

A1 Waste Prevention and Recycling in North London

Draft

North London Waste Authority
**North London Heat and Power
Project**

Waste Prevention and Recycling
in North London

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NLWA

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Executive Summary

North London Waste Authority (NLWA) provides a wide range of waste prevention activities, strategic recycling communications work, and contracted services for the treatment of mixed dry recyclables and mixed food and green wastes. Since 2012/13 NLWA has managed the operation of the majority of the re-use and recycling centres (RRCs) in its area, and has increased recycling performance at these RRCs.

This report sets out the above areas of activity in detail, but the key highlights of each area are:

Waste Prevention

- 2006 - first Waste Prevention Officer appointed;
- 2012 - full NLWA waste prevention team of four officers appointed, having had externally funded and contracted support for three years;
- Budgets of c.£350k p.a.
- c.10,000 people contacted p.a.; and
- NLWA has also won a number of awards for its waste prevention work:
 - 2012 Best Waste Minimisation Project (finalist)
 - 2012 Bronze Zero Waste Award
 - 2013 Gold Zero Waste Award
 - 2013 LARAC Best Waste Minimisation Project (finalist)
 - 2013 CIWM Best Waste Minimisation Programme (finalist)
 - 2013 Awards for Excellence, Best Waste Minimisation Initiative
 - 2014 LARAC Best Waste Minimisation Programme

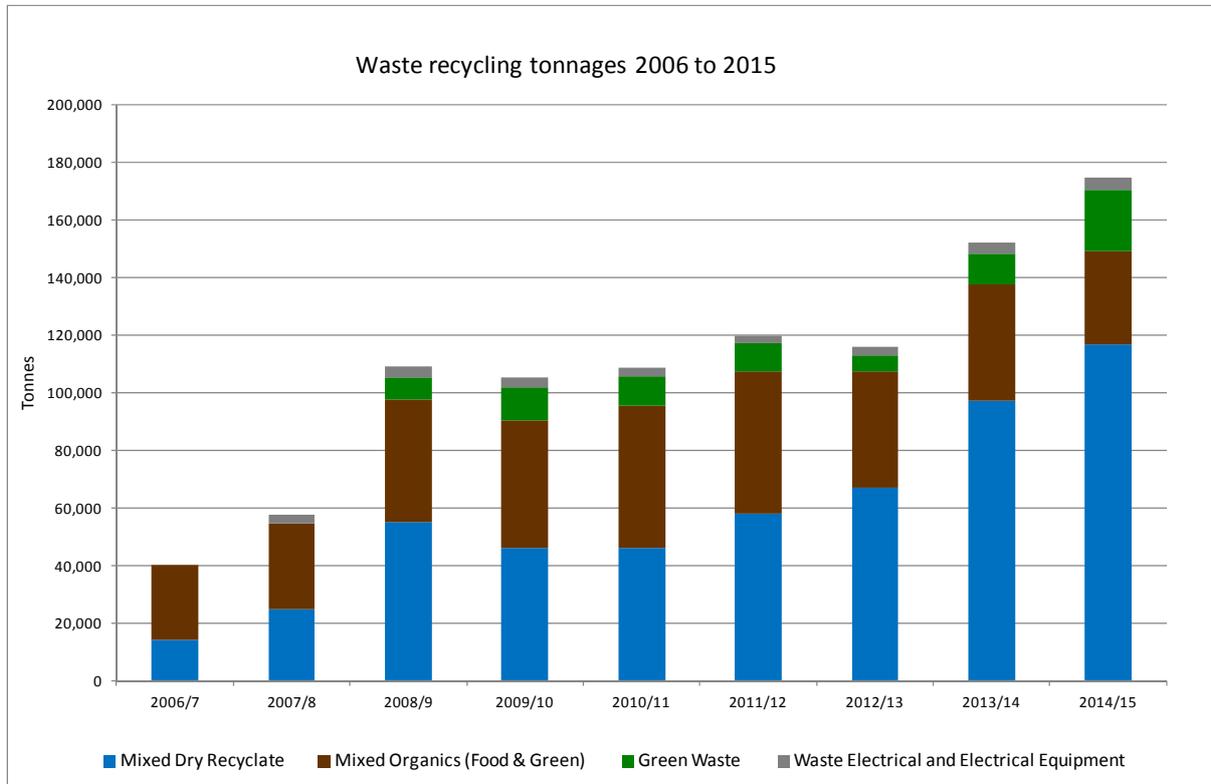
Recycling Communications

- 2012 - first joint recycling communications campaign commenced by NLWA;
- Campaigns based on socio-demographic data and market testing for effectiveness; and
- 2013 - NLWA won the EPIC Media Communications Campaign Award at the CIWM Awards for Environmental Excellence for the joint recycling communications campaign.

