

Haringey Council

Briefing for:	Environment and Housing Scrutiny Panel 21 st March 2013
Title:	Notes from evidence gathering sessions held on Monday 4 th March 2013: Session 1 – Further policy options to increase waste and recycling
Lead Officer:	Martin Bradford, Policy Officer, 0208 489 6950
Date:	March 6 th 2013

1. Introduction

- 1.1 As part of its work programme for the 2012/13 Municipal Year, the Environment and Housing Scrutiny Panel (EHSP) has been assessing local waste and recycling services to help identify how recycling rates can be improved in Haringey.
- 1.2 To date, the panel has focused its work in supporting the roll-out of the new waste and recycling collection system for kerbside properties. The panel has produced and published an interim report on the roll-out of the new waste and recycling collection service and 9 out of the 10 recommendations contained within this report were approved by Cabinet at its meeting in December 2012.
- 1.3 The panel is continuing its work with local waste and recycling services and is conducting further investigations into the policy options available to the council to further help increase recycling, particularly the use of enforcement and incentive schemes.
- 1.4 To support this investigation the panel held an evidence gathering session on Monday 4th March 2013. At this session, the panel heard evidence from a range of bodies including:
 - Single Front Line Service
 - Waste Service Contractor (Veolia)
 - Greater London Assembly (Waste Policy & Programmes Manager)
 - London Local Authorities (Croydon, Ealing, Lambeth)
- 1.5 The following provides a summary of the evidence provided at this dedicated session and notes subsequent discussions and recommendations made by the panel.

Policy Options to increase recycling

2. Single Front Line Service (Haringey Council) & Veolia (Contractor)

- 2.1 A presentation was given to the panel by officers from Single Front Line (SFL) and Veolia on the new waste and recycling contract which was agreed in 2011. This provided an update on current and future work to help improve recycling rates in the borough (The full presentation is given in Appendix A).
- 2.2 The panel noted that the new waste and recycling collection service had been introduced in three phases across Haringey in 2012. This instituted fortnightly collection of residual waste and weekly collection of recycling for all kerbside properties. It was noted that the new collection system was contributing to an improved recycling rate and was on track to exceed contractual targets (year to date 32.17% against a yearend target of 31.7% for 2012/13).
- 2.3 The panel noted that there would also need to be a further improvement in service performance (in the region of 10%) to achieve the contractually agreed target for 2013/14 of a 35.4% recycling rate. It was noted that these targets were derived from competitive tendering process.
- 2.4 It was noted that the local contamination rate was approximately 0.5%-0.6% which was perceived to be low. It was noted however that side waste continued to be a problem which affected the amenity of local areas. It was noted however, that both contamination and side waste were not a borough wide problems, and targeted interventions were undertaken (engagement and education) in those affected areas affected.
- 2.5 The panel noted that a list of those properties which were contaminating waste collection is being compiled by SFL which may be cross referenced with the soon to be established Discretionary Licensing Scheme. The panel also indicated that further information should be communicated to local residents about the cost of waste contamination.

Agreed: Further information to be included within waste and recycling communications with local residents on the cost of waste contamination.

- 2.6 The panel noted the communications activity of both SFL and Veolia to support the new waste and recycling collection service which included leafleting and active engagement of affected kerbside properties, information events (Area Forums) and targeted interventions (HMOs).
- 2.7 The introduction of free collection of bulky items (that can be recycled) had been helpful in reducing fly tipping. It was noted that 90% of items collected through this service were done so free of charge. The panel noted that a Fly Tip project was also being trialled in target areas to further help reduce the incidence of fly tipping.

