

Haringey Council

Briefing for:	Environment and Housing Scrutiny Panel 21 st March 2013
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Title:	Notes from evidence gathering sessions held on Monday 4 th March 2013: Session 2 – Recycling from flats
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Date:	March 6 th 2013
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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 in to schemes to help increase recycling from flats / estates. As part of this work the panel has already visited a number of estates in Haringey to view waste and recycling facilities and talk to estate managers (this is reported in a separate briefing).
- 1.4 To further 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 Watch (Our Common Place)
 - London Local Authorities (Hammersmith and Fulham & Hackney)
 - Local Registered Housing Providers (Metropolitan, Circle 33, Newlon, Peabody, Sanctuary)
- 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.

Recycling from Flats

2. Waste Resources Action Programme (WRAP)

2.1 Although representatives from the Waste Resources Action Programme (WRAP) were unable to attend, a presentation from a flats training workshop was forwarded to the panel (Appendix A). This presentation provided key background issues to assist local authorities in improving recycling performance from flats.

2.2 Eight key issues were identified for local authorities wishing to improve their performance for recycling from flatted properties, these were:

1. London demographics indicate a need for authorities to prepare for an increase in the proportion of flatted properties;
2. Be aware of issues which make flats different in designing systems;
3. More complex methods probably need to be designed for flats than kerbside properties;
4. Engagement to support new systems for flats will require more time and resources given the complexity of local stakeholders (RSLs, caretakers, residents, waste services, residents associations etc);
5. Need to consider the effectiveness of different communication methods;
6. Be prepared for differing stakeholder opinions
7. Set realistic targets for capture;
8. Be aware of the potential cost of services.

2.3 The full presentation is contained in Appendix A.

Waste Watch

3.1 Waste Watch is part of Keep Britain Tidy. One of the projects that Waste Watch supports is Our Common Place (OCP) which aims to bring sustainable and environmental change in the communities in which it works. This approach acknowledges that environmental issues may not be a priority for some communities, but that environmental awareness and behaviours can be fostered through a community development approach.

3.2 The underlying principles of the approach of OCP are:

- It is not a single issue approach – deliver integrated community solutions;
- Responds to the needs of local communities;
- Aims to encourage communities to co-produce, to work together and help meet community needs;
- Taps in to strengths of local communities;
- Invoke spirit of shared space.
- Aims to build social capital in communities.

3.3 Through its work, Waste Watch has identified that participation and contamination are key issues to address to help improve recycling. It has also identified that there are a number of barriers to resolving these issues

Barriers to participation	Contributing Issues to Contamination
Situational (Where bins are located)	Maliciousness

Behaviour (Recycling is inconvenient)	Opportunism (fly tipping)
Knowledge (what, where and when to recycle)	Ignorance (not knowing what can be recycled)
Attitudinal (apathy)	Apathy (discarded materials)

- 3.4 OCP was developed as an approach to improving recycling in estate based communities. The approach of OCP is built around developing the social capital of communities in which it works, to help build the values (kindness, sharing, trust) and networks that sustain local communities and which ultimately help them to recycle more. The approach aims to encourage local people to volunteer and get people involved (co-production) in supporting identified local needs.
- 3.5 Over a 9 month period, 21 estate based communities were engaged across 7 different boroughs delivering 73 different initiatives (through resident engagement officer). A variety of initiatives were created within this programme which sought to maximise the existing strengths and resources of local communities and building the confidence and skills of local communities to act (capacity building). Substantive community engagement is undertaken at the outset to help understand local issues of concern, priorities and resources available for action which is translated in to a plan of work.
- 3.6 An example of the work of OCP includes 'Sew Shall', where the interest of a local resident in collecting and restoring manual sewing machines was translated into a community initiative that supported residents to learn how to alter and mend garments, recycle materials (making cushions and curtains). The initiative helped to educate and develop awareness around reuse of materials and extending community skills to put this in to practice. There have been many initiatives encompassing a wide range of issues which ultimately have helped to address waste and recycling by introducing these issues in creative ways through: homework clubs, football coaching, give and take events, art classes, Christmas parties, community gardens and neighbourhood tidy ups, for example.
- 3.7 In every estate where it was possible to measure recycling performance, improvements were noted as a result of the OCP approach and initiatives. Across the project as a whole (all estates) recycle bins went from being 60% full to 76% full on average. Similarly, there was a reduction in contamination from 37% to 32% on average across the sites. Given the approach adopted, positive outcomes were acquired in areas beyond recycling such as increased opportunities for communities to connect with each other, be active, take notice, learn and to give (5 elements of well being). Waste Watch are also piloting new methods to capture the positive impact the OCP approach can have on local environmental quality.
- 3.8 A full report on OCP is contained in Appendix B.
- 3.9 The panel discussed whether the OCP approach could be applied to local estates in Haringey, such a development as Sky City (200 flatted development above Wood Green Shopping Centre Managed by Metropolitan Housing) which the panel visited on 25th February. It was noted that a flats engagement officer could be employed within the OCP model on a 12 month basis to work across 5 estates (at 1 day per

week) at an approximate cost of £50k per annum (a full breakdown of projected costs is contained in Appendix C).

- 3.10 In panel discussions, the possible benefits of the OCP approach if adopted in Haringey were noted. It was felt that if appropriately targeted, this intervention could offer an effective way to engage with flats/ estate residents to improve recycling as well as delivering other community benefits. In addition, given the range of positive impacts that the OCP model could deliver (e.g. well being, community development and ASB) the cost of supporting such an initiative would not need to be borne on one organisation, but could draw upon a wider pool of potential funding sources among the Council and partner agencies (e.g. Single Front Line, ALMO, ASB, housing providers, etc.).

Agreed: The panel agreed that further work should be undertaken to assess the viability of developing a pilot OCP approach in Haringey, in particular to identify:

- Further cost, benefit analysis data
- To identify possible partners and funding sources
- Possible sites for the pilot

4. Other London Boroughs (Hammersmith & Fulham and Hackney)

- 4.1 Two other London boroughs attended to give evidence to the panel about work that they had undertaken to improve recycling from flats. Hammersmith & Fulham gave a presentation of their work which is contained in Appendix D. A summary of panel discussions around this presentation is given below.
- 4.2 LBHF operates a Smart Sack service (orange bags) for the collection of comingled recycling from street level flatted properties and mansion blocks (transparent bags being introduced in May 2013). A Smart Bank service (1100 bins) is in operation from estates and larger blocks of flats.
- 4.3 London Waste and Recycling Board funded (£75k) LBHF for a flats recycling project. As part of this work all 250 flat developments were visited from which an inventory of waste recycling facilities was developed (baseline data). This was a key piece of work as this clearly demonstrated that no one block was the same (different infrastructure/ type of tenants/ behaviour) and that recycling collection systems should be designed accordingly.
- 4.4 It was acknowledged that there was a difference in recycling rates from different types of flatted properties (private, ALMO, RSLs). There was a general view among other Local Authorities present that recycling rates (participation and volume) was higher in privately managed blocks, though there was no firm evidence from which to substantiate this.
- 4.5 As a general rule newer developments had better recycling infrastructure than older developments and thus appeared to recycle more. It was noted that there was Supplementary Planning Guidance in LBHF to provide appropriate planning guidance for waste and recycling facilities for new developments (as a result of waste service

liaison). This would ensure that new developments meet a certain standards for recycling infrastructure.

Action: To ascertain if Haringey has Supplementary Planning Guidance for recycling facilities to inform new development in the borough.

- 4.6 LBHF also embarked on a programme of chute conversions to support recycling from flatted properties. In those developments which operated a two chute system *and* where chutes were relatively close together, one was converted for recycling and the other retained for residual waste. It was reported that this was a relatively cheap option to boost recycling (painting and signing of chutes being all that was required).
- 4.7 In the opinion of LBHF, chute conversion represented the most cost-effective intervention given the cost of conversion against increased tonnage of recycling delivered (257 tonnes). Where there was only one waste chute however, it was in many cases not economic to install another (£40k), though there was possibility to explore cheaper options from suppliers and the development of alternative schemes (e.g. reverse operation, chutes for recycling and residual waste to bring to receptacle).
- 4.8 Evidence from WRAP (Appendix A) would also suggest that the presence of waste chutes has a significant impact on those schemes which operate a recycling bring back scheme. This demonstrated that less recycling (kg per household) was collected from those developments with chutes than those without.
- 4.9 LBHF had also worked with Waste Watch (Our Common Place) and a local tenants group (who requested support) to deliver a chute conversion project at a flat development. At this development there was only one waste chute with a bring scheme for recycling, but after working with the tenants group and Waste Watch, this was reversed: the chute now takes recycling and residual waste is brought to communal bins.
- Agreed:** The panel agreed that further to local survey of flatted developments managed by both the ALMO and RSLs, a sample of those with double disposal chutes should (on a trial basis) be converted to dual use (recycling as well as waste). The evidence of this trial (increased recycling, costs) should determine further expansion of this scheme.
- 4.10 LBHF also developed a reusable recycling bag scheme (small orange plastic sack) to underpin bring schemes in flatted developments. Bags were distributed with accompanying literature (and bags had recycling information printed on the side). It was noted that Hackney has also introduced a similar scheme for 50,000 flatted properties. The bags are not left in hallways where they would be a fire risk.
- 4.11 LBHF bulk purchased reusable bags together with a number of other Local Authorities in South West London which reduced their cost from £1.05 to £0.68 per bag. It was noted that whilst some residents liked these, others did not. However, the reusable bag scheme was noted to increase recycling from these developments in the order of 292 tonnes.

4.12 The panel noted evidence from other authorities which indicated that bags for recycling (such as the scheme outlined above) was a significant contributor to recycling performance. It was estimated that where bags were provided this boosted recycling performance by approximately 10%. This was not straightforward however, as the provision of sacks can also lead to side waste where the aperture was not large enough and bins were locked (sacks/bags used to transport recycling could not then be emptied in to larger bins)

4.13 The panel also discussed the use of non-reusable bags in bring recycling schemes. Evidence from other authorities suggested that, in certain circumstances, these could also improve recycling performance. There were however issues around the supply of non-reusable bags: ongoing costs against increased recycling performance.

Agreed: The panel agreed that further investigation of the use of bags within the existing bring back scheme in Haringey should be undertaken with careful consideration of the following:

- The use of reusable/ non-reusable bags
- Policy of locking bins
- Re-supply of non-reusable bags.

4.14 LBHF also introduced minibanks, which are small communal recycling banks located at convenient points on estate developments. Given their size, there was greater opportunity to install these in a wider range of locations (e.g. higher floors in flats) though it was noted that the fire officers still vetoed 2/3 of possible locations for these minibanks. This was a small scale intervention to about 500 homes (tonnage increase 2).

4.15 Smartbanks (1100L) were introduced in gaps on estates with new recycling livery. It was evident that different authorities have varying policies in respect of locking such communal bins. It was generally felt that locked bins generally prevented contamination, but did generate side waste given the size of the aperture to deposit recycling waste. In Hackney all bins are locked. In Haringey there is no single policy as this is locally determined by concierge / caretaking staff.

4.16 Through the variety of schemes it had developed (chutes, smart banks, reusable bags and minibanks), it was estimated that LBHF had increased recycling collection from flats by almost 600 tonnes. Other key outcomes successes from this work included:

- 10% increase in number of households recycling
- 32% increase in recycling from chutes
- 60% use recyclable bags

4.17 In addition to improvement in recycling outcomes, there were also some significant process gains:

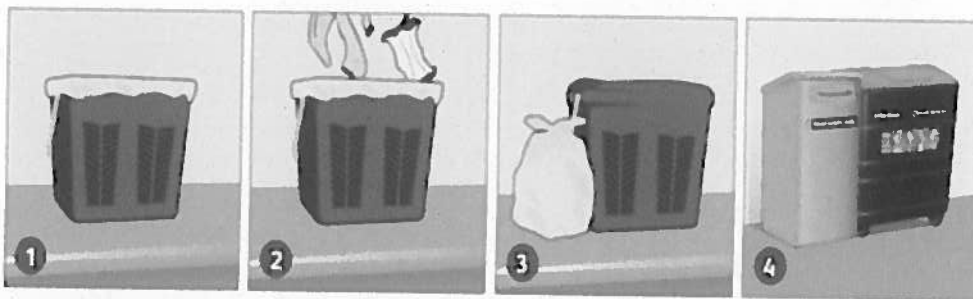
- The service now has a detailed inventory and database of flats/ infrastructure around which to frame and future work
- Coordination with other stakeholders (to develop local knowledge)
- Partnership working to achieve savings (e.g. joint procurement)

- Importance of engagement was underlined (compliance, knowledge)
- Monitoring / benchmarking facilitated by.

Hackney

4.18 Representatives from Hackney discussed the introduction of food recycling on local estates / flatted properties. A new system was introduced (to 20,000 households) in 2008 in which collections occur three times per week using a caddy system (transported to a larger communal receptacle). The caddy (7L) was noted to be vented to prevent the build up of smells (and more amenable to kitchen storage). The new scheme was supported by an education (communication) and door knocking programme.

