

helping london recycle more

best practice case studies



**LONDON
COUNCILS**

London's boroughs and waste authorities are working hard to meet challenging national and regional targets on household waste.

The Mayor of London's 2011 [Municipal Waste Management Strategy](#) commits London to meeting the EU Waste Framework Directive target that London should recycle or compost at least 45 per cent of municipal waste by 2015, 50 per cent by 2020 and 60 per cent by 2031.

London faces its own set of challenges with regards to recycling and recovery of waste, not least due to the high proportion of households living in flats or estates and the relative lack of gardens and garden waste, which is a factor in higher recycling rates in more rural areas. While the rate of recycling, composting and re-use in the capital has increased by 10 per cent over the last four years (2007/07 - 2010/11), [Defra statistics](#) indicate that in 2010/11 London's household waste recycling rate of 32.4 per cent was still nearly 10 per cent lower than the England average of 41.5 per cent. If London's waste authorities are to recycle, compost or re-use 50 per cent of household waste by 2020, there is clearly a need to go much further.

Although we have argued that we need to do more to reduce waste in the first place, we recognise that recycling, re-use and composting still have an important role to play in helping residents and businesses to take responsibility for their waste and its environmental impacts. It also saves the taxpayer money.

The current government focus is on incentivising people or communities to do the right thing with their waste, as demonstrated through [Defra's household reward and recognition scheme](#). This collection of case studies from London's boroughs and waste authorities explores a variety of approaches to increasing recycling, re-use and composting rates. Some of the case studies are based on reward schemes, but others are examples of different approaches, such as service changes or education and communication.

The case studies highlight London's commitment to both reducing the amount of household waste that is sent to landfill or incinerated and to stimulating behaviour change amongst residents. All the approaches considered here have produced positive results. However, it remains to be seen whether the use of incentives and rewards brings short-term change and low levels of loyalty to the new behaviour, and equally whether education and communication, while providing less dramatic results in the short term, can provide more sustainable behaviour change in the longer term.



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01

incentives and rewards

Bexley: Local green points

Bexley has become the first local authority to launch an incentive scheme organised by Local Green Points, which aims to reward residents on a community basis for waste reduction and recycling.

The first phase of the incentives scheme was launched in October 2011, covering 2,000 flats in the East Thamesmead area, with an expansion to 15,000 flats across the borough planned for May/ June 2012. Depending on the results, the scheme will be rolled out borough wide in 2013/14. The East Thamesmead area was selected for phase 1 because it is run by Gallions Housing Association, a partner in the scheme.

Run by Local Green Points, the Bexley scheme is branded as 'London Green Points Bexley', and sees residents offered 'green points' when they activate their membership of the scheme online. Green points can be redeemed for a range of eco products and days out, or donated to selected local charity projects. Participants can also benefit from a wide range of discounts and offers provided by the scheme's retail partners, including money off meals at cafes and restaurants and hair cuts at local barbers. Around 60 local retailers have already signed-up to the scheme.

The scheme incentivises residents to reduce the amount of rubbish they send for disposal by reducing, re-using and recycling their waste. Residents earn green points as a community based on the amount of residual waste they create and the amount they recycle. These points are then allocated equally between each member of the community taking part in the scheme, and can then be redeemed online, via the Local Green Points website, to pay for eco-friendly products.

Residents will only earn points if there is a reduction in residual waste *and* an increase in recycling. Every



three months the residual waste and the amount of recycling are measured on a neighbourhood scale, not by individual households, and if there is an improvement, all households with activated accounts share the green points equally.

Funding

Funding from the London Waste and Recycling Board (LWaRB) Flats Recycling Programme will cover some of the set-up and running costs of running the scheme. Further support has come from the Recycle for London communications campaign, Bexley council and Gallions HA.

In the long term, the intention is that the scheme will be self financing with the green points being funded by savings the council has achieved from landfill diversion and additional income earned from recycling.

Outcomes

Since the scheme was launched in September 2011, around 1,200,000 Green Points have so far been issued to activated households and local charities, making a cash value of around £3,000 and, of this, more than £800 has been donated to the three beneficiary charity projects. Thirty per cent of households in the phase 1 area have activated their accounts.

While this project is at a very early stage some positive trends are already appearing in the phase 1 target area:

- residual waste overall trends indicate that waste is decreasing particularly across areas of low rise flats
- recycling results to date show evidence of an increase in recycling post the launch of the local green points scheme; this will be tested further over phase 2.

To find out more:

www.greenrewards.co.uk/lgp/bexley



Camden and Westminster: Bin, scan, win!

Street litter accounts for almost a quarter of household waste in Camden and Westminster and over 50 per cent of this litter is recyclable by weight. Residents, commuters, tourists and other visitors are already given the opportunity to recycle their waste 'on the go' in street bins. However, monitoring has shown that street litter recycling rates are only around 10 per cent and littering is still causing significant cleanliness issues for both boroughs.

Camden and Westminster's initiative aims to increase the amount of street litter being recycled through the network of recycling litter bins, by both increasing the opportunities to recycle 'on the go' and by affecting people's behaviours and attitude to street recycling.

The initiative has seen quick response (QR) codes (a specific matrix barcode readable by dedicated barcode readers) put on to the tops of recycling litter bins. The QR code, when scanned with a camera phone equipped with a reader application, will direct the user to a dedicated website that allows them to enter a daily prize draw and access to other incentives, such as discounts for local businesses. Participants will be able to select which prize they would prefer to receive on application. The prizes on offer, such as iTunes vouchers, gig tickets, theatre tickets and high street shopping vouchers, are attractive to the intended target audience. The rewards are funded from council communication budget.

The QR codes will be applied to 400 recycling litter bins in total across the two boroughs. These bins are on the busiest thoroughfares in the partner authority areas and will be supported by an advertising campaign on poster sites in the vicinity, as well as promoting the scheme in newsletters and on the website.