- 2.8 The panel also noted the extensive education work that had been undertaken by SFL and Veolia to promote recycling locally. This included presentations at 51 school assemblies, 39 sessions were delivered through the Education Centre at Hornsey (Reuse and Recovery) and other interventions (theatre in education, workshops etc).
- 2.9 The panel noted that primary schools were, on the whole, more engaged and active in local recycling education schemes. As a consequence, within planned education work for 2013/14 there would be a concerted effort to target and engage secondary schools in local waste and recycling education programmes.
- 2.10 The panel noted that at present schools are exempt from any costs attributable to the recycling, decontamination or disposal of waste, though Local Authorities do have powers to charge for collection systems. School waste is treated as household waste and thus the Local Authority bears all waste disposal and recycling costs for schools. The panel noted that this was an anomaly to the 'polluter pays' principle.
- 2.11 At present, schools are only charged for residual waste collection (which in most instances is in the hundreds price range). As of April 2013 however, schools will also be charged for recycling collections (although bins have been provided free of charge). It was acknowledged that whilst most schools did recycle, more could be done to encourage them to recycle more.
- Agreed:** That the panel to undertake further work with local schools to identify barriers to recycling, best practice which can be shared locally and how schools can be incentivised to recycle more. This would include:
- Further consultation with SFS, Veolia and CYPS to help establish benchmark data for local schools and recycling;
 - Visits to local schools to view recycling schemes.
- Agreed:** That the education work to promote recycling in local schools should be more widely publicised, particularly among local Councillors.
- 2.12 The panel discussed plans to introduce food waste recycling from flatted priorities and estates. It was noted that £680k had been awarded through DGLG to support this initiative and work had commenced to develop an appropriate scheme. The scheme would cover all 25,000 flats (covering private, ALMO and RSLs). Caddies and liners would be provided to households together with supporting engagement and communication (all flat blocks would be visited). It was estimated that this scheme would divert 300 tonnes from landfill. It was expected that the new food waste scheme would be piloted in a small number of areas before being assessed and rolled out across the borough.
- 2.13 It was anticipated that the introduction of a new food waste collection system would also reinvigorate dry recycling collections from flatted priorities. It was expected that additional information to reinforce dry recycling would be 'piggy backed' on to communications and engagement processes developed for the food waste scheme. It was also hoped that the introduction of a new food waste scheme would help to reduce contamination of other collections.

2.14 The panel discussed food recycling schemes from flats in operation at other Local Authorities with those present (Croydon, Ealing and Lambeth). From these discussions it was noted that the supply of bags for caddies was crucial to household participation and the volume of food waste recycled: where supply was not unlimited or was not supplied beyond an introductory period, both participation and volume declined. The cost of caddy bags was felt to be prohibitive to local residents.

2.15 The panel noted at this early stage of development of this scheme, the supply of caddy bags to local residents would be permanent basis. This however would need to be confirmed with the panel.

Agreed: Confirmation of supply of caddy bags for food waste.

2.16 Further discussions with other Local Authorities present focused on how they supported the operation of local waste and recycling collection systems from flats / estate properties. From these discussions it was noted that there were a number of key service elements:

- Local engagement was of paramount importance to understand on site infrastructure and local behaviours to enable the development of discrete services/make service adjustments;
- Importance of service monitoring (recycling rates from individual areas where possible) was emphasised as this will ensure that sufficient data is collected to guide and inform what action may be necessary, where work should be focused (prioritise work) and relative effectiveness of schemes;
- Engagement and education was the predominant approach among those Local Authorities present with enforcement rarely if ever used.

2.17 It was brought to the panel's attention that there was a flatted development of some 200 properties (Northwood Hall, Hornsey Lane, N6) which had signalled a willingness to commence food / kitchen waste recycling. The tenants / residents association had contacted SFL to ascertain if this was possible (May 2012), but as yet, no response had been received.

Agreed: To follow up with SFL.

2.18 The panel noted that there would also be a new street litter campaign with a renewed emphasis on street recycling. This would include outdoor advertising, local the 8 village areas.

2.19 The panel noted that orange sacks would be introduced for recycling. From the evidence collected on local visits and from other Local Authorities present, it was suggested that such sacks should be transparent to help identify contaminated waste. It was noted that in Lambeth transparent orange sacks were provided.

Greater London Authority

3.1 The Waste Policy and Programmes Manager for the Greater London Authority outlined the Mayors priorities for this current term of office: jobs, skills and growth.

