

	<p>London Borough of Hammersmith & Fulham</p> <p>COMMUNITY SAFETY, ENVIRONMENT & RESIDENTS SERVICES POLICY & ACCOUNTABILITY COMMITTEE</p> <p>4th NOVEMBER 2014</p>
<p>RECYCLING IN HAMMERSMITH AND FULHAM</p>	
<p>Report of the Divisional Director</p>	
<p>Open Report</p>	
<p>Classification: For PAC Review & Comment</p> <p>Key Decision: No</p>	
<p>Wards Affected: All</p>	
<p>Accountable Executive Director: Lyn Carpenter, Executive Director for Environment, Leisure, and Residents' Services</p>	
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1. EXECUTIVE SUMMARY

- 1.1. The Council's manifesto contains the following pledge regarding recycling: 'To review the Council's current recycling performance and ways of making it easier for residents to recycle, including community composting and food growing projects'. This paper sets out some background to the current position, and actions that are in hand or proposed to help our residents to recycle.
- 1.2. The Committee Chairman has also said that the Administration wants to make it easier for everyone to recycle as much waste as possible, to ask residents what they like and dislike about recycling in the borough, and to enable suggestions and debate regarding possible solutions.

2. RECOMMENDATIONS

- 2.1. This report is for information and comment.

3. INTRODUCTION AND BACKGROUND

- 3.1 There are two particularly important areas: generally, (and in common with many other local authorities), waste tonnages are going in the wrong direction: residual waste tonnages are going up, recycle is going down, and there is a marginal increase in the total amount of municipal waste collected by the Council. Added to which, the high levels of contamination rates being experienced by all four boroughs going into Smugglers MRF (Materials Recovery Facility), is costing a significant amount each year.
- 3.2 Collected recycling is falling for a number of reasons and not least as a result of less wasteful and lighter packaging and the rise of online print media, such as newspapers and magazines. However, total waste is not falling simultaneously and so the Council is devoting greater attention to the promotion of waste reduction initiatives, such as 'Love Food Hate Waste', washable nappies and community composting, as well as promoting recycling. Further detail on recent and planned activities is given below.
- 3.3 Recycling contamination is not helping matters as higher rates of contamination provide a higher risk of good recycling being spoiled and disposed of as residual waste as a result of contaminants, such as food waste, being spread throughout a collection vehicle, making it impossible for the contents to be sorted or rendering the materials undesirable to reprocessors as a result of their impurity. The Council is particularly focusing, therefore, on providing information about the negative effects of contamination to those in areas with the highest rates of contamination in general or identified as having a particular problem with food waste appearing in the recycling. Through reinforcing this message during the doorstepping campaign carried out in 2013, contamination in the target areas dropped from an average of 21% to 10% and it is hoped that the 2014 campaign might replicate, or even better, this. A concerted effort is also being made to identify serial misuse of our recycling sacks, i.e. by those using them simply as free rubbish bags, in order to stop supplies to those concerned. Finally, we are running an advertising campaign highlighting the importance of recycling only the correct materials. This features a series of cartoon characters, the 'non recyclables', and can be seen on the majority of our waste collection vehicles.
- 3.4 Over the last year there has been a decrease in contamination from approximately 19% to around 15%. There is a contamination action plan in place which tracks operational projects to reduce both sack and container contamination, internal and external communications, trade waste contamination and actions undertaken by Serco crews. A recent WRWA campaign portrays the most common contaminants as 'monsters'. As sample sizes are quite small, contamination rates are still volatile and budgeting is therefore prudent in this area.

Recycling figures

- 3.5 Although recycling figures are falling, they increased in Sept which is similar to previous Septembers in recent years:



	WM1 KG of residual waste per household	WM2 % H/hold waste sent for recycling/reuse/composting (not inc ash recycled)	WM3 % Municipal waste for reuse/recycling composting (exc ash recycled)	WM4 Municipal waste sent for recycling/reuse/composting inc ash recycled
Target	470kg	23.40%	18.30%	41.5%
April	38.89	21.07	14.96	37.37
May	42.96	19.96	14.89	36.43
June	38.50	21.27	14.43	35.92
July	41.14	21.15	14.66	36.65
Aug	41.32	17.99	14.17	40.26
Sep	40.15	21.33	15.23	38.20
Final 2013/14 Performance	481.23	21.67	15.43	39.02
2014/15 Year Projection	486.35	20.91%	15.32%	39.51%

Recycling contamination figures

- 3.6 Below is a summary of WRWA contamination sampling results for H&F loads from the beginning of April 2014:

	April	May	June	July	August	Sept
Overall contamination rate	15.03%	14.80%	15.27%	14.7%	14.16%	11.65%
Number of samples taken	20	19	19	23	20	22
Least contaminated Sample	2.83%	4.32%	2.54%	1.92%	5.20%	3.23%
Most contaminated sample	34.93%	29.74%	30.84%	51.9%	30.55%	27.76%
Resulting Charge	£21,110	£21,422	£22,602	£21,754	£16,846	£16,507

Consultation

- 3.7 The Annual Survey Residents' results 2013 showed improved scores for keeping public land clear of litter, local tips and household waste recycling centres. Refuse collection and doorstep recycling saw a similar result to the previous year, with a very slight drop in satisfaction of 1 percentage point.
- 3.8 **Satisfaction with doorstep recycling demographics**
 Area - 79% of those in the south of the borough felt satisfied with doorstep recycling. This is compared with 72% in the north of the borough.
 Age - 87% of those aged 65+ felt satisfied with doorstep recycling. This is compared with 67% of 30-44 year olds.
 Tenure - 77% of social renters felt satisfied with doorstep recycling. This is compared with 73% of owner occupiers.

