

Association for Public Service Excellence

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Reduce, Re-use, Recycle Initiatives to reduce waste and improve recycling

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London's growth opportunity**

Waste Arisings in LBBD

- **Barking and Dagenham an outer London Borough**
 - **Households 74,350** (Low rise 58, 000, 16000 Flatted properties)
- **Our borough produces roughly 65 thousand tonnes of domestic waste per year.** This equates to roughly 0.87 tonne of waste per household a year
- **Last year we recycled 22,640 tonnes of recycling putting LBBD's recycling rate at 26%** (up from the 2015/16 rate of 18.9%)

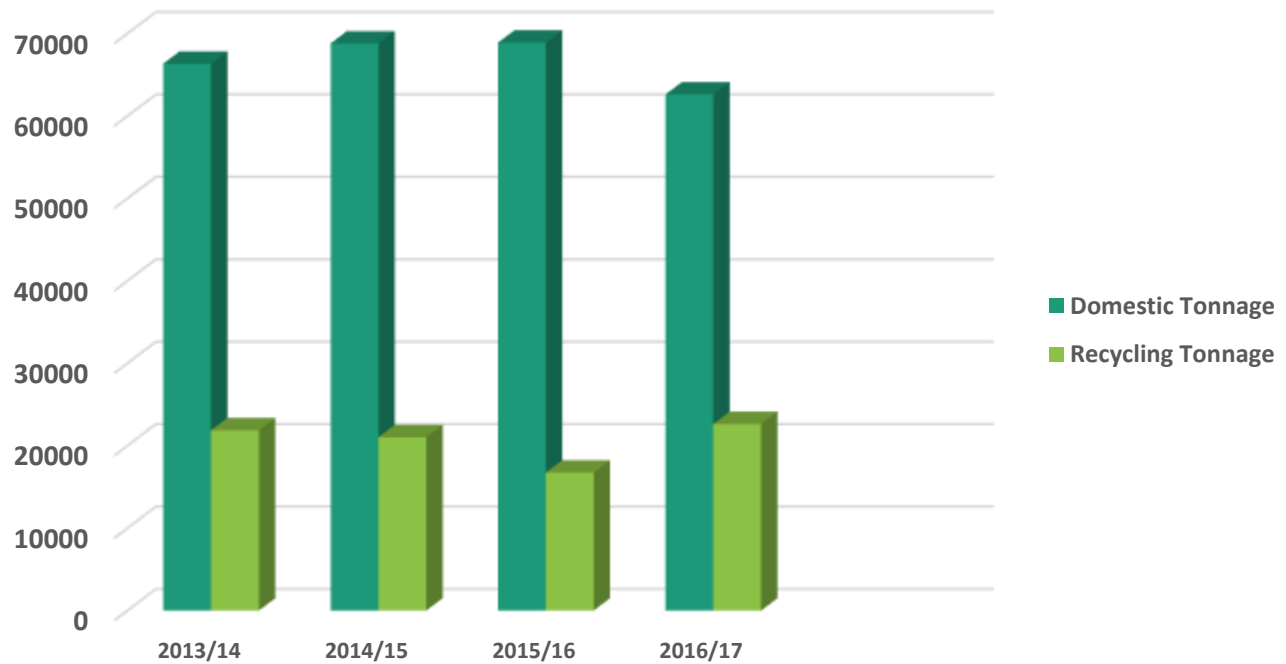
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History of Waste in LBBD

- Traditionally, waste in this area had been landfilled
- 2002 – ELWA Waste Disposal Contract with Shanks (Renewi)
- Integrated Waste Management Strategy = upgrade 4 x RRC's & Build 2 x Bio MRF's
- Waste disposal costs us approximately £11 million annually

Waste Arisings in LBBD

Household Waste Arisings and Recycling Performance including Reuse and Recycling Centre Tonnages, 2013-2016/17



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Key Challenges

- Growing Borough
- Side Waste
- Contamination
- ELWA Contract
- Collection difficulties

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Key Challenges

Growing Borough

- **LBBD** is one of the fastest growing borough's in London with population growth outstripping all predictions
- **Growing population** continues to put strain on public services such as waste, housing, infrastructure - On average around 2.3% growth since 2008
- **Borough Demographic shift**, More transient population
- **High Levels of Deprivation** LBBD is one of the most deprived area of London

Change in Population

Year	LBBD Population	Percentage Increase
2008	172452	2.02%
2009	177580	2.97%
2010	182838	2.96%
2011	187029	2.29%
2012	190560	1.89%
2013	194352	1.38%
2014	198294	2.03%
2015	202000	1.87%
2016	206500	2.23%