- 3.2 The Mayor has a both a Municipal and Business Waste Strategy, both of which are informed by the London Plan. The Mayors waste strategies are non-prescriptive to encourage innovative and local responses to reducing carbon emissions and improving efficiencies. There is a London wide recycling target though this is not borough based.
- 3.3 In terms of recycling, it was noted that there was a move toward encouraging local authorities to focus efforts on those materials which are both economic to recycle and carbon efficient to recycle. Such materials would include plastic bottles, metals and textiles rather than low quality paper.
- 3.4 The panel noted that a fundamental aim of the London waste strategy was to ensure that London was self sufficient and that it has appropriate plans to meet all its waste disposal requirements. This would include measures to support and encourage recycling and reuse as well as adequate plans for waste disposal.
- 3.5 In this context London, as a self sufficient body for waste management, there has been an apportionment to local authorities. Within this system (London Waste Plan) the area required for waste management has been apportioned to individual local authorities to deal with municipal, commercial and industrial waste and individual planning authorities have been required to identify suitable land/sites for this purpose. In Haringey, this has been conducted through the North London Waste Plan of which there are a further 6 constituent local authority members.
- 3.6 The GLA provides a number of programmes to support local authorities in meeting regional waste and recycling objectives. This includes Recycle for London a communication and behaviour change programme to support LA's, residents and businesses.
- 3.7 London Waste and Recycling Board (LWARB) is also supported through the GLA and LDA. This is made up of 8 members; two appointees from GLA/ Mayor, the remainder being appointed through London Councils. LWARB operate a number of programmes that support local authorities/ other organisation in waste and recycling services:
- Waste infrastructure – to support large development schemes which would not be possible within individual authorities, £71m has been set aside for this purpose;
 - Efficiencies programme;
 - Flats and recycling;
 - Green fund – to encourage carbon reduction.
- 3.8 LWARB together Waste Resources Action Programme (WRAP) also supports a recycling from flats scheme in London and offers training as well more practical and financial support to local authorities. This scheme has been used to fund a number of initiatives including a food waste programme in Croydon.
- 3.9 It is hoped that additional money will be added to the general fund of LWARB to make this self sustaining and to enable this body to institute a rolling programme of funding of approximately £10m to support local waste and recycling initiatives.

- 3.10 The panel noted that there were still monies available to local authorities to bid for within the efficiencies programme. There are six different streams to the efficiencies programme which include:
- Joint procurement
 - Waste services management framework
 - Efficiency reviews - LWARB to pay for efficiency review (where authorities only pay back what is recouped – i.e. no win no fee).
 - Reuse and recycling centres
 - Service sharing
 - Best practice tools.
- 3.11 The panel noted the development of an incentive scheme in Enfield which was a community green space scheme. Within this scheme, a local community is able to collect local green credits for investment in local facilities as determined by the amount which they collectively recycle (as based on the value of recyclates).

4. Other London Boroughs

Lambeth

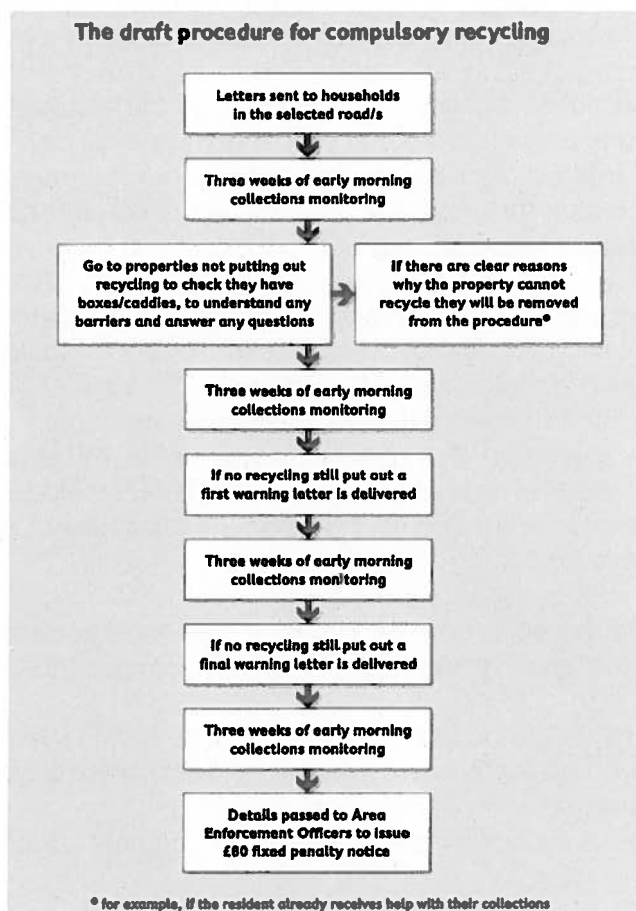
- 4.1 In Lambeth a new waste plan was agreed in 2012 which included; a new roll-out and re-launch, restructuring of collection rounds from 12 to 8 and a charge for green waste (as this is a separate collection system) and compostables.
- 4.2 A compulsory recycling was also introduced in 2011 for its kerbside collections. A yellow (warning) and red card (penalty) system was planned to support compliance. It was noted however, that the scheme only ran for two weeks as this attracted considerable adverse press and public comment.
- 4.3 Bin swingers (coat hanger type attachments) which attach to bins and display service information were found to be a very useful tool to deliver information to residents. It was noted that these had been used to raise awareness of the current service (what can be recycled, collection days) as well as notifying of service changes (e.g. Christmas and BH collections). The panel noted that these were cheap and easy to administer.
- 4.4 The panel also noted that a system of red and white stickers was left on bins or recycling bags where there was contamination. The stickers note that waste has been contaminated and will not be collected.
- 4.5 Recyclebank is a private company which supports local incentive schemes in partnership with local authorities. One of the first boroughs to work with Recyclebank was Windsor and Maidenhead and in London, Lambeth is the only authority to work with Recyclebank as yet.
- 4.6 Within the Recyclebank scheme, local residents sign up and earn points for recycling which can be transferred to vouchers which can be redeemed at local shops and businesses. In Lambeth, the scheme has been restricted to those households with shared recycling containers. If it's successful, it is anticipated that this will be rolled out to all properties.

