

Communications Guide for Caravan,  
Campsite and Holiday Park Owners

# THE BUSINESS OF RECYCLING WALES



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THE BUSINESS  
OF RECYCLING  
WALES



# PURPOSE OF GUIDE

**The purpose of this guide is to help caravan, campsite and holiday park owners raise awareness of the importance of recycling amongst staff and visitors and encourage the correct separation and collection of waste materials for recycling.**

**It includes:**

- a summary of the Workplace Recycling Law set by Welsh Government;
- the benefits of recycling;
- key messages;
- how to utilise your existing communication channels;
- supporting communication assets and how to use them; and
- where to access further help and information.

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# WORKPLACE RECYCLING LAW

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The law requires all workplaces, including caravan, campsite and holiday parks, to present the following recyclable materials for collection, separately from general, non-recyclable waste:

- ✓ **Food waste;**
- ✓ **Glass bottles and jars;**
- ✓ **Metals, plastics and cartons** - these materials can be mixed in the same container; and
- ✓ **Cardboard and paper** – these materials can be mixed in the same container.

## Code of Practice

Welsh Government has established a **Code of Practice** for the separation of waste as part of its efforts to increase recycling across the country. This code sets out specific requirements for how to comply with the law and ensure waste is separated at source to facilitate increased recycling and ensure high-quality materials are collected.

## Business of Recycling Wales

Wales is currently second in the world when it comes to recycling waste from households. The current recycling rate from households is just over 65% and helps prevent around 400,000 tonnes of carbon emissions each year. The aim is to build on the success of household recycling and ensure high recycling rates across workplaces too, including caravan, campsite and holiday parks.

To help organisations understand and navigate the regulations, WRAP Cymru has developed the new **Business of Recycling Wales website**. This provides guidance and free downloadable resources to help organisations start or improve recycling in the workplace. This includes specific guidance for caravan, campsite and holiday parks.

## Wales Recycles

**Wales Recycles** is the national recycling campaign for Wales. Supported and funded by Welsh Government, and adopted locally by councils and other partners, the campaign aims to encourage citizens to recycle more things more often from around the home.

As the communication activities at caravan, campsite and holiday parks are predominantly consumer facing, the recognised Wales Recycles branding has been used for the communication assets, to build on existing tried and tested materials.



# BENEFITS OF RECYCLING

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## ✓ **Separating recyclable materials helps improve the quality and quantity of materials collected.**

This helps increase recycling rates and will help Wales become the number 1 recycling nation in the world!

## ✓ **It reduces waste sent to landfills and incineration.**

This will make an important contribution to reducing carbon emissions.

## ✓ **It supports the circular economy.**

By increasing the amount and quality of recycled materials that can then be used by Welsh manufacturers and reduce the use of virgin materials.

## ✓ **It helps save money.**

Recycling costs less than waste disposal.

## ✓ **It saves energy.**

Using recycled materials in the manufacturing process uses considerably less energy than that required for producing new products from raw materials.

## ✓ **It protects the environment and helps tackle the climate emergency.**

Recycling reduces the need for extracting (mining, quarrying, and logging), refining and processing raw materials, which creates air and water pollution and damages habitats. Recycling also reduces greenhouse gas emissions, like carbon dioxide (CO<sub>2</sub>), to help tackle climate change.



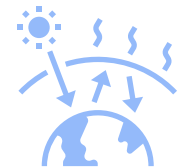
### **Save money**

Recycling costs less than waste disposal



### **Save energy**

Recycling uses considerably less energy



### **Reduce emissions**

Recycling causes fewer greenhouse gases, like carbon dioxide (CO<sub>2</sub>)

# KEY MESSAGES

**Using consistent messages across communications can help remind staff and visitors of what and how to recycle correctly.**

## Instructional messages

Please separate and recycle your:

- food waste;
- glass bottles and jars;
- metals, plastics and cartons; and
- cardboard and paper.

Look out for the bins located [add details, e.g. at the front entrance of the site].

Please look at the signage on the bins and make sure you put the correct items in the bins.

Please place items loosely into the bins, do not use plastic bags.

Please don't put additional waste alongside, or on top of, the bins. If the bins are full, please tell us by [add contact details].

If you're unsure of where something goes, ask one of our friendly staff members.