Recycling

- 2005 - first contract for mixed food and green waste composting, including the commissioning of the first in-vessel composting facility in the country to be accredited to make compost in accordance with PAS100;
- 2006 - first contract for mixed dry recycling;
- 2007 - first contract for waste electrical and electronic equipment recycling;
- 2008 - first contract for green garden waste composting; and
- 2012 - took over the management of seven of the nine re-use and recycling centres (RRCs) in the NLWA area, increasing recycling rates from 59% to 72%.

A summary of the Applicant's waste recycling tonnages from 2006 to 2015 is presented below.



Waste recycling tonnages managed by North London Waste Authority

Glossary

Refer to Project Glossary

1 Introduction

1.1 Objective

- 1.1.1 This report sets out the work that North London Waste Authority (NLWA) has been co-ordinating or undertaking in order to maximise the amount of waste that is prevented, reused or recycled, thereby minimising the amount of waste that requires either treatment for energy recovery or else final disposal at landfill.

1.2 Overview

- 1.2.1 The overall statutory framework and governance arrangements are first set out, then the various waste prevention and joint communications activities that are essentially behavioural change programmes, then the actual physical recycling activities of NLWA, both at re-use and recycling centres and for wastes collected by the Constituent Boroughs.

2 Statutory Framework and Governance

2.1 Statutory Framework

- 2.1.1 European Directives are the principal source of waste law, and generally set objectives that member states must transpose into national law such that they achieve the objectives set out in Directives, but in a way that suits national circumstances.
- 2.1.2 The government, principally through the Department of Environment, Farming and Rural Affairs (but also other government departments), sets national policy and strategy including the implementation of national legislation in accordance with Directives.
- 2.1.3 At the regional level, the London Mayor also has a statutory duty to publish a municipal waste management strategy and a spatial strategy that addresses such matters as waste management needs. London's local authorities, including NLWA, must act in general conformity with these.
- 2.1.4 At the local authority level, there are the different duties of waste collection authorities (the Constituent Boroughs) and the waste disposal authority (NLWA)¹. In general, Constituent Boroughs collect waste for recycling² or disposal and then deliver it to places as directed by NLWA; this includes sweeping the streets and clearing-up fly-tipped waste. NLWA arranges for those places to receive waste from the Constituent Boroughs and arranges the subsequent recycling, recovery or disposal of the waste. In addition it is NLWA's duty to arrange re-use and recycling centres (RRCs), although as a result of local choices there are two Constituent Boroughs that do this independently.
- 2.1.5 It is important to note in this report that NLWA has the power to direct the Constituent Boroughs where to deliver all their waste, but the Constituent Boroughs are exempt from this direction to the extent that they are recycling the waste. However, if NLWA objects to the Constituent Borough withholding the waste (for example because NLWA has made arrangements for its treatment), then the Constituent Borough is no longer exempt from NLWA's power of direction.
- 2.1.6 In practice however, arrangements for recycling in north London are a matter of cooperation and partnership between the Constituent Boroughs and NLWA, such that the recycling arrangements made by NLWA are all by agreement with the Constituent Boroughs.

