015.05	196,762.02	193,517.71	198,048.72	2.3
		HWRCs	65,818.15	80,227.00	87,510.37	69,715.18	-20.3
		Total	**262,833**	**276,989**	**281,028**	**267,764**	**-4.7**
	Residual	Incinerated - Kerbside	390,766.15	385,470.09	385,740.93	376,853.64	-2.3
		Incinerated - HWRC Combustible	15,034.80	20,249.57	22,999.73	25,166.32	9.4
		Incinerated - HWRC Wood	18,475.79	21,268.80	22,350.93	37,086.19	65.9
		Landfilled	41,417.39	32,438.91	30,541.71	32,076.69	5.0
		Total	**465,694**	**459,427**	**461,633**	**471,183**	**2.1**
	Ho us	**Total Household Waste**	**721,912**	**736,416**	**742,661**	**738,947**	**-0.5**
KG	NI 191 - Residual Waste Per Household		487.47	482.21	479.70	479.72	0.0
%	NI 192 - Household waste reused and composted		34.4%	35.1%	35.24%	35.95%	2.0
	NI 193 - Municipal waste landfilled		4.70%	3.80%	4.10%	4.20%	2.4

National Indicators

Figure 1: *NI192 in PI, 2000-26*

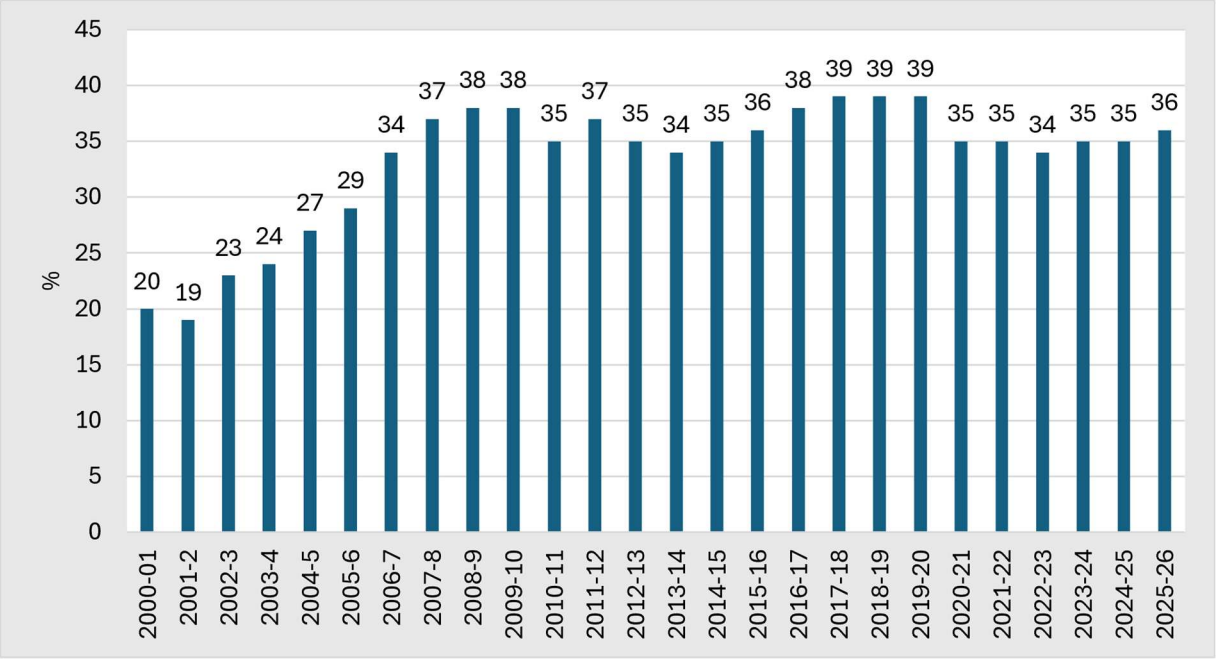


Figure 2: *NI192 across PI partners, 2019-26*

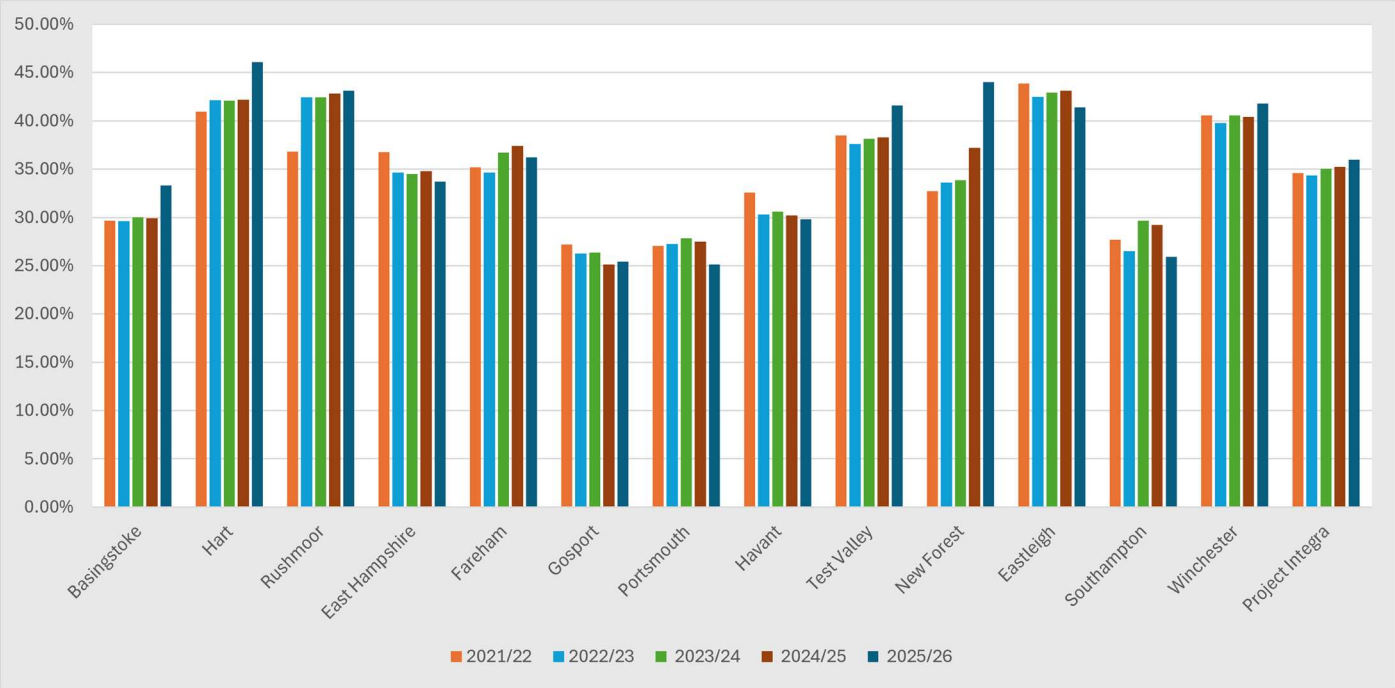
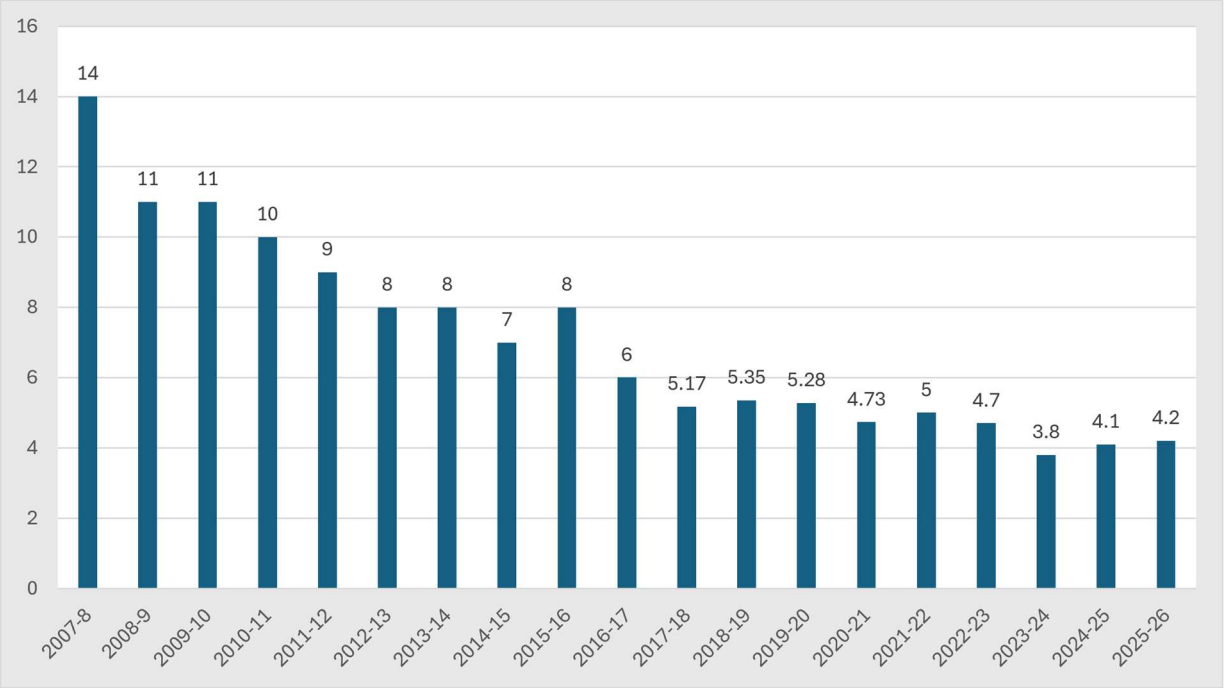


Figure 1 showing NI192 (recycling rate) shows that the recycling rate has increased from 35.24% to 35.95% (rounded to 36% in the graph). This is the highest the recycling rate has been since 2019-20, but is still lower than the peak of 2015-2020. The recycling rates for each PI partner are shown in figure 2 above.

Figure 3: NI193 in PI, 2007-2026



NI193 is the percentage of municipal waste send to landfill. The figure for 2025-26 remains in line with trends seen in previous years.

Food Waste

In line with national legislation the authorities who didn't already have a food waste recycling service began to introduce collections throughout 2025-2026. The table below outlines when each authority introduced its food waste collection service and whether it was rolled out in phases or implemented in a single launch across the borough.

