



Resource London

Resource London – Who are we?

- Five year government funded partnership programme established in 2015
- We aim to:
 - Reduce London's waste footprint and reinvigorate recycling to make a significant contribution towards the Mayor's ambition for London to achieve 65% recycling by 2030; and
 - Make a significant contribution towards England achieving its 50% household waste recycling target in 2020.

The issue

Flats services yield less recycling than average low rise properties – normal referenced as approx. 50% *

Large number of flats and increasing (comprising up to 80% of housing stock in some London boroughs)

Large £ spent on improving flats services over past 15 years

General lack of reliable performance data

Flats services fit operational constraints rather than what residents need

Want to know what cost effective and replicable improvements can increase recycling

*As a result of the project we now know this to be much lower

The project

- **Partnership** between Peabody Housing Association & 6 inner London boroughs
- Testing a Minimum Standard Service & 5 **resident focussed** interventions across 10 estates (+2 control)
- To find **replicable interventions** to increase recycling rates

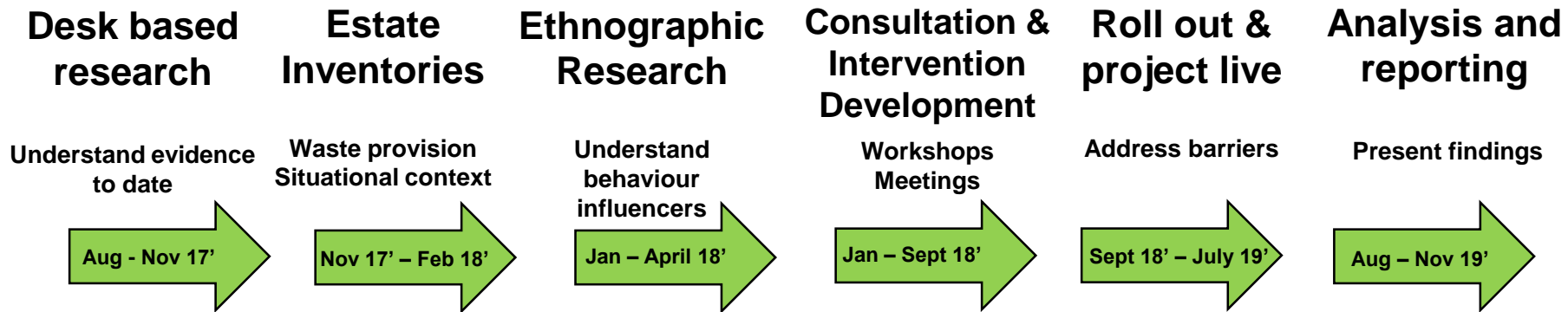


Minimum Standard Service – all estates



Interventions - layered

Project development

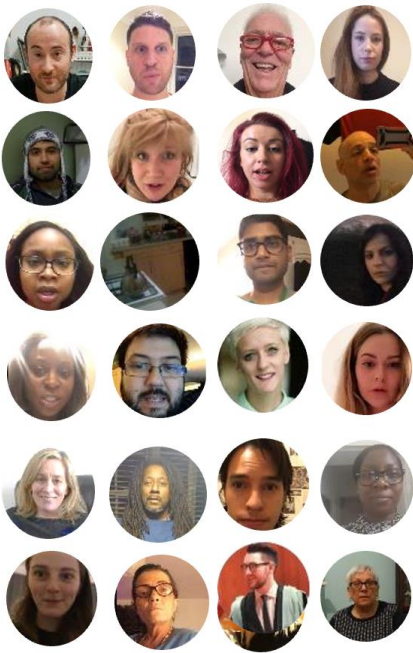


<https://vimeo.com/revealingreality/review/358086371/cd4124e75b>

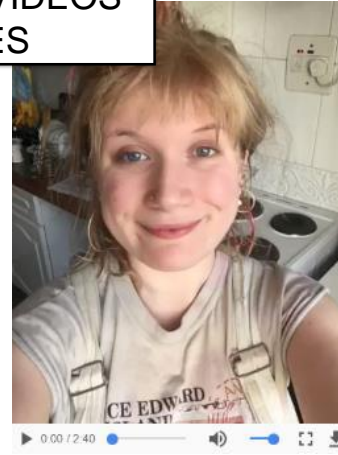


Resource London

Ethnographic research gathers a large volume of data to create a more complete picture of behaviour

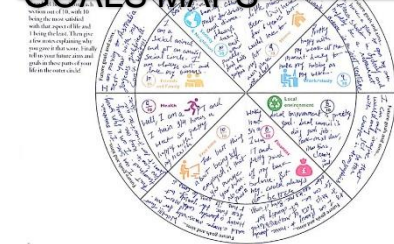


SELFIE VIDEOS & DIARIES



PHOTOGRAPHIC 'CHORES' JOURNALS

PERSONAL PRIORITIES AND GOALS MAPS



HOTSPOTS AND 'GROTSPOTS' IN LOCAL AREA



Ethnographic research

Key findings

- Many different reasons why people were not recycling effectively.
- Some were recycling inconsistently, some were recycling incorrectly and some were not recycling at all.
- The findings suggest that in order for people in purpose-built flats to recycle, three conditions must be satisfied:



- These conditions are interdependent. If any one or more of them is not met, it will undermine the other two.