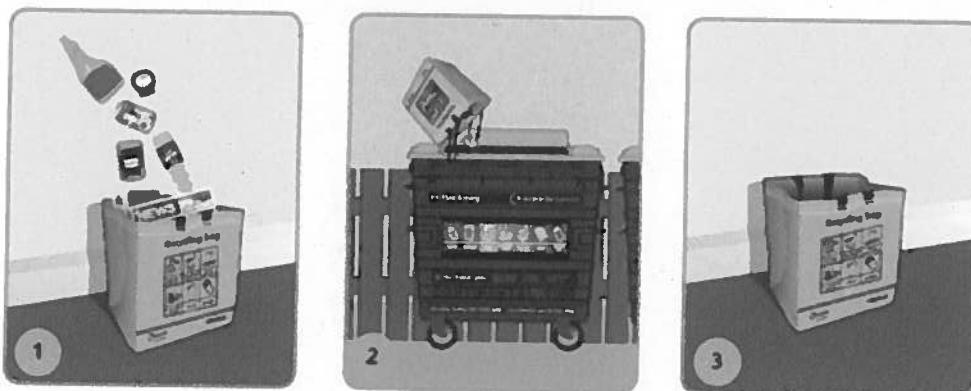
4.19 The operation of the food waste collection systems is illustrated below:



4.20 As with other similar schemes, contamination problems arise from the use of non-compostable bags to store and transport food waste which impacts on tonnage collected. The panel noted that this authority had not experienced any problems with dumping and side waste at food waste collection points. The panel noted that food waste collection was recorded to be higher among private blocks than those managed by a social provider.

4.21 The scheme was further expanded in 2010 to a further 8,000 households. The scheme provides compostable bags to all households. The panel noted that communal food waste bins were cleaned twice annually.

4.22 As with LBHF, Hackney also operates a re-usable orange sack scheme to support recycling from flatted properties. The operation of this system is illustrated below.





Material change for
a better environment

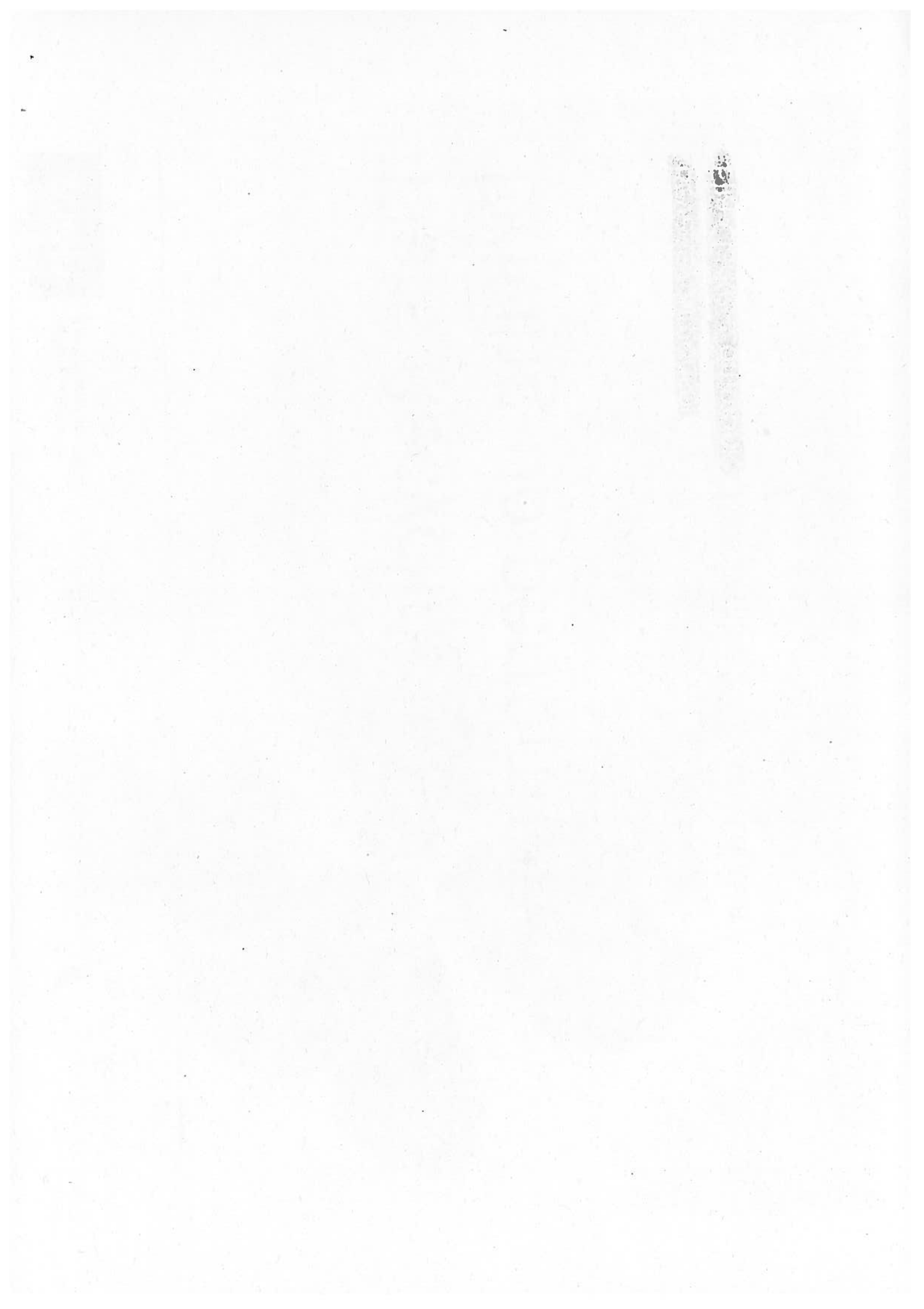


London Waste &
Recycling Board

Flats Recycling: Driving up performance

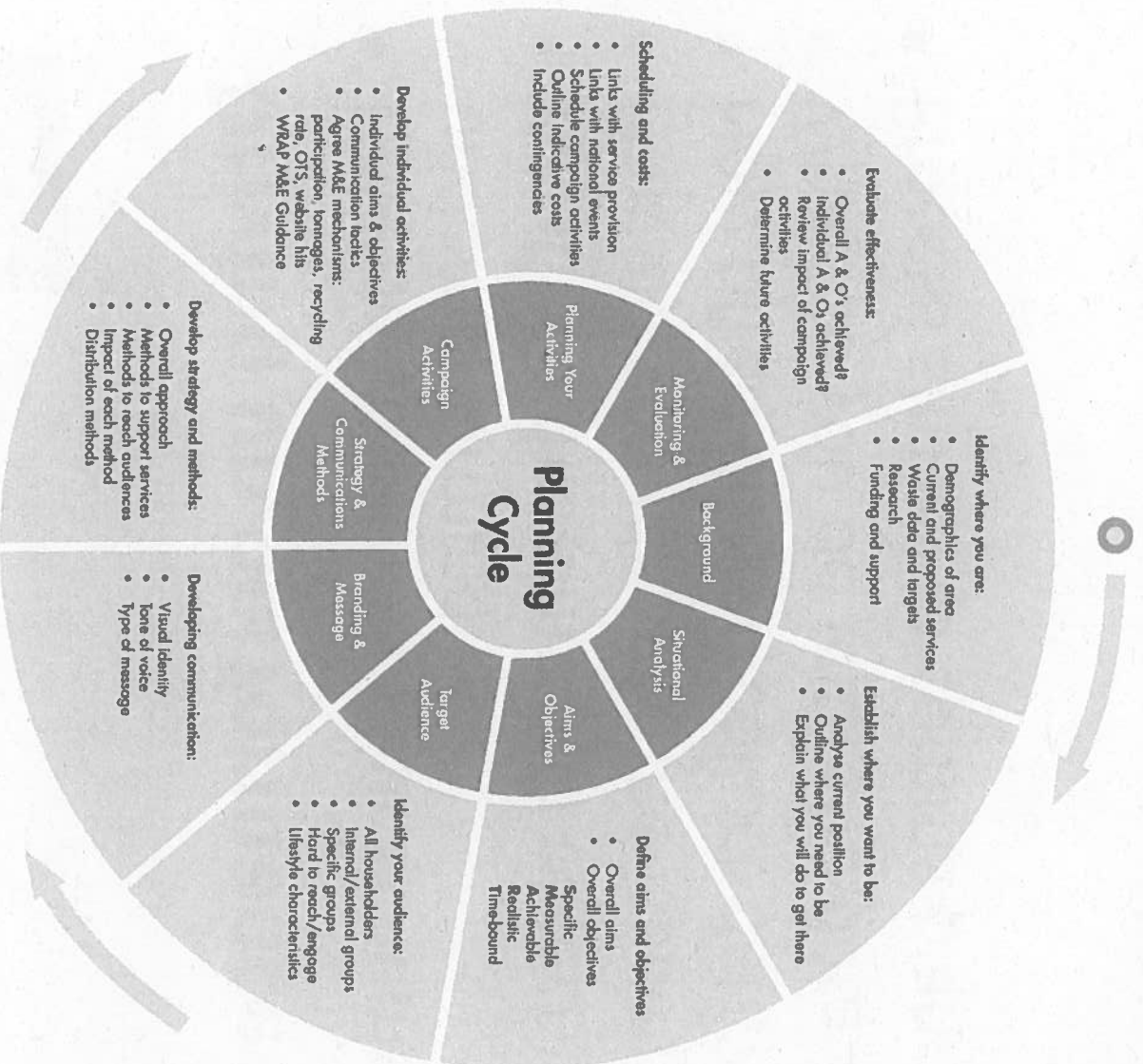
Beverley Simonsen, Waste & Collections Adviser

Wt&P Partnerships Manager - London



Driving up performance

- How do you know your scheme is underperforming?
- What are the aims and objectives of your scheme?
- How do you identify the issues?
- How often do you collect data?
- What do you do with the data collected?
- Process similar to comms planning cycle



1. Identify the current situation / what the issues are
2. Establish where you want to be
3. Set aims and outcome objectives
4. Develop activities (and set input and output objectives)
5. Finalise budgets
6. Deliver activities
7. Monitor and evaluate effectiveness
8. Plan further improvements

WRAP

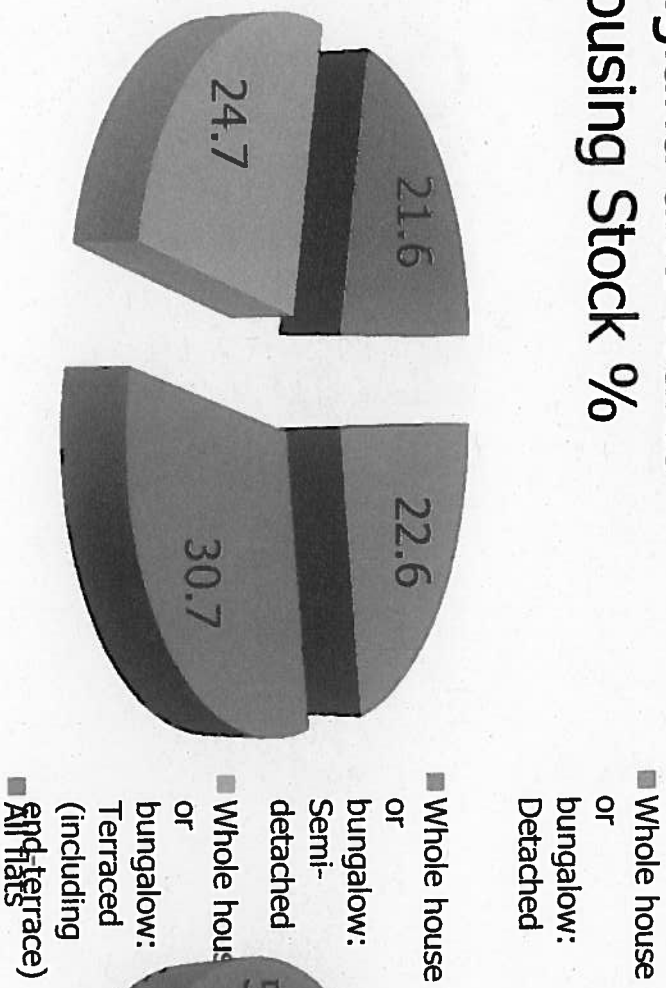
Material change for
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Flats and key issues to consider

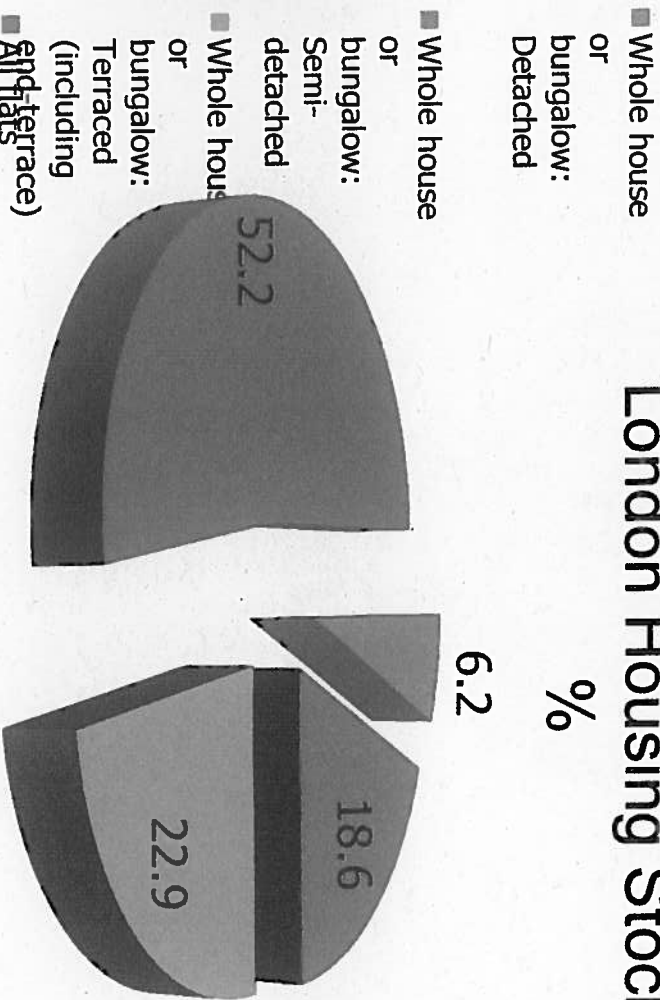


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England and Wales Housing Stock %