- 3.9 Fieldwork for the 2014 survey will be conducted in October /November and results will be available in December 2014. Meanwhile, much work has been done to map recycling performance with demographic information. Limited information is available regarding suggestions for improvement, but officers extract what information they can to try to improve services as a result of feedback.

4. ISSUES AND PROPOSALS

- 4.1. The following are some of the key issues that present a challenge to increasing recycling:

Targets – the issues already discussed in this paper are in the context of the European requirement for the United Kingdom to recycle at least 50% of its household waste by 2020 without significant Government intervention, and in light of proposals from the European Commission to increase household recycling targets to 70% by 2030.

Transient population - the difficulty of communicating with diverse and mobile people (both residents and businesses), which is an ongoing task.

Communications methods – these need to be agreed with Members.

Budget – officers must plan communications spend according to finite and limited budgets available.

Commercial waste – the focus is mainly on domestic waste (as targeted by the EU), but there are also concerns about capturing clean and dry recycling from businesses, and minimising the unpaid-for commercial waste that ends up in the ‘black bag’ waste stream that the Council then collects and pays for to dispose.

Waste Framework Directive ‘TEEP’ Regulations - officers have undertaken a ‘TEEP’ (Technically, Environmentally and Economically Practicable) test to check H&F’s compliance with the Waste (England and Wales) (Amendment) Regulations 2012. These are designed to implement the requirements of the EU’s Waste Framework Directive with regard to the handling and processing of certain recyclable materials. The aim is to ensure that materials collected as recyclables are in fact recycled and not disposed of in another way, and that the quality of the recyclate is high. The Directive considers this requirement from the starting point that Waste Collection Authorities should collect recyclable materials, and in particular paper, glass, plastic and metals, as separate waste streams. At first sight, therefore, this appears to preclude commingled collections as made by Hammersmith and Fulham. A separate report is being presented to this Committee regarding the outcome of the ‘TEEP’ assessment. The recommendation in that report is that approval be given to continue collecting recyclables in commingled form, i.e. make no changes to the current system of collection.

4.2 Recent and proposed activity to engage residents in recycling

- **Doorstepping**

During November, a team of volunteers will be 'doorstepping' (doorknocking) kerbside properties (not flat or estate properties) in certain underperforming areas of the borough in order to promote waste reduction and recycling. The areas are in the Wormholt and Askew Road wards as the recycling target in these wards is generally lower than other parts of the borough.

- **White City**

White City container recycling collections produce the highest levels of contamination in the borough. There are a range of projects being applied across the estate to identify which are the most effective. These include:

- Use of reverse containers – traditionally, the lid opening and aperture are both on the front of the bin. Reverse bins have the lid opening at the rear of the bin with the aperture for deposit at the front.
- Central location containers – it has been found that people who do not wish to recycle will place their waste in the nearest container - which may be for recycling. By relocating containers to a central point, residents who wish to recycle tend to proactively participate.

- **Preparation of bids for the DCLG's recycling reward scheme**

Officers have recently been working on options for applications for funding under the above scheme. It is intended to make two submissions.

1: An area based trial food waste trial collection scheme in the north of the borough – costing £211k in year one and providing the opportunity to gauge success and consider whether it could be rolled out borough wide;

2. A recycling communications and incentive scheme to encourage greater participation in existing recycling schemes alongside the provision of some new community recycling facilities – costing £60k in year one

A Cabinet Member Decision is awaited on this matter.

- **Leafing Programme**

As part of Serco's contract, additional resources are brought in each Autumn to deal with leaf fall. A leafing plan, submitted by Serco, commenced in October. Environment Agency guidelines advise that street leaf sweepings are not suitable for producing compost (due to heavy metal content) but leaves from parks and gardens are. On this basis, Serco will collect street leaves as waste whilst the leaves from parks will be collected for compost. The diversion of 350 tonnes of leaves to waste results in a 0.1% decrease in the recycling rate.