Table 2: Summary of WCA Food Waste Implementation

Authority	Implementation Date	Phased vs Single Launch
Basingstoke & Deane Borough Council	October 2025	Single Launch
Fareham Borough Council	March 2026	Single Launch
Hart District Council	October 2025	Single Launch
New Forest District Council	June 2025	Phased (part of wider service change) Phase 1 – June 2025 Phase 2 – October 2025 Phase 3 – June 2026
Southampton City Council	February 2026	Phased Phase 1 – February 2026 Phase 2 – March 2026 Phase 3 – April 2026 Communal properties started in June 2026
Test Valley Borough Council	October 2025	Single Launch
Winchester City Council	October 2025	Phased Phase 1 – October 2025 Phases 2-4 October – November 2025 Phases 5-7 February – March 2026

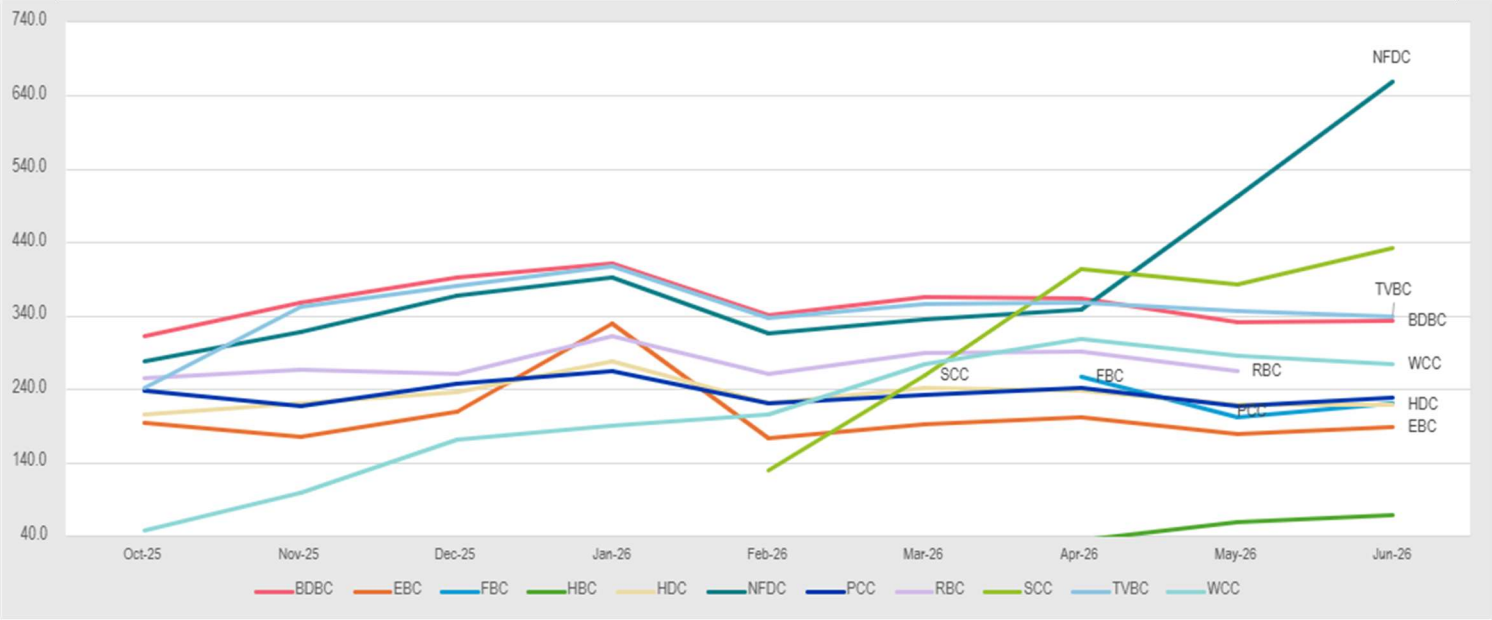


Figure 4: Food Waste Tonnages per Authority Oct 25-July26

Figure 4 shows monthly food waste tonnages per authority between October 2025 (when new authorities began to introduce their services) and June 2026. The graph indicates that most authorities tend to experience an initial surge in tonnage when the service is introduced before tonnages decline and then level off. The exception to this is NFDC who have experienced a continued rise in tonnages as their service rolled out throughout the year

Figure 5 shows the average kilograms per household of food waste collected by each authority between October 2025 and June 2026.

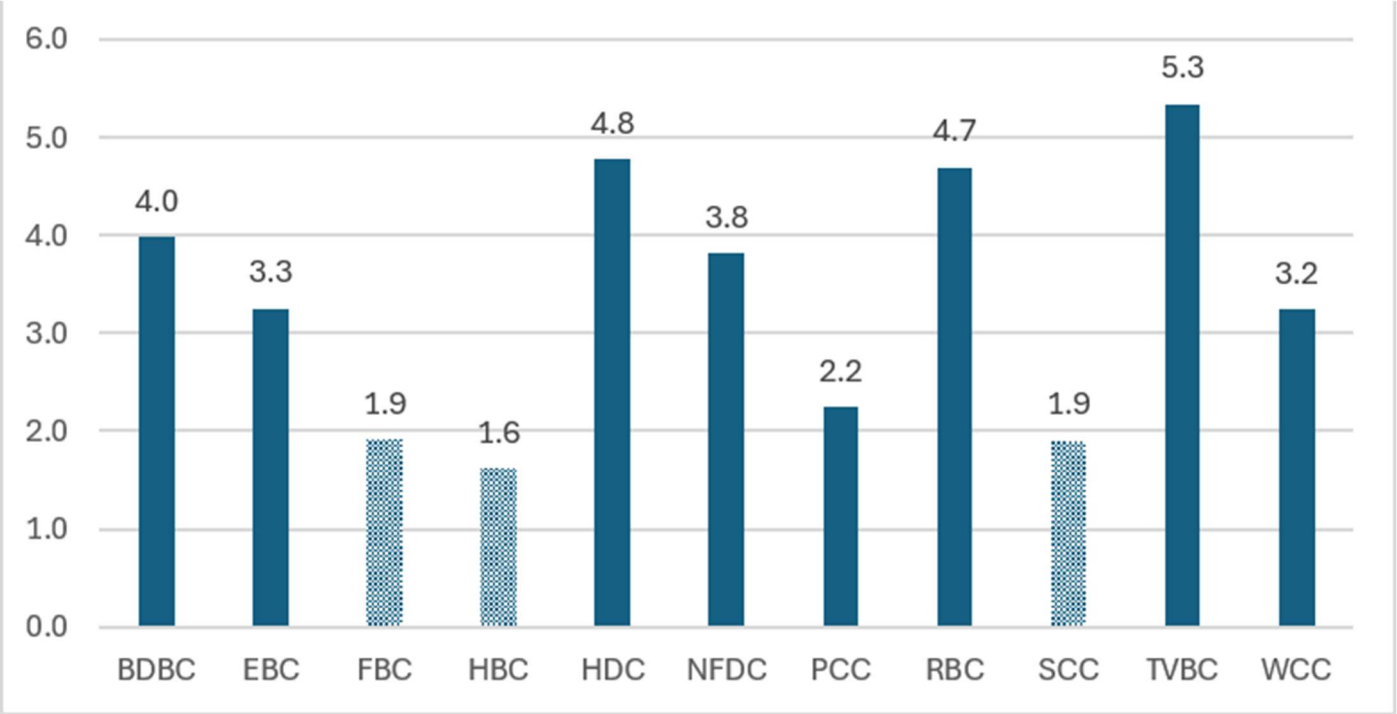


Figure 5: Average food waste kg/hh October 2025-June 2026

Contamination

<u>The MAF Programme:</u>

The Materials Analysis Facility (MAF) is the permanent waste analysis facility set up by Project Integra (PI) in March 2006 and is located within the grounds of the Alton Materials Recovery Facility (MRF).

Until October 2024 the main operations of the MAF included:

- Contamination monitoring
- Residual waste analysis
- Authority requests

In October 2024, new sampling regulations were introduced under Extended Producer Responsibility for packaging (pEPR), changing the way sampling is carried out at the MAF. The key changes include:

- An increase in sampling frequency – samples must now be taken every 75 tonnes, rather than per load or for a specific round.
- The introduction of defined criteria for sampled materials – the focus is now on packaging materials.

0.00%	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24
BDBC	7.78%	8.02%	8.38%	10.63%	11.58%	16.15%	17.40%	17.09%	16.50%	18.22%
EBC	9.53%	10.07%	13.01%	12.86%	14.35%	16.81%	17.57%	17.52%	17.95%	17.38%
EHDC	7.72%	9.02%	11.42%	11.69%	11.95%	14.70%	18.39%	14.60%	15.82%	15.70%
FBC	8.26%	8.37%	8.71%	10.17%	11.71%	11.45%	14.65%	12.11%	15.21%	15.35%
GBC	10.37%	10.13%	12.71%	13.88%	14.12%	14.71%	17.51%	16.16%	16.02%	17.69%
HBC	9.54%	9.99%	12.46%	14.20%	15.31%	17.95%	19.71%	16.71%	18.73%	18.98%
HDC	9.36%	9.98%	11.69%	13.20%	15.23%	15.82%	20.17%	16.88%	18.31%	18.06%
NFDC	8.98%	8.81%	9.29%	10.65%	12.13%	14.28%	15.75%	14.69%	16.25%	14.70%
PCC	7.36%	8.12%	9.66%	11.31%	13.38%	15.09%	14.93%	14.39%	16.51%	15.84%
RBC	10.08%	11.04%	12.93%	15.58%	17.20%	16.85%	20.88%	18.56%	20.07%	18.88%
SCC	12.08%	11.88%	14.74%	15.92%	17.36%	21.72%	22.05%	20.37%	20.17%	20.33%
TVBC	8.65%	8.88%	10.78%	11.77%	11.64%	14.38%	13.37%	12.31%	14.13%	13.87%
WCC	8.53%	8.75%	10.32%	11.89%	13.00%	13.33%	16.33%	15.74%	15.28%	16.43%
Average	9.02%	9.44%	11.22%	12.53%	13.75%	15.90%	17.54%	15.93%	17.00%	17.03%

Table 3: Comparison of authority's contamination rates 2012-13 to 2023-24.