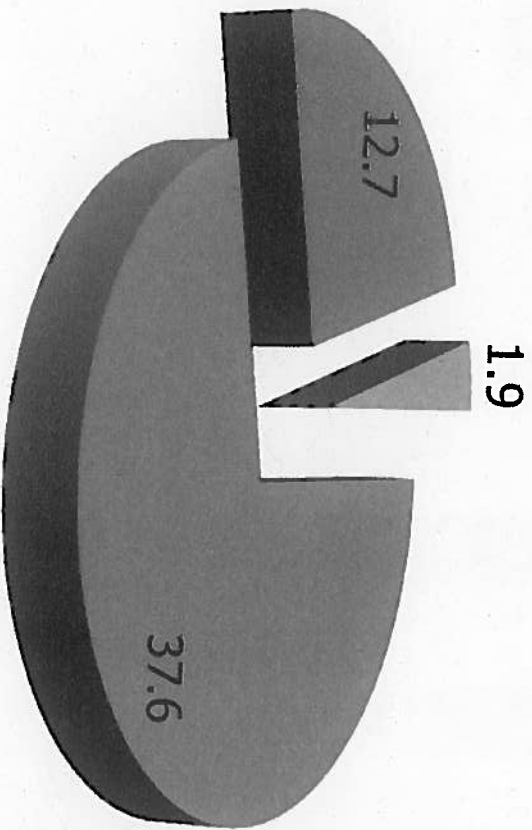


London Housing Stock %



Source: ONS 2011 census data

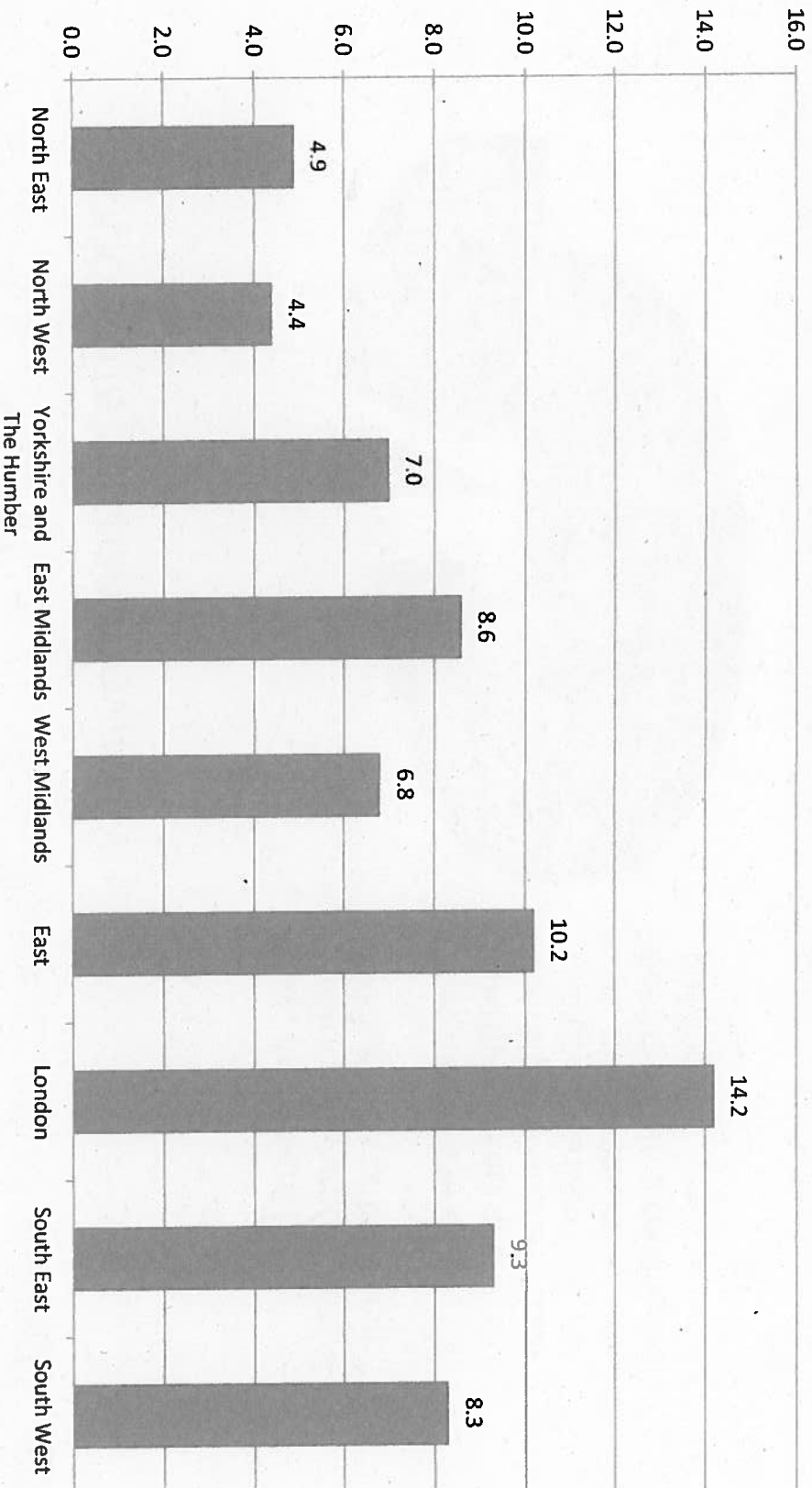
London Flats Breakdown



- Flat, maisonnette or apartment: Purpose-built block of flats or tenement
- Flat, maisonnette or apartment: Part of a converted or shared house (including bed-sits)
- Flat, maisonnette or apartment: In a commercial building

Source: ONS 2011 census data

Percentage population growth between mid-2011 and mid-2021



Source: ONS

WR&P

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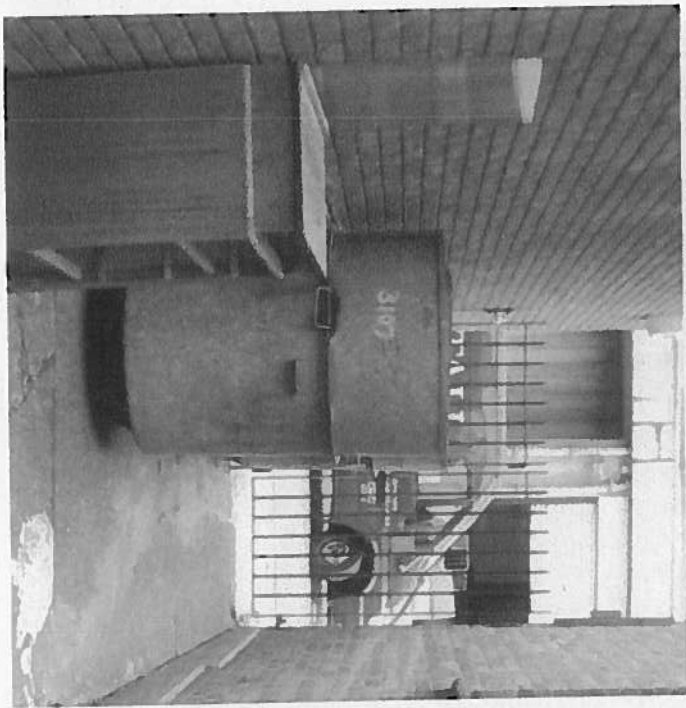
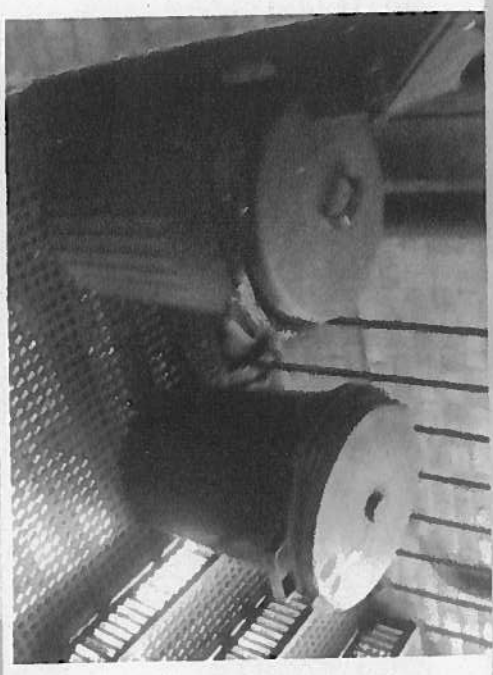


London Waste &
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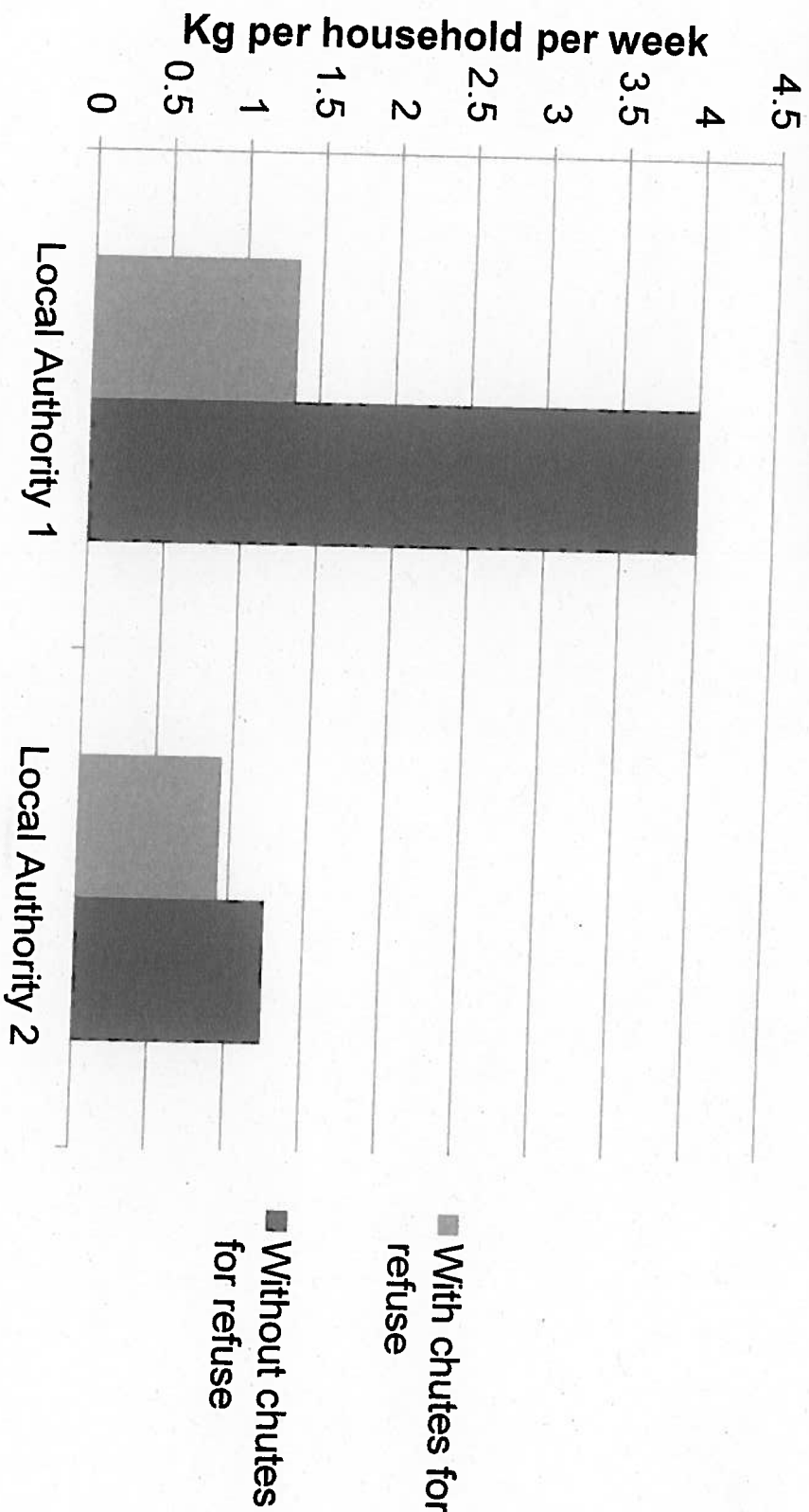
WTF&P

Material change for
a better environment



London Waste &
Recycling Board

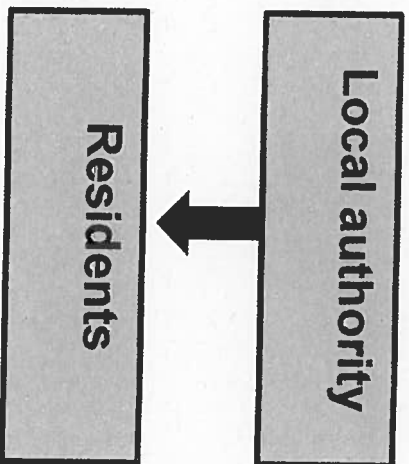
Impact of chutes on bring bank performance