Croydon

- 4.7 In Croydon, waste and recycling services are delivered to 120,000 properties across the borough. Approximately 1/3 of all properties in the borough are flats. The recycling rate is on a par with other outer London boroughs at approximately 46%.
- 4.8 There is a compulsory recycling scheme in operation in the borough though this applies to only kerbside properties (communal properties are excluded). Up until the present, Croydon has adopted a light touch approach to enforcement as there has been insufficient capacity within the service to do this. However, the authority is now heading to a more enforcement lead approach.
- 4.9 The borough recycles around 45% of waste which saves approximately £5m in landfill taxes. It was estimated that the introduction of a compulsory recycling scheme would divert approximately 10% of current landfill total (2,357 tonnes) to recycling. Given the associated costs of landfill, gate taxes and costs of recycling of about £85 tonne, it was estimated that this would produce an annual saving of £200,000 to the authority. Additional costs for promotion £60k would be met through these savings, whilst demand for additional recycling infrastructure (i.e. bins) would be met through capital programme.
- 4.10 In the summer of 2012, the borough consulted on the development of a compulsory recycling scheme for its kerbside properties. From this consultation (approximate figures)
- 85% believed that more should be done to reduce waste send to landfill
 - 88% indicated those who do not currently recycle should be encouraged to do so
 - 63% supported the introduction of compulsory recycling
 - 58% agreed that necessary action should be taken against those unwilling to recycle.
- 4.11 Through adopting compulsory recycling, it was anticipated that a number of benefits would be obtained:
- Increased recycling participation
 - Tool to tackle persistent non-recyclers (supportive approach backed by legislation)
 - Ability to respond to poor management of waste and recycling from residents
 - Reduction of waste to landfill (and associated reduced costs for landfill and improved environmental impact)
 - Improved recycling performance.
- 4.12 Based on the consultation results above, a red and yellow card system of enforcement for compulsory recycling is to be introduced in January 2013. This process is underpinned by a system of monitor-engage-monitor. A more detailed chart of the enforcement approach taken by Croydon is detailed in Figure 1.
- 4.13 This enforcement approach is not being applied borough wide at present, as there are not the departmental resources to do this. Instead, enforcement action is being targeted at those areas where there is known to be low participation rate for

recycling. An example of promotional communications detailing the scheme is contained in Appendix B.

Figure 1



4.14 Enforcement action can only be taken against those who are not participating in the recycling schemes provided by the council. There is no recourse within this scheme to encourage people to recycle more. However, it is expected that the broad communication of the new compulsory policy will encourage a general increase in the volume of recycling from those who already do (e.g. extending range of materials they recycle, or consistency in which they recycle materials).

Ealing

4.15 Representatives from the Waste and Recycling Service from Ealing attended the evidence gathering session to inform the panel of work the borough was undertaking to incentivise local residents to recycle more. Full details of the presentation is contained in Appendix C.

4.16 Ealing is borough with a population of approximately 315,000 residents and 120,000 households. The proportion of kerbside to flatted properties is in the ratio of about 3:2 (about 40% of properties are flats). The borough offers a weekly kerbside collection for recyclables for 95,000 properties, weekly recycling collection for 18,000

flats and 150 schools. There are 45 neighbourhood recycling sites and 2 re-se and recycling centres. The recycling rate for the borough for 2011/12 was 40.98% which ranks it 3rd among its West London neighbours and 8th among all London boroughs. The target for 12/13 is 42% (year to date 42.18%).

- 4.17 The borough has introduced an £80k community recycling incentive scheme with £20k being awarded to the electoral ward with the highest recycling rate and £20k awarded to the three wards with the most improved recycling rate. The scheme rewards communities not individuals and is measured by participation not tonnage (as measured by the set out rate – the proportion of households setting out recycling over a 3 week average). The full participation monitoring process is contained in Appendix C.
- 4.18 The impact of the incentive scheme is difficult to assess given that there was a decline in participation in some areas over the communications and campaign period, but an increase in tonnage of the recycled waste collected (of approximately 370 tonnes).
- 4.19 The panel noted that behaviour change is fundamental to incentive schemes and that such schemes must aim to encourage a response from individual motivations (such as for example, environmental concern, saving money, community enhancement). Thus there is a need to understand the likely motivating factors of individual communities in which incentive schemes are to be applied.