The very nature of the technology means that the target audience is limited to the people with necessary

hardware and knowledge to scan the codes. However, the demographics in the areas of central London taking part in the trial (broadly speaking the West End, Soho, Marylebone, Holborn, Bloomsbury, Mayfair, Camden Town) includes a large proportion of people who are more likely to be 'tech savvy' and to understand the use of the codes.

This project will run throughout the period of the Olympics and Paralympic Games enabling the scheme to reach a much larger audience than normal.

Camden and Westminster are the first councils to use such technology in the recycling sector to target members of the public who have high consumption rates of the branded products often found littering the streets.

Funding

Camden and Westminster have secured £29,500 to support the initiative from the Department for Environment, Food and Rural Affairs' (Defra) household reward and recognition fund, launched in June 2011 as part of the government's review of waste policy.

Objectives

The scheme was launched in April 2012 with the following objectives in mind:

- to increase recycling rates of street litter in the targeted area by 5 per cent by June 2012 and 10 per cent by September 2012.
- to achieve 500 individual applicants for incentives via scanning of QR codes on recycling bins.

The councils hope to eliminate 25,000 tonnes of litter and save £1 million.

To find out more:

<http://westminster.gov.uk/binscanwin>

Lambeth: Recyclebank and compulsory recycling

In April 2011 Lambeth introduced a new waste strategy, which included a wide range of service changes and innovations to increase the sustainability of waste management within the borough and reduce collection and disposal costs.

Among the new initiatives were two different incentive schemes aimed at increasing recycling and particularly at encouraging non-recyclers to start. Extensive consultation with residents to help inform the new strategy revealed that 68 per cent of respondents supported making recycling compulsory and 62 per cent felt that incentives or rewards would encourage them to recycle more.

As a result, recycling was made compulsory as part of the strategy and for households provided with shared recycling bins, where it is not possible to monitor participation, Lambeth worked with Recyclebank to introduce their *I Recycled* incentive programme.

Both initiatives were widely publicised to residents as part of the waste strategy communications plan.

Recyclebank

Residents of the 47,000 households with shared recycling facilities were invited to sign-up for Recyclebank's *I Recycled* incentive scheme.

Recyclebank is a rewards and loyalty programme that rewards residents for recycling with everyday rewards that are redeemable at national and local shops and businesses. This is a self-reporting scheme and, once registered, residents need to let Recyclebank know they have recycled each week, via phone, web or app.

Recyclebank worked hard to boost sign-up via a

series of mailings and a door stepping campaign. Residents receive points for registering, a weekly allocation and a monthly bonus determined by the amount of recycling collected. The points earned can be redeemed at a wide range of local businesses signed up by Recyclebank, including cafes, restaurants, gyms and hair salons. Around 110 Lambeth businesses are signed-up, typically offering discounts and buy-one-get-one-free offers in exchange for points. Points can also be redeemed with national partners, such as M&S, via online deals and at businesses throughout London.

Compulsory recycling

Compulsory recycling means that residents are not allowed to put items in their rubbish bin which they are able to recycle through the council's recycling collections.

Monitoring for the compulsory recycling policy initially focused on the 85,000 low-rise households receiving weekly collections of commingled recyclables. All households were monitored in early summer 2011 to obtain baseline data on 'set-out' (the amount of households putting sacks out on a single collection). Households that had put refuse out but no recycling were delivered a 'yellow card' to remind them that recycling is compulsory. Continued implementation of the policy will involve full participation monitoring on selected rounds, extensive communication with non-recyclers to try and overcome barriers to participation and follow-up visits to check participation.

This engagement process will last several months and anyone who can recycle but chooses not to at the end of the process will have enforcement proceedings started against them.

Funding

Lambeth is applying to the £250 million weekly collection fund to extend the coverage of the Recyclebank scheme to all households and ensure its financial sustainability.

Compulsory recycling is a low-cost initiative utilising existing staff resources and, to date, the production of a single leaflet.

Outcomes

Recyclebank

The results have been promising with good numbers of residents signing-up. Since the scheme launched the amount of recycling collected on the bulk bin rounds has been consistently higher than the same period a year before.

Compulsory recycling

- The initial monitoring revealed that average set-out across all low-rise households had almost doubled from 44 to 81 per cent.
- The tonnage collected for recycling has increased by an average of 18 tonnes per week and residual waste has declined by an average of 85 tonnes per week.
- The percentage of waste recycled on the kerbside rounds has increased by an average of 4 per cent.
- For Lambeth, recycling costs only half the amount of sending rubbish for disposal. By making recycling compulsory, disposal savings of £48,000 were achieved in 2011/12.

Five daily collection rounds with some of the lowest set-out rates were selected for more intensive work and a full participation monitoring exercise was carried over a three week period late in 2011. For flats in converted houses, participation averaged 85

per cent and for houses not in multiple-occupancy participation averaged 95 per cent - and these are the lower-performing rounds! On one round where participation had also been monitored in 2008, levels had increased from 74 per cent to 89 per cent. Over the next year, officers will undertake intensive work within the local community to boost the amount of recycling collected on these five rounds. Most of the communications for this campaign are being funded through the Recycle for London programme.

To find out more:

www.recyclebank.com/lambeth

<http://www.lambeth.gov.uk/Services/Environment/RubbishWasteRecycling/Recycling/>





Rewarding you
for not buying new

West London Waste Authority: Reward scheme for re-use

This innovative scheme to reward residents who use resources better, prevent waste and encourage the re-use of materials has recently been launched in west London. A pilot scheme in Brent and Richmond is offering around 370,000 residents aged 16 or over the opportunity to get a free reward card that will enable them to claim cash benefits for buying things that have been used before, or have been made from unwanted materials or waste.