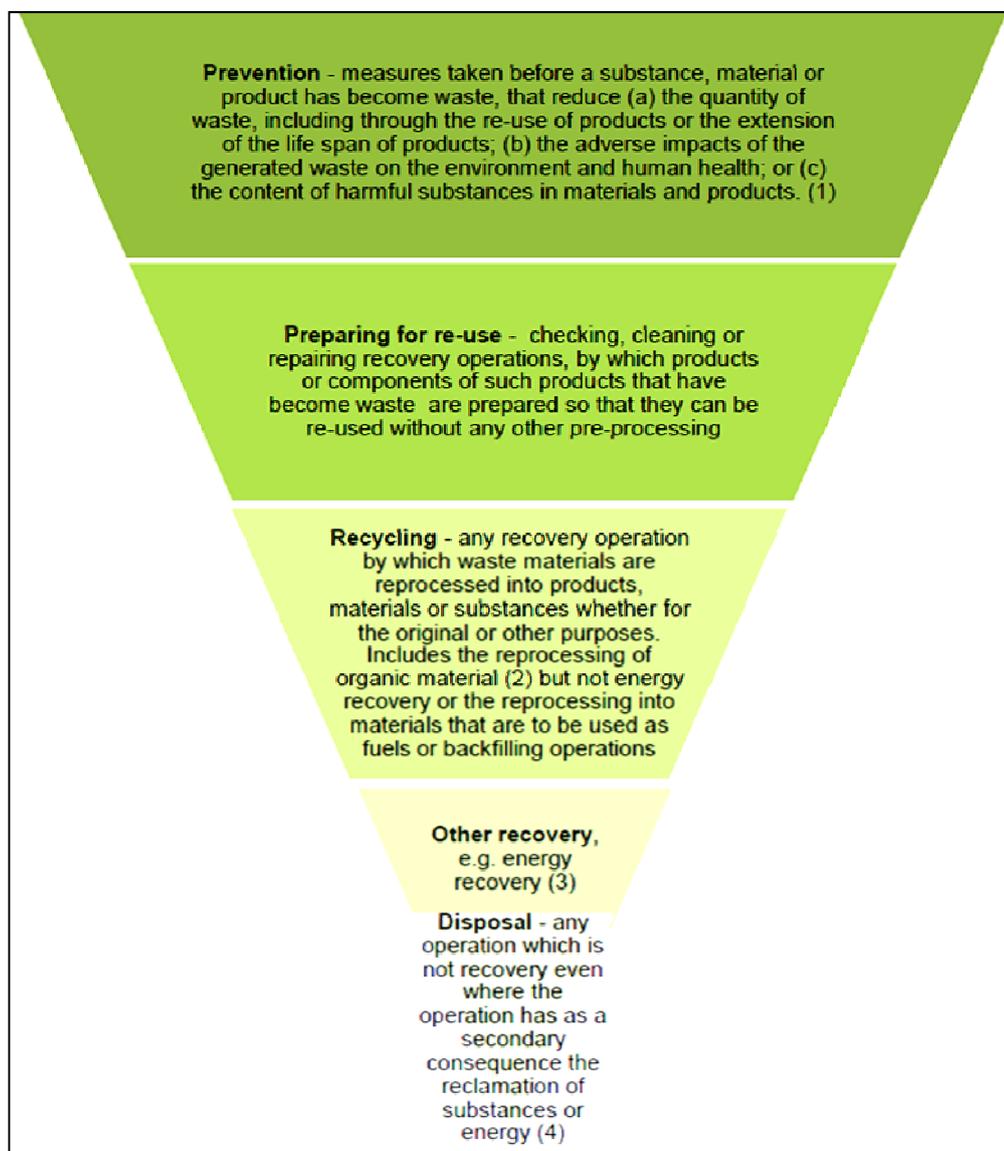
2.2 The Waste Hierarchy

- 2.2.1 The various ways of categorising the ways in which our society should deal with waste are usefully summarised in the "waste hierarchy" diagram below, a version

¹ This describes the statutory arrangements in north London and most of the rest of London, but there are 12 London Boroughs that are unitary waste authorities and are individually responsible for both the collection and disposal of municipal wastes in their areas. These arrangements are as legislated for on the abolition of the former Greater London Council; but more recently four of the unitary boroughs have formed a partnership (the South London Waste Partnership).

² The term "recycling" is to be read as including both the recycling of 'dry' items such as paper, cardboard and glass, plastic or metal containers as well as the treatment of food and green garden wastes in composting or anaerobic digestion facilities.

from DEFRA³ that provides more specific guidance than the normal 'headline-only' graphic. It is however based on the hierarchy set out by the European Union⁴.



2.2.2 The essential premise of the waste hierarchy is that wastes should be managed in accordance with the optimum environmental outcome that is achievable under the circumstances. Preventing waste from arising in the first place is therefore the very best outcome, but once the waste is there it is generally best to repair it for re-use, then to recycle it into a new product, then to recover the energy embedded within it (e.g. at an Energy Recovery Facility), and finally to landfill the waste.