Appendix A.

Integrated Waste Management Contract

Environment and Housing Scrutiny Panel

Evidence Gathering Session

4th March 2013



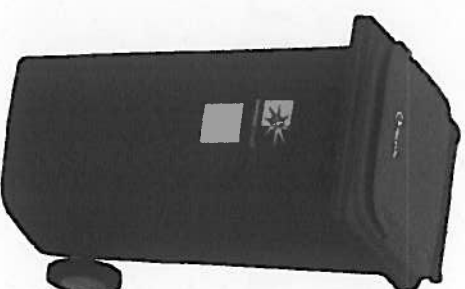
2012/13 – Fortnightly Collections roll-out

Fortnightly Collections roll-out

- Three phased approach- last phase starting 22 October 2012
- The weekly collection of all dry recyclables continued
- The weekly collection of all food and garden waste continued
- 6 month supply of compostable bags for food recycling to every household
- A free bulky waste collection service for items that can be reused or recycled. This includes mattresses.
- The introduction of a 240 litre wheelie bin so residents can recycle more
- Collection of non-recyclable waste every other week
- 11,000 food waste containers delivered in 2012

Recycling impact

- Contractual strategic target
- Year to date- 32.17%
- On target to achieve 2012/13 target of 31.7%
- 2013/14 target- 35.4%



Communications and Activity to date

Fortnightly Collections roll-out

- Multiple lines of communications to approx 70,000 properties prior and during the three phases
- Outdoor advertising - bus shelters, Agripa panels on fleet
- Pro active door-knocking prior to each phase- 38,600 door-knocked with contact rate of 31%
- Targeted HMO engagement programme
- Letter and leaflet to registered landlords and letting agents
- Presentations at Area Forums and Residents Associations
- Side waste and contamination monitoring and engagement

Fly-tip Pilot Project

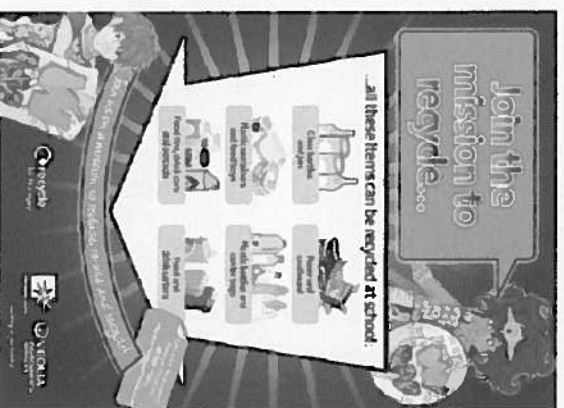
- Door-knocking in pilot areas
- Fly-tip Leaflet and poster



Communications and Activity to date- cont'd

Education

- 51 assemblies and 46 parent engagement stands - reaching 17,800 pupils and 400 adults
- 39 sessions at the Education Centre at Hornsey R&R - 1000 pupils
- Workshops, lessons, assemblies, theatre in education performance, intensive two day projects- engaged with 25,000 children
- Waste Warriors Education Programme



2013/14 Planned Activity

Ongoing activity

Fortnightly Collections

- Targeted side waste and contamination engagement
- Continue to engage with landlords and letting agents
- Engaging with faith and voluntary groups
 - Letter and leaflet to be sent all groups
 - Workshops
- Recycling awards ceremony
- Short YouTube Video – “What happens to my recycling”

On-going Education Programme

Activities include:

- Outreach workshops
- Two-day schools project
- Theatre in education performance – ‘Compost Crusaders’
- 2013 War on Waste Awards
- Work with secondary and special schools



2013/14 Planned Activity - cont'd

Service specific activity

Food waste on Estates and blocks of flats

- DCLG Weekly Collection Support funded
- Roll-out of food waste to the boroughs estate and blocks of flats - approx 25,000 properties
- Caddies and liners provided to all households
- Communication plan to be developed
- Estimated 300 tonnes diverted from landfill
- Site visit to London Borough of Hackney

Flats above shops

- Approx 7,000 dwellings in flats above shops
- Green sack dry recycling and refuse put into black sacks
- Information leaflet specifically to flats above shops