The reward card scheme, launched as a pilot in April 2012, will be rolled out across all six west London boroughs if it proves a success.

The reward scheme

Every time a Brent or Richmond resident buys a re-use item (from a charity or a business) – for example clothing from a participating charity shop, or uses a participating business which prevents waste or reuses products – such as a shoe repairer or a hire shop – they will receive a token, which they can add to their reward card online. Once they have collected 10 tokens, they will receive a voucher for £5 which can be spent in one of the participating businesses or charities. Alternatively, they can choose to donate the money to selected community groups – three will be chosen for each borough.

The full list of activities which will allow residents to accrue rewards depends on the charities and businesses that sign up to the scheme.

Funding

The initiative has been made possible following a successful bid by West London Waste Authority (WLWA) in partnership with the London boroughs of Brent and Richmond that secured £133,532 from the Department for Environment, Food and Rural Affairs' (Defra) household reward and recognition fund launched in June 2011 as part of the government's review of waste policy.

The scheme is being funded by a combination of subscription fees paid by business partners and a commission paid by both business and charity partners.

To find out more:

<http://www.re-ward.me>



02 education and communication

Lewisham: WEEE Man

The Waste Electrical and Electronic Equipment Directive (WEEE Directive) was introduced into UK law in January 2007 by the WEEE Regulations 2006. It aims to reduce the amount of electrical and electronic equipment being produced and to encourage everyone to re-use, recycle and recover it.

In a bid to raise awareness and the profile of this type of waste, Lewisham hosted a 'WEEE Week' (24 September to 1 October 2011) and enlisted the help of local superhero 'WEEE-man' to help get the message out to young people and their parents.

Dressed in his distinctive garb of old bits of electrical appliances and circuit boards, WEEE-man visited several local schools in the run-up to WEEE week to fulfill his superhero mission to highlight the issues surrounding electrical waste and the ways it can be recycled.

WEEE man left behind flyers for the children to take home to their parents. The flyers carried all the information about the WEEE waste collections that were taking place at six schools. Two consecutive Saturday collections also took place at a local nature reserve.

Outcomes

The collections saw a wide array of items being brought, from obsolete video recorders, defunct irons, hairdryers, and microwave ovens, through to redundant printers, scanners, old telephones, faxes, radios, stereos and even a hedge trimmer that in total amounted to nearly two tonnes of electrical and electronic waste. Good job, WEEE-man.

To find out more:

<http://recycleforlewisham.com>



Tower Hamlets: Recycling makes sense in every language campaign

While the recycling rate had increased significantly in the three years up to 2011, Tower Hamlets recognised that further increases were likely to prove a significant challenge, in part because of a combination of factors that make communications around recycling particularly difficult:

- more than three out of four (76 per cent) properties in the area are flats
- there are 110 languages spoken in the borough
- the borough is the 7th most deprived authority in England
- it also has the highest population density in the capital; and 20 per cent annual turnover.

Research showed that capture rates for its dry recycling scheme were low. Every year, more than 9,000 tonnes of recyclable materials were thrown away in black sacks. Significant amounts of material were also rejected from the Materials Recovery Facility (MRF) due to contamination, mainly from food waste. Surveys also showed 22 per cent of residents needed additional sacks between their twice yearly deliveries.

Responding to these challenges, a team, including borough officers, Veolia Environmental Services (the council's waste management contractor) and designers Billington Cartmell, worked together to plan a high-impact communications campaign to:

- communicate with all residents (including non English speaking)
- increase capture of materials
- reduce contamination



- inform residents how to obtain recycling sacks.

Specific objectives were to:

- increase recycling collected by 200 tonnes between January and April 2011
- reduce contamination by 20 per cent by April 2011 compared to April 2010.

A creative campaign was developed based on translations of community languages with illustrations encouraging residents to 'recycle more', using the strap line 'Recycling makes sense in every language'. Each message had a strong call to action. Designs incorporated Mr Recycle More, a large robot made out of purple recycling bins, who is a local figurehead for recycling.

Informal interviews with 1,414 local residents were undertaken to test responses to initial concepts and identify communication routes. These interviews identified a low use of computers and smart phones, meaning that digital communications would not reach all the audience. A wide range of TV and radio stations were being watched and listened to, so their use would be fragmented and cost-prohibitive.

It was decided that outdoor advertising would be visible to all residents. Advertising routes were carefully selected to maximise cost-effectiveness to target residents (rather than commuters). Where possible, free of charge routes were used to ensure costs were kept to a minimum.

The campaign routes included: DLR platforms; local

streets; recycling collection vehicles; selected local bus routes; park and lamppost banners; public LCD screens; posters in Idea Stores (local libraries); the council's website; press adverts and releases including translations; local schools and events.

The campaign launched in January 2011 with a second burst in April.

Funding

The costs for the project were met through the council's contract with Veolia

Outcomes

Initial monitoring indicates extremely positive results:

- from January to April 2011 an additional 251.91 tonnes of material was recycled compared to the same period in 2010
- recycling bins rejected due to contamination decreased by 29.19 per cent in April 2011 compared to April 2010 and the number of vehicles rejected at the Material Recovery Facility (MRF) dropped by 24 per cent
- sack delivery crews reported requests for pink sacks increased threefold.

Tower Hamlets is planning an anti-contamination campaign in September/October 2012. This will be supported through the Recycle for London communications programme.

To find out more:

www.towerhamlets.gov.uk/lgnl/environment_and_planning/recycling_and_waste.aspx

Wandsworth: Signs of improvement

Wandsworth has received funding from the London Waste and Recycling Board (LWArB) for recycling signage (explaining how and what to recycle) at the point where residents dispose of their rubbish on estates (refuse chute loading hoppers and chamber doors).