Change in Number of C. Tax Dwelling

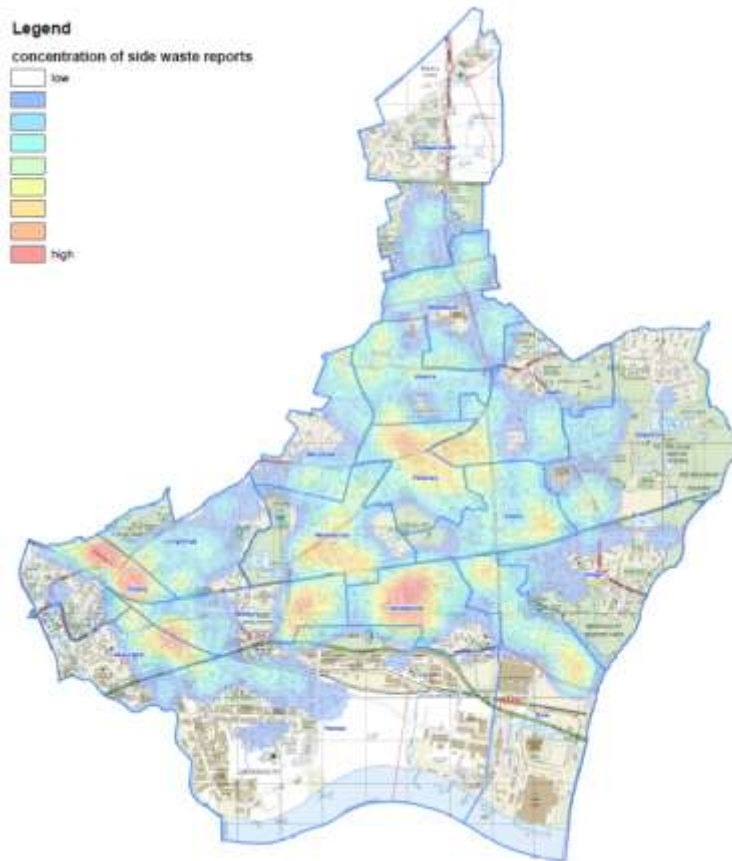
Year	Dwelling Stock (C. Tax)	Percentage Increase
2012	71860	0.53%
2013	72300	0.61%
2014	72320	0.03%
2015	73360	1.42%
2016	74350	1.33%
2017	74707	0.48%

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Key Challenges

Side Waste

- In 2015/16- 8752 Households presented side waste at least once a year



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Key Challenges

Contamination

Household Waste

- **General household waste bin contains;**
 - 40% of food waste with 48% of this food waste being compostable.
 - 9% of paper, with 64% of this paper waste being recyclable.
 - 5% of card and cardboard, with 77% of this waste being recyclable.
- **Composition analysis shows-** Non-target contamination included mixed plastics, plastic film, and textiles, whilst non recyclable included large amounts of garden waste and spoilt food .



Key Challenges

Contamination

Recycling

LBBD have primary MRF rejection rate of over 40% of the recycling inputs. Contamination is the key factor affecting the quality of our recyclates.

Key contaminants of Recycling bin are

- ✓ Non Recyclable Paper – 3.18%
 - ✓ Plastic Films – 1.96%
 - ✓ Other Plastics – 11.68%
 - ✓ Non Recyclable Glass – 4.97%
- Remaining 79% (Food, Domestic, Textiles)



Key Challenges

ELWA Disposal Contract

- **In December 2002**, through the ELWA partnership, LBBB entered into a 25 year integrated waste management contract with Shanks Waste Management Limited.
- This provides little incentive to increase recycling as, a single blended rate is paid for all collected wastes delivered for treatment be this for recycling or disposal.



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Key Challenges

Collection Difficulties

- Presentation issues
 - ✓ Not presented at boundary of the property
 - ✓ Additional recycling and card board
 - ✓ Bin overflown or heavy
- Access /Banjos and narrow roads
 - ✓ Car parked on road side, Narrow roads
- Space issues
 - ✓ No driveway or front garden
- Flats above shops
- Multiple bins

What are we doing ?

 reduce

 reuse

 recycle

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What are we doing ?

Behavioural Change Initiatives

Waste Minimisation Campaign

- Community outreach roadshows, public talks, and reuse workshops etc
- In last 2 years team delivered 215 community outreach events to inspire and educate resident on waste prevention and recycling best practices engaging with 19,300 people directly.



Feedback to outreach activities

Schools

"I just wanted to get in touch to say "thank you for delivering roadshows and workshop at our schools during recycling week. It was a great success, and so far, we've been receiving lots of positive feedback from pupils and parent. Pupils were clearly very engaged in the reuse activities, and it's great to see important information conveyed in a clear and exciting way both parents and pupils"

**Mrs Sue Newman, Family Liaison Officer,
St. Margaret's CE Primary School**

Hard to reach groups

"I feel motivated to recycle more and more and waste less because we have seen how recycling is very important to keep our environment clean"

Nafisa Ali, Adult College, Barking

"I learnt more about reusing because it is important to give it to people if you do not want something ".

