

From: [REDACTED]

Sent on: Tuesday, January 18, 2022 4:39:22 PM

To: [REDACTED]

Subject: RE: British Glass' new YouGov polling shows that consumers prefer glass to be collected at the kerbside

Thanks for sharing [REDACTED], helpful to see. Will of course let you know if there is any follow up required.

Cheers

[REDACTED]

From: [REDACTED]

Sent: 18 January 2022 12:14

To: [REDACTED]

Subject: British Glass' new YouGov polling shows that consumers prefer glass to be collected at the kerbside

Dear [REDACTED],

I hope you are well and enjoyed a restful break. I wanted to share the results of some YouGov polling – commissioned by British Glass – which highlights the will of consumers to keep glass recycling kerbside, rather than in a Deposit Return Scheme. I also just wanted to take this opportunity to thank you and your colleagues again for meeting with us in December on the Valpak report.

British Glass understands the crucial role of consumers in realising our industry ambition of reaching a 90% glass collection rate by 2030. YouGov's research further supports our evidence base on consumer opinions towards glass recycling, with key findings showing that over 70% of people are satisfied with the current collection system for glass packaging and nearly half want to recycle their glass using an improved consistent kerbside scheme. This is compared to just 27% who support proposals for a Deposit Return Scheme (DRS) that includes glass beverage bottles.

Reinforcing our longstanding argument that including glass in a DRS will encourage consumers to switch to plastic packaging, the polling shows that 45% of people are likely to buy large, plastic bottles with smaller deposits, rather than multiple, smaller glass bottles – thus driving up the UK's plastic consumption. Yet when it comes to environmental issues, the majority of the public cares most about reducing plastic consumption (34%) and reducing carbon emissions (26%). Other headline statistics from the polling are:

- Consumers don't want to travel far to take their bottles back to Reverse Vending Machines – **67% wouldn't travel more than 3 miles.**
- Every single region in Great Britain would **prefer to recycle their glass through kerbside recycling**, with the strongest support in rural areas including Wales and the South West, where people may have to travel further to claim their deposit back.
- **90% of adults already recycle** most of the time or more, while **66% of adults** have either never heard of DRS, or do not know much about the scheme.

The glass industry firmly believes that, in order to secure the UK's environmental ambitions to increase recycling rates, decrease carbon emissions, and reduce plastic pollution, glass must be kept out of the future DRS. This new YouGov data provides further evidence to show that keeping glass recycling at the kerbside, within an improved and consistent collection system and Extended Producer Responsibility, is what consumers also want to see.

Further information on the report can be found in our briefing paper, which is attached. Please do let me know if you have any questions or if there is anything further I or British Glass can help with.

Kind regards,

[REDACTED]