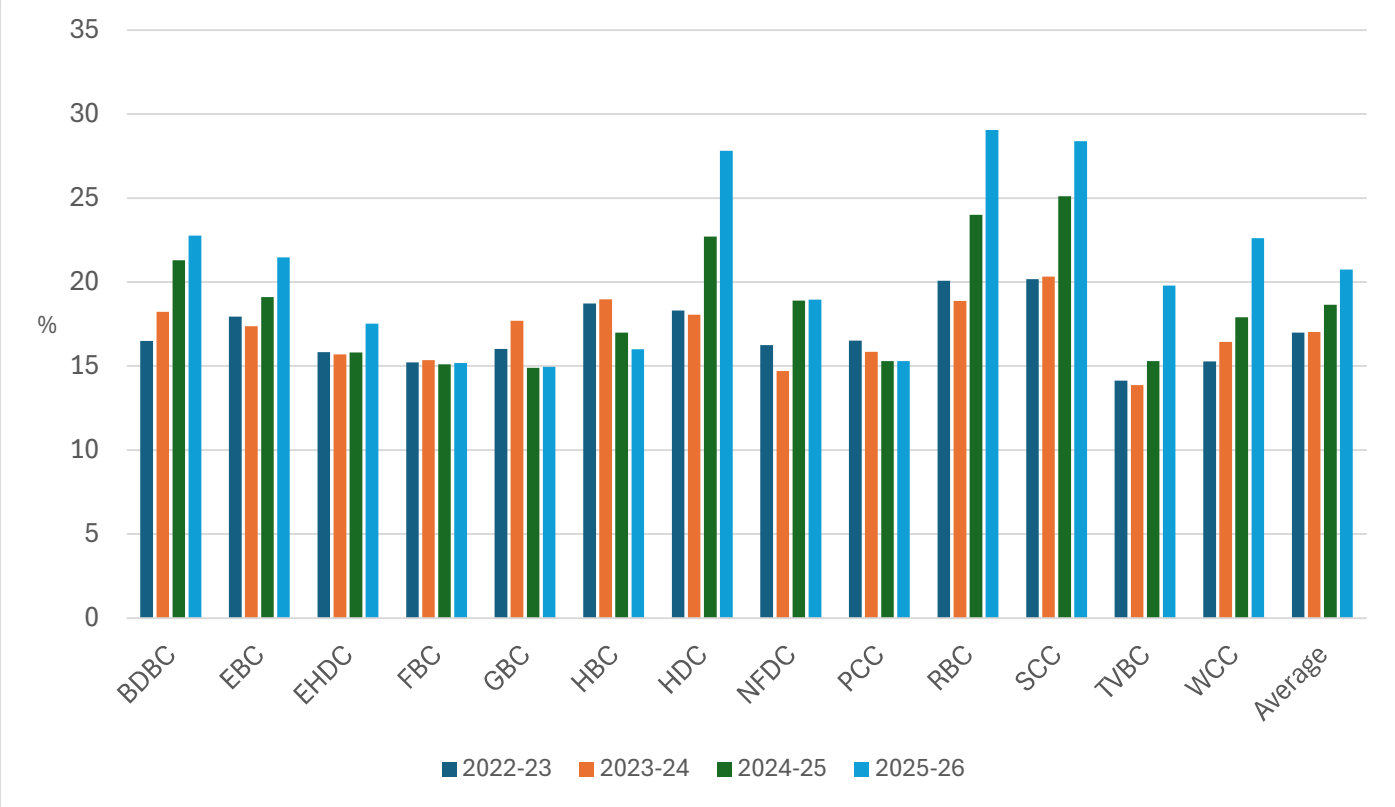


Table 3: Authority contamination (MAF) rate 2025-26.

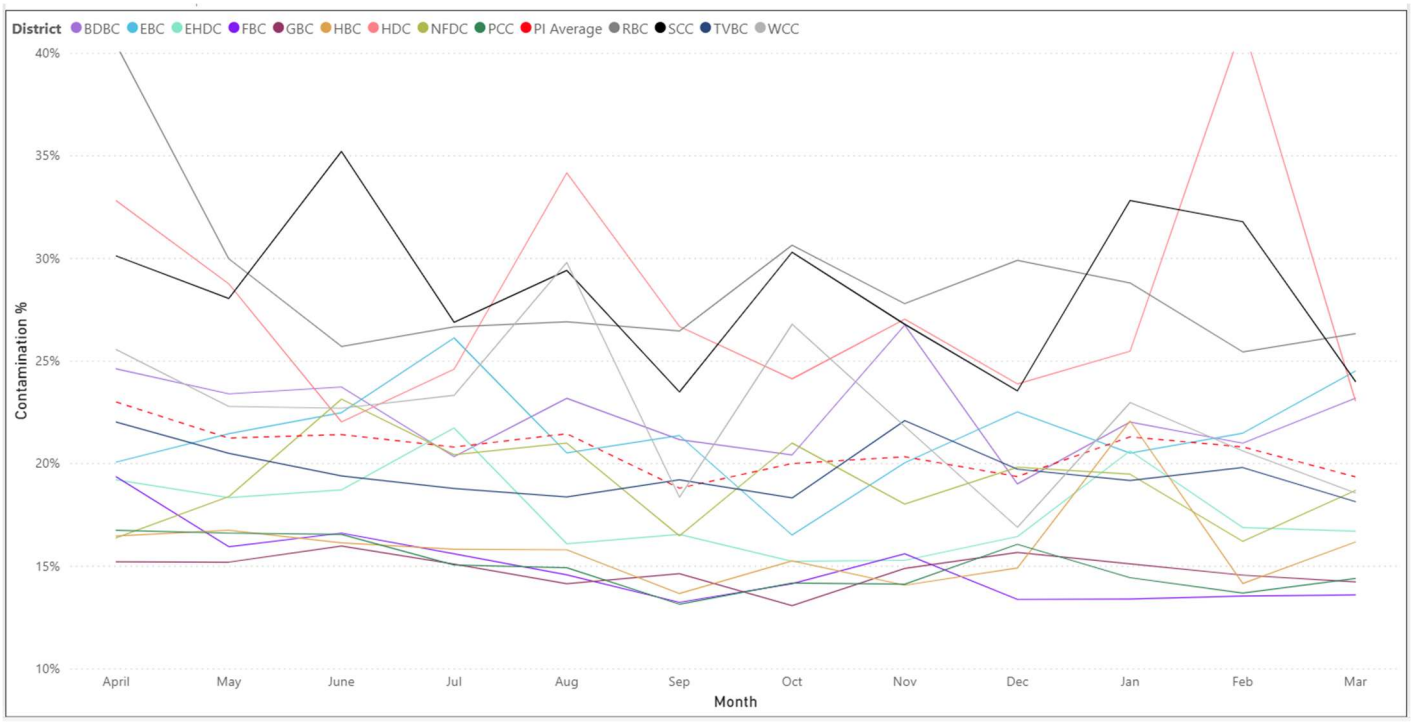


Figure 6: Monthly MAF rate per authority

Results:

Table 3 shows the average MAF sampling contamination rate for each authority after the switch to the new pEPR sampling regulations. The average contamination rate was 20.75% with individual authority figures ranging from 14.95% to 28.38%. The average remains consistent with previous contamination data; however, the wider range suggests that some authorities are recording higher contamination levels than previously recorded under the new sampling system.

Figure 6 shows the MAF sampling contamination rate per month for each authority as well as the PI average.

Hampshire Recycles Social Media 2025-2026

Overview:

Project Integra has run the 'Hampshire Recycles' accounts on Facebook, Instagram, X (formerly Twitter) and more recently Tik Tok and Threads for a number of years. The aim of all the social media channels is to get residents from across Hampshire engaged in recycling campaigns and discussions. Content calendars are created monthly and shared with all partners, all content is posted on the Hampshire Recycles pages, but authorities can choose which posts to use on their own accounts.

Key messages are frequently posted on the Hampshire Recycles pages, including information about battery recycling, what materials can be recycled in Hampshire and keeping Hampshire litter free with the hashtag #Leaveonlyfootprints. It is hoped that by repeating these messages monthly they become familiar amongst residents, eliminating any confusion. As well as key messages other content is posted, this is often in line with seasonal events happening such as Recycle Week run by WRAP every autumn.

Demographics:

Statistics for 'Hampshire Recycles' as a brand across all social media pages have been collated and analysed.

Please note that analytics data is unavailable for X and threads.

In total across Facebook, Instagram and Tik-Tok 96,870 individual accounts were reached throughout the year, an increase of 896 compared to 2024-25. As seen in previous years Facebook had the largest reach at 45,193 accounts however it is also worth highlighting that the Tik-Tok channel also performed well and reached 41,514 users. Instagram experienced the largest growth in 2025/26 reaching 3,823 more accounts than the previous year. A breakdown of reach per platform can be seen in Figure 7.

Figure 7: Hampshire Recycles platform reach 2021-2026

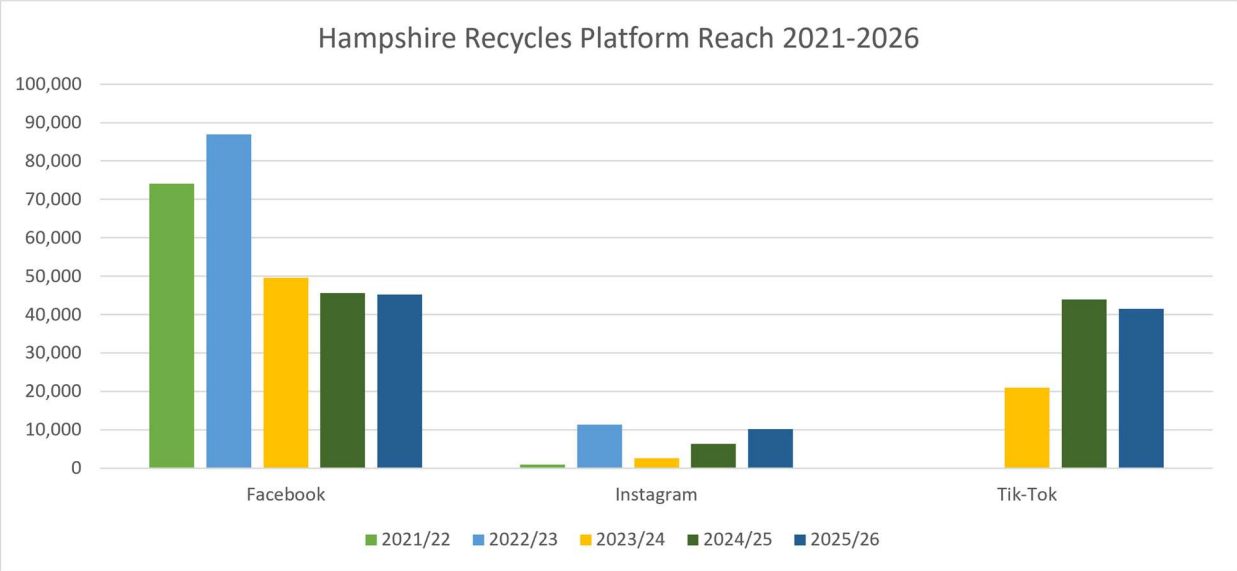


Table 4 shows the breakdown of reach by platform. As noted earlier, Instagram recorded the strongest growth in 2025/26, reaching a total of 10,163 accounts, a figure significantly higher than recorded in previous years. Both Facebook and Tik-Tok reached slightly fewer accounts this year, but the figures remain consistent to data reported in previous years.

Table 5: Platform Reach 2023-26

	Facebook	Instagram	X	Tik-Tok
2024/25	45,634	6,340	N/A	44,000
2025/26	45,193	10,163	N/A	41,514

The table below shows the number of content interactions (likes, comments, and shares) across each platform for 2024-25. Overall, there were 2,870 interactions with the majority coming from Facebook.