Nilsa Carvalho, Adult College, Barking

"I liked it. This information will help me and my family"

Nurun Nahan, Barking and Dagenham College

What are we doing ?

Behavioural Change Initiatives

Engaging with Hard to Reach Groups

- **Youth Groups-** Engaged with hard to reach groups while working in partnerships with, Clean Up UK, Youth Charity “The Challenge Network”, Barking College, Adult College, Care Services and charitable organisations working for adults with learning disabilities.

“The group really enjoyed their day, and were saying how they were surprised at how they managed to overcome their initial fears and get stuck in. Thanks for that! Hopefully NCS will work with you more extensively in the future, it was a great experience.”

Joe Rothwell Mentor Challenge Network

- **New movers with language barriers-** Delivered talks to raise awareness of waste and recycling amongst new movers who are taking ESOL (English as a second language) and working with the teachers to maximise accessibility to waste prevention messages.

What are we doing ?

Behavioural Change Initiatives

No side waste Policy and Enforcement

- Warning letters sent out to all resident who produced side waste.
- Fixed Penalty Notice of £80 to household producing more than one grey bin of rubbish a week.



What are we doing ?

Slim Your Bin

In 2017, LBBD launched a borough wide Slim Your Bin communication campaign to encourage and support residents to minimise waste and recycle more

- 1 Tonne of Waste toured the whole borough – to help residents visualise how much waste they produce
- Launched a brand new website with helpful tips and tricks on how to minimise waste and recycle more :
<http://slimyourbin.com/>
- New communication strategy being developed to retain “Slim Your Bin” message – food waste reduction first target.

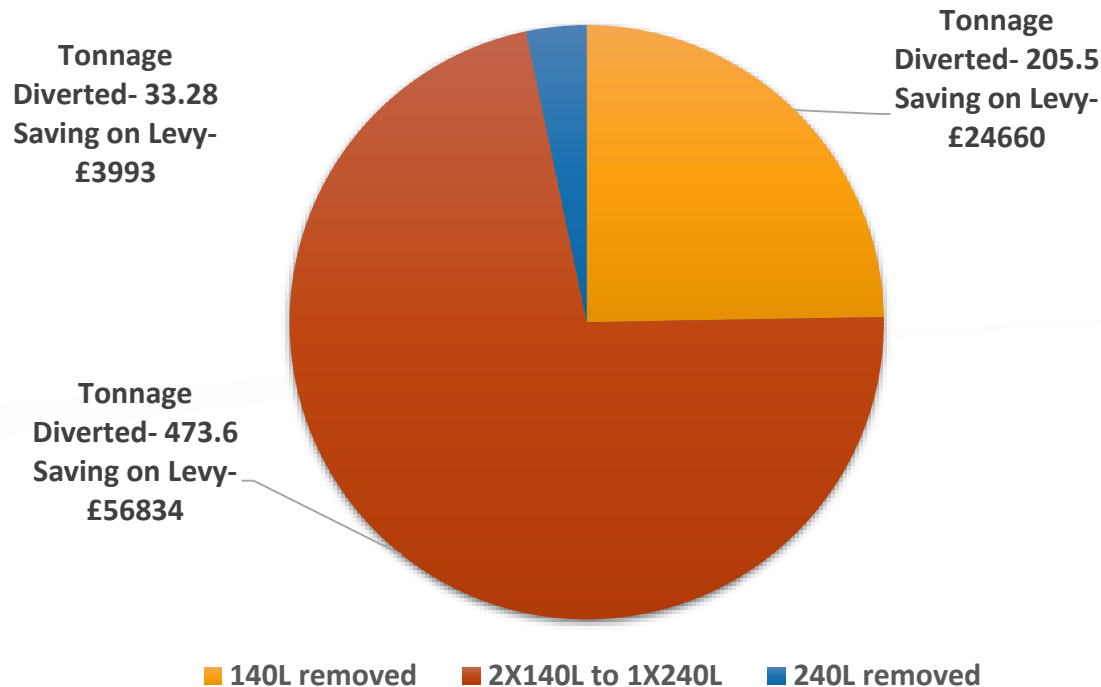


What are we doing ?

Waste Minimisation Campaign

- Bin Rationalisation

- Through bin rationalisation initiatives, team stopped or swapped around 1038 bins in the borough, which resulted in diversion or reduction of 712.4 tonnes of waste each year. This helped team saving £85,488 on Levy fee.



What are we doing ?