³ DEFRA 2010 *Consultation Draft Guidance on Applying the Waste Hierarchy*, London, available at: <http://archive.defra.gov.uk/corporate/consult/waste-framework-revised/index.htm>

⁴ European Union (2008) Waste Framework Directive 2008/98/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 19 November 2008 on waste and repealing certain Directives, Brussels, available at: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:312:0003:0030:EN:PDF>

2.2.3 The waste hierarchy is very much a set of principles however, and not a prescriptive set of rules. Practical, technical, environmental and commercial considerations all have a role to play as well.

2.3 Local Governance

2.3.1 NLWA, as a statutory joint waste disposal authority, is governed by fourteen members (councillors), two appointed by each of the seven Constituent Boroughs⁵.

2.3.2 NLWA and the Constituent Boroughs have approved the North London Joint Waste Strategy (NLJWS) that guides the development of waste services. Annual strategy monitoring reports⁶ are published by NLWA on progress in implementing the NLJWS.

2.3.3 NLWA has also established a Members' Recycling Working Group which monitors waste prevention and recycling performance, suggests activity where appropriate and acts as a conduit for communication on waste prevention and recycling matters at a Member level between NLWA and the Constituent Boroughs. The Members Recycling Working Group also provides an opportunity for Members to examine proposals in greater detail as they are being developed to improve NLWA's waste prevention, joint recycling communications and actual recycling services.

2.3.4 As noted above, NLWA works in partnership with the Constituent Boroughs and has been providing a wide range of waste prevention activities, strategic recycling communications work (e.g. advertising on London Buses where routes are only partly within individual borough areas but are wholly or principally within the NLWA area) and contracted services for the treatment of mixed dry recyclables and mixed food and green wastes for many years. Since 2012/13 NLWA has been managing most of the Re-use and Recycling Centres in its area.

2.3.5 Further detail is provided in subsequent sections of this report.

⁵ Additional detail is available in NLWA's Annual reports available at: <http://www.nlwa.gov.uk/governance-and-accountability/annual-reports>.

⁶ Available at: <http://www.nlwa.gov.uk/governance-and-accountability/annual-strategy-monitoring-reports>.

3 Waste Prevention and Joint Recycling Communications

3.1 Waste Prevention Overview

- 3.1.1 Since 2006, with the appointment of its first Waste Prevention Officer, NLWA has co-ordinated and delivered a range of waste prevention activities across NLWA's area in partnership with the Constituent Boroughs.
- 3.1.2 As activity increased and external funding was secured for additional waste prevention work the number of staff needed increased (initially with contractor personnel), but since 2012/13 NLWA has had its own direct team of four officers working on waste prevention matters, with a budget of c.£380,000 per annum excluding re-usable nappy vouchers.
- 3.1.3 NLWA's waste prevention work is currently delivered in accordance with the work programme outlined in the North London Waste Prevention Plan 2014/16 (the Plan) available at <http://www.nlwa.gov.uk/docs/default-document-library/pj55337-nlwa-waste-prevention-doc--final.pdf>.
- 3.1.4 The Plan is prepared biennially, maintained on an on-going basis and revised annually and is driven by European, national, regional and local statutory drivers as well as NLWA's and the Constituent Boroughs' strategic priorities. It is developed in liaison with NLWA Members, NLWA and Constituent Borough officers and community partners in the context and priorities set out in key documents such as the Waste Prevention Programme for England and national research.
- 3.1.5 The aim of the 2014/16 Plan is to reduce municipal waste arisings in north London, promote resource efficiency and improve the local environment through a comprehensive and sustainable programme of waste prevention activities.
- 3.1.6 The preparation process of the Plan was guided by various developments in the waste sector and consultation with key stakeholders, namely:
- the results of three independently facilitated stakeholder consultation workshops with:
 - Constituent Borough Officers including senior staff;
 - community partners and delivery agencies; and
 - NLWA Officers;
 - consultation with NLWA's Chair;
 - consultation with the Members' Recycling Working Group; and once approved
 - review by all NLWA Members at NLWA's meeting (February 2014).
- 3.1.7 The Plan was also developed in the context of priorities and guidance set out in:
- the Waste Prevention Programme for England 2013;
 - the Government Review of Waste Policy in England 2011; and
 - a number of reports produced by the Waste and Resources Action Programme (WRAP), the European Commission and the Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+).

- 3.1.8 Priority waste streams for 2014/16 have been identified as food waste, furniture and textiles and activity includes action-oriented interventions encompassing focusing on informational, educational and promotional initiatives that can be applied on a local level.
- 3.1.9 The Plan is complemented by other activities promoting Waste Electrical and Electronic Equipment (WEEE) re-use and recycling, reduction of unwanted mail, promotion of reusable nappies and waste education.
- 3.1.10 NLWA's approach has been developed using the '4 E's' behavioural change model: enabling people to make a change, encouraging action, engaging in the community and exemplifying what's being done by others. A mixture of measures will be required for the development of a successful waste prevention programme that encompasses all 4E's.

3.2 Evaluation of NLWA's waste prevention activity

- 3.2.1 The monitoring methods that are used to evaluate waste prevention activity are categorised as follows:
- physical measure of waste diverted, e.g. weighing of items at Give and Take days, measuring the impact of the activity;
 - survey methods, such as feedback, e.g. from conversations at events or resident questionnaire, and event statistics, e.g. no of attendees at an awareness-raising event; and
 - proxy measures, e.g. no. of information packs provided to residents, e.g. unwanted mail packs.
- 3.2.2 Measuring the success of waste prevention activities is a challenging process as at present there is no common set of tools or indicators that can be widely used by local authorities, central funding agencies and other stakeholders to measure the relative and absolute impact of waste prevention initiatives. Waste prevention indicators are in demand, but widely accepted models do not yet exist, although the Government is committed to be developing a suite of metrics in 2015.
- 3.2.3 For estimating the amount of waste that waste prevention activities divert, NLWA estimates the quantity of waste reduced at source. Estimating the quantity assumes that there is a constant relation between private consumption and waste generation although the complexity of factors determining waste generation is high⁷. Hence, any predicted impact is based on a number of assumptions to assist with the monitoring of the activities. Most of the activities are evaluated on the amount of waste they are estimated to have diverted from disposal rather than any measured amount of waste thus diverted. Diversion rates are used where possible to indicate the portion of a waste stream which is managed through waste prevention as opposed to disposal.
- 3.2.4 There are instances of monitoring and evaluation that has taken place elsewhere that assists with diversion estimates for north London, such as in the case of food waste prevention. For example, national research⁸ has shown that food

⁷ ACR+ (2009) Quantitative Benchmarks for Waste Prevention: A Guide for Local and Regional Authorities in Support of the New Waste Framework Directive

⁸ WRAP (2013) West London Food Waste Prevention Campaign Evaluation Report, available online at

waste campaigns of a similar nature and level of investment to that carried out in north London in 2012/13 and 2013/14 can decrease the amount of avoidable food waste by 14% and that for every £1 invested, up to £8 can be saved on disposal costs and savings to consumers. Therefore, NLWA makes the assumption that considerable savings can be made at a local level by replicating work carried out elsewhere.

3.2.5 In 2014/15, NLWA commissioned research into the monitoring and evaluation of its waste prevention programme and the impact of the activities set out in North London Waste Prevention Plan. Currently, there are no nationally agreed tools or metrics to use in assessing the impact of waste prevention activity. As a result NLWA appointed an independent consultant (Resource Futures) to review NLWA's current approach to measuring the impact of its waste prevention programme and to provide recommendations for a comprehensive measurement regime that NLWA can use to evaluate the impact of future waste prevention programmes. This work will then be updated when Defra produces its national evaluation methodology.

3.2.6 The review includes consideration of comparable work carried out by other organisations and provision of a robust future-proof monitoring and evaluation methodology document for NLWA. It is anticipated that the monitoring of the waste prevention programme will be wider than just waste tonnage avoidance with proposals likely to additionally report on carbon savings and financial and social impacts, and to capture and communicate the impacts of the work to a wide group of beneficiaries.

3.2.7 The following conclusions were drawn from the assessment:

- for the majority of activities, an attempt is being made to measure outputs and outcomes;
- the data-gathering methods used are appropriate for the type of activity, e.g. where waste is directly handled during an activity it is measured during that activity and survey methods are used for activities where a physical weighing of waste would be difficult or impossible;
- NLWA's monitoring and evaluation regime does not currently cover metrics for greenhouse gas savings or social outcomes, e.g. value of incomes generated through employment in second-hand furniture shops and consumer savings, and this is something that can be considered in the future; and
- long-term benefits of waste prevention activity are not currently reported, but could include reduced operating and capital costs of waste collection across