Table 6: Content Interactions by Platform 2024-2026

	2024/25	2025/26
Facebook	2,034	1,400
Instagram	652	1,007
Tik-Tok	184	130

Facebook and Tik-Tok both saw a rise in the number of followers as seen in the graph below which shows followers between 2023 and 2025 across all five platforms. However, the largest increase comes from Instagram which gained 55 followers over the year, in line with the increase in reach. The volume of growth is a positive indication that the Hampshire Recycles messaging is reaching more residents within the county. X has experienced a steady decline in followers over the past few years; however, this reflects wider trends across the platform, which has seen a reduction in both user numbers and popularity following its change in leadership in 2023.

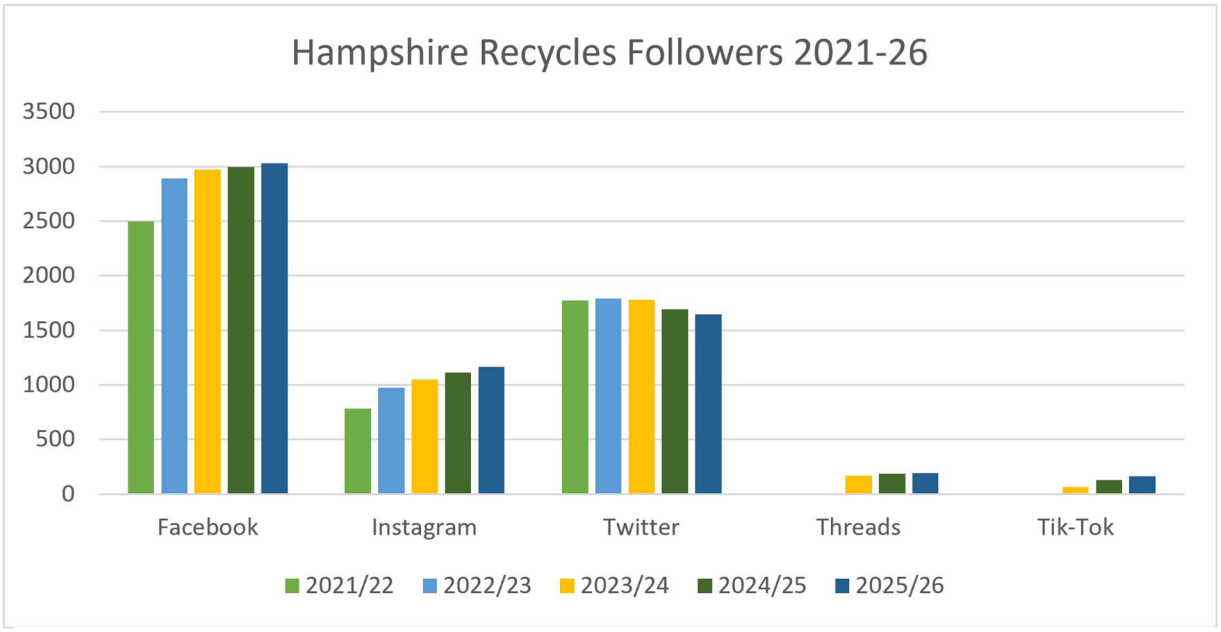


Figure 8: Hampshire Recycles Followers 2021-26

Platform performance:

As well as a general overview, more detailed statistics were looked at for each of the Hampshire Recycles social media pages.

Facebook:

As in previous years Facebook saw the highest engagement throughout 2025 and into 2026.

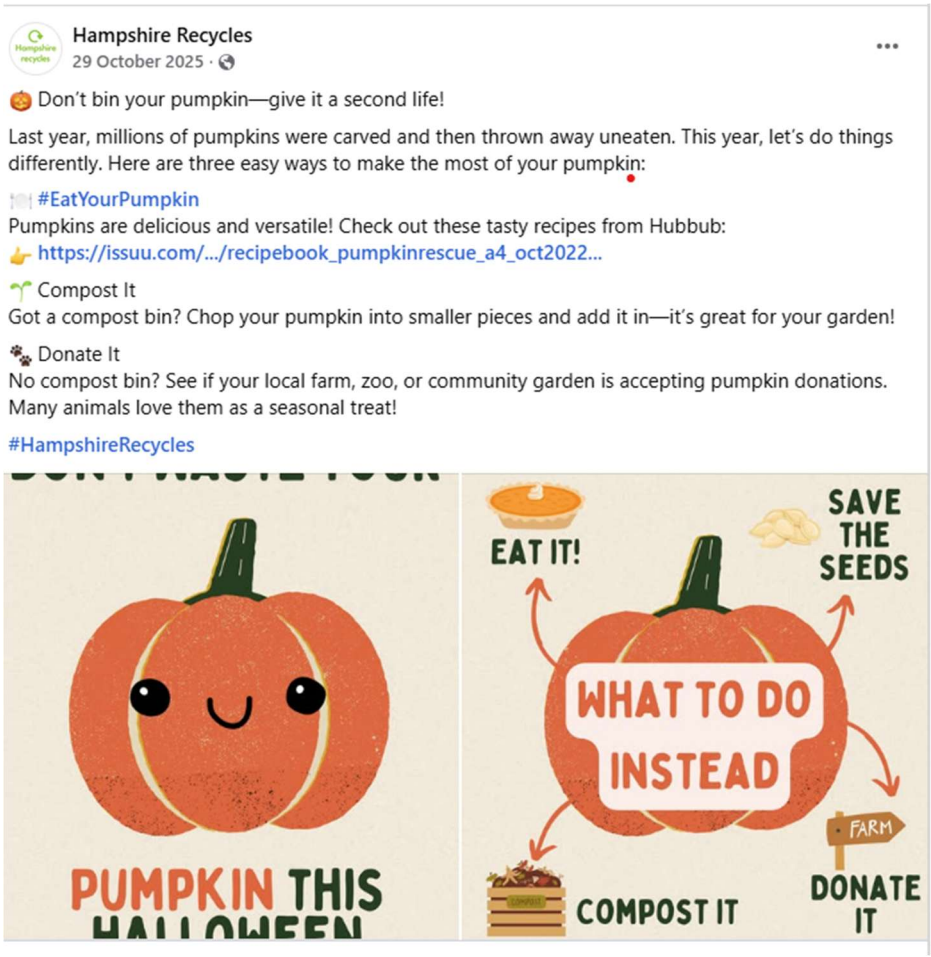


Figure 9 - Highest performing Facebook Post 2025-2026

Figure 9 shows that the year's most popular post was promoting reducing pumpkin waste around Halloween. The post raised awareness of the significant amount of pumpkin waste generated each year and provided residents with suggestions for more sustainable alternatives to throwing them away. This post reached 4,300 users, had 7,200 views and 28 interactions. Content relating to food waste reduction regularly achieves high levels of engagement and discussion, especially when it is seasonally relevant. This indicates that food waste prevention is a topic that resonates with residents and should remain a core element of communications alongside recycling messages.

Instagram:

Instagram continued to experience a steady rate of growth throughout 2025/26 and maintained a consistent level of user engagement.

The highest-performing post in 2025/26 mirrored Facebook's most popular post, focusing on reducing pumpkin waste around Halloween, as shown in figure 11 below.

The post was put out in the lead up to Halloween and encouraged users to think about how to prevent their pumpkins from going to waste. The post reached 710 accounts, had 1,400 views and 34 interactions including 20 likes.



Figure 10: Top performing Instagram post 2024/25

X (Twitter):

As shown in figure 11, the highest-performing post on X was a short video encouraging residents to reduce food waste by turning leftover bananas into banana cookies. The post generated 2,300 views, 8 likes, 7 reposts, and 1 comment, all of which were considerably higher than average for the year. Its success continues the trend of food waste prevention content being among the most popular with residents, suggesting that this remains a highly relevant and engaging topic.



Figure 11 - Top Performing Post on X 2024-25

Tik-Tok:

Tik-Tok has experienced steady growth since its launch in September 2023 with videos reaching between 200 and 2,000 views. The most popular post promoted reducing food waste by using leftover strawberries to make strawberry and yoghurt ice lollies. Posted in June 2025, the video was viewed 2,044 times and reinforces the trend of food waste prevention content being a relevant and engaging topic for residents.

PI Waste Prevention 2005-2026

Figure 9 below shows total household waste from 2005 to 2026, with the red section behind showing the number of households. The graph below shows two clear peaks and troughs, with tonnage peaking at the highest level in 2006-2007, declining gradually down until 2012-13, before increasing again to a new smaller peak in 2015-16.

Tonnages have plateaued over the last few years, and the amount of household waste is not growing at the same rate as the increase in households.

