



London Borough of Hammersmith & Fulham

COMMUNITY SAFETY, ENVIRONMENT & RESIDENT SERVICES POLICY & ACCOUNTABILITY COMMITTEE

3rd February 2015

RECYCLING IN HAMMERSMITH & FULHAM

Report of the Executive Director for Environment, Leisure and Residents' Services

Open Report

Classification: For Information

Key Decision: No

Wards Affected: All

Accountable Executive Director: Lyn Carpenter, Executive Director Environment, Leisure and Residents' Services

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1. BACKGROUND

- 1.1 On 4 November 2014, the Committee received a report outlining current recycling arrangements and options for the future.
- 1.2 A number of suggestions were made during this meeting and this short report responds to them.

2. INCENTIVISATION

- 2.1 The Committee noted that recycling rates were a concern and that targets were not being met. It was suggested that the Council should explore implementing an incentive scheme similar to that used in Windsor & Maidenhead to encourage people to recycle more of their waste.
- 2.2 The Council has recently submitted a bid to DCLG for funds to operate an incentivised food waste collection service, along with a community-based 'adopt

a site' recycling bank scheme. A decision on this application is expected some time in January.

3. COMMUNICATIONS

3.1 The Committee also suggested on 4 November that the Council's communications need to include information on the financial cost of not recycling, alongside the environmental reasons.

3.2 Officers have researched recent behavioural studies which suggest that :

- Education alone will not change behaviour.
- Information needs to be presented in a tangible, personalised and interactive manner
- Unique messages are required for each audience. Knowing your audience is a key factor in changing behaviour
- You do not have to change attitudes to change behaviour. Attitudes follow behaviour; they do not predict it. Behavioural expectations should be set.
- Social norms are some of the biggest influences on behaviour

Officers intend, therefore, to work with the communications team to prepare campaigns broadly based on these findings.

4. SUBSIDISED SCHEMES

4.1 It was highlighted on 4 November that the Council used to fund initiatives such as free re-usable nappies and home composting. Officers agreed to check whether these schemes were still in place.

4.2 The Council, in association with RBKC, currently promotes the use of real nappies via 'Nappy Natters' held at Fulham Library. These Nappy Natters provide both existing and expectant parents with all the information needed to get started, such as which nappies to buy, how to use real nappies, and washing and drying tips. Parents living in the borough are entitled to a £45 Real Nappy Voucher, subsidised by the Council, which can be used to purchase any real nappies and related accessories from the Washable Nappy Company.

4.3 The Council is currently a partner in the successor to the National Home Composting Framework, as operated by Straight Recycling, whereby a number of different composting related products are offered to residents at subsidised rates.

5. POPULATION TRANSIENCE

5.1 The Committee discussed the implications of the borough having a large transient population with 40% of homes being privately rented. It was asked whether the Council should focus on engaging with landlords and making it their

responsibility to communicate with their tenants. Officers agreed that this approach would help, but explained that it was very labour intensive as it would require constant reinforcement. The Committee asked for officers to provide further details on what information was currently going to landlords.

- 5.2 At present, recycling information isn't sent directly to landlords. Information on waste collection and recycling is provided within the communications sent in annual Council Tax updates but landlords have no direct responsibility to educate new or existing residents.
- 5.3 Work has been undertaken over the last 18 months to highlight and understand transient populations and how they interact with waste services. Areas of high transience have been identified and an understanding of geo-demographic difference built. This research has the potential to identify target/pilot areas in which to contact landlords. There is the possibility to create 'new resident' packs and monitor landlords communications with their tenants; however this would be extremely rigorous work given the high turnover of residents in LBHF. In addition to approaching landlords, this work will enable knowledgeable, pro-active actions such as the location of new clothing banks and the identification of areas most in need of recycling communication initiatives. Officers are also seeking advice from the Waste Resources Action Programme (WRAP) about communicating with transient populations.
- 5.4 Officers will therefore work with housing colleagues and the relevant Tenant Management Organisations to ensure a more joined up, proactive approach in this area.