

From: [REDACTED]

Sent: 18 January 2022 14:19

To: [REDACTED]

Cc: [REDACTED]

Subject: FW: Letter from British Glass on YouGov Polling on deposit return scheme (DRS)

Hi [REDACTED],

Can we have a response from Jo please?

Thanks,

[REDACTED]

From: [REDACTED]

Sent: 18 January 2022 12:03

To: [REDACTED]

Subject: Letter from British Glass on YouGov Polling on deposit return scheme (DRS)

Dear Minister,

Please find attached a letter from British Glass CEO Dave Dalton regarding new YouGov polling on the upcoming deposit return scheme (DRS).

Many thanks,

[REDACTED]

Jo Churchill MP

Parliamentary Under Secretary of State

Department for Environment, Food and Rural Affairs

Via email: [\[REDACTED\]](#)

18 January 2022

Dear Minister,

I am writing to share the results of some recent YouGov polling – commissioned by British Glass – which highlights the will of consumers to keep glass recycling kerbside, rather than in a Deposit Return Scheme.

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.

Further information on the report can be found in our briefing paper, which is attached. 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.

With the government's response to the regulatory consultation on the design of a DRS due to be published shortly, I would welcome the opportunity to talk to you about the planned scheme in further detail. Do let me know if this is of interest and I can make the necessary arrangements. In the meantime, if there is anything further I or British Glass can help with, please do let me know.

Yours sincerely,

Dave Dalton
CEO, British Glass

#RecycleItRight

YouGov survey results:

Glass recycling



British Glass

Glass is one of the most sustainable materials on earth, and in 2020, achieved an impressive recycling rate of 76%. We believe that including glass in a Deposit Return Scheme (DRS) will be detrimental to glass recycling and have many unintended consequences which will stand against the concept of a truly circular economy.

Consumers play a crucial role in recycling rates, which is why British Glass believe that by adopting policies for glass that reflect what consumers want, we can reach our industry target of achieving a 90% glass collection rate by 2030. To add to our evidence base on consumer opinion, British Glass commissioned a YouGov survey on consumer recycling perceptions, habits and preferred methods.

Consumers want glass to be collected at the kerbside

Nearly half

of all Britons want to recycle their glass packaging through improved kerbside collections at their doorstep, compared to just 27% who support proposals for a deposit return scheme that includes glass beverage bottles.

Every single region

in Great Britain would prefer to recycle their glass through kerbside recycling, with the strongest support in Wales and the South West - rural areas where people may have to travel further to claim their deposit back.

Over 70%

of respondents are satisfied with the current collection system for glass packaging and 46% would prefer to keep glass recycling at the kerbside in future.

A DRS will incentivise consumers to buy MORE plastic bottles

45%



Given the choice, 45% of people are likely to buy large, plastic bottles with smaller deposits, than multiple, smaller glass bottles, driving up the UK's plastic consumption.

34%



When it comes to environmental issues, the majority of the public cares most about reducing plastic consumption (34%) and reducing carbon emissions (26%).

Consumers already recycle well using kerbside systems

- Consumers don't want to travel far to take their bottles back to Reverse Vending Machines – 67% wouldn't travel more than 3 miles
- 90% of adults already recycle most of the time or more
- 66% of adults have either never heard of DRS, or do not know much about the scheme

What we want for glass...

- ✓ **Consistent, improved** household collections
- ✓ **Better education and communication** about what to recycle and where
- ✓ A system of EPR designed to bring **extra investment** in recycling infrastructure

Improve household collections. Increase glass recycling. Create a truly circular economy. #RecycleItRight

For further information please contact [REDACTED]

Full source: YouGov – British Glass Deposit Return Scheme Fieldwork, 21st December 2021

About the research: All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2007 adults. Fieldwork was undertaken between 20th - 21st December 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).