Figure 12: Tonnes of household waste in PI, 2005-24

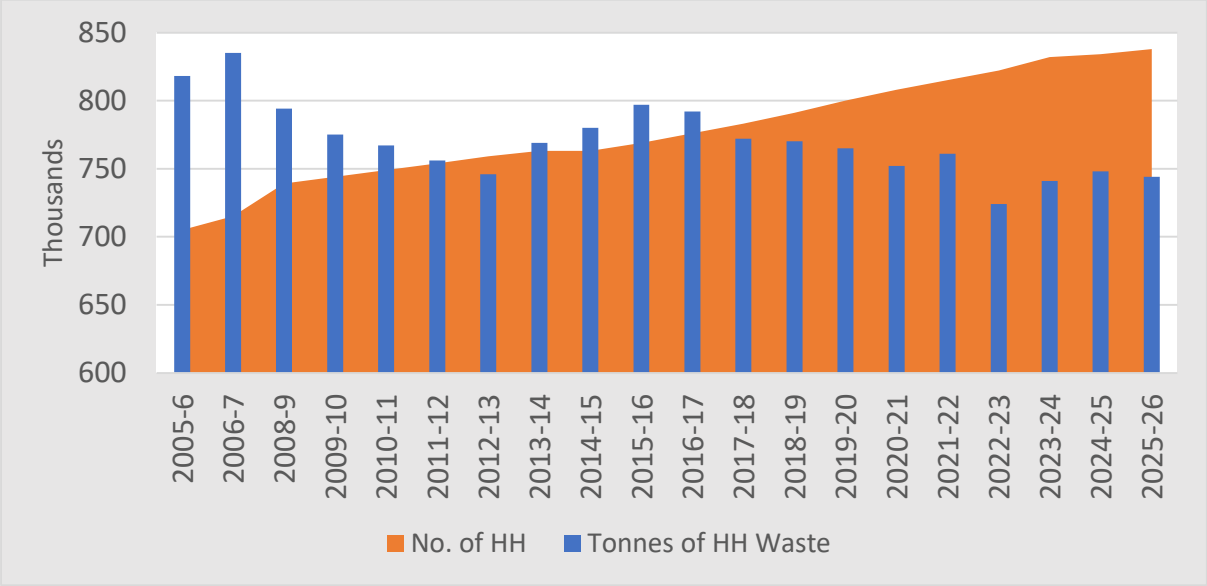
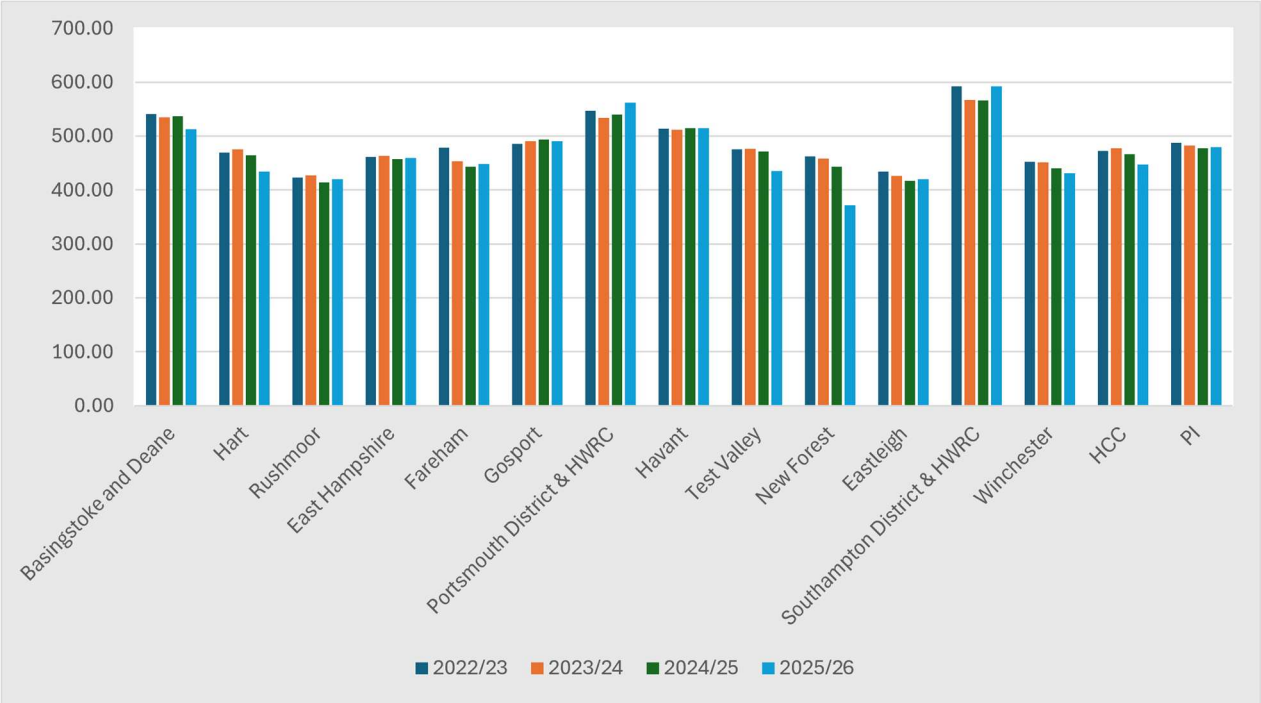


Figure 13: NI191 KG residual household waste per household for each authority 2021-2026



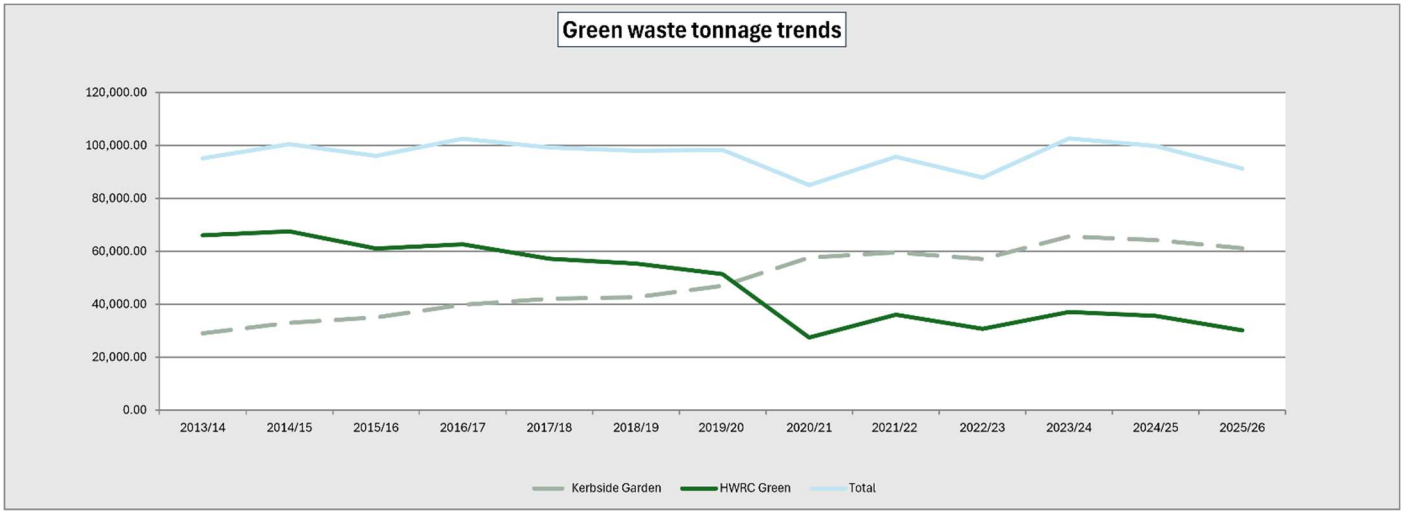


Figure 14: Green waste tonnage trends 2013 – 2026

Figure 14 shows green waste tonnages from 2013-14 to2025-26. Both kerbside and HWRC tonnages have seen a slight decrease in 2025-26, fitting with the trends seen for the previous few years. This decline may be linked to the changing weather patterns and growing conditions seen throughout 2024-2026.

Home composting

Figure 15: Home composting sales by month 2025-26

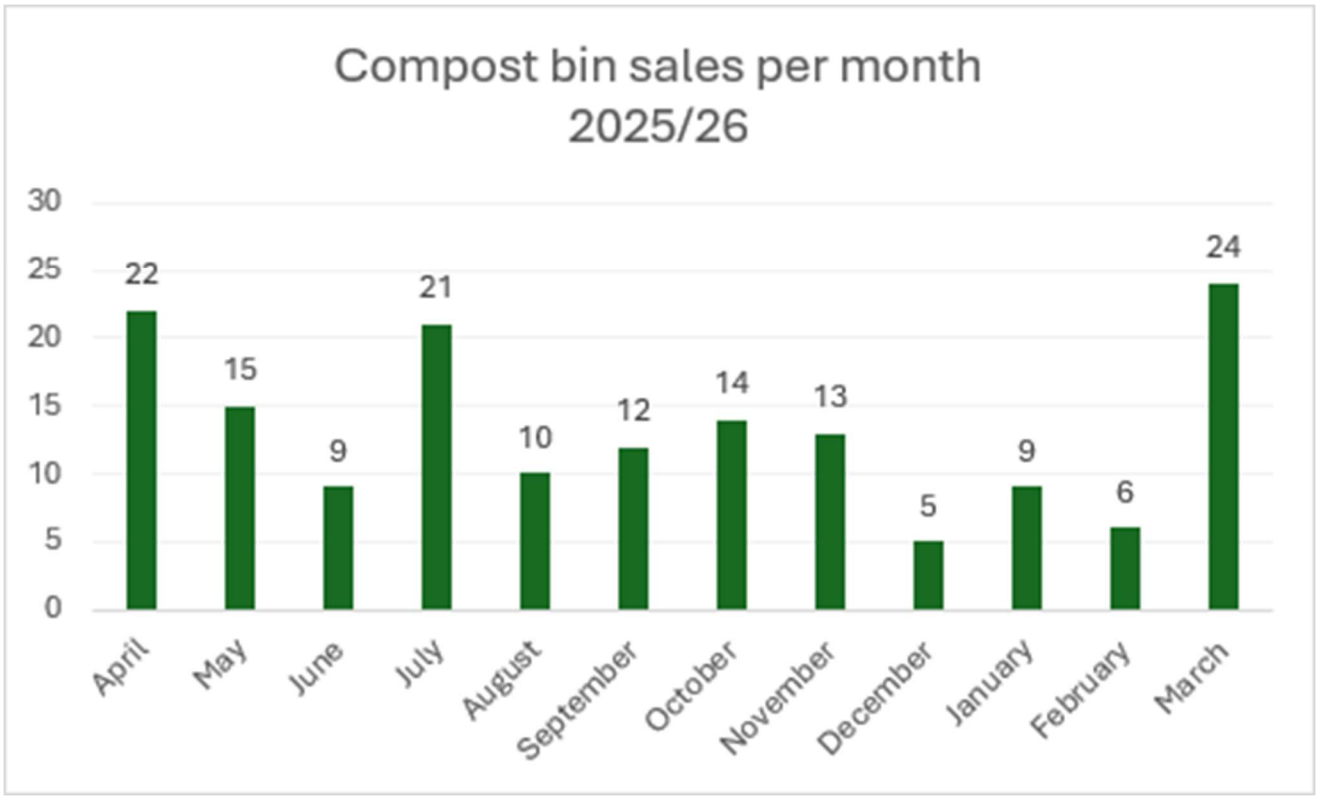


Table 7 - Compost bin sales per district 2025-26

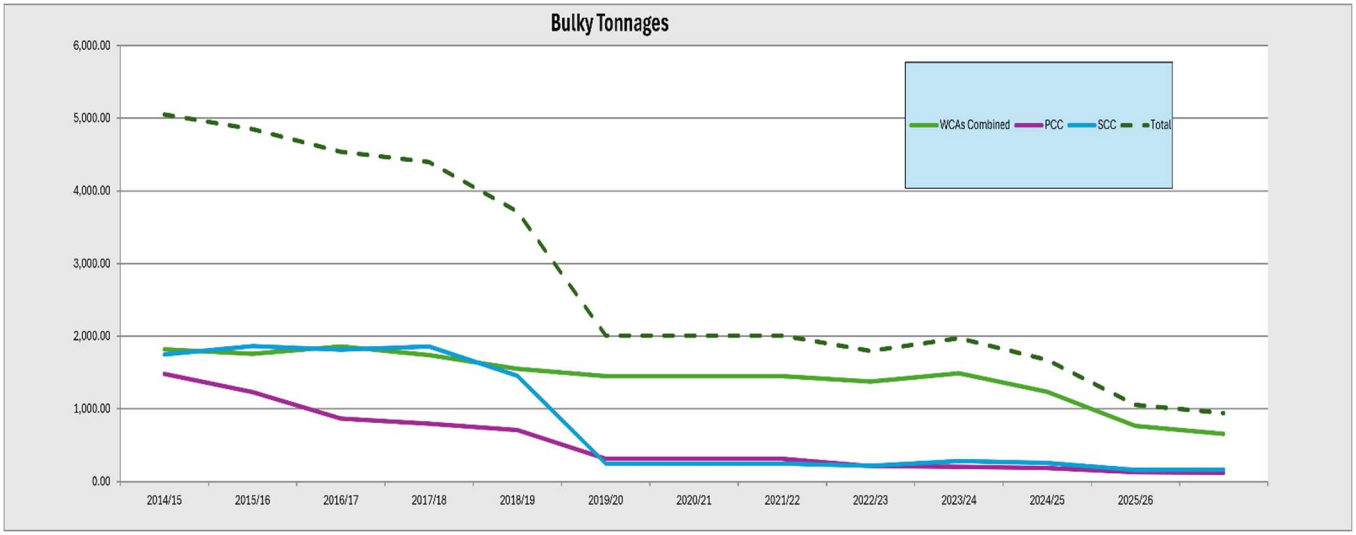
Compost bin sales 2025/26	
Local Authority	**Annual total**
Basingstoke & Deane	19
Rushmoor	9
Hart	8
East Hampshire	27
Havant	3
Fareham	10
Gosport	3
Eastleigh	11
New Forest	17
Test Valley	13
Winchester	23
Southampton	16
Portsmouth	1
Total sales	**160**