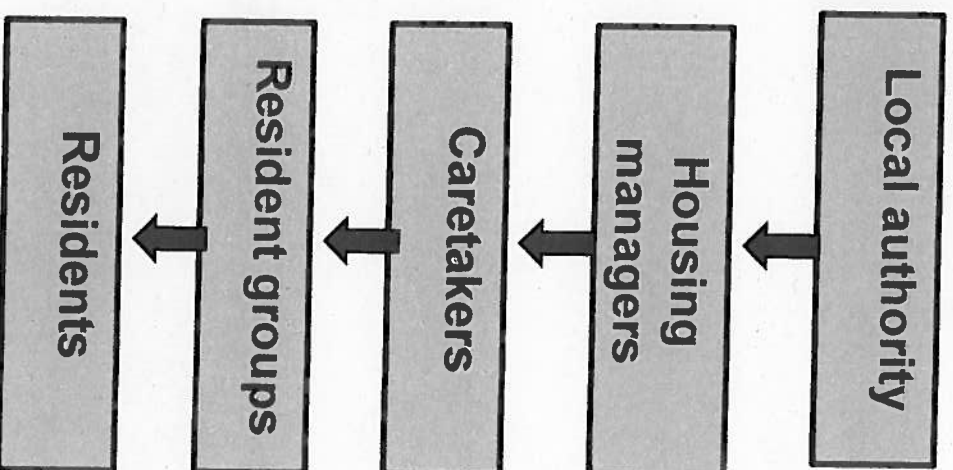
Source: WRAP 2008

Consultation and communication

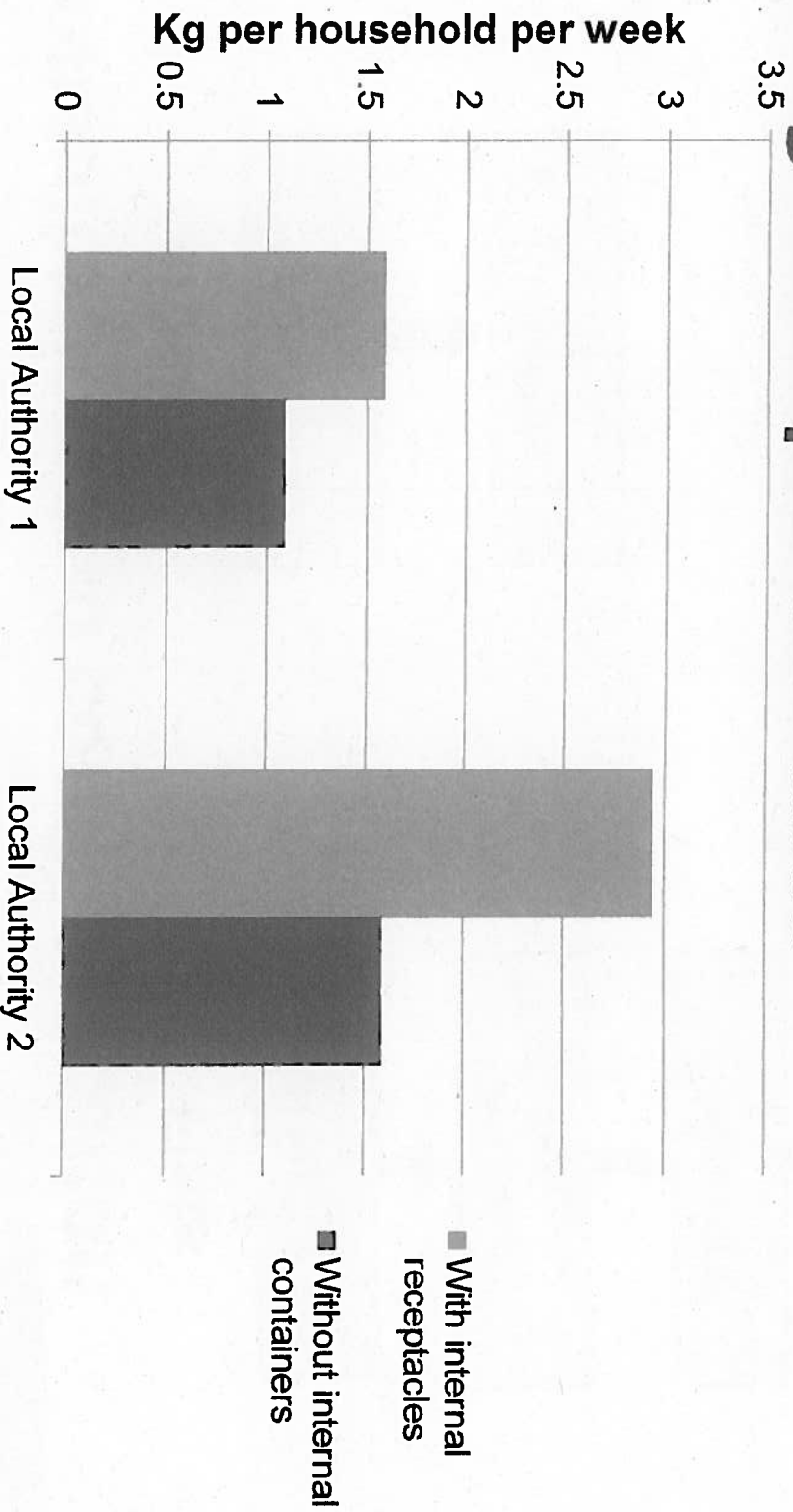
Kerbside



Flats



Impact of internal containers on bring bank performance



Source: WRAP 2008

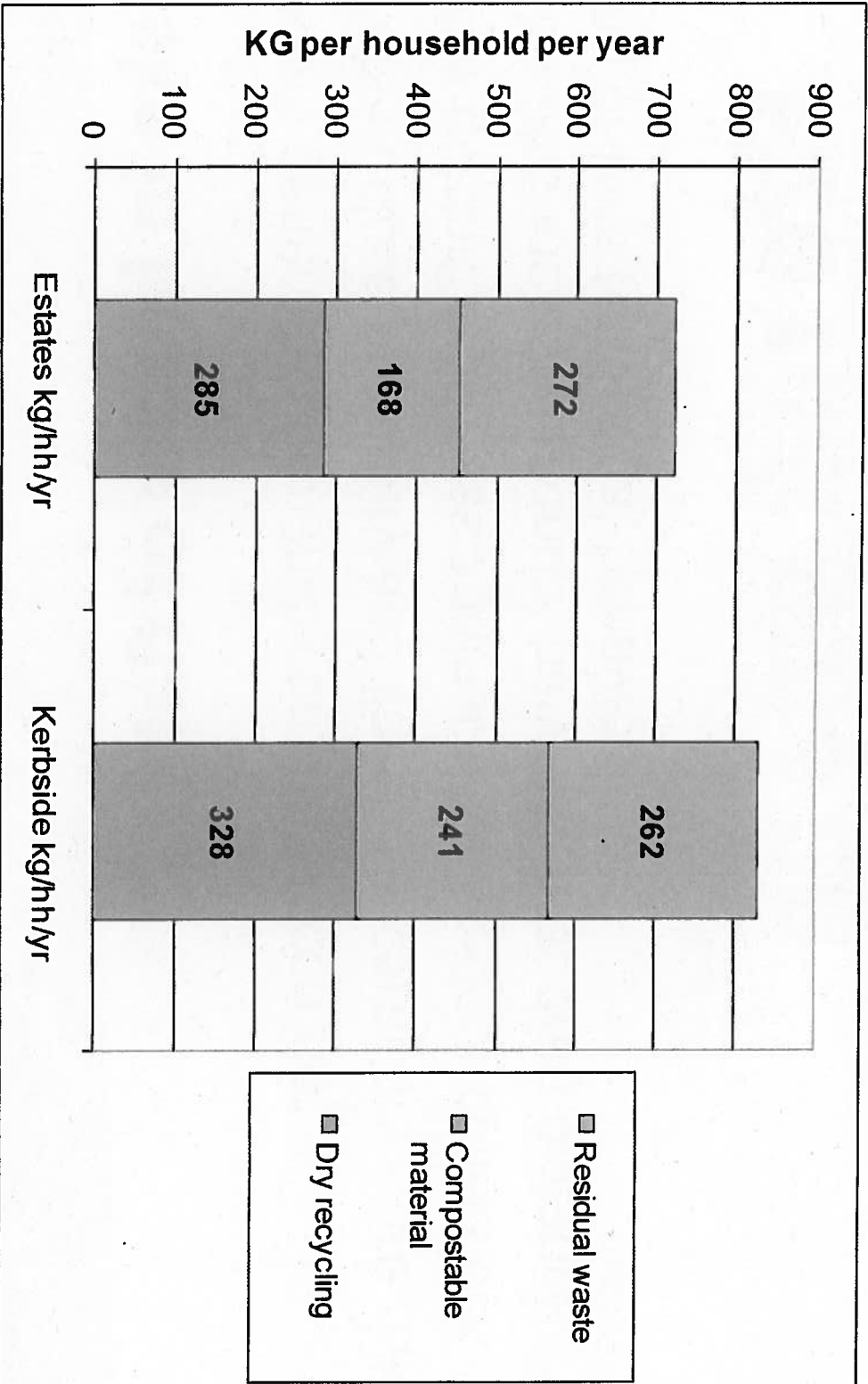
Risks in blocks of flats

- Doors generally open into communal corridor
- Flats in close proximity and linked by corridors - fire risk
- New guidance advises against door-to-door collections
- Risk also includes manual handling e.g. drag distance, siting of bins (antisocial behaviour)

Fire risk puts an end to recycling

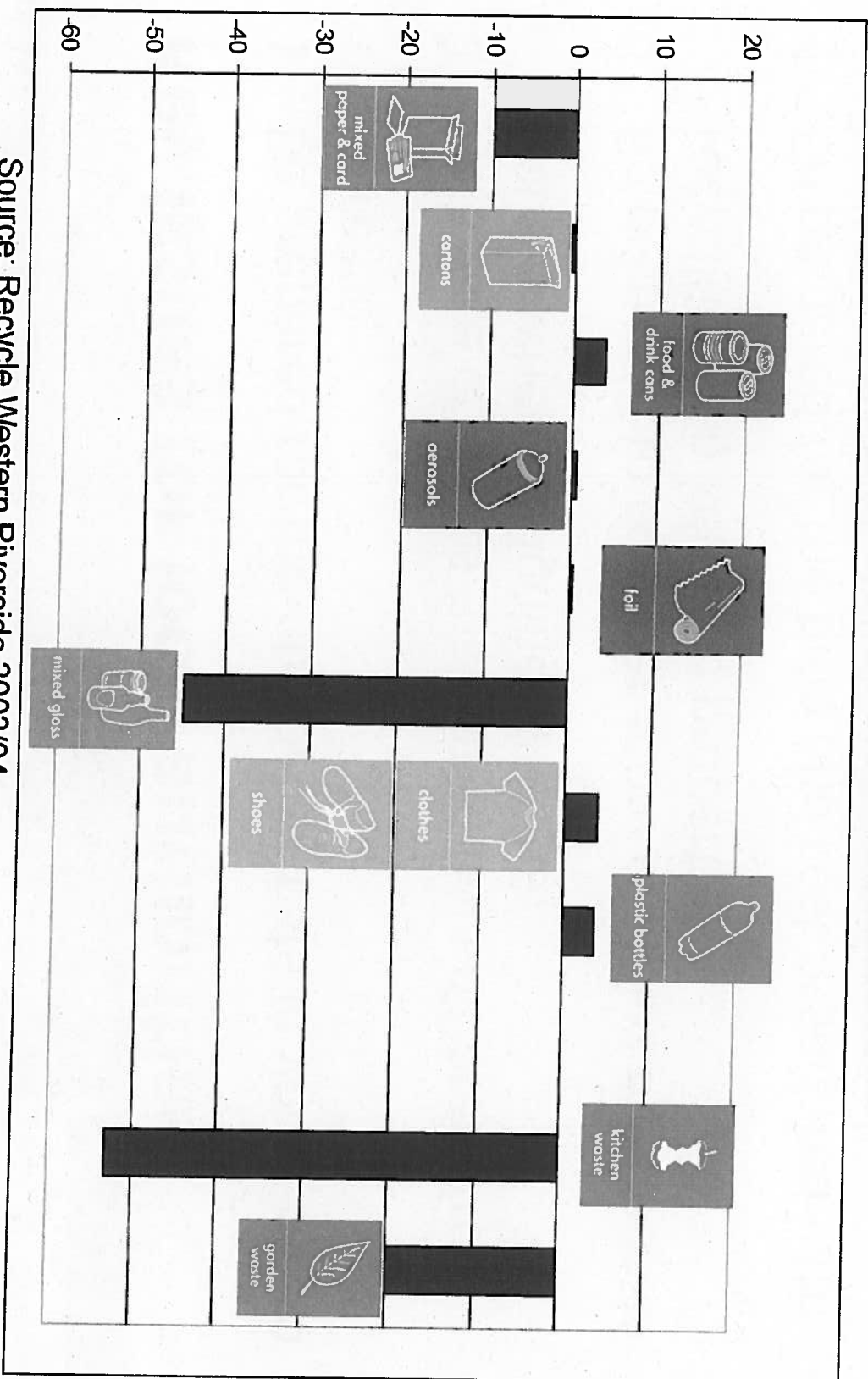
Rubbish fears grow as door-to-door
collections are scrapped on estates

Overall waste arisings in flats



Source: Recycle Western Riverside 2003/04

Material available from flats



Source: Recycle Western Riverside 2003/04

Key issues for local authorities

1. Be prepared for the number of flats in your area to increase
2. Be aware of issues that make flats different from houses when designing systems
3. Be prepared to consider more complex methods of recycling than kerbside properties
4. Be prepared for the time and cost associated with multiple levels of stakeholder engagement