## Motivational messages

Wales is number 2 in the world for recycling; let's aim for number one!  
Please separate and recycle your waste for recycling.

Did you know Wales is number 2 in the world for recycling? Please help us reach the top spot by separating your waste to be recycled.

Recycling is a small act with big impact – help keep our site clean and green. Remember to separate your waste for recycling.

Recycling reduces pollution, conserves energy and saves natural resources.  
Please separate and recycle your waste using the bins provided.

Your recycled material is a valuable resource.

Once collected, glass bottles & jars, metals, plastics & cartons, and cardboard & paper is sorted, baled and transported to reprocessors to be made into new products.

Your food waste is taken to an anaerobic digestion facility where it produces 'biogas', which is collected and used to generate 'green energy' that powers homes and communities across the nation.

## Call to actions

Using effective calls to actions can help encourage action. For example:

- To find out more, visit: XXXXX call: XXXX or email: XXXXX
- Follow us: XXXXXXXX

**In addition to the supporting communication assets, we've made available to caravan, campsite and holiday park owners, we advise you use the existing communications outlets and platforms you manage every day, to inform visitors of your recycling facilities and how they should be used. These include your website, social media, booking confirmation notifications and emails, and internal briefings with staff and collection contractors.**

## Website

Providing a summary of information about your recycling practices can be a useful way to provide visitors with essential information about what can be recycled. You may even want to develop a dedicated webpage about your recycling facilities and promote this by creating a specific link to this page, for example, **[www.campsite.org.uk/recycling](http://www.campsite.org.uk/recycling)**, to signpost visitors directly to this information.

Alternatively, you may have an existing webpage with information about your environmental or sustainability credentials and could add recycling information for your site(s) to this.

## Example website page content

### Recycling and waste management

We're committed to protecting our local environment and minimising our impact on resources for the benefit of all. Wales is currently number 2 in the world for recycling; let's aim for number one!

#### We provide dedicated recycling bins for:

- Food waste, including leftovers and any waste generated from preparing food.
- Glass, such as drinks bottles and food jars.
- Cardboard and paper, such as old newspapers, magazines and packaging.
- Metal cans, tins, empty aerosols and clean foil.
- Plastic bottles, pots, tubs and trays.
- Food and drink cartons, such as Tetra Pak, and coffee cups.

Visitors simply need to keep their recycling separate from their non-recyclable waste, then put the loose items into the correct bins, which are clearly marked and located in dedicated areas across the site.

Please don't put plastic bags and wrapping in the bin for mixed metals, plastics and cartons as this cannot be recycled. Some of these items are accepted at 'out-of-home' recycling points at locations such as supermarkets. Visit [walesrecycles.org.uk](http://walesrecycles.org.uk) to find your nearest facility. If you're unable to take these items to one of these facilities and you need to dispose of these on the site, please put them in the bin for non-recyclable waste.

If you're unsure of where something goes, ask one of our friendly staff members when you arrive at the site.

### Why recycle?

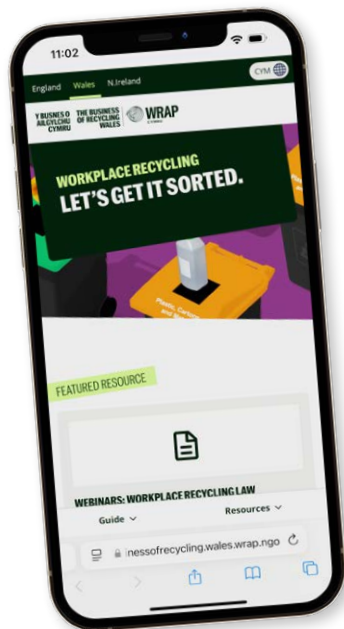
- **It's the law!** Wales requires all businesses, public sector bodies and charities to provide separate collection facilities for recyclable materials.
- **Separating recyclable materials helps improve the quality and quantity of materials collected.** This helps increase recycling rates and will help Wales become the number 1 recycling nation in the world!
- **It reduces waste sent to landfills and incineration.** This will make an important contribution to reducing carbon emissions.
- **It supports the circular economy.** By increasing the amount and quality of recycled materials that can then be used by Welsh manufacturers and reduce the use of virgin materials.
- **It saves energy.** Using recycled materials in the manufacturing process uses considerably less energy than that required for producing new products from raw materials.
- **It protects the environment and helps tackle the climate emergency.** Recycling reduces the need for extracting (mining, quarrying, and logging), refining and processing raw materials, all of which creates air and water pollution and damages habitats. Recycling also reduces greenhouse gas emissions, like carbon dioxide (CO2), to help tackle climate change.