160 compost bins were sold across Hampshire in 2025-26 through the Get Composting national composting framework. Sales were highest in East Hampshire District Council with 27 compost bins sold, and lowest in Portsmouth with just one sale, however this may be due to the urban nature of the area and residents having less available outdoor space to accommodate compost bins. Sales were highest in March; this is likely due to seasonal demand, and lowest in December.

Kerbside Bulky Waste

The graph below shows the tonnages of kerbside bulky waste collections from 2014-15 to 2025-26. These do not align with the graphs for overall household waste (figure 12), after the decrease in 2012-13 which was seen across all waste, bulky waste tonnages never increased as with other waste types, instead they continue to decrease at varying rates.

Figure 16 -Tonnages of kerbside bulky waste, 2014-2026



Common Approach to Safety and Health 2025-2026

The purpose of the Common Approach to Safety and Health (CASH) group, is to develop, promote, facilitate, and share best practice in safety and health amongst those working on municipal waste management, including functions which overlap or where there is an essential use of Hampshire's Waste Management facilities (Transfer Stations) i.e., street scene and grounds maintenance.

CASH Accident Statistics

The statistics in this section of the report relate to the 2025 calendar year. Two authorities were unable to submit a full set of accident data this year which may impact these results and means that the data is not representative of the partnership in its entirety.

Total number of accidents:

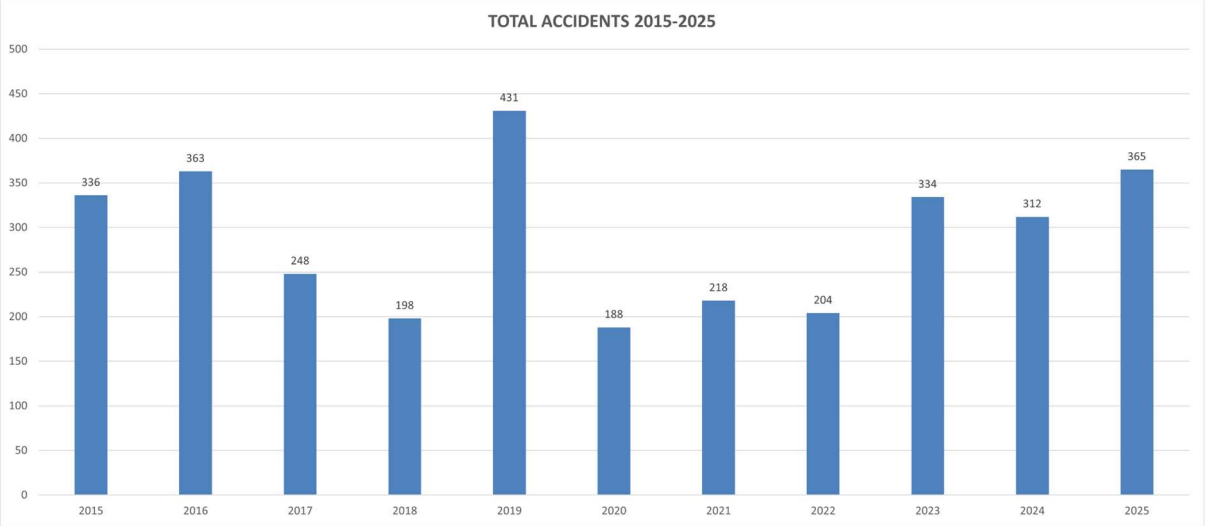


Figure 17- Total number of CASH accidents 2015-2025

The total number of reported accidents across the partnership, excluding near misses, increased by 53 accidents to 365 in 2025. Whilst this is a notable increase, the number remains below the peak recorded during the period. As shown in the graph above, the highest level was reached in 2019, with 431 reported accidents.

Number of accidents by type:

Figure 18 shows the breakdown of accidents by type, in line with the overall increase in the total number of accidents, almost all categories saw an increase in the number of reported accidents in 2025.

Most significantly, the number of impact accidents increased from 93 to 123 in 2025. Upon further investigation it appears that this increase was driven by several authorities who all saw significant rises in their impact accident reports with no standout or significant individual authority reason.

Fire, chemical and electrical accidents also saw a notable increase, rising from 5 incidents in 2024 to 10 in 2025. Analysis of the authority data found that there wasn't a single authority driving this increase. Instead, the rise

reflects a pattern of smaller increases reported by several authorities, suggesting a broadly distributed increase across the partnership. This trend is consistent with the national picture, where an increase in electrical fires, particularly from batteries and vapes, has been reported.

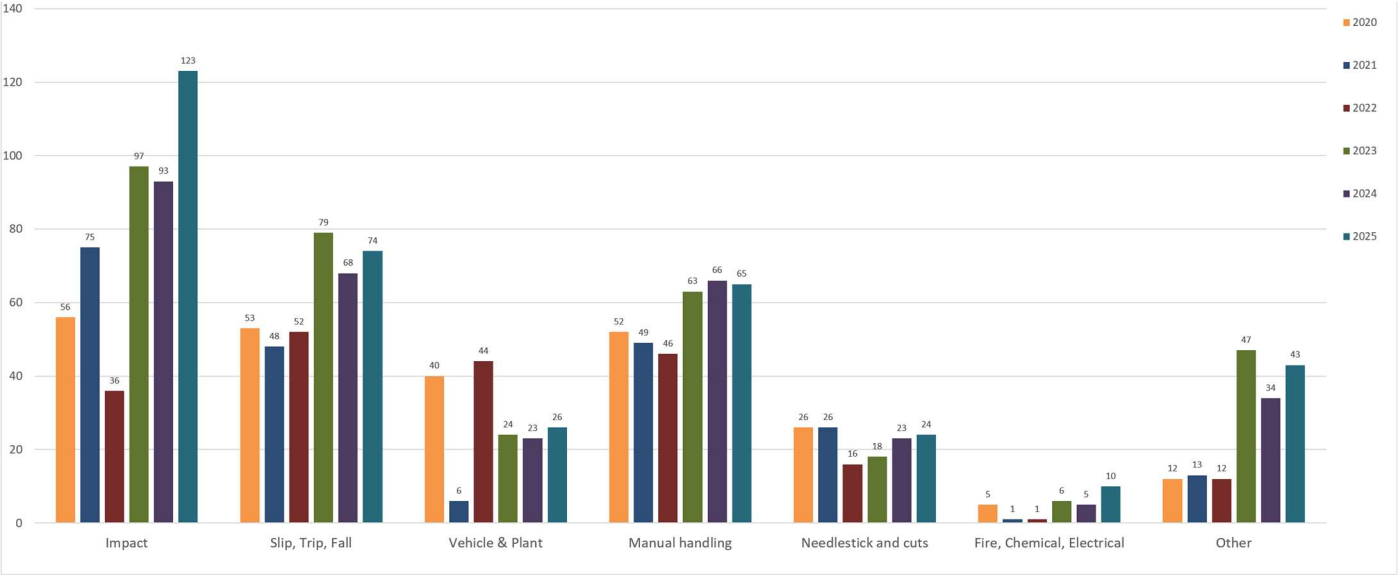


Figure 18 - CASH Accidents by type 2020-2025

Reported accidents in the miscellaneous and slip, trip and fall categories also increased in 2025. However, a review of the data found no single identifiable cause for these increases, with no clear trend or pattern across the partnership.

Manual handling was the sole category to show a slight reduction in 2025. However, as with other categories there was no obvious trend or clear driver behind the decrease.

Accidents by severity:

A breakdown of accidents by severity for 2025 is shown in Figure 19. The distribution of accidents remains broadly consistent with previous years, with minor accidents (no time lost) accounting for the largest proportion at 52%. The main exceptions to this were the non-RIDDOR accidents, which decreased from 15% to 13% in 2025, and major injuries, which increased to 1%.

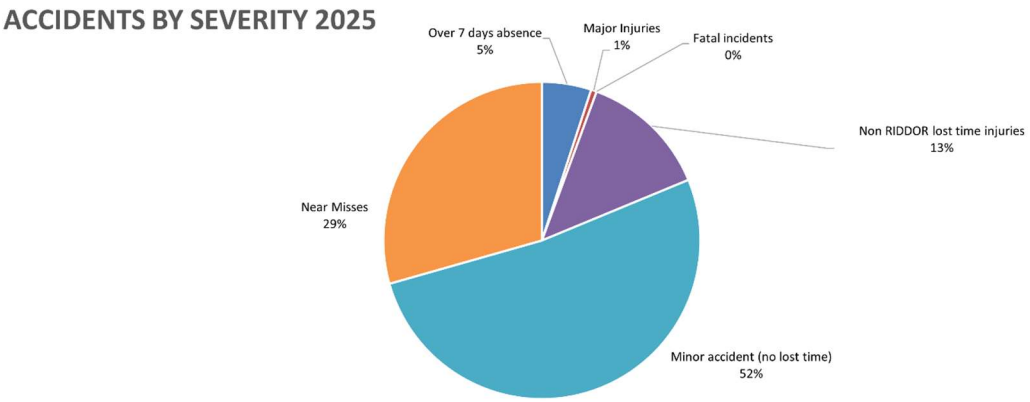


Figure 19 - CASH accidents by severity 2025

Further investigation found that all major injury accidents were reported by just two authorities, indicating that the increase does not reflect a partnership-wide trend. Although higher than in recent years, the overall number remains low and well below the peak of 35 major accidents.