Key issues for local authorities

5. Consider the effectiveness of different communication methods
6. Take risk into account and be prepared for differing stakeholder opinion
7. Set realistic targets for capture
8. Be aware of potential cost of services

WRAP

Material change for
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Factors that may contribute to low performance

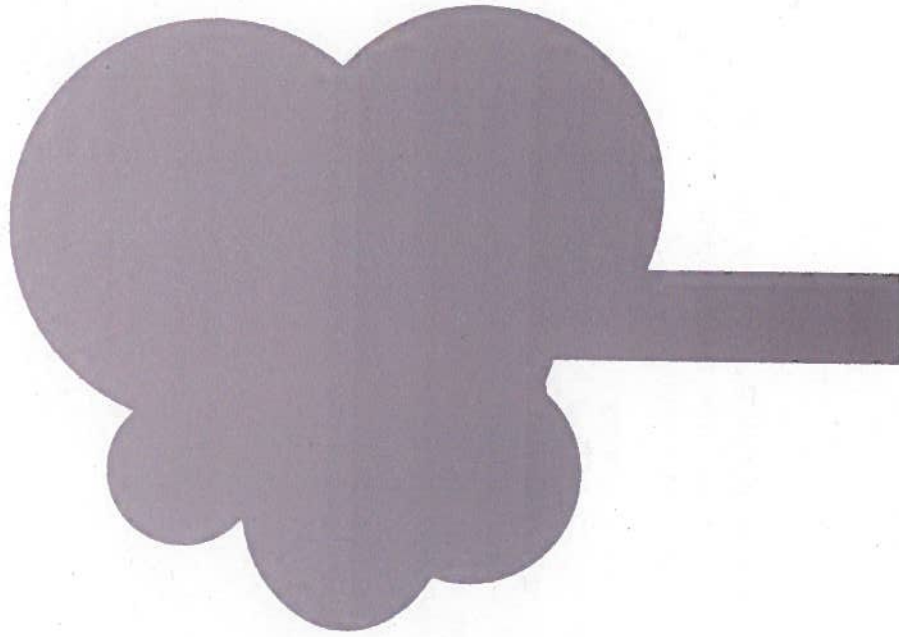
Factors affecting performance

- Low tonnage
- Low capture
- Low participation
- Contamination
- Capacity – of all containers
- Collection frequency
- Collection crew
- Budget issues
- Contract management
- Planning/policy
- General misuse
- High resident churn
- Poor signage
- Location of bins
- Poor lighting
- Insufficient space in bin store
- Poor stakeholder engagement
- Poor quality comms materials
- Infrequent comms
- Vehicle capacity/type
- Contamination policy
- Internal comms
- Damaged containers

Our Common Place

Summary report 2012

Working with communities to create positive social and environmental change



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Waste Watch is part of Keep Britain Tidy.
Charity number: 1071737





Waste Watch exists to support people to waste less and live more

We believe improving our environment goes hand in hand with improving well-being and happiness in life. Our aim, within Keep Britain Tidy, with which we merged in 2011, is to show communities, schools, organisations and government how.

Waste Watch has campaigned, engaged with, and supported government, businesses and civil society over the past 25 years to manage waste more sustainably.

The UK has made great progress and now recycles more than 40% of its waste with total waste arisings in decline for the first time in history.

Our use of natural resources, however, continues to increase. If we all consumed like we do in the UK, three planets would be required to sustain our way of life.

Furthermore the land on which we live and grow our food, the water we drink and bathe in and the air we breathe are all vital to our health. Our environment underpins our society and our well-being. We believe if we are to achieve environmental goals we need to demonstrate how

our own and other people's well-being, health and happiness relates to the environment, natural resources and planet we share.

Research shows consuming more is not just bad for our planet but is also bad for our own collective health and well-being. If we shared resources more fairly and worked towards globally agreed well-being goals rather than just GDP, our communities and society would progress in a more positive direction.

At Waste Watch we call this wasting less and living more.

waste less. live more

A 'Tragedy of the Commons' in our communities?

Our Earth is filled with physical resources such as oil, fish stocks, green space, clean air and clean water. Furthermore there are significant resources present in our local communities, such as skills, manpower, materials and time. Typically in the world we compete to gain access to the physical resources and strive hard to attain skills, knowledge, leisure time and good health. We then tend, primarily, to use our resources to serve our own self-interest rather than that of the group.

Why? Because, while sharing our resources and managing them collectively may make sense for our collective wellbeing, it is never certain whether if we share, others will share too. We do not wish to be taken advantage of, so we act cautiously and in our own self-interest. But when we do, we fail to fulfil the potential of our community and we all suffer rapid resource depletion together. Garrett Hardin called this phenomenon the "Tragedy of the Commons."¹

***Our Common Place reverses this** by enabling people to work together, in enlightened self-interest, to share their resources. This ensures that resources are managed and put to best use for the community and for the common good; it views individuals as collaborators not competitors.*

Our Common Place can make communities better places to live; places that are sustainable and resilient; places that are fun and welcoming. As an approach it can be applied to address a whole range of issues from recycling to intergenerational cohesion. Moreover, because it seeks to address the root causes of these issues, it can be applied to achieve multiple goals, both foreseen and unforeseen.

I am now a lot more hopeful about the direction of the estate and about the direction of the area as a whole. The ways things are going now has picked up the general morale of the area. Participant, Swinbrook estate

Introduction

This report presents the findings and lessons from the first year of Waste Watch's Our Common Place project.

Our Common Place is an approach to community engagement that works with people in communities to create positive social and environmental change.

This paper aims to share details of the design and delivery of the approach and how the project had positive benefit in the communities we worked with. We also want to share some of the challenges that we faced. We intend this report to act as a useful tool for other practitioners and organisations who are using co-production² methods to create community-led social and environmental change.

There are no single issues

Despite increasing public awareness of the causes and consequences of social and environmental problems, the vast majority of individuals living in developed nations continue to lead unsustainable lifestyles. Global problems such as climate change, biodiversity loss, public health issues, inequality and natural resource depletion continue to persist or deepen. At a more local level, many communities are increasingly fragmented; anti-social behaviour is increasing and local environmental quality is declining, while individualism and unemployment remain high.

In addition to sustaining the environment, there is a clear need to work to strengthen and sustain society³. A healthy environment needs a healthy society and vice versa. In the long term, a healthy economy unquestionably needs both.



The causes and consequences of the challenges we collectively face are numerous and varied. Some challenges are tangible and obvious at the surface, while others remain hidden (out of sight and out of mind), or left for future generations to deal with. In attempting to improve the environment and society, current approaches too often focus narrowly on a single issue, working at the surface level, tackling one behaviour at a time. Although targeted changes in behaviours can be brought about this way, such approaches rarely deal with entrenched and problematic deeper roots.

There are no single issues; many apparently unrelated problems in fact share similar underlying causes. In the same way, the variety of positive things that go on in a community are underpinned by healthy roots and a set of shared positive values and attributes.

When we understand this, we appreciate better how we can collaborate with colleagues to tackle more than one problem at a time. We do this not by removing toxic roots before planting healthier ones. We do it by planting healthy roots that crowd out and kill off the toxic ones.

A new approach

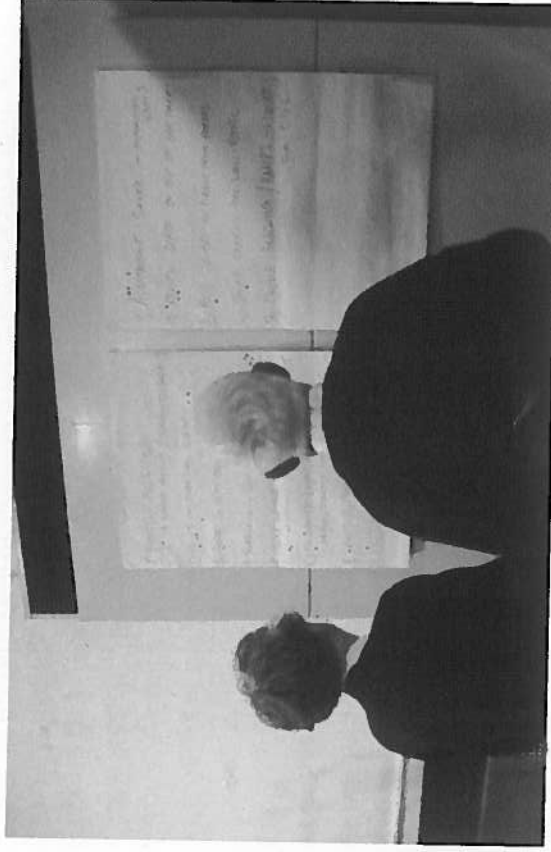
Our Common Place works innovatively to create stronger communities that are happier, more resilient and more sustainable. It enables this by connecting more environmentally sustainable ways of life with community cohesion and increasing personal wellbeing. It is an action-learning process involving the co-production of community activities and events.

As the case study below explains, Our Common Place emerged as an alternative to 'best practice' attempts to address a single issue: low engagement in recycling or other environmental issues on estate based, flatted, communities. Best practice in this area focuses on targeted information/education campaigns and improved service provision following traditional behavioural change approaches⁴. These surface level approaches aim to ensure that it is as easy as possible for people to recycle and that they are fully aware of how and why to recycle. However, compared to more immediate concerns and interests, environmental issues such as recycling are often a low priority in people's lives. It is therefore difficult to engage people in events and activities that are explicitly focused on these peripheral issues.

These 'one thing at a time' strategies are applied to many issues; they view individuals in isolation and have only limited, siloed, successes. We believe strongly that when groups of individuals are subjected to a range of poorly integrated strategies and campaigns aiming to change them from on high, one behaviour at a time, they remain a group of disempowered individuals rather than a cohesive active community.

There are far more time and resource efficient ways of addressing the collection of problem issues a community faces. As discussed above, many issues have related root causes, all of

which can be thought of as deficiencies. They can be addressed collectively. Communities facing problematic issues often lack cohesion, public meeting spaces, social (rather than anti social) behaviour, clean streets and walls, engagement in the democratic process, regular community events, recycling participation, cooperation and a settled population. In other words they lack community strength and social capital.



Our Common Place, however, does not focus on what a community lacks and is failing to do; it focuses on what it has and what it can do – its values and assets. Community strength and social capital are not things that an outside agency can deliver for a community; they are things that emerge from a community that is aware of its assets and able to capitalise on them. Using the Our Common Place approach, Waste Watch can help to facilitate this process.

New ways of engaging individuals in volunteering and collective action focus on the activation and reinforcement of intrinsic values, such as care, empathy, kindness and creativity⁵. WWF's influential Common Cause project⁶ has highlighted the longer term importance of activating the selfless intrinsic values rather than the more *selfish* extrinsic values in our collective efforts to create long lasting change⁷. These values underpin strong communities, citizenship and a whole range of positive community behaviours; they therefore need to be activated and reinforced. Such activation can also help to crowd out and weaken the root causes of many problem issues - it is difficult to care for your local environment and community at the same time as not caring for them. At Waste Watch not only do we follow and advocate these recommendations⁸, we have gone further than merely ensuring our communications and campaigns are framed using intrinsic values.

The process of reinforcing intrinsic values to strengthen a community is not as simple as extolling the importance of being kind, helpful, caring and honest before standing back and hoping people will agree and dutifully follow expert advice. A full-bodied approach is needed. Through Our Common Place, intrinsic values are reinforced **experientially** by involving individuals in a variety of inherently rewarding activities that allow them to 'live' intrinsic values. Those involved connect with others and the environment; learn and create new things; engage in physical activities; and volunteer time, energy or skills to help others. The New Economics Foundation (NEF) and the Government⁹ identify pursuits such as these as 'ways to wellbeing'. The gains to personal and community wellbeing that can result from engagement in such activities are key to sustaining a steady flow of opportunities to 'connect, be active, keep learning, take notice and give' in the future.

Common Cause

Fostering "intrinsic" values—among them self-acceptance, care for others, and concern for the natural world—has real and lasting benefits. By acknowledging the importance of these values, and the "frames" that embody and express them; by examining how our actions help to strengthen or weaken them; and by working together to cultivate them, we can create a more compassionate society, and a better world.

Source: www.valuesandframes.org

Accessed: 22/08/2012

Five Ways to Wellbeing (NEF)

Connect... With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community.

Be Active... Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good.

Take Notice... Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons.

Keep Learning... Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food.

Give... Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in.

Source: Foresight Mental capital and wellbeing (2008)

<http://www.bis.gov.uk/foresight/our-work/projects/published-projects/mental-capital-and-wellbeing>

Accessed 06/08/2012

Through Our Common Place participants get involved in co-producing a set of activities in their community. By working together (*connecting*) to meet the needs of others and the environment (*giving*) they display their kindness, empathy, trust, respect, care, sympathy and altruism. They also feel this emerging from those around them; it reciprocates. These experiences alone can help lives feel more meaningful, they can develop and strengthen friendships and even love – they are fulfilling and enjoyable. Researching, designing and delivering activities (*being active, taking notice and learning*) can be challenging, tiring and frustrating, but also, ultimately, very rewarding.

There are thousands of ways to fulfil the five ways to wellbeing, a huge variety of activity has already emerged under the Our Common Place project to date. When people enjoy doing things and/or find them useful and rewarding, they are motivated to do them again, or to do something similar. Communities are sustainable, cohesive, alive and well, when their citizens create a diversity of activities that help them to fulfil their own wellbeing. With sufficient understanding of sustainability and enough practical knowledge, very few of these activities need have an adversely negative impact on the environment and society. On the contrary, many activities can have a positive impact on both.