### What happens to the materials once collected?

Your recycled material is a valuable resource. Once collected, glass bottles & jars, metals, plastics & cartons, and cardboard & paper, are sorted, baled and transported to reprocessors to be made into new products.

Your food waste is taken to an anaerobic digestion facility where it produces 'biogas', which is collected and used to generate 'green energy' that powers homes and communities across the nation.

**Social media can be used to promote recycling facilities at your site and encourage staff and visitors to dispose of their waste correctly. Content that reinforces the actions you want people to take is critical, and the use of images and videos can help make information sharing easy and fun.**

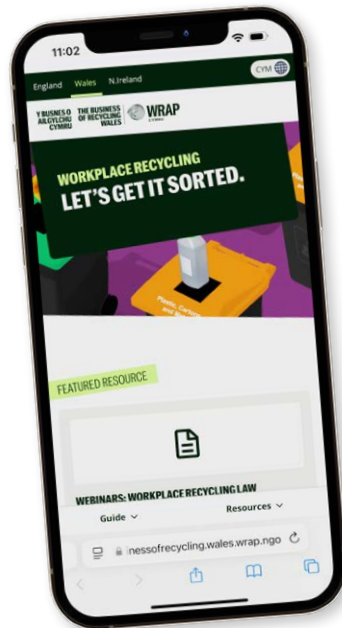


Asset	Example social post copy
Image	<p>Choose relevant headline</p> <p><b>Campers do</b></p> <p><b>Caravaners do</b></p> <p><b>Holidayers do</b></p> <p>Please separate and recycle your food waste, glass bottles &amp; jars, metals, plastics &amp; cartons, and cardboard &amp; paper using the bins provided on our site.</p>
Image	<p><b>Wales is number two in the world for recycling; let's aim for number one!</b></p> <p>Please separate and recycle your food waste, glass bottles &amp; jars, metals, plastics &amp; cartons, and cardboard &amp; paper. Place items loosely into the correctly labelled bins, not in plastic bags. Look out for the recycling bins located [add details, e.g. at the front entrance of the site].</p>
Image	<p><b>Recycle to help keep our site clean and green</b></p> <p>It's easy!</p> <p>Simply separate your food waste, glass bottles &amp; jars, metals, plastics &amp; cartons, and cardboard &amp; paper from your non-recyclable waste. Place items loose into the correctly labelled recycling bins, not in plastic bags. Job done.</p>
Image	<p><b>Don't forget to recycle your food waste!</b></p> <p>All these items can be recycled in the dedicated bin for food waste located [add details, e.g. at the front entrance of the site]:</p> <ul style="list-style-type: none"> <li>• used teabags and coffee grounds;</li> <li>• eggshells;</li> <li>• fruit skins and vegetable peelings;</li> <li>• raw and cooked meat and fish, including bones and shells;</li> <li>• plate scrapings;</li> <li>• leftovers that can't be safely stored to eat later;</li> <li>• food that's no longer safe to eat; and</li> <li>• pet food.</li> </ul>
Link	Insert [link to website]

# SOCIAL MEDIA CONTINUED

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## Social media content continued...