2013/14 Planned Activity- cont'd

Street Litter Campaign

- Renewed emphasis on streets recycling scheme
- Orange sacks for recyclable materials
- Outdoor advertising
- Engagement with local businesses and young people
- Link to future regeneration programmes to install split litter bins earlier than scheduled in Tottenham High Road, Green Lanes and Wood Green

New Kerbside leaflet

- Further information leaflet with another one year calendar
- Refresher of the recycling service including what materials can be recycled
- Opportunity to include any key messages e.g. contamination
- Provide new information to all properties where has been resident turnover in the previous 12 months



COMPULSORY RECYCLING IS COMING TO CROYDON

In January 2013 a compulsory recycling policy will be introduced to save £200,000 a year, while increasing the recycling rate and reducing our impact upon the environment. Officers will be monitoring recycling which is presented for collection by properties receiving the **green** and **blue** box service, and talking to residents who do not currently recycle.

The council is able to do this using the provisions under the Environmental Protection Act 1990, and will be asking residents to ensure that recycling efforts are maximised across the borough. If residents fail to recycle, the council may issue a fixed penalty notice of £80.

This is a great opportunity to check that you have sufficient

recycling boxes and food caddies. If you require any additional recycling boxes or a food caddy, contact us using the details below.

Please ensure you are recycling as much as possible, and here's a handy reminder of what can be included in the recycling boxes and food caddy. For further details, check the waste and recycling web pages at www.croydon.gov.uk/recycling or your collection leaflet.



Blue box

- Newspapers and magazines
- Cardboard
- Phone books, directories and catalogues
- Paper of all sizes and colours
- Junk mail, envelopes and cards



Green box

- Plastic bottles
- Glass jars
- Wine, beer and spirit bottles
- Tins and cans
- Plastic packaging such as ready meal trays, yoghurt pots, margarine tubs and fruit punnets



Food caddy

- All cooked and uncooked food
- Fruit, salad and peelings
- Rice, pasta, cereals and bread
- Tea bags and coffee grounds
- Meat, fish and dairy, including eggs and shells

Textiles are collected alongside your recycling box; please place in a plastic bag on top of your recycling box.

For additional recycling boxes or a food caddy, send an email to contact.thecouncil@croydon.gov.uk or call 020 8726 6200.



Lorien Nash, Waste Minimisation and Recycling
Officer





Summary of April 2011 Participation Monitoring Results and Recycling Reward Scheme

Summary of scheme

- In November 2010, Ealing Council launched its' Recycling Rewards Scheme, in which the 23 electoral wards of Ealing compete against each to win cash for their local area. The ward with the highest proportion of households recycling, as well as the three wards with the greatest improvement in recycling participation rates, will each be awarded £20,000 to spend on environmental improvements in their communities.
- During this scheme, the Council will compare how much each ward are recycling in September 2010 with how much they are recycling in Spring 2011. A baseline survey of recycling participation in all the wards was carried out in September 2010, which showed a variety of participation rates across the borough. Monitoring was repeated in April 2011 and the two sets of results were compared to discover the winning wards.
- Instead of rewarding individuals, the scheme benefits whole communities, as everyone living in the winning wards can have their say on how the money should be spent by attending their local ward forums. Almost all households in Ealing can recycle a wide range of materials on their doorstep, which include food waste, plastics, cardboard and glass. The scheme aims to encourage residents to make use of the wide range of recycling services available, in order to minimise the amount of waste sent to landfill.

Recycling Reward Scheme winning wards

- Hobbayne and Elthorne wards have the joint highest aggregated participation rates of 72.7%. The £20,000 prize for the ward with the highest participation overall will be split between these two wards. The decision has been made not to go down to two decimal points, as this would not be consistent with the first round of results.
- The three most improved aggregated participation rates are South Acton (up 6.1% from 48.4% to 54.5%), Southfields (up 4.1% from 54.4% to 58.5%) and Northolt Mandeville (up 4.1% from 53.4% to 57.5%). Each of these wards will be given £20,000 to spend on local environmental improvements.

Communications Campaign

- A comprehensive communications campaign was carried out from November 2010 to March 2011 to promote the rewards scheme, and included the following; regular features in Around Ealing, lamp post banners, posters and newsletters distributed to Councillors, libraries, leisure centres, community centres, residents associations and housing associations, advertising wraps on local newspapers, regular press releases and roadshows in each of the major town centres in the Borough.