Outcomes

Around 45,000 households in the borough live on estates, of which around 19,500 now have the signs. The proportion of domestic waste collected in the orange-lidded recycling banks serving these 45,000 households has jumped from 20.7 per cent to 22.9 per cent since most of the signs went up.

The borough had a target of achieving 183 additional tonnes in recycling from these households during 2011/12 and 366 additional tonnes in subsequent years (compared to an October 2010 baseline of 6,267 tonnes). In practice, 456 additional tonnes were achieved during 2011/12, saving £25,000 in disposal costs.

The increase in recycling is exceeding targets by a significant margin, representing a good value for money way of improving recycling performance on housing estates.





03

businesses and third parties

City of London Corporation: Clean city awards

Launched in 1994, the Clean City Awards Scheme (CCAS) provides an example of a local authority working in partnership with businesses by raising the profile of responsible waste management and recognising and rewarding good practice by encouraging businesses to reduce, re-use and recycle. The scheme now has around 1,600 members.

Businesses are visited at least once a year by a member of the Corporation's CCAS team. The purpose of the visit is to assess: how waste is stored; what current initiatives are in place to reduce, re-use and recycle; and how effectively these are being communicated to staff. The visits also allow officers the opportunity to offer advice on ways to improve waste segregation, communication methods and to suggest future initiatives that may work for that particular business.

Judging and the awards ceremony

Once all members of the scheme have received their inspection, individual reports highlight the strengths and weaknesses of each particular site and potential areas for improvement.

Based on these reports, the top 15 sites in each category are given the opportunity to complete a platinum award application, answering a number of questions covering: waste minimisation; re-use and recycling initiatives; staff promotions and communications; methods used to reduce contamination; and smoking-related litter. These forms are used to select 10 sites in each category to receive a platinum award, with the top four sites invited to attend final judging.

Representatives from the sites invited to final judging are asked to make a short minute presentation,

followed by questions from the panel.

Once the platinum winners have been selected, the results from the inspection process are used to select 170 top performing sites to receive a gold award. All remaining sites receive a merit award, if they are practising good waste management and have complied with their duty of care requirements.

An awards ceremony and lunch is held each year in Mansion House for all members receiving gold and platinum awards.

Additional benefits to businesses

A key function of the award scheme is to act as a platform where expert knowledge and best practice can be shared.

The CCAS team organises quarterly environmental best practice meetings and invites external organisations to present to participants in order to keep them informed on issues like changes to legislation and updates to recycling and waste minimisation options. These meetings also act as a valuable networking opportunity and regularly attract between 60–80 delegates per session.

Outcomes

The CCAS helps reinforce partnerships with City waste producers, with the CCAS team often becoming the first point of contact for any waste-related issues. The provision of free impartial advice on waste management is key to helping people in the effective reduction and management of their wastes. The CCAS team works with companies and look at their specific situations to help advise on the best course of action for them.



As well as encouraging businesses to comply with legislation and develop recycling systems, the scheme has also acted as an incentive for some businesses to excel in sustainable waste management practices. Year-on-year businesses continually find new and innovative methods for reduce, re-use and recycling.

To find out more:

http://www.cityoflondon.gov.uk/Corporation/LGNL_Services/Business/Commercial_waste_and_recycling/clean_city.htm

North London Waste Authority - payment of third-party re-use and recycling credits

Recycling credits were introduced by the Environmental Protection Act 1990 and are paid to parties that remove items from the municipal waste stream for recycling that would otherwise have been sent for disposal at the waste authority's expense. The value of the credit recognises the saving to the relevant disposal authority delivered by this recycling activity.

North London Waste Authority (NLWA) began payments of recycling credits in 1993. Initially the major beneficiaries of recycling credits were the constituent borough councils with a few far smaller claims paid to third parties. However, following the implementation of the Clean Neighbourhoods and Environment Act in April 2006, the authority ceased paying recycling credits to the boroughs, but continued to pay credits to third parties. Since this time the third party scheme has expanded significantly, and also covers items removed from the waste stream due to reuse activities, as well as recycling.

Organisations wishing to claim credits must first complete an application form to apply to be registered to receive credits, and then following registration, must submit a quarterly claim for payment and provide evidence of the tonnage recycled or re-used.

Outcomes

More than 7,000 tonnes of waste has been diverted from landfill as a result of the payment of re-use and recycling credits to third parties over the past three years. Twenty-one organisations have registered to claim credits in 2012/13

Examples of third parties and charities that have claimed these credits are given below:

- **OXFAM** has been claiming credits since 2004/05. During 2010/11 it claimed for 1,025 tonnes of textiles, which were collected from bring sites and charity shops throughout north London and sent for reuse or recycling.
- **Restore** has been claiming credits since 2007/08. During 2010/11 it claimed for 98 tonnes of reused furniture from across north London. The unwanted furniture collected by Restore is resold to local residents at low cost.
- **Make-a-Wish Foundation** has been claiming credits since 2009/10. Textiles are collected from the kerbside, and then sent for re-use, or recycling into industrial rags or wipes. In 2010/11 they claimed credits on 3 tonnes of material.

To find out more:

<http://www.nwla.gov.uk/waste-resources/businesses/reuse-and-recycling-credits>

04 community based approaches

Hackney: Follingham Court

Follingham Court estate in Hoxton, Hackney, was one of seven Defra funded pilots during 2009/10 that looked at paths to achieving zero waste in the community.

There are 85 properties on the estate, split across two low rise blocks with a diverse population in terms of ethnic mix and age ranges.

In July 2009, a dedicated resident from the Follingham Court estate met with the council's recycling team to ask for assistance with a number of waste reducing projects he wanted to run on the estate. A project plan was put together and funding was successfully secured for a Towards Zero Waste Place project. The work coincided with a Decent Homes project to improve energy efficiency and weather-proofing of the buildings.