Asset	Example social post copy
Image	<p><b>Don't forget to separate your waste and recycle</b></p> <p>Look out for the clearly labelled bins to recycle your:</p> <ul style="list-style-type: none"> <li>• food waste, including leftovers and any generated from preparing food;</li> <li>• glass, such as drinks bottles and food jars;</li> <li>• cardboard and paper, such as old newspapers, magazines and packaging;</li> <li>• metal cans, tins, empty aerosols and clean foil;</li> <li>• plastic bottles, pots, tubs and trays; and</li> <li>• food and drink cartons, such as Tetra Pak, and coffee cups.</li> </ul>
Image	<p><b>Do you know what can be recycled at our site?</b></p> <p>We provide dedicated recycling bins for the separate collection of food waste, glass bottles &amp; jars, metals, plastics &amp; cartons, and cardboard &amp; paper. Please place items loosely into the correctly labelled bins, not in plastic bags.</p> <p>Recycling reduces the need for extracting (mining, quarrying and logging), refining and processing raw materials, all of which creates air and water pollution and damages habitats. Recycling also reduces greenhouse gas emissions, like carbon dioxide (CO<sub>2</sub>), to help tackle climate change.</p> <p>Help us keep our site clean and green.</p>
Image	<p><b>Thank you for recycling</b></p> <p>Your recycled materials are a valuable resource.</p> <p>Your food waste is taken to an anaerobic digestion facility where it produces 'biogas', which is collected and used to generate 'green energy' that powers homes and communities across the nation.</p> <p>Once collected, glass bottles &amp; jars, metals, plastics &amp; cartons, and cardboard &amp; paper, are sorted, baled and transported to reprocessors to be made into new products.</p>
Link	Insert [link to website]



# BOOKING CONFIRMATION

**Use your booking confirmations, whether by email or online platform, to prepare and inform visitors of the recycling practices at your site. This also helps demonstrate your compliance with the law and your commitment to recycling. You can also send an electronic copy of the Welcome Flyer (see page 10).**



## Booking confirmation email example



**Subject:** Your booking confirmation and Important Information about your stay at [Add Site name].

**Dear [Visitor Name],**

Thank you for choosing [Site Name] for your upcoming stay! We are delighted to confirm your reservation and look forward to welcoming you. Below are the details of your booking and important information to ensure an enjoyable stay.

**Booking details**, e.g. booking confirmation number, check-in/out dates/times, number of guests/cars/dogs/children, etc.

Please visit our reception desk upon arrival to complete the check-in process. If you plan to arrive after hours, let us know in advance so we can make the necessary arrangements [edit as needed].

### Recycling and waste management

At [Site Name], we are committed to protecting and maintaining our local environment. We kindly ask all visitors to follow our recycling guidelines during their stay.

Please separate and recycle your waste using the bins located [add details, e.g. at the front entrance of the site]. Look at the signage on the bins, which are clearly marked, and use them to recycle the following items:

- food waste;
- glass bottles and jars;
- metals, plastics and cartons; and
- cardboard and paper.

Place items loosely into the bins. Do not use plastic bags.

**General waste:** Non-recyclable items should be disposed of in the designated bins for non-recyclable waste.

If you're unsure of where something goes, ask one of our friendly staff members who will be happy to help.

Additional Information e.g. quiet hours, use of BBQs, etc.

Quiet Hours: From [Quiet Hours Start Time] to [Quiet Hours End Time].

We encourage all our guests to reduce their waste and recycle as much as possible. By doing so, we can all contribute to maintaining the local environment surrounding our site.

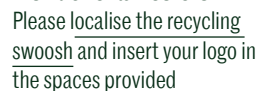
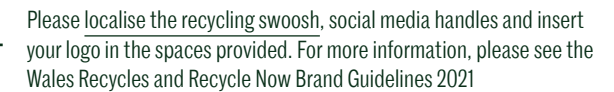
Your recycling is making a BIG difference in [local area]. Thank you in advance for doing the right thing and for doing your bit for the environment, by sorting your waste and recycling.

If you have any questions or special requests, please don't hesitate to contact us at [site contact information].

We look forward to seeing you soon!

[Add sign off]

**Container signage posters** – to be applied to recycling bins to ensure they're clearly labelled and reinforce what can be recycled in each one.



# SUPPORTING COMMUNICATION ASSETS

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**Motivational posters** – to encourage people to recycle. These can be displayed on gates in caravan and camping fields, site receptions, common areas, etc.



Motivational Posters

Please localise the recycling swoosh

Insert your logo here



# FURTHER HELP AND INFORMATION

**Welsh Government's Code of Practice** provides practical guidance on how to meet the separation requirements in the Waste Separation Requirements (Wales) Regulations 2023.

**The Business of Recycling Wales website** provides further guidance on how to comply with the law along with links to existing resources.

If you have any questions or queries, please contact:

**WalesRecycles@wrap.ngo**



[wrap.ngo/cymru](http://wrap.ngo/cymru)

[businessofrecyclingwales.com](http://businessofrecyclingwales.com)

[WalesRecycles@wrap.ngo](mailto:WalesRecycles@wrap.ngo)

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