Participation rates by service

- The green box service has a participation rate of 70.5% (same % as in September 2010)
- The food waste service has a participation rate of 41.5% (down 0.9% from 42.4% in September 2010)
- The mixed plastics service has a participation rate of 58.4% (an increase of 0.5% from September 2010)
- The garden waste service has a participation rate of 33.1% (an increase of 2.7% from September 2010)

Recycling Rewards Scheme impact on recycling tonnage

- From November 2010 to March 2011 (the communications campaign period for the Recycling Rewards Scheme) there was an increase of 370.32 tonnes in the amount of kerbside recycling collected (green box, food waste and plastic) compared with the same period the year before.
- Although participation rates in the food waste recycling service decreased slightly from September 2010 to April 2011, an additional 332.44 tonnes were collected between November 2010 and March 2011 compared with the year before. The increase in tonnage may be due to the introduction of kitchen caddies in July 2010. Participation may be down as free liners were provided in July 2010 giving a high participation in September 2010, but these would now have run out and residents may not be replacing them, or it could be for a number of other reasons, e.g. finance/general economic climate/food waste awareness.

Recycling Rewards Scheme impact on recycling rate and landfill savings

- In addition to recycling tonnages increasing, overall waste arisings fell by 2237.76 tonnes from November 2010 to March 2011 compared with the same period the year before. This may be due to an increased overall awareness of waste minimisation and sustainable waste practices, as part of the Recycling Rewards communication campaign
- The average recycling rate over the Recycling Rewards campaign period (November 2010 to March 2011) was 37.43%, an increase of 1.17% on the same period the previous year.
- In total, 2607.72 less tonnes of waste were sent to landfill from November 2010 to March 2011 (recycling rewards communications campaign period), compared with the same period the year before. This equates to £231,148.30 savings in landfill tax (2607.72 tonnes multiplied by £88.64 per tonne of waste sent to landfill).

Ealing Council



Rewarding Recycling

Haringey Presentation

March 2013



Ealing



- West London, Outer London Borough



Ealing



- 7 main town centres
- 23 wards in Ealing – three local councillors per ward make up the ward forum
- Ward forums give residents the chance to have their say on important local issues

Ealing – quick facts

- Population: 318,000
- 127,306 households, 8,622 businesses
- Third largest London borough in population
- 41.3% of residents are from minority ethnic groups – fourth highest in London boroughs

Recycling Performance

- 2011/12 recycling rate 40.98% (target 41%)
- Ealing is ranked 3rd against our West London borough neighbours
- Ealing is ranked 8th against all London boroughs
- Recycling target for 2012/13 42%
- Current recycling rate 42.18% (year to date)

Recycling services

- Weekly kerbside recycling collection ~95 000 households
- Weekly mixed recycling collection ~9000 households
- Weekly flats and schools recycling collection ~18 000 households, ~150 schools
- Neighbourhood recycling sites (x45)
- Re-use and recycling centres (x2)

Recycling Reward Scheme

- Pilot project, first of its kind in London
- The aim of the recycling reward scheme is to increase participation in recycling services available to residents across the borough, possible increase in recycling tonnage collected
- £80,000 available to top recyclers in the Borough (£20,000 to four electoral wards – highest recycling and three most improved)
- Rewarding communities not individuals
- Measuring recycling '**participation**' not tonnage

Why Recycling Rewards?

- Manifesto commitment from Labour party (May 2010)
- In order to meet challenging recycling targets, Council need to encourage full participation in the recycling services
- Incentive or reward schemes have shown that they can improve resident participation in recycling
- Incentivising based on improvements in resident participation in kerbside recycling services was the most viable option
- Not practicable to measure tonnage by ward

Participation Monitoring

- Carried out in September 2010, to establish baseline
- One recycling round in each of the 23 electoral wards monitored
- Rounds chosen were highly indicative of particular ward
- Nationally recognised WRAP participation monitoring methodology
- Results of each round aggregated to give overall participation rate for each ward
- Second round of monitoring carried out April 2011 (same rounds)
- 6 month communications campaign in between



Communications Campaign

- Established campaign identity
- Around Ealing – launch and feature articles
- Inside Ealing – employee newsletter
- Ward forums – newsletters, meetings, door knocking by Councillors
- Newsletters and posters – resident associations, community centres, youth groups, housing associations, management agencies, libraries
- 7 Roadshows – *What would £20,000 buy your community?*
- Lamp-post banners
- Press releases/newspaper articles
- Schools recycling chart
- Recycling Guide – business as usual comms
- Advertising wrap
- Website
- Direct mail to resident survey panel – preaching to the converted?