Green Garden Waste

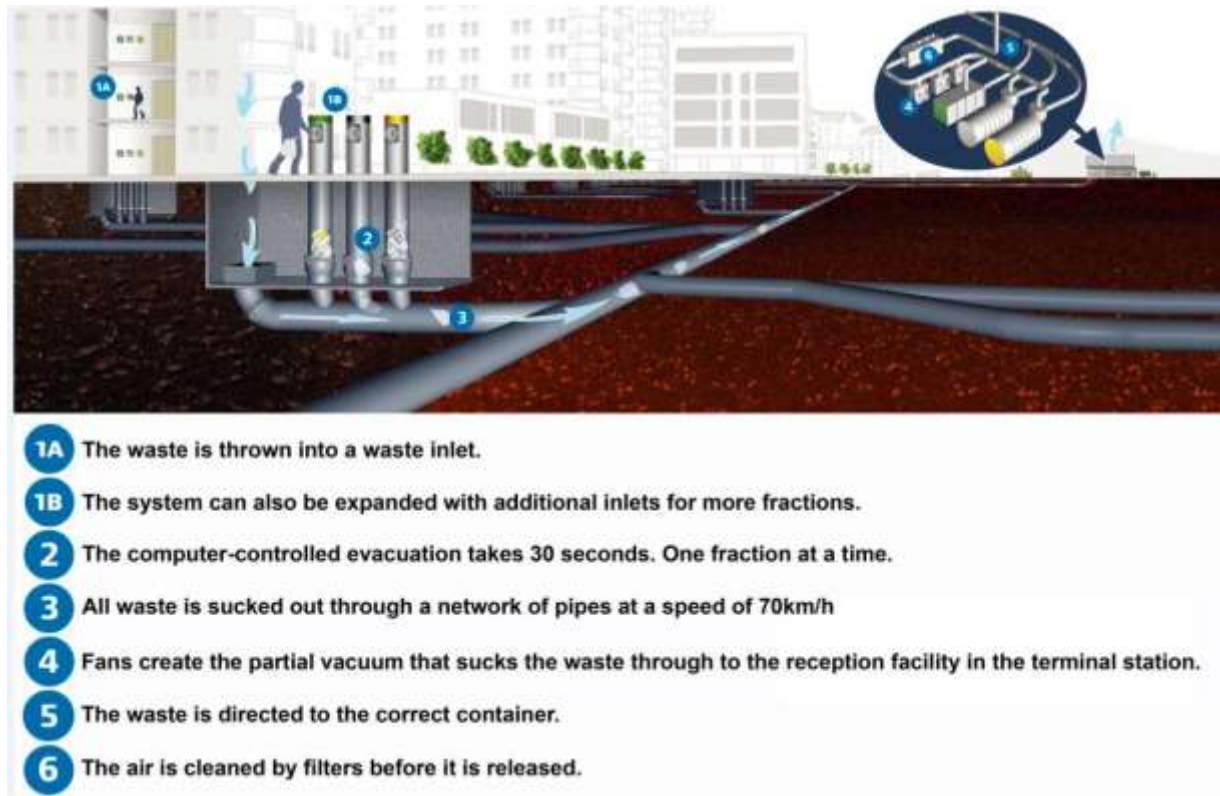
- LBBD Launched a subscription based Green Garden waste collection service in April 2016
- Over 7,400 residents subscribed to the £40 per years fortnightly service in 2016-17
- To cease the free GGW collection, savings of £220,000 made by the department to be used in running the other services efficiently.



What are we doing ?

ENVAC Underground Waste Collection

- Consultation is in process to introduce an underground pneumatic waste collection system at Barking River Side, which will be supplied and installed by ENVAC



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What are we doing ?

Supported and assisted local delivery of national campaigns

- Recycle Week and Love Food Hate Waste campaigns (funded by Resource London).
- Clean for the Queen
- Big Tidy Up
- Great British Spring Clean
- Slim your bin Campaign
- Love your Clothes Campaign (Sewing Workshops)
- WEEE Campaign (Restart Parties funded by Valpak)



The Future of Waste in the Borough

- Barking and Dagenham Renewed Municipal Waste Strategy (2016-2020) with a robust Communication Plan
- Behavioural Change Initiatives
- Encourage Schools through KBT Eco-Schools Scheme
- Household Waste Reduction (6% Year on year)
- Achieve the London average recycling rate (currently 32%) by 2020.
- Achieve 700 commercial customers by 2020
- Increase the number of garden waste customers

The Future of Waste in the Borough

➤ **Operational Efficiency**

Achieve a 99% collection rate for residential and commercial services for the period 2016 – 2020.

➤ **Collection Methods**

To change collection methods and explore opportunities of using twin stream vehicles

➤ **ELWA Contract**

ELWA waste disposal contract is due for renewal in 2027, an opportunity to address some of the current concerns.

Discussion and Q&A



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