Through Our Common Place we work with communities to: deepen their understanding and engagement with ways that can support their wellbeing; enhance the organisational skills and confidence needed to develop activities; and increase knowledge of environmental and social issues (or *ecological intelligence*). We do this as facilitators, guiding community groups through an action-learning process in which together,

we co-produce a series of small initiatives that are enjoyable, useful and valuable. Over 70 initiatives emerged in the first year of Our Common Place, examples include a homework club, a recycled mosaic project, a food jamboree, green Christmas parties and a craft club.

We expose and nourish the roots from which strong, sustainable and resilient communities grow.

Ecological Intelligence

If we want the chance of a sustainable future, we need to think relationally. That's it, full stop. No need to write any more...or there wouldn't be, if it was that obvious. It's because we don't think in a relational way that we need to explore why we don't, how we can, and what it means. The world is increasingly complex, interdependent and unsustainable, yet conversely, the way we perceive, think, and educate tends to be fragmentary and limited, and we tend to live 'like there's no tomorrow'.

Addressing this mismatch requires developing competencies in systems thinking, critical thinking and creative thinking, but it requires something more fundamental and challenging besides: no less than our becoming 'conscious agents of cultural evolution' (Gardner 2001: 206) towards a more ecological culture and participative worldview, consistent with and able to address the highly interconnected and endangered world we have created.

Source: Sterling, S. (2009) *Ecological Intelligence* [in] Stibbe, A. Eds (2009) *The Handbook of Sustainability Literacy*, Green Books, UK
Available Online at:

http://arts.brighton.ac.uk/data/assets/pdf_file/0018/5922/Ecological-Intelligence2.pdf

Accessed: 22/08/2012

Delivering Our Common Place

The Our Common Place approach can be applied as an integrated approach to dealing effectively with specific issues, but it never addresses them in isolation. Work commissioned to improve behaviour around energy use, for example, would also deliver positive social, environmental and personal outcomes for those involved. The same is true for waste minimisation.

Case study: Recycling in London

Recycling in multiple occupancy buildings across the UK has remained consistently low, with the exception of a small number of isolated success stories. Key questions still remain - what are the real barriers to recycling and how can we address them?

Research suggests that lethargy towards recycling services might be because recycling is considered a peripheral issue in relation to more immediate concerns facing these communities. Flats residents are predominantly from deprived demographics and evidence shows that these demographics suffer disproportionately from poor local environments and are therefore more likely to be concerned with issues such as litter, fly tipping and graffiti, before recycling.

Responding to the shortcomings of best practice approaches, Waste Watch developed the Our Common Place approach and successfully applied it as part of two broader campaigns on waste reduction, Recycle Western Riverside (RWR) in west London and Recycle For Your Community (RFYC) in east London.

Our Common Place places a strong emphasis on combining education about environmental and social issues with deeper level explorations of the root causes of unsustainable lifestyles. Over a period of at least six months, community members work

alongside staff to design and deliver a series of initiatives that contribute to global sustainability and community wellbeing.

Initiatives

Over a nine month period, 21 estate based communities were engaged with across seven London boroughs. A total of 73 initiatives were delivered. During the project approximately 7000 people were spoken to in person about waste minimisation and the project. 1229 of these people were in attendance at events and activities run as part of the initiatives, and 111 of these were directly involved in the co-design and co-production process.

The variety of initiatives that emerged reflected the diversity of interests, needs and personalities encountered across the 21 communities. Core to the Our Common Place approach is the harnessing of local capacity – maximising the potential of a community so it can co-produce activities of value and interest. For the majority of communities however, this involves more than simply granting permission to act; often their capacity to act is low - it needs to be built¹⁰. Individuals and communities need to develop the skills and confidence required to run initiatives as well as the physical space in which to run them. They need help to plan, market, create, fund and start up. Sometimes they also need help to overcome bureaucratic barriers preventing access to community centres or to gain permission to utilise underused spaces, such as rooftops and gardens. Waste Watch's flats engagement officers play a vital role in building and unlocking capacity, so that communities have both the skills needed and spaces available to co-design and deliver initiatives of value. The potential may well be out there, but it needs to be nurtured.

The extent to which capacity needed to be built and unlocked in each of the communities engaged with impacted on the type of initiatives developed. Where skills and motivation existed alongside access to usable space, the possibility for fully co-designed and delivered initiatives was high. At the other end of this spectrum, where the need to build and unlock capacity was much higher, initiatives were necessarily more heavily led by Waste Watch and more modest in scope. With an eye on the clock and the need to create positive changes to recycling, we adapted our approach to meet the needs of each community and to ensure that every estate experienced initiatives that would both increase environmental awareness and activate intrinsic values of care and community strength. Detailed briefly below are three examples, reflecting three different levels of the initial conditions encountered¹¹.

On arrival at estates an outline of how and why the approach aims to help people to do something fun, inspiring and and/or useful is given. It is explained that Waste Watch is involved not to run initiatives *for* the community, but to run them *with* them. Help to organize the activities logistically is offered with the aim of building skills and confidence to a level that allows the initiatives to flourish once our team step back. The only ground rules set are that initiatives are mindful of their social and environmental impacts, trying where possible to have a net positive effect.

For Waste Watch the process starts by attending meetings, knocking on doors and running small events to get to know people on the estate and to gather suggestions for possible initiatives to run. Once a list has been established, a vote is organised to whittle the long list down to two or three

initiatives to run with. Once the initiatives have been selected, Waste Watch works with those most interested to develop an action plan, which is then put into practice.

'Sew Shall' – Weir Estate

An idea emerging from the Weir estate came courtesy of a lady called Sandra. Sandra has a passion for collecting, restoring and using manual sewing machines. Prior to our involvement Sandra had already thought about sharing her passion with people she hoped might be interested in her community. However, she was uncertain on exactly what she wanted to set up and how it should be run. Together with several members a fortnightly sewing club, 'Sew-Shall', was developed. 'Sew-Shall' is now running weekly in the community centre at Weir and is very well attended. Members are learning how to alter and mend clothing, as well as how to extend the life of other materials by creating cushions and curtains. All this is done with coaching from Sandra and on sewing machines that use no electricity.



As well as using very little electricity (only the lights) and diverting materials from the waste stream, this initiative is inspiring a new connection between people and their clothes. This is true materialism, where clothes are cherished and looked after, rather than treated as disposable. 'Sew-shall' also creates a valuable platform for education around consumer and waste habits that Waste Watch was able to make use of. The club is flourishing because members are enjoying being part of it, because of the friendships they are developing, the skills they are learning and the fulfillment they get from focusing on a creative task. The Waste Watch strap line is 'Waste Less. Live More', Sew-Shall is a manifestation of this.

I have gained the skills to upcycle old clothes for self and family - I now know how to modernise my daughter's clothes and shoes.
Sew-Shall member, Weir estate

'Give and Take' – Henry Prince estate

Sometimes called a 'swap shop', a 'give and take' is a one day community event where participants give items they no longer need and take items that they can make use of. Participants can give or take as many items as they like and they do not have to give to be able to take.

From a waste education and environmental awareness perspective, this is an excellent way to engage participants in an activity through which they can physically reduce the amount of waste that they produce. By taking an item from a give and take you are extending its life and diverting it from the waste stream. More importantly, if you take a set of cutlery or a jumper for example to meet a need, you free yourself from the burden of purchasing new and the associated environmental impacts

involved. Give and take days are also an opportunity to distribute literature and advice on waste and recycling.

The residents association at Henry Prince estate was keen to get involved in the Our Common Place approach, but did not feel confident enough to lead on the development of initiatives.



Despite the aim of working *with* communities rather than doing things *to* them or *for* them, it was clear that Waste Watch needed to take a lead in the development of initiatives at Henry Prince. However, rather than turning up and delivering a Give and Take day as a one-off event, the residents association was involved at every stage. Waste Watch worked with them to book a venue, design posters, spread the word about the event, set up the room, draw up a risk assessment and co-host on the day. Following the event, the residents association was provided with a Give and Take handbook so that they could run their own event in the future.

'White City / Green Planet' – White City estate

White City is a large estate with a diverse community and a number of existing community groups and activities. On arriving, it was apparent that the approach there would need to be modified slightly. In total Waste Watch were involved in nine different initiatives ranging from a homework club to a 'Don't Waste Man' poster making project.

Linking up with a children and young people's group and in collaboration with the group leader, a programme of workshops was designed. It was a chance to put into practice some new methods for delivering education for sustainability. As mentioned above, recycling can often be seen as a peripheral issue in people's lives. Initial conversations with the staff and volunteers at the group and with the young people themselves confirmed this. It was clear that talking solely about recycling and its importance would have very little impact – it would also have been a wasted opportunity. Instead a discussion was held with the young people to find out what they were interested in. Calling on the knowledge of Waste Watch colleagues a series of talks and activities was put together that would engage and inspire. Over a seven week period sessions on shopping, fashion, games, politics, sport, music and art were run.

During each session, issues surrounding wellbeing, environment, society and economics were explored. Participants questioned assumptions, looked at issues systemically and discussed where responsibilities lay for creating change. Environmental and social impacts are an inevitable outcome of any activity we involve ourselves in, but with sufficient knowledge and understanding, we are able to limit our impacts without compromising on our enjoyment of life. This was a core message of the initiative. Waste

minimisation fitted seamlessly into these conversations and as a result of engagement in the sessions, several participants reported that they had started to recycle, when previously they had not.

The 'White City / Green Planet' initiative led onto a poster making initiative co-designed and delivered by an artistic local resident. Work with this resident developed his confidence and skills to run sessions on his own, he has since linked up again with the young people's group on a t-shirt designing project.

I have done another project with youth club since the project ended. It's been great to learn about waste.

Resident involved in co-designing and delivering 'Don't Waste Man' poster making initiative, White City estate

Your project taught me some valuable lessons - I'm always learning in my role - From what I'd originally learned about the group it was something that I couldn't see they would take to at first, but they did, albeit sometimes with coercion from us. It proved to me that any opportunity is worth working on - and if it fails or doesn't work out then so be it!

Colleague from a partner organisation involved in co-design and delivery of White City / Green Planet, White City estate

The first session watching the video that showed me a lot about how factories make their products very easy to break.

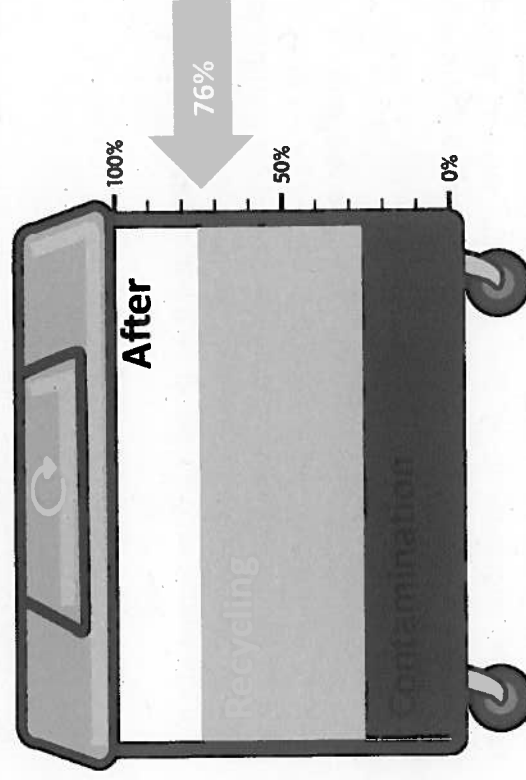
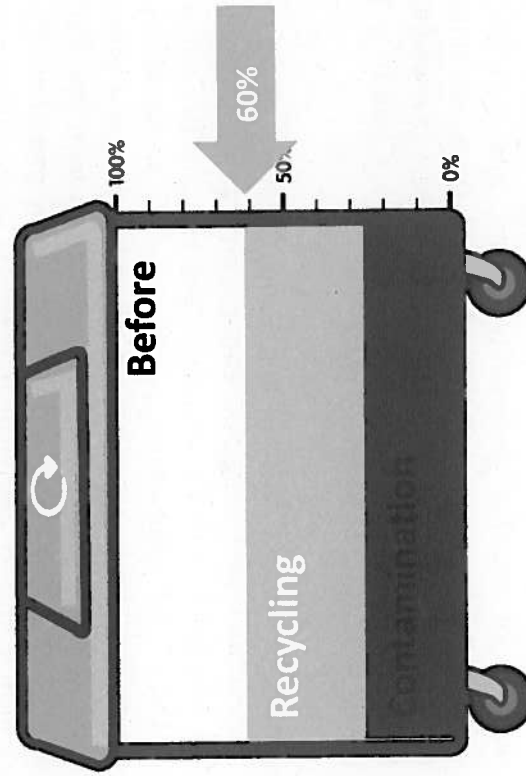
Young person participating in White City / Green Planet, White City estate

Results

Waste Watch was commissioned under the Recycle Western Riverside and Recycle For Your Community campaigns to improve recycling performance across seven London boroughs. Our Common Place had positive results in this regard. Some communities performed significantly better than others, but in every community in which it was possible to measure recycling performance (18 out of 21 estates) an improvement was recorded. Recycle bins, on average, went from being **60%** full pre project to **76%** post project. Simultaneous decreases in contamination from **37%** to **32%** were also observed. We acknowledge that these results may not be the consequence solely of Our Common Place, the people we engaged with would also have been exposed to other local and national campaigns on waste.