Recycling Rewards
Help win your ward
£20,000

Recycling Rewards
Recycle and help win your ward
£20,000



Promotional Activity

Your household recycling Rewards
£20,000

- Reduces landfill
- Conserves resources
- Helps protect the environment
- Saves energy
- Saves money

Thousands more reasons to recycle

Helping Ealing Council

Recycling Rewards
£20,000



Use this chart to keep track of what you recycle and win the Rewards

Recycling Rewards
£20,000



Ealing
www.ealing.gov.uk

Promotional Activity

Recycling Rewards
£20,000

Why recycle?

- Recycling helps to reduce the amount of waste sent to landfill.
- Recycling helps to conserve resources.
- Recycling helps to protect the environment.
- Recycling helps to save energy.
- Recycling helps to save money.

Recycling Rewards
Help win your ward **£20,000**

Recycle more
To find out more visit
www.ealing.gov.uk/recycling



Recycling Chart

School Class: _____

Ward	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Ward 8	Ward 9	Ward 10	Ward 11	Ward 12	Ward 13	Ward 14	Ward 15	Ward 16	Ward 17	Ward 18	Ward 19	Ward 20
Ward 1																				
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Ward 20																				

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Results

Ward	Aggregated		Change	
	Sep-10	Apr-11		
Hobayne	75.0%	72.7%	-2.3%	Joint winners - highest participation rate
Elthorne	70.8%	72.7%	1.9%	Joint winners - highest participation rate
Northfields	71.9%	70.4%	-1.5%	
Ealing Broadway	69.4%	67.9%	-1.5%	
Walpole	67.4%	67.9%	0.5%	
Greenford Green	66.6%	66.9%	0.3%	
Norwood Green	64.0%	66.0%	2.0%	
Hanger Hill	64.4%	64.6%	0.2%	
Cleveland	60.8%	64.1%	3.3%	
Penvale	61.6%	62.1%	0.5%	
North Greenford	63.3%	59.1%	-4.2%	
Southfields	54.4%	58.5%	4.1%	Most improved participation rate (4.1% improvement)
Northolt Mandeville	53.4%	57.5%	4.1%	Most improved participation rate (4.1% improvement)
Ealing Common	56.4%	55.9%	-0.5%	
South Acton	48.4%	54.5%	6.1%	Most improved participation rate (6.1% improvement)
Lady Margaret	53.3%	53.3%	0.0%	
Greenford Broadway	54.3%	51.5%	-2.8%	
Acton Central	47.1%	50.6%	3.5%	
Northolt West End	49.6%	50.4%	0.8%	
East Acton	52.0%	49.2%	-2.8%	
Southall Broadway	49.7%	45.0%	-4.7%	
Domers Wells	50.4%	44.2%	-6.2%	
Southall Green	38.3%	35.9%	-2.4%	

Results cont...

- Participation in the green box service stayed the same (70.5%)
- Participation in the food waste service decreased (-0.9% from 42.4% to 41.5%)
- Participation in the plastics service increased (+0.5% from 57.9% to 58.4%)

Despite participation going down in some areas...

"From November 2010 to March 2011 (the communications campaign period for the Recycling Rewards Scheme) there was an **increase of 370.32 tonnes in the amount of kerbside recycling collected** (green box, food waste and plastic) compared with the same period the year before"

Results cont...

- Overall waste arisings fell by 2237.76 tonnes from November 2010 to March 2011 compared with the same period the year before
- The average recycling rate over the Recycling Rewards campaign period was 37.43%, an increase of 1.17% on the same period the previous year
- In total, 2667.72 less tonnes of waste were sent to landfill from November 2010 to March 2011, compared with the same period before – equating to £231,148 savings in landfill (taking into account landfill tax, gate fees etc)

Recycling Rewards Scheme

- Response and involvement from Councillors and wards varied greatly
- No negative feedback from residents or press – surprising? (exception of the opposition party!)
- Longevity of the campaign – continue to monitor participation in services
- Will it be repeated?

Recycling Reward Scheme – 2013-2015

- Funding received through DCLG to run a borough-wide incentive scheme
- 3 main aspects to the scheme; local discounts, individual prizes, community rewards
- How to get best take up?
- Scheme to launch November 2013 and run until March 2015
- Three 'give-aways' planned; March 2014, October 2014, March 2015
- Potential to link with our council departments

Contact Details

- Contact Centre
Telephone: 020 8825 6000, Monday – Friday 9am-5pm
Email: customers@ealing.gov.uk
- Recycling Team
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- Lorien Nash – Waste Minimisation and Recycling Officer
Email: nashlo@ealing.gov.uk
Telephone: 020 8825 8840 / 07702 954239