Objectives

The project's objectives were to:

- set up community composting to reduce food waste to landfill and produce a useful growing medium
- initiate food growing in community spaces by residents
- install water butts in community spaces for the food growing project
- increase recycling
- reduce domestic waste
- reduce weekly waste and recycling vehicles entering Follingham Court
- interact with as many residents as possible through social media where applicable, to increase action from harder to reach residents
- raise awareness of the environmental impact of waste and the way this can be mitigated through individual actions. This was to be carried out through several community based events, including:
 - real nappy demonstrations
 - food waste road shows to help residents to

reduce food waste

- kitchen workshops on food storage, portion control, cooking leftovers and some basic home economic lessons
- give or take events
- promoting rechargeable batteries.

Project approach

The project began in November 2009 with the purchase of a RiDan composting unit and training 'composting champions'. A carbon club website was launched and a 'give or take' day organised. In January 2010 a programme of door knocking was organised.

To make it easier to recycle in Follingham Court, all but one of the chutes in the flats were converted from being waste to recycling-only chutes. The previous recycling area was changed into the refuse area. Leaflets to explain and remind people of the changes were distributed and new signage was put up.

In May 2010 the carbon club launched the new composting unit with the local residents by hosting a 'Get Growing day'. This free event invited residents to start sowing seeds and claim their spot in the raised bed planting. The event included a free lunch and a free 'growing stuff' book to the first 10 people who enrolled.

Outcomes

Project successes include:

- reduction in contamination of recycling - when the scheme was introduced, contamination of the recycling was at 30 per cent, however this decreased to 15 per cent within three months
- diversion of six tonnes of organic waste a year through the RiDan composting unit



- diversion of 0.5 tonnes of leaves from landfill, with the potential to capture 1 to 3 tonnes a year in further mulching boxes
- increase in recycling from 0.5 to 2 tonnes a year
- reduction in refuse was reduced by 16 tonnes a year (it is thought that part of this reduction is attributable to reduced misuse of the residents' bins by commercial properties as a result of the installation of a community gate)
- reduction in refuse collections from three to two per week
- 2.5 tonnes of materials being re-used through the give or take event - the school near the Zero Waste Place has agreed to support annual give or take events
- signage, face-to-face discussion through door knocking, and practical changes to services all contributed to a much higher awareness of waste within the local community
- 24 per cent of householders signed up to the mail preference service to reduce junk mail.

This project is now being used as a case study for other larger estates and the success of the RiDan composting unit has led to a borough-wide expansion of community composting schemes.

Other benefits for the community

The project has demonstrated the following benefits:

- increased community cohesion through the community gardening, workshops and various events
- enhanced aesthetic of previously unused spaces
- community composting provides a resource for flower beds and window-boxes that would otherwise have to be bought from a garden centre
- increased awareness of the financial benefits of reducing food waste, recharging batteries, and

taking measures to reduce energy consumption, eg through low energy lightbulbs.

Key learning points

- **bottom up approach:** The hard work of a dedicated resident was instrumental in delivering this project.
- **status of ZWP:** The announcement that Follingham Court was selected as a Zero Waste Place acted as a catalyst for the estate to obtain further funding.
- **take risks:** The move to change the chutes from refuse to recycling was not a quick or easy task - but it has proved to be highly successful.
- **composting in a built-up area:** Inner city residents are willing to compost their food waste regardless of space limitations and make up of the estate.
- **social media:** Using social media to communicate did not work as originally hoped.

Project developments

The project is sustainable and will continue beyond the funding, managed by the residents of the estate.

Hackney's recycling team has developed a zero waste template that could easily be replicated in other estates. Using this template, Hackney Homes and the recycling team worked together to assess waste and recycling provision on other estates. This led to a trial involving three estates where recycling sites were increased.

In addition, the council has piloted a reduction in the number of weekly waste collections (from three to two) on two estates (Follingham Court and Wrens park). This trial has shown a reduction in waste following the removal of the Wednesday collection by an average of 4.18kg per week per household.

To find out more:

<http://www.hackney.gov.uk/greenerliving-zero-waste-places.htm>



Waste Watch - Our common place

Our common place aims to increase recycling and re-use within a wider community building effort. It is currently being trialled in 23 deprived communities living in flatted properties across eight London boroughs (Havering, Redbridge, Barking and Dagenham; Hammersmith and Fulham, Wandsworth, Lambeth, Kensington and Chelsea; and the City of London). Our common place is about facilitating community identity and pride in local places that underpins social and environmental well-being.

The idea behind our common place originally developed from a need to improve flats recycling in deprived communities. While flats account for around half of London's housing, their recycling rates are currently around 10 per cent. Traditional approaches to improving recycling rates for flats have centred on making recycling easier, but have largely failed to enable flats recycling to catch-up with successes seen on the kerbside.

Recycling, re-use and other environmental issues are not seen as a priority in many of these communities that often have more pressing issues to cope with. Our common place aims to increase recycling, re-use or waste prevention while simultaneously addressing other community needs and motivation to change.

The approach

With expert guidance and advice, communities get together to discuss what is good and what could be improved within their community. Individuals then form groups to work on where they want to see change by developing and delivering initiatives that bring benefit to their community. Critically, Waste Watch is a facilitator while, as far as possible, all initiatives are led by the community and its motivations.

Outcomes

Waste Watch has already seen the success of the programme on many of the estates it is working alongside. Communities have: run give and take days; changed rubbish chutes into recycling chutes; run sewing and up-cycling workshops; successfully secured additional funding to run green initiatives; set up 'help a neighbour' recycle schemes; and run successful green Christmas parties.