Our Common Place is about people. Across the **21** communities we engaged with in London, we spoke to over **7000** people at least once, **1229** of whom were in attendance at one or more events and **111** people got directly involved in the co-production process.

As hoped, positive outcomes stretched beyond improvements in recycling. As a result of the diversity of the initiatives run there were also improvements relating to community cohesion and wellbeing. **100%** of those involved in the project reported how Our Common Place had increased opportunities for them to Connect, Be active, Take notice, Keep learning and Give. These five have been identified by the New Economics Foundation and the Government as activities that contribute towards individual wellbeing.



Our Common Place elsewhere

The Our Common Place approach was also applied in the City of London corporation on the Golden Lane estate. Therefore in addition to the work carried out in east and west London, a further five initiatives were delivered. Seven more community members were involved in the co-production process there. Positive outcomes in regard to wellbeing were again recorded. Initiatives included a community pop-up cafe, a give and take day and the creation of a tailor made Energy saving handbook¹². Work is continuing at Golden Lane estate as well as with two further estates managed by the City of London.

Conclusions

A community becomes stronger, more resilient and sustainable when individuals value each other, the environment in which they live and the social capital that ties their community together. Strong communities work together to actively sustain and improve the shared resources, assets and processes that benefit the community as a whole.

Through Our Common Place we seek to enhance a core set of values such as generosity, kindness and selflessness to lay the foundations for happier and sustainable lifestyles. These values are the foundations upon which social capital and strong communities are built. When, as individuals, we feel part of a community and proud of it, we are far less likely to drop litter, graffi or behave in other ways that are inconsiderate of our neighbours. We care about our community and our local environment. Care and respect for our immediate environment and community can be activated and reinforced through participation in activities that enhance them; especially when such activities are enjoyable. When our values of care have

been activated in this way, we are far more open to calls for us to be mindful of the impact of our lives on the global environment, future generations and people in other parts of the world.

Applying a co-production approach

Year one of Our Common Place has taught us much in regard to applying co-production approaches that work to reinforce the values underpinning strong communities and sustainable living. It became clear very early on that one size does not fit all - every community is different, and openness to co-production varies.

It is important to adapt to suit each location whilst ensuring that the core elements of co-production and intrinsic values remain central. Different initiatives require different amounts of work for all those involved. Rather than committing to facilitating a set number of initiatives per community, flexibility needs to be built in to allow attention to focus on initiatives that are showing the greatest potential. Subsequently, during year one of Our Common Place, initiatives that were contributing less to the overall goals of the project were scaled back, to allow others to flourish.

It was the first time I worked with Waste Watch and I have to say that it was one of the best partnerships I have worked with in Barking. Members of the Waste Watch staff were very supportive and nice people and I enjoyed working with them. Colleague from partner organisation, Thames View estate

Time and scale

As Richard Sennett¹³ tells us in his book on cooperation, the most vital ingredient in building social capital is time. This was a key lesson learned from year one. The more time facilitators are able to spend with communities and the more time individuals within those communities can spend with each other, the more successful initiatives usually are. With flats engagement officers working simultaneously across up to nine communities, over a period of only six months, contact time was limited. A more realistic number of communities per full time officer would be six or seven.

The size of an estate also has an impact. As a general rule, the smaller a community is, the more successful the process. During year one, the approach was most successful in communities of between 300 and 600 homes. Complexities associated with local level politics, geographical scale and competing priorities of other local stakeholders can make work in larger communities difficult to implement.

Next steps

Waste Watch has been re-commissioned to continue this work under the Recycle Western Riverside campaign in West London. Work is therefore continuing in seven communities from year one and four new communities. In East London, under the Recycle For Your Community campaign the approach is continuing in two communities. Excitingly work has been commissioned by the City of London to continue work on one estate and begin 12 months of engagement in two new communities.

In addition new opportunities are being sought to extend our work and cooperate with partner organisations. We are

specifically seeking opportunities to support colleagues from across local authority departments. Our current work with the City of London is being co-funded by two different departments with a third currently showing interest in joining.

We are investing internally and collaborating with others¹⁴ to refine monitoring and evaluation techniques. The efficacy of reinforcing intrinsic values to stimulate and sustain community initiatives is being explored as well as ways to monitor positive impacts of the approach on Local Environmental Quality and community wellbeing.

An Our Common Place website and associated digital platforms are currently under development. The website will be a resource for the communities engaged in the approach as well as a forum for other professionals involved in similar work. The website will be updated regularly with information on small funding opportunities, expert advice on community engagement techniques and reports from our ongoing work. The website will also offer commentary on developments in community engagement, co-production, localism and community capacity building.

Notes

1. Hardin, G (1968) The Tragedy of the Commons, *Science*, 162 (3859), 1243–1248. http://www.garretthardinsociety.org/articles/art_tragedy_of_the_commons.html Accessed 22/08/2012
2. Boyle, D. and Harris, M. (2009) The Challenge of Co-Production http://www.nesta.org.uk/publications/reports/assets/features/the_challenge_of_co-production Accessed 22/08/2012
3. Woodcraft, S. et al. (2011) Design for Social Sustainability <http://www.youngfoundation.org/publications/paper/design-social-sustainability-a-framework-creating-thriving-communities> Accessed 22/08/2012
4. WRAP (2012) *Communicating with residents in flats*: <http://www.wrap.org.uk/content/recycling-collections-flats-communicating-residents-flats> Accessed 22/08/2012
5. The power of activating and reinforcing intrinsic values to engage communities in activities that build social capital and sustainable living has been recognised by several emerging organisations. For example: www.peopleunited.org.uk; www.transitionnetwork.org; www.valuesandframes.org; <http://warriorswithoutweapons.wordpress.com>; www.otesha.org.uk; <http://www.in-control.org.uk/>
6. Crompton, T (2010) Common Cause, The Case for Working with our Cultural Values, WWF UK http://assets.wwf.org.uk/downloads/common_cause_report.pdf
7. To be clear; we are not trying to *change* people's underlying values. As individuals, we all hold a range of intrinsic and extrinsic values at all times, what differs over time and place is the relative importance we place on some values over others. The culture, media and environment that surrounds us has an impact on which values we hold to be important.
- Waste Watch, through Our Common Place, can have a small but hopefully significant impact on those we engage with. Research highlighted in the Common Cause report shows that those primed with extrinsic values are less likely to engage in environmental behaviours such as recycling compared to those primed with intrinsic values.
8. Waste Watch (2011) Working from values <http://www.wastewatch.org.uk/data/files/resources/59/Working-with-values.pdf> Accessed 22/08/2012
9. Foresight Mental capital and wellbeing (2008) <http://www.bis.gov.uk/foresight/our-work/projects/published-projects/mental-capital-and-wellbeing> Accessed 06/08/2012
10. Francis, R. (2012) Unlocking Local Capacity <http://www.opm.co.uk/resources/unlocking-local-capacity/> Accessed 22/08/2012
11. If you would like to learn more about the full range of initiatives delivered under Recycle Western Riverside and Recycle for Your Community projects, please contact Our Common Place Team Leader, Morgan Phillips.
12. If you would like to learn more about the full range of initiatives delivered in the City of London, please contact Our Common Place Team Leader, Morgan Phillips.
13. Sennett, R. (2012) *Together –The Rituals, Pleasures and Politics of Cooperation*, Yale University Press, USA
14. Colleagues at PIRC, People United and Keep Britain Tidy are working with us to develop a range of monitoring and evaluation methods to further demonstrate the impacts of Our Common Place type approaches. We very much welcome the input of others.

Please stay in touch

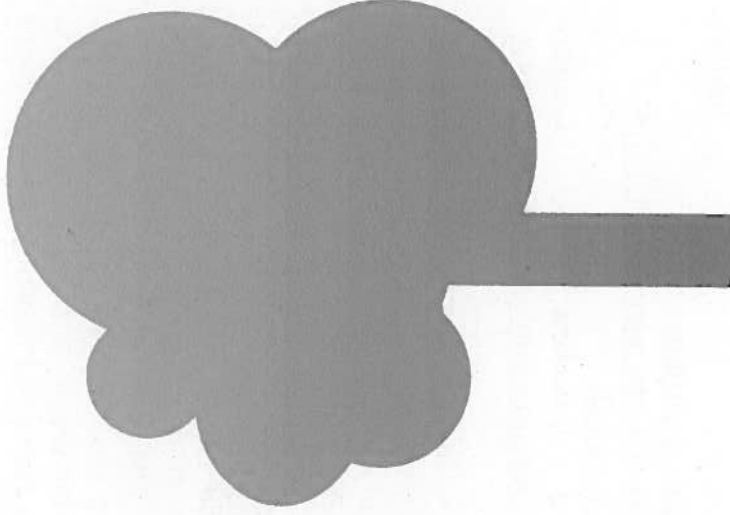
We are very keen to share our experiences and knowledge with others and will continue to give presentations, publish reports and attend sector events. If you would like to learn more, please contact us directly and we will be happy to speak to you.

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Options for Local Authority bodies interested in Our Common Place

Presented below are four options for local authority bodies interested in the Our Common Place approach. Our Common Place is, by design, flexible and can be delivered alongside other Waste Watch / Keep Britain Tidy community engagement, education and communications services or in conjunction with local authority run services. We are very happy to discuss each option in more detail with you and keen to develop a proposal based on one or more of the models to suit your specific needs.

Presented along with the four options are indicative costs. Under all models we encourage the Local Authority to seek funding from more than one department or budget, for example: Waste and Recycling, Housing and StreetScene. This is encouraged as the approach has been shown to create positive change across a range of issues – e.g. Recycling, Local Environmental Quality, Community Cohesion and Wellbeing. **Waste Authorities** and **Housing ALMOs** may also be interested in funding a project in partnership with a range of relevant Local Authority departments.

1. **Delivery of Our Common Place approach by Keep Britain Tidy on behalf of Local Authority or Waste Authority:** A Local Authority or Waste Authority contracts Keep Britain Tidy to deliver the Our Common Place approach. Under this arrangement an OCP officer(s) is trained and employed by Keep Britain Tidy and delivers the project under the line management of an OCP team leader. Extra supervision is provided by Waste Watch evidence and policy team and appropriate members of staff from within the Local Authority. The OCP officer would have a desk at an appropriate LA office, but would be an employee of Keep Britain Tidy.

Under this model multiple OCP officers could be managed by the OCP team leader. OCP officers would work with up to seven communities for a 12-36 month period.

Under this model, OCP officers could combine OCP work with delivery of other community engagement activities such as:

- Love Food Hate Waste cookery demonstrations / Feed the 1000 events;
- Big Tidy Up litter picks;
- Give and Take days / Swap shops;
- WEEE awareness campaigns / events;
- Zero Waste Challenges.

Indicative costs:

Presented below is a breakdown of costs associated with delivering the Our Common Place project with one full time on the ground Our Common Place officer for a period of 12 months, excluding VAT:

Description	Cost
Our Common Place Officer 1 FT (including overheads, employers National Insurance and pension)	£33,504
Our Common Place Team Leader 0.3 FTE (including overheads, employers National Insurance and pension)	£12,155
Community Engagement Manager 0.05 FTE (including overheads, employers National Insurance and pension)	£2119

Inception training, Induction and Set up	£2200
Project Direct Costs (community resources, staff travel, subsistence)	£2500
Publicity and Events	£2000
Total	£54,478

2. **Delivery of Our Common Place approach by Local Authority community engagement officer with expert support from Keep Britain Tidy:** A Local Authority contracts Keep Britain Tidy to provide 1 day a week of expert supervision from an Our Common Place team leader for a Community Engagement officer delivering the OCP approach. Under this model the Community Engagement officer would be employed and line managed by the Local Authority. The format of the supervision would be negotiated on setting up depending on what is needed. It is likely to involve at least the following:

- One week intensive training on Our Common Place approach (see option 3);
- Recruitment support (if necessary);
- Intensive one to one training and on the ground support during project initiation (see option 3 below);
- Monthly face to face supervision meetings;
- Access to daily support by phone and email as required;
- Training in Monitoring and Evaluation techniques and report writing including provision of appropriate resources;
- Free access to appropriate internal Keep Britain Tidy training days.

Similar to option 1, community engagement officers could combine OCP work with delivery of other activities.

Indicative costs:

Presented below is a breakdown of costs associated with the Our Common Place Team Leader delivering expert training and support for a council employed community engagement officer for a period of 12 months, excluding VAT:

Description	Cost
Our Common Place Team Leader 0.2 FTE (including overheads, employers National Insurance and pension)	£7592
Community Engagement Manager 0.05 FTE (including overheads, employers National Insurance and pension)	£1176
1 week intensive training, project initiation and set up	£2200
Staff travel and accommodation	£1630
Total	£12,598

3. **One week intensive training course delivered by Our Common Place team leader:** Keep Britain Tidy's Our Common Place team leader leads a five day intensive training and start up course for up to ten local authority staff (community engagement officers and relevant line managers as required). The course would cover:
- Theoretical underpinnings of the approach;
 - Training in community engagement methodologies;
 - Training in monitoring and evaluation techniques;
 - On the ground support for project delivery.

This one week training course would be followed up with **monthly catch-up's by teleconference** and **one further full day training/refresher session** with community engagement officers.

Under this model, the Our Common Place team leader would work cross-department with community engagement officers to increase efficiency in the delivery of core messages and consistency of approach. Depending on the model of service provision, it may be necessary to integrate community engagement officers from other local service providers and housing ALMO's.

N.B. The one week intensive training and start up course forms part of options 1 and 2 at no extra cost.