- **Communications**

Latest communications activities and those that are forthcoming include:

So far in 2014:

- Social media campaigns – mainly Twitter
- Contamination stickers used to alert residents to co-mingling

- Promotion of the Report It! app for residents
- Stall at Play Day in Ravenscourt Park
- Campaign for bulky waste collections with London Re-Use
- Student volunteer day at Imperial College

Activities planned for the remainder of 2014:

- Door-knocking campaign in problem areas (funded by RWR)
- Stall in Kings Mall to engage with local residents (staff costs only)
- London Re-Use campaign to expand to new liveries on new bin lorries and street cleaning vehicles (LRN funded)
- Major Christmas leaflet campaign on Xmas collections
- A targeted paper and glass campaign (funded by LWARB – being finalised)

Budget:

The available budget for communications is around £7,500k, which will mainly be spent on design/print/distribution of Christmas collection leaflets. This could involve targeted leaflets or generic H&F leaflets.

Ideas for a targeted communications project:

Officers are planning how to incorporate some targeted communications within the Christmas collection leaflets, within existing pressured budgets, and given that there is no traditional print media in the borough to carry Christmas collections information. As the intention is to deliver 80,000 x A5 folded leaflets to every residential address in H&F, it seems an apt time to try to incorporate some key messages for residents in particular areas. It could include specific messages to residents on housing estates, where problems with Smart Banks and contamination continue to have a negative financial impact.

- **Community Composting**

A community composting scheme was introduced by Groundwork on Queen Caroline Estate in 2013 whereby residents volunteered to participate in on-site composting. The site was handed over to residents to manage in October 2013, and residents continue to dispose of their food waste and run the facility whilst the Council continues to provide materials to support the composting process. Officers are currently seeking further opportunities with Groundwork for estate composting.

4.4 Residents' Surveys

In October 2013, an action plan was implemented based on feedback from resident survey data. Ensuing actions included amending pages on the website to provide more information on different types of materials, update of the FAQ area of the website, a link to the WRWA website to reduce contamination, and revised leaflets to include contaminants.

4.5 In the 2013 doorstepping report, there was a large number of comments related to sack distribution. Consequently, officers updated the relevant

website information on how to obtain sacks, and visited all sack distribution points to ensure availability. An example of the recycling sack leaflet is given below:

We have switched from orange to clear sacks to encourage residents to recycle responsibly and allow recycling collectors to clearly spot items that cannot be recycled.

Clear sack collections:

- 1) Please fill your clear sack with CLEAN and DRY items for recycling.
- 2) Put your clear sack out for collection in your front garden or outside your property where it is clearly visible, ONLY after 9.00pm on the day before your collection day or before 6.00am on your collection day. We collect your recycling and rubbish on the same day, using a one pass collection vehicle. The vehicle has two compartments to keep the recycling and rubbish separate.
- 3) Be careful - If the wrong items are found in your clear sack it may not be collected until the wrong items are removed.



Destination of clear sacks:

All clear sacks are initially taken to our Materials Recovery Facility in Wandsworth. If they contain the correct recycling materials in a clean and dry condition the content will be separated and then bound with similar materials. These bales can then be taken to reprocessing plants to be turned into new products.

If they contain the wrong items the contents can damage our sorting machinery and can 'contaminate' whole loads of recycling. A contaminated load costs nearly seven times as much to dispose of than if it were recycled. This is because the content then has to be separately bulked and loaded onto barge containers to transport it down the Thames to an Energy from Waste facility in Bexley.

If in doubt, leave it out!

Clear sack deliveries:

We deliver packs of clear sacks at regular three month intervals. Please check the website for our delivery schedule and more information on where to pick up additional sacks if you need them between collections.

For further information:
www.lbhf.gov.uk/recycling • cleaner.greener@lbhf.gov.uk • 020 8753 1100

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4.6 In September 2013 to January 2014, Citizenspace was used to gauge resident feedback on the clear sacks and contamination. From the small sample set, although residents knew what was recyclable, there was still uncertainty over what was classed as contamination. Much publicity has taken place on this topic. However, the advice from WRWA is now to focus on increasing recycling. The emphasis is therefore moving away from the 'monster' contamination graphics (for food, nappies, shredded paper etc) to a recycling 'superhero' (an example of the 'super hero' leaflet to be used for doorstep is below).



Contact Hammersmith & Fulham Council:
 t: 020 8753 1100
 e: cleaner.greener@lbhf.gov.uk



We've made this handy guide for you to put on your fridge so that you can refer to it when you are unsure about what you can put in your recycling sack or recycling bin. Recycling is an easy way for us all to make a real difference to the environment and it will help save the Council money that can be better spent on other Council services, so please recycle as much as you can.

What happens to my recycling?

Your recycling goes to a Materials Recycling Facility in Wandsworth where it is sorted into different material types. The materials are then baled and most are sent to locations in the UK to be remade into something new. Some materials are exported because of a shortage of demand in the UK. These exports are strictly controlled.

For more information visit nonrecyclables.com

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5. OPTIONS AND ANALYSIS OF OPTIONS

5.1 These have been outlined in section 4.

6. CONCLUSION

6.1 Many of the key challenges associated with trying to raise recycling levels have been set out in this paper. It is worth noting that, in addition to the various activities highlighted, ongoing communications seem to be crucial in reaching the diverse population, and capturing the transient audience. The Committee's views are welcome.