Minimum standards

All 12 case study estates have been brought up to a minimum service standard as follows:

Operational

- Take plastic carrier bags
- Appropriate aperture on the bins for residents needs
- Collect a full range of dry recyclables
- Clean, well maintained bins and bin areas (residual & recycling)
- Appropriate collections to prevent overflows (residual & recycling)
- Appropriate recycling capacity
- Convenient bins (in high foot fall areas)

Communications

- Clear and visible signage on all bins & at bin storage area
- Posters highlighting recycling messages – in central internal location (e.g. notice board)
- Yearly recycling communication (leaflet) to resident
- Provide residents with information bulky waste options



Before roll out



After roll out



Tenant recycling information pack

Motivation

Knowledge

A5 4 page booklet
Notepad & pencil
Questionnaire & prize draw



In-home storage solution

Motivation

Ease



Pack includes: Information card, 1 x roll of sacks and 2 x hooks



Dispensers with free sacks



Hooks in action

Feedback mechanism to residents



Motivation

Knowledge



More, smaller bins

Motivation

Ease



Emotive messaging

Motivation



Key Findings (1)

- ✓ **26% increase** in the overall recycling rate (2.7% point change)
 - Still low at 13.4%
- ✓ **22% increase** in overall capture rate (8.6% point change)
 - All materials increased, especially glass and plastics
 - Still low at 46.8%
- ✓ **24% decrease** in overall contamination rate (7.2% point change)
 - Still high at 23.4%

The project engaged some residents to recycle for the first time and got some residents recycling more consistently.



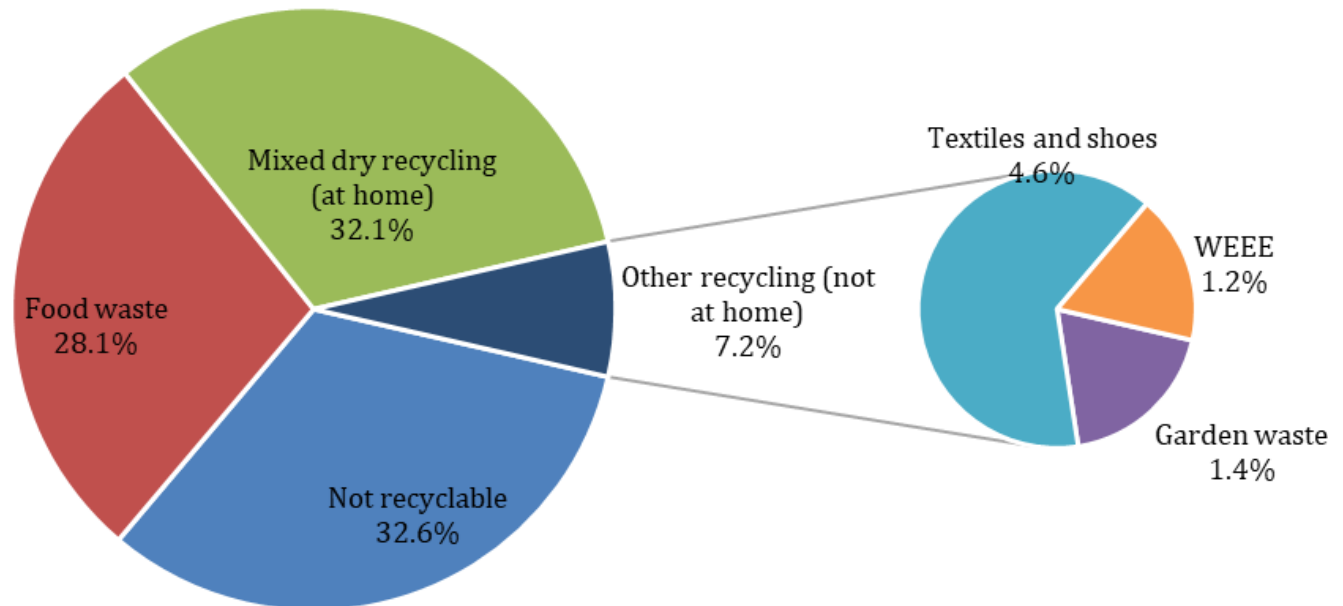
Key findings (2)

- **Wide variability in the standard** of recycling services – all need improvements
- **Minimum Service Standard (MSS)** to improve visual quality & usability of bins was biggest influence on performance
- A **limiting factor** to higher capture rate change is the proportion of **15-34 year old's** and rental
- Widespread evidence of **incorrect or uncertain knowledge** about items to recycle – 26% of the recycling (by weight) is **contaminated**.
- Little evidence that the main interventions impacted performance, (likely to be because the MSS had a bigger impact). The **in-home solution bags most effective** at increasing self reported recycling behaviour.



Key findings (3)

- The maximum achievable dry recycling rate is 32% (60% with food)
 - 7.2% recyclable (but not currently at home)
 - 4.6% textiles/shoes
 - 1.4% garden waste
 - 1.2% WEEE



Key findings (4)

- Waste composition

Material	% by weight for London (as per the London Environment Strategy)	% by weight Peabody estates
Food	26%	28.1%
Main dry recyclables (paper/card, PTT, cans and glass)	40%	32.1%
Other recyclables (WEEE, textiles)	9%	5.8%
Garden waste	10%	1.4%
Other (non-recyclables)	15%	32.6%
Maximum recycling rate	85%	67.4%



Next steps

- **Launch event**
 - Report and toolkit for improving recycling performance in flats (November)
 - Late November on one of the project estates - inc. photo call
 - Press release – trades
 - Social media
- **Podcast** – November
- **National webinars** - January



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