The number of reported near misses also increased in 2025, rising by 28 accidents compared with the previous year. Further analysis showed that this increase was spread across a number of authorities, with no single authority or clear factor driving the overall rise.

The only category to record a decrease in 2025 was Non-RIDDOR (no time lost) accidents, which fell from 15% to 13%. This decline reflects reductions reported by several authorities across the partnership and continues the downward trend seen since 2023, as shown in Figure 21 below.

The other accident categories remained largely unchanged and were consistent with the patterns seen in recent years.

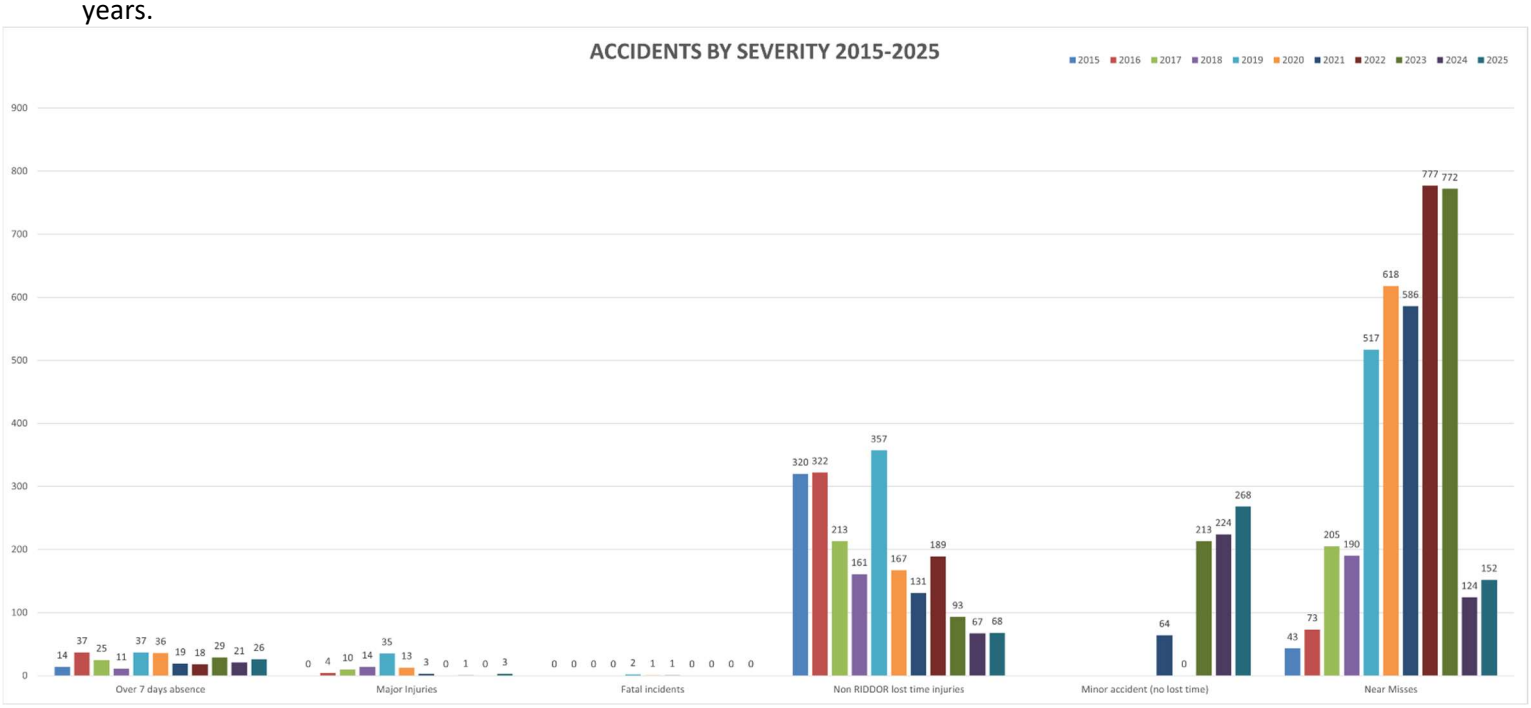


Figure 201: CASH accidents by severity 2015-2025

Accidents by service area

Figure 21 below shows how the recorded accidents are broken down by service area. As in previous years regular household kerbside collections account for most accidents at 53%, this is a slight decrease compared to 2024 but is consistent with the trends seen in recent years.

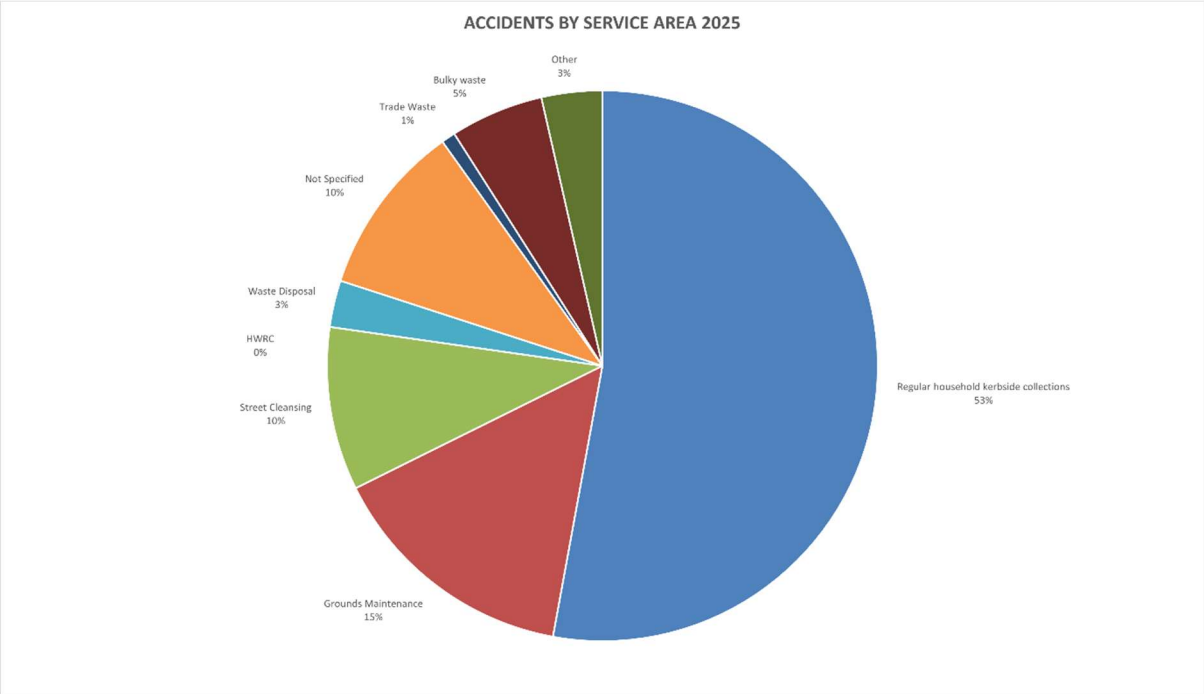


Figure 212 - CASH accidents by service area 2025

The most notable increase was in the Street Cleansing category, which rose from 6% to 10%. Further investigation found that this was due to small increases reported by several authorities across the partnership, with no single identifiable cause. All other categories remained broadly consistent with trends seen in previous years.

PI Accounts 2025-2026

The PI Accounts details the statement of final outturn for the PI Executive Budget for 2025/26.

The budget funds the salaries and on-costs of the PI Executive staff, as well as the SLA with HCC which provides support services to the partnership (in particular, data management).

PROJECT INTEGRA
EXECUTIVE BUDGET
MONITORING STATEMENT
2025/26

	Original Budget	Actual Cost Balance
	£	£
Opening balance		-10,254
Expenditure		
Staff costs	110,000	117,898
Communications & Research SLA	41,000	21,447
Other costs	2,700	272
Net Expenditure	143,700	139,617
Income		
Annual Membership Fees	-120,400	-142,114
Net Income	-120,400	-142,114
Closing balance		**7,757.31**

Table 8 – 2025-26 financial statement

Expenditure from the PI Executive Budget amounted to £139,617 against an original forecast of £143,700. A line-by-line explanation is provided below:

- Staff costs: Salary costs were slightly higher than budget due to the pay award for 2025/26.
- SLA: This underspend was mostly due to lower-than-expected costs associated with the SLA between PI and HCC, providing support in areas such as data management, MAF management, legal and finance support. SLA costs are forecast to increase for 2026-27 with several areas of the SLA potentially incurring increased costs.
- Other costs: This covers advertising, staff expenses, and travel for the PI Executive which has been greatly reduced due to the new hybrid way of working.

As regards to income in the Budget Monitoring statement:

- Partner contributions to the PI Executive for 2025-26 are shown below. Contributions are based on the number of households in each Partner Authority area (based on housing figures taken from WasteDataFlow).

Table 9: Contributions by PI partners

LA	PI Executive Contribution (£)
Basingstoke	10,401
East Hampshire	7,221
Eastleigh	7,889
Fareham	6,556
Gosport	4,911
Hart	5,483
Havant	7,349
New Forest	10,710
Portsmouth	14,779
Rushmoor	5,424
Southampton	17,598
Test Valley	7,518
Winchester	7,338
Hampshire	20,199
Veolia	6,241

Audit

As agreed at PI Strategic Board July 2022, an external audit will no longer be undertaken, instead PI will take assurance and reliance on Ernst &Young's existing ISAE 3402, which provides assurance of the overall HCC financial systems (a copy of this report can be obtained), along with the financial support and checks PI already receives from HCC's Operational Finance Team.

Recommendations

PI Performance Report

1. That the latest performance trends are noted and considered.
2. That all Partners commit to using the data to improve general performance in relation to reducing contamination, increasing recycling and minimising waste arisings within the PI geographical area.

PI Waste Prevention and resident engagement

1. That members note the waste prevention activities and resident engagement project being undertaken (listed in appendix I) by each partner authority.
2. That members note the engagement with Hampshire Recycles social media as per page 13 of this report and encourage continued use of the shared social media calendar.