Waste Watch is currently measuring the impact of our common place upon local social and environmental outcomes, such as well-being, recycling and local environmental quality across all 23 communities. Results from the 13 estate communities, in the London boroughs of Hammersmith and Fulham, Kensington and Chelsea, Lambeth and Wandsworth reveal the following outcomes:

- In total 3,200 people living in these communities encountered the project with 930 participating in our common place initiatives. Most importantly 67 residents help co-design and deliver activities and initiatives in their community. This has led to many activities being taken on and run by the local community without support from Waste Watch, for example sew-shall, a weekly sewing group learning how to up-cycle clothes in the Weir Estate, Lambeth.
- Positive outcomes were observed across all four boroughs and recycle bins, on average are now 13 per cent fuller increasing from 62.7 per cent in August 2011 to 75.8 per cent in March 2012. Complementing this has been a decrease in the amount of observable contaminant materials in each bin by 6 per cent.
- Successes have been greatest where the community became most deeply engaged in the Our Common Place approach, but even where engagement was less intense positive outcomes have been achieved. In addition to improvement in recycling performance,

those persons directly engaged have reported significant increases in personal wellbeing. These relate specifically to increased connectedness, learning and giving.

Improving the programme in 2012/13

Plans for 2012/13 include:

- provision of an evidence base from the pilots that demonstrate environmental and social benefits, including academic papers on the approach
- exploring and testing how schools and businesses can support our common place
- exploring with local authorities how different council teams can improve services through working collectively across shared goals.

Ethelburga Estate

One of the estates involved with Our Common Place is Ethelburga in Wandsworth. Waste Watch attended a couple of meetings of the Ethelburga Residents' Association (RA) before holding one of its own at which Waste Watch and local residents brainstormed what they might be able to do together over the course of the next six months.

The first initiative chosen was a consultation with residents of the 26 storey Ethelburga tower on turning the refuse chute into a recycling chute. The RA set themselves up in the lobby of the tower to talk to passing residents about the advantages of converting the chute. They took the chance to also promote recycling and sign up new members to the RA.

A Give and Take Day for the estate and surrounding streets was next on the list. The group hired the local community centre and invited residents to come and swap items they no longer wanted with their neighbours.

To find out more:

<http://www.wastewatch.org.uk/pages/our-common-place.html>



LB Waltham Forest - Furnishing the future

Furnishing the Future was set up in March 2011 in partnership with Waltham Forest, Ascham Homes (its housing management company) and two voluntary sector organisations (VSOs). The project involves changing the way social housing organisations decorate their properties and manage the waste generated by them. Paint and furniture from house clearances are recycled, restored and resold instead of going to landfill. The money saved helps funding for more tenants to redecorate their homes.

The project consists of five schemes:

Decorating scheme: By using re-used paints, the cost per litre is significantly cheaper and allows more social housing residents to benefit. Using new paint provided decoration for 120 homes on a £25,000 budget - now all Ascham Homes residents (550 last year) were given access to paints on a budget of £21,000.

The assisted decorating scheme: Previously residents with disabilities or similar were eligible for having one room decorated by Ascham Homes – a cost to Ascham Homes of £500 per room. The budget allowed for 100 properties per year. By using re-used paints this number was doubled to 200 properties.

Reused paint: Ascham Homes also pays £100 per annum to one of the VSOs, which enables all Ascham Homes residents to access cheap reused paint (50p per litre). So far around 6 tonnes of carbon has been saved by using 2,800 litres of reused paint.

Furniture re-use: This scheme focuses on re-using furniture rather than incinerating it. For example, the bulky waste re-use scheme reused an average of 34 per cent of the materials collected from the social housing

properties which would have just been incinerated; saving around 78 tonnes of carbon and around £170,000 to Ascham Homes

Furniture restoration skills: Benefit claimants can also take a 16 week course in furniture restoration. To date 40 per cent of the 104 volunteers have requested to re-enrol in the scheme and 90 per cent are from the local north London area.

Awards

Furnishing the future is an award winning project that Waltham Forest and its partners designed collaboratively. It has caught the imagination of many organisations because of its simplicity and its potential to be rolled out nationwide. Awards include:

- National Guardian Awards (2012) – Finalist for innovation and progress - Sustainability
- Government Opportunities awards (2012) – Winner of procurement, innovation or initiative of the year award
- Cabinet Office for Customer Service Excellence (2012) - Awarded compliance plus 2012/13
- National Recycling awards – Shortlisted (announcement in July 2012)
- The Municipal Journal Local Government Achievement Awards - Shortlisted (announcement in June 2012)

Next Steps

Plans for 2012/13 include a roll out of the model to the borough's kerbside bulky waste scheme. Furnishing the future has received interest from a number of social landlords, the intention is to roll out the model to housing associations across London and other services such as Children's Services.

To find out more:

http://www.aschamhomes.org.uk/about_us/news

05 service changes

Brent: Recycle more

Brent started its new waste and recycling service system 'Recycle more' on 3 October 2011, introducing alternate weekly collections of dry mixed recyclable waste in a blue top bin, a weekly bin collection for organic recycling, and a separate bin for landfill waste, which is also collected on alternate weeks. Recycle more replaced the previous recycling service, introduced in 2006, which was restricted to the weekly collection of a green box, which had limited capacity for Brent's residents to recycle. In addition, every resident living in blocks of flats now has access to a weekly mixed recycling service.

The new initiative has been shortlisted in the 2012 National Recycling Awards (Local Authority team of the year)

To incentivise residents to recycle even more, Brent launched a 'message in a bottle' competition in February 2012, whereby Brent residents can win a £100 voucher to buy eco-friendly, organic and Fairtrade goods. Every household in the borough can enter the competition by filling in a form available in the council's free magazine distributed to all households in the borough. The form must be put into a plastic bottle and placed in a recycling bin along with all the other items recycled by a household.

Brent Council's target is to recycle 50 per cent of household waste in the borough by 2014 and to divert 60 per cent of waste from landfill.