Indicative costs:

Presented below is a breakdown of costs associated with the Our Common Place Team Leader delivering expert training and monthly teleconference support for community engagement officers for a period of 12 months, excluding VAT:

Description	Cost
Our Common Place Team Leader 0.05 FTE (including overheads, employers National Insurance and pension)	£2026
1 week intensive training course	£2200
One day refresher training course	£600
Staff travel and accommodation	£800
Total	£5,626

4. **One day intensive training course delivered by Our Common Place team leader:** Keep Britain Tidy's Our Common Place team leader leads a one day intensive training course for up to four local authority officers and relevant line managers. The course would introduce the theoretical underpinnings of the approach and training on essential methodology.

Cost: £500 + travel expenses.



Material change for
a better environment



London Waste &
Recycling Board

Driving up performance – LBHF

London Boroughs of
Hammersmith
& Fulham.

Chris Noble.



WIT&P

Material change for
a better environment



London Waste &
Recycling Board

Flats Project 2010-2012

Chris Noble, Waste Services Development Manager
London Borough of Hammersmith & Fulham



hs&f

a cleaner, greener borough



Recycle

for Hammersmith & Fulham

Wf&P

Material change for
a better environment

The London Borough of Hammersmith & Fulham



London Waste &
Recycling Board

- Inner London Borough
- Population : 182,000
- Households: 81,000
- 73% of housing stock is flats or maisonettes
- Increasingly younger population
- UK's 6th most densely populated Borough
- 45% of residents "White British"




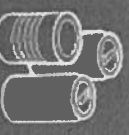
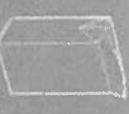


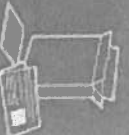
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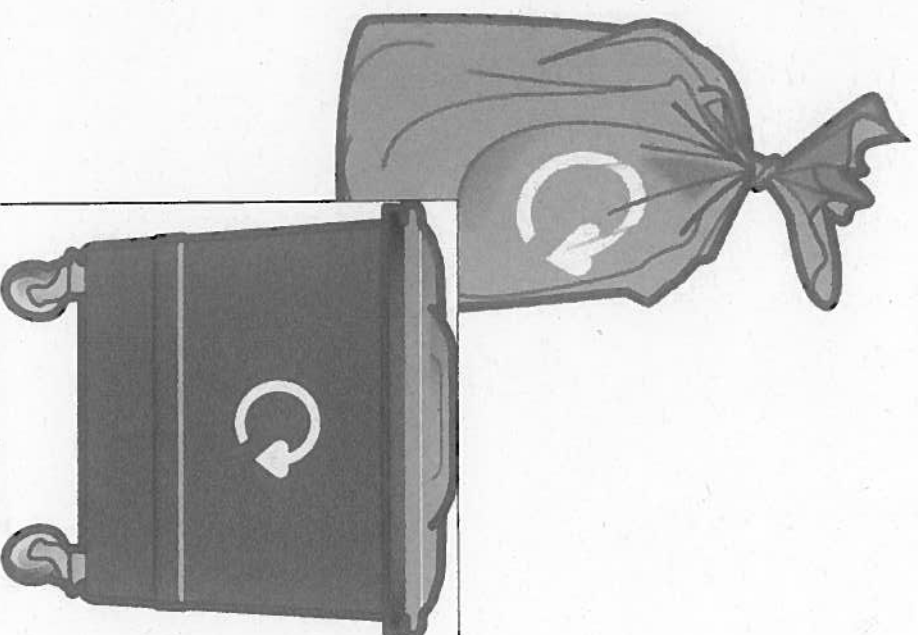


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Waste and Recycling in LBHF

- Recycling rate 30% in 2011/12
- No organic waste collection
- “Smart Sack” service from street level houses and mansion blocks (70%)
- “Smart Bank” service from estates and larger blocks of flats (30%)

					
aerosols	food tins & drink cans	cartons	mixed glass bottles & jars	household packaging	mixed paper & card



Wf&P

Material change for
a better environment

LWARB Flats Project Planning



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- Need to improve estate recycling recognised
- Flats Inventory – 250 blocks visited in 2010
- Bid compiled for LWARB fund, project expenditure £75k



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WRAP

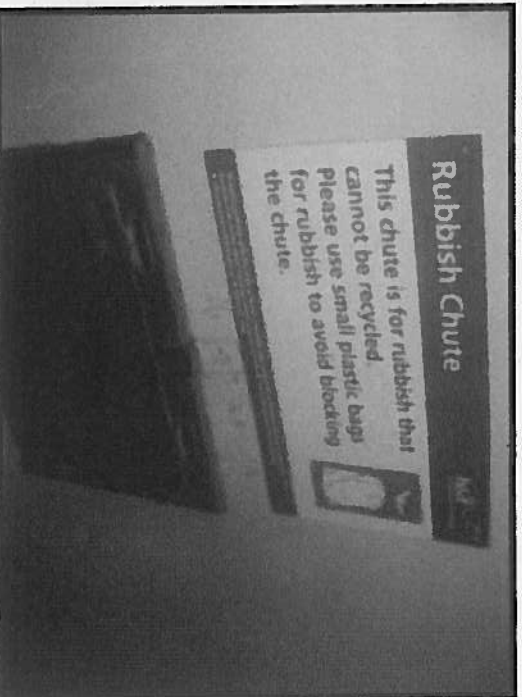
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Chute Conversions



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- Where two chutes close together
- 1500 households covered
- Chutes painted and new bins installed



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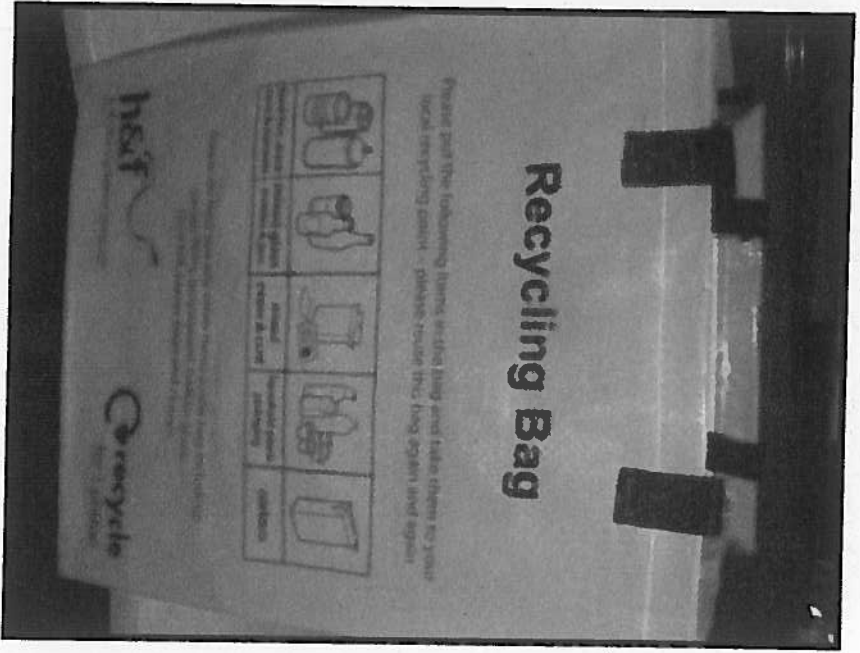
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Reusable Bags



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- Delivered to all residents using Smart Bank Service
- 24,000 households covered
- Pick up points set up for future provision



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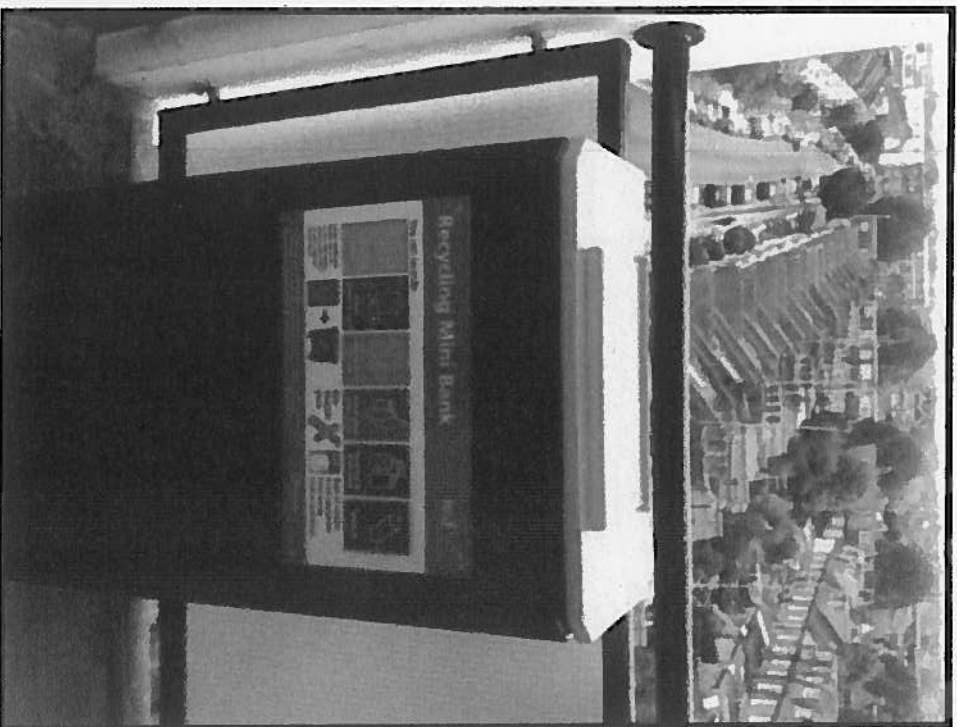
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Mini Banks



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- Most difficult to implement
- Located in communal areas and emptied by caretakers
- 500 households covered



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New Smart Banks and Updated Artwork

- In gaps identified on certain estates
- 500 households covered
- Artwork updated – WRAP icons and including plastic packaging



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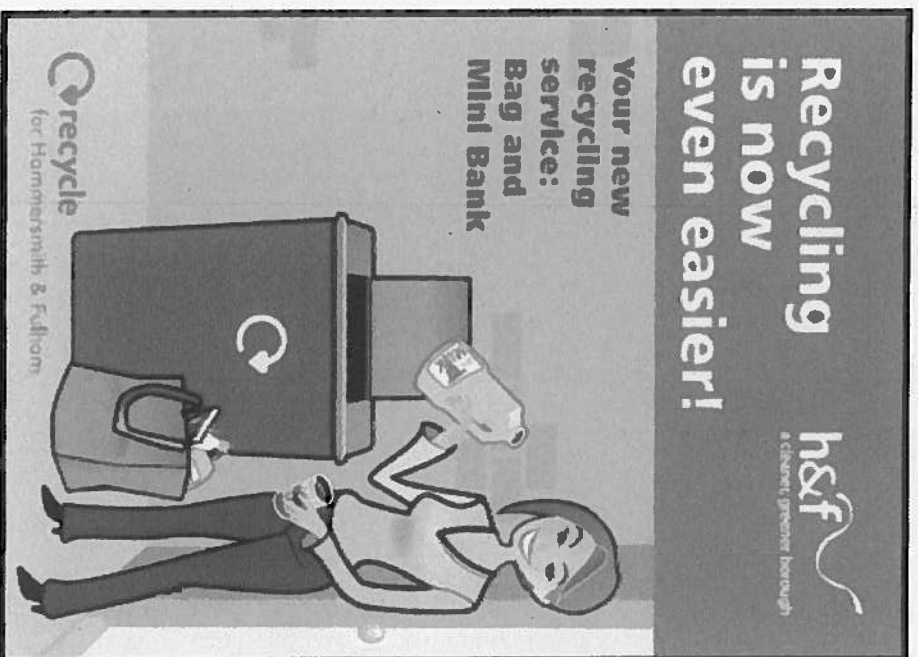
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Communications



London **Waste** &
Recycling Board

- RfL communications funding
- Stakeholder engagement – housing dept, residents, managing agents, TRAs
- Pre-Service letters
- Instructional leaflets – tested among colleagues



Communications



London Waste &
Recycling Board

- Doorknocking – 30% contact rate
- Online – website, twitter, e-newsletter
- Internal Training
- Adverts and articles in newspaper, council magazines, housing association newsletters

Thank you for talking to us about recycling

This card is a reminder of what you can recycle using your reusable bag and Smart Bank

How to use your recycling service

1. Use your bag to store recycling in your flat.
2. Take your recycling to your nearest Smart Bank.
Keep your bag - it can be used again and again.
3. Dispose of your rubbish as normal.

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Scheme Results

- Monitoring by fill rate

Element of Scheme	Target Annual Tonnage	Estimated Tonnage Increase
Chute Conversion	157	259
Mini Banks	4	2
Reusable Bags and Artwork	1009	292
New Smart Banks	26	43
TOTAL	1196	596

- Doorstepping post-project – 10% overall increase in residents claiming to recycle (chute locations 32% increase), 60% usage of reusable bags

Project Successes



- Flats Inventory, databases and photos
- Co-ordination between parties:
 - ✓ Serco, H&F Homes
 - ✓ Project Board
 - ✓ Local Knowledge
- Low contamination in chute recycling
- Savings through joint working (e.g. caretaker overtime) and joint procurement (e.g. reusable bags)
- Annual checking of all locations

Project Challenges and Lessons Learned

- Details! Bins under chutes too short, mini bank liners too small, mini banks not water tight
- Consider fire safety at earliest opportunity
- Mixed loads make it difficult to monitor
- Order more equipment than you need
- Engagement – TRA meetings and launch events
- Reusable bags – love ‘em or hate ‘em