PI Accounts 2024-25

1. That Members note the annual budget outturn.

	Waste prevention, resident engagement activity, 2025/26
All Partners	
BDBC / HDC	
EBC	**Ongoing projects:** • Reintroducing Recycling Hero newsletter • Recycling information going out in the Winter Borough News covering Battery fires and vapes, glass recycling, Christmas recycling, food waste recycling, how to dispose of Christmas Trees and revised collection dates over Christmas and New Year • Doing a Glass recycling campaign, filming video footage 19.10.26 to go out on social media. (This will also include some still shots for Halloween recycling) • Bin store signage, this continues being put up around the borough to encourage residents to recycling properly, this is paired up with delivery of flats bags and recycling information. • Welcome letters to new build residents, this includes information on recycling • Using data analysis and writing to residents who regularly contaminate their recycling bins. • Christmas recycling video will be produced like last year; this captured 82,682 viewings last yar which helped towards improving our recycling rates and less contamination over Christmas. • Public engagement with residents of the borough at local supermarkets and garden centres in the lead up to Christmas.
EHDC	**Christmas and New Year Comms -** The 2025 Christmas and New Year collections campaign was delivered across multiple channels, including email bulletins, bin hangers, social media, and web content. Over the Christmas period, communications focused on encouraging responsible WEEE disposal. Seven email bulletins were opened a total of 119,800 times. **Future Comms -**Communications across all channels planned to support Love Your Crew Week, taking place 9–13 February. Work is progressing with our service provider on the launch of a WEEE household collection service, date to be announced soon.
FBC	**Recycling** We have installed **30 large recycling information posters** in identified problematic bin store areas across the Fareham borough. These are intended to improve residents' awareness of correct recycling practices and reduce contamination within communal recycling facilities. **Engagement Events** We have commenced a programme of visits to local schools across the borough, promoting both recycling and food waste recycling to young people. To help engage pupils and generate interest, we will be taking a refuse collection vehicle along to these sessions. In addition, we have attended a number of later living schemes, speaking directly with residents about recycling and food waste services, providing advice and answering questions to encourage greater participation. **Food Waste Collections**

	Food waste collections were launched borough-wide in **March 2026**, including provision for residents living in flats. The service has been very successful and has been well received by residents. To monitor participation, officers have accompanied food waste collection crews over recent months to observe bin presentation rates. These have remained consistently strong, with approximately **65% - 70% of households presenting their food waste caddy for collection**, demonstrating sustained engagement with the service.
GBC	• Recycling literature shared with approximately 4500 properties • Every communal bin store has been visited, the bins logged and capacities noted. Further work to be undertaken to pull in line correct capacities with a view to increase recycling • Comms prepped ready for the roll out of food waste
HCC	**Waste Prevention Community Champions** – In January 2026 there were 35 active Champions in the scheme, volunteering in their local communities to spread the word on the benefits of household waste reduction. During 2025/26 Champions organised and/or attended over 40 events, speaking to over 3,000 people. The Champions supported Hampshire Libraries annual 'Green and Thrifty Fortnight in February'. Annual refresher training sessions were being held to provide the Champions with relevant updates and gather their feedback and ideas for the programme. Get involved | Waste and recycling | Hampshire County Council **Hampshire Repair Café Network** - The Hampshire Repair Café Network supports new and existing Repair Cafés through the sharing of best practice and collaboration. The Network currently has 31 members (Jan 2026). During 2025/26 members of the network held 250 Repair Café events, with nearly 4,000 attendees and repaired 5,600 items. Network meetings continue to be well attended and found valuable by members. A PAT training event was organised for network members in January. The Network also organised a successful Repair Café over all four days of the Boomtown Music Festival, bringing repair to a younger audience. Love your furniture | Waste and recycling | Hampshire County Council **Hampshire Kitchen Heroes** - The food waste prevention platform/app had approx. 3000 users as of January 2026. Cumulatively the app has registered 108,498 actions taken which have avoided 162.6 tonnes of food waste, saving 474.5 tonnes of CO2e. The app now includes actions which encourage food waste recycling to support residents in taking a holistic approach in managing food when in the home. Home **Home Composting** – In addition to regular content on social media to promote home composting, just over 230 compost bins were sold through the Get Composting Framework during 2025/26.. **Social media** – Smart Living accounts continued to increase reach and followers over 2025/26, reaching approximately 60,000 users with its waste prevention messaging and receiving 2,000 content interactions. Particular campaigns were designed and delivered over Christmas, for Volunteer Week, Environmenstral Week and International Repair Day. **Rubbish Monster** Thing Trail and the Great Green Wardrobe Sustainable Fashion Display – The Rubbish Monster Thing trail had successful runs at Gosport Museum over the winter (2025) and at The Point Arts Centre in Eastleigh in 2026. The Great Green Wardrobe sustainable fashion display was shown at Gosport Discovery Centre in February 2026 and at the Meridian Shopping Centre in Havant in June and in the Great Hall in Winchester for Green Week. Collectively the trail and Great Green Wardrobe were seen by over 2,500 people over 2025/26.

	Reusable discount scheme - The incentive schemes for reusable nappies, period and incontinence products continues to grow. With 16 suppliers offering at least a 15% discount to residents who register. There were over 1000 registrations from residents during 2025/26. Discounts on reusable products | Waste and recycling | Hampshire County Council The annual Food Waste and Reuse and Repair tracker surveys received a good level of response, with 800 residents responding to the food waste survey and over 1,200 responses to the reuse and repair survey. Guidance developed with the Hampshire and IoW Planning Officers Sustainable Design sub-group on integrating the Circular Economy into planning is being used regularly to respond to planning consultations. Circular-Economy-and-Planning-Guidance.pdf We continue to work with the Hampshire Food Partnership, as well as individual food partnerships across the County, to integrate food waste prevention into their activities. At a national level, Hampshire County Council Waste and Resource Management is co-chair of the National Food and Drink Pact Household Waste Reduction Working Group. This involves collaborating with suppliers to reduce household waste. In January/February we approached Rushmoor Borough Council to take part in a project as part of the UK Food and Drink Pact, Collective Mission pilot, which was led by WRAP in collaboration with the brands / retailers. Details of results will be made available when they are published by WRAP.
HBC/ Norse	**Food Waste Recycling** -The food waste service is being launched in a pilot area on 20th April 2026, covering 10,481 households within the borough. This service has been contracted to PCC, who have selected the preliminary area for the rollout. **Plastic Recycling** - We introduced 1 x 1100L plastic recycling bin in five locations across the borough, with collections initially taking place fortnightly. This trial has been highly successful and well received by residents. Due to increased demand, we have now placed 2 x 1100L plastic recycling bins in two of the locations and moved collections to a weekly schedule. We are also looking to add a further bin to two additional sites imminently. **Contamination** - Due to recent staff turnover, our contractor, Norse, has been actively training crews to improve their recognition and reporting of contamination within recycling bins. This aims to reduce rejected loads and improve recycling quality across the borough. tubs, which will then be delivered to the participating pub as part of the scheme.
NFDC	
PCC	
RBC	**Engagement Events** - Our public engagement has been focusing on our Recycling Small Electricals, with some food waste prevention and recycling at the larger events like the Farnborough Frost

	Fair. We've also put together a school presentation on small electricals and batteries aimed at year 5-6 which has been given at several schools. **WRAP Pilot Scheme** – (Jan 2026) HCC invited RBC to part of a WRAP-led project under the UK Food and Drink pact (nee Courtauld). The project involves running a pilot scheme aimed at residents reducing unavoidable food waste. We have been asked to supply 2,500 addresses over two areas, one in Aldershot and one in Farnborough, and across several demographics. These addresses will all be sent an engagement pack, which includes a scratch card, details of the app to record food wasted and incentive prizes (vouchers to local events). 250 of these addresses will have their refuse and food waste intervened and sampled next week, again in a months' time after and again in couple of months to see if the intervention has had any lasting effect. WRAP have agreed to share the findings of the sampling with us, which will be helpful as we have not had a waste analysis for some time. The project is being funded by Birds Eye, Ocado and Tesco. **WEEE Recycling banks** – Launched our Material Focus funded pink small electrical recycling banks in September 2025 with 7 locations across the Borough
SCC	**WEEE Collection banks** – SCC worked with the library team to install WEEE bins in the libraries in Southampton. Initially the project was only supposed to run for a week but following its success extended to Christmas and then indefinitely. SCC and the libraries promoted the scheme and put out comms, resources such as stickers were taken from the WRAP guidance. The team are still working out the best way to monitor tonnages but currently the bins are being emptied multiple times per week (January 2026).
TVBC	**Food waste collections -** Launched in October 2025 across the whole of the borough and this included flats too. These have gone very well. We have carried out participation surveys in November, and we will repeat this again in February. Participation rates and set out rates are good. **Andover Museum -** We ran an activity Andover Museum in November 2025 for families to explore waste and recycling over time. It was called Trash Through Time and through interactive activities we aimed to help people understand that reusing and recycling was nothing new and has been carried out for centuries.
WCC	**Food Waste Recycling** – Started in October 2025 (roll out complete end of March 2026). The service has been well received, and each phase of the roll out has been accompanied by targeted Meta ads for that round while the bins are delivered and general comms keeps everyone up to date with progress. We produced a 'What happens to your food waste' video which received over 1600 views on YouTube. **Recycling Survey** – Launched a 'Recycling: Looking to the future' survey (January – March 2026), intended to prepare residents for Simpler Recycling changes and provide data to compare with the

	2023 survey. Trying to get more responses from communal properties and younger age groups (25-34 and 35-44) than last time – focusing more on Instagram, with some paid ads. **Communal properties research** – Participated in a University of Southampton research project to investigate attitudes and barriers to recycling in communal properties, along with TVBC and EBC. Residents from communal properties in the Stanmore area of Winchester were invited to contribute their views in focus groups. While resident participation was low, we did learn about some of the challenges of shared bins and bin stores. **Engagement at events** – Engaged with residents at Winchester Green Fair (September '25) and at a green event for students of Peter Symonds College – correcting misunderstandings re recycling and promoting food waste recycling. **Future behaviour change campaign** – Currently working with Dominic Ridley-Moy to prepare a behaviour change campaign with three objectives: 1. To increase participation in the food waste service, 2. To reduce recycling contamination, 3. To increase participation in communal properties (a proof of concept). **Seasonal and BAU promotions** – Used LFHW assets to share key motivational messaging during Food Waste Action Week '25 and Recycle Week '25. Regular sharing of Hampshire Recycles and Smart Living social posts relating to waste prevention and recycling. Our own campaigns for Christmas tree recycling and safe disposal of batteries/small electricals.

Appendix II

PI Key Work Completed/Activities 2025-26

- Setup and facilitated a working group which wrote a new JMWMS
- Costs benchmarking
- Setup and facilitated a food waste working group
- Setup and facilitated a trade waste working group
- Created a Simpler Recycling webpage for Hampshire Recycles
- Created a MRF webpage for Hampshire Recycles
- Created and maintained an interactive timeline (showing RWS dates, partner service changes, election dates etc) for the use of all partners.
- Created and circulated monthly social media calendars for all partners to use.
- Compiled and reported on the 2025 accident stats
- Ran a workshop to discuss LGR risks and opportunities
- Recorded videos for Members on EPR, DRS, ETS and Simpler Recycling
- Keeping briefing documents up to date
- Ran a training session on the new EPR data dashboard
- Arranging visits to infrastructure
- Attended Waste Partnership Managers network meetings.
- Attended various webinars and circulated notes as relevant.
- Attended NAWDO meetings