Outcomes

- Data for the first six months of the new service (October 2011 - March 2012, compared with the previous six months (April - September 2011) shows a fifteen per cent increase in recycling tonnage collected from households.
- The same comparison for all waste streams shows a 24 percent reduction in landfill waste collected from domestic premises in Brent.
- Plans for 2012/13 include the introduction of caddy liners for food waste collections.

For more information:

<http://www.brent.gov.uk/recyclemore>





Haringey: Revised contract

Haringey's recycling rate currently stands at 27 per cent but has remained fairly static over the past few years.

In April 2009 the council started the process of developing a new contract to increase recycling rates, reduce carbon emissions and improve the bin collection services it offers. It was recognised that in order to change behaviour, deliver real outcomes and increase the recycling rate, the solution was to introduce fortnightly collections for residual waste.

In shaping the contract, the council asked residents what they wanted. Officers received the largest response to any previous consultation with 6,800 people replying. Residents said they wanted the council to recycle a greater range of materials and provide a free bulky item collection service.

As part of Haringey's drive to recycle more, from March 2012, services include:

- The weekly collection of all dry recyclables
- The weekly collection of all food and garden waste
- A free bulky waste collection service for items that can be re-used or recycled - the partnership between the council's recycling and waste management provider Veolia Environmental Services and furniture re-use scheme ReStore Community Projects has been officially launched. Keen to see re-usable furniture put to good use, the council has arranged for Veolia to divert up to 30 collections of good quality re-usable or recyclable items of furniture a week to ReStore. The furniture is collected from Haringey residents who request their free collection

via the Veolia Haringey Contact Centre

- The free collection of mattresses
- The introduction of a 240 litre wheelie bin - so that residents can recycle more the council will replace the current green box with a larger capacity 240 litre wheeled bin for low-rise residential properties
- Free six month supply of compostable food waste bags to line kitchen caddies and make recycling of unused food easier
- Collection of non-recyclable rubbish fortnightly - with improvements to recycling services Haringey will only have to collect items for landfill and incineration every other week.

Changes are being introduced in a phased approach, starting in the west of the borough where there is a higher level of recycling. The council will undertake an evaluation prior to beginning the second phase.

Objectives

The new contract with Veolia is set to deliver a 40 per cent recycling rate and a 40 per cent reduction in carbon emissions by 2015.

By reducing the amount of waste going to landfill or incineration the contract is set to save in the region £1 million on reduced disposal costs and carbon equivalent savings of 12,000 tonnes. This equates to taking 4,000 cars off the road. There will also be direct savings of £300,000 on reduced vehicle movements.

To find out more:

<http://www.haringey.gov.uk/index/environmentandtransport/refuse>

Harrow: Improving recycling rates

Harrow first introduced wheeled bins for its waste collection service in 1988/9. From that time collections have been made from the front curtilage of the property and side waste has not been collected.

From 2005/6 Harrow provided a weekly collection for residual waste (green wheeled bin); a fortnightly collection of garden and food waste (brown wheeled bin); and, a fortnightly collection of segregated recyclables (green box). Three different vehicles were used: a conventional refuse collection vehicle (RCV), Rotapress and Kerbsider respectively. The recycling rate at this time was 26 per cent.

In July 2006 the borough changed the collection frequency to weekly organic, and alternate week recycling and residual waste. Compulsory recycling for paper, glass, cans and plastic bottles was also introduced. These changes led to a significant increase in the amount of recyclable waste being collected, and increased demand for green boxes. However, this additional waste adversely affected the kerbside sort operation and the kerbsider vehicles struggled to cope with the increased volume – in particular the volume of plastic bottles. The council therefore reviewed its operations in October 2006 and decided to:

- Collect mixed recyclables – this speeds up the collection process and reduces traffic congestion.
- Replace the green box with a 240 litre blue wheeled bin that provides greater capacity for residents and reduces clutter in residents' gardens. There are also significant benefits in reducing litter as the waste is securely contained - particularly important on windy days.
- Provide standard RCVs to replace the kerbsider system.
- Halve the number of vehicles used for recycling operations.

Since 2007 all recyclable waste has been collected from the council's civic amenity site and transported to a materials recovery facility - a specialised plant that receives, separates and prepares recyclable materials for marketing to end-user manufacturers.

The Rotapress vehicles were also replaced with standard RCVs - allowing the collection fleet to be standardised. This allows flexibility in operation and means that the spare vehicle pool can be reduced - resulting in significant cost savings.

In 2010, Harrow introduced a sophisticated in-cab management system that allows crews to report problems with bin collections in real-time to a call centre. This allows the borough to provide fast accurate responses to residents' queries and enables officers to inform and educate residents if waste has not been collected for any particular reason (e.g. contamination). This helps to improve the quality of collected materials and has helped to further improve Harrow's recycling rates.

Outcomes

By 2007/08 recycling rates had increased to 40 per cent, and by 2009/10 they had reached 50 per cent – the second best level of performance in London.

An important factor in delivering these changes has been the involvement and cooperation of the workforce. Harrow believes that these more complex and sophisticated services need a well trained and committed workforce in order to deliver them successfully. To this end it has provided the necessary support and training, and has designed the service to operate without the use of agency staff.

To find out more:

http://www.harrow.gov.uk/info/200084/recycling_rubbish_and_waste

06 other incentives



Lewisham: Mattress recycling

Lewisham is the first local authority in the UK to offer residents a free kerbside collection of mattresses. The success of this service has led other UK local authorities to follow its lead and offer similar schemes.

Fly tipping mattresses is a huge problem. Prior to the introduction of its service there were 1,000 mattresses being fly tipped on the streets of Lewisham every month – all of which ended up in landfill.

All mattresses collected under the new scheme are taken to Matt UK in New Cross, London where all the materials are stripped out. The fabric generally gets recycled into insulation and steel springs get removed and used for any other steel product. Anything from 75-90 per cent of the mattress gets recycled.

Outcomes

Over the three years during which this scheme has been in operation the borough has diverted approximately 26,700 mattresses (or 830 tonnes) from landfill.

To find out more visit:

<http://www.lewisham.gov.uk/myservices/wasterecycle/dispose-of/Pages/Mattress-Recycling.aspx>

	No. of mattresses collected	Tonnage
2009/10	9,766	307
2010/11	9,640	299
2011/12	7,262	224

North London Waste Authority: Smart shopping in north London

Within the North London Waste Prevention Plan, the North London Waste Authority (NLWA) launched several waste prevention actions concerning local businesses. One of these was a two-month Smart Shopping in North London project (January – February 2011).

The aim of the project was to encourage the use of re-usable shopping bags by offering shoppers a total of 7,000 free re-usable cotton bags instead of plastic carrier bags.

The retailers targeted by the project included small to medium sized independent shops that typically gave out a lot of plastic carrier bags. They were all provided with a 'proud to support smart shopping in North London' sticker, awareness raising posters, a copy of the NLWA waste prevention guide for businesses, and re-usable cotton bags, which were to be given out to those clients who needed a bag but did not bring one of their own.

Apart from handing them the free bag, the shopkeepers were also asked to remind their clients to bring the bag with them next time they shopped. Each bag was accompanied by a smart shopping tips card. Finally as a special bonus, customers who registered their bag online had the chance to win a solar powered DAB digital radio.

Outcomes

The 29 shops which encouraged a total of 7,000 residents across North London to re-use their shopping bags achieved the direct diversion of an estimated seven tonnes of waste produced by plastic bags.

To find out more:

<http://www.nlwa.gov.uk/waste-resources/residents/smart-shopping>

City of London recycling roadshows/ give and take days

Residents of the City, unlike those in most other areas, do not have access to a household waste recycling centre (other than being able to use Tower Hamlets Reuse and Recycling Site).

The City of London roadshows provide an opportunity for residents to have a clear out of any items they might normally take to a “tip”, as well as items that are still in good working order which they no longer need. Any items (apart from hazardous waste) are accepted and a collection service from flats is offered to residents who are unable to carry the items themselves. Staff are on hand during the day to identify the best route for items - either re-use, recycling or disposal.

The re-use element is taken care of by running a give and take day at the same time as the recycling roadshow. Throughout the day, members of the Enterprise recycling team (The City’s collection contractor) and volunteers from Freecycle determine whether an item can be re-used.

Items of sufficient quality are sorted in categories by volunteers (all electrical items are PAT tested by a qualified electrician) during the morning and residents are able to come back in the afternoon to collect items they may want free of charge.

Successfully re-used items include a brand new kitchen work top and a tent, along with items such as clothes, TVs, bikes, cookware, books, furniture and a host of other items.

Any items left over as a result of the give and take day are put on the Freecycle website or donated to the charity Shelter.

Outcomes

The events have proved very successful at both a community level, (they have incorporated tea mornings run by the local tenants and residents association), while also increasing recycling and re-use figures.

One of the events at the Golden Lane estate saw 100 residents attend and more than 1.6 tonnes of items re-used. The total tonnage diverted so far is around 3.1 tonnes for re-use over three events.

To find out more:--

http://www.cityoflondon.gov.uk/Corporation/LGNL_Services/Environment_and_planning/Sustainability/Recycling/general+recycling+information.htm



Islington: Food waste collections from estates

Background

As a diverse, densely populated inner London borough with a high proportion of flats, Islington faces a number of challenges to increasing its recycling rate, which currently stands at 31 per cent.

Given that food waste accounts for around 30 per cent of all waste generated by households, and a considerable share of the greenhouse gas impacts of landfill, the council identified this as a key area to focus its efforts.

Objective

The specific objective was to increase recycling rates in order to meet national and regional targets of a 50 per cent recycling rate for household waste by 2020.

Approach

In 2009, Islington conducted an estates food waste trial covering approximately 1,000 properties.

Following this trial, funding of £243,510 was awarded to Islington over the two years 2010-2012 to support two projects:

- Estates food waste service development for 10,000 properties in 2010/11. This was funded through the Waste and Resources Action Programme (WRAP).
- Estates food waste service development for 10,000 properties in 2011/12. This was funded through the Recycle for London communications programme and the London Waste and Recycling Board (LWaRB).

The council provided 120 litre (this changed to 140 litre in the second round of funding) or 240 litre wheeled bins (one per 30 households). The bins are



emptied once a week and residents are provided with free compostable liners that they can pick up from caretakers, housing offices and libraries.

Affected residents received an introductory letter or leaflet then an instructional leaflet with liners and a five litre internal kitchen caddy.

An accompanying communications campaign contained the following messages: it's easy to recycle your food waste; the refuse store will be cleaner; the environmental benefits of recycling food waste; and what happens to the food waste once it has been collected.

This campaign was promoted through: promotional events, such as the project launch, local events and fun days; signage, food waste bin stickers and posters; and the council's magazine, blog and Facebook group.

All food waste, raw and cooked, including meat and fish, is collected. The food waste is collected weekly by the kitchen waste crew, consisting of one driver and one operative using a 7.5 tonne sealed vehicle. Excessive contamination is recorded and disposed of as residual waste.

The use by residents of plastic bags rather than compostable liners is also monitored.

The food waste is turned into compost at the Ecopark composting facility in Edmonton. Residents can purchase bagged Ecopark compost. Compost was also provided to estate flower beds with signage informing residents that the compost was produced from their food waste.

Outcomes

To date, 19,000 households located in estates and blocks are already recycling over 18 tonnes of food waste a week.

To find out more:

<http://www.islington.gov.uk/services/rubbish-recycling/recycling/home/Pages/estates.aspx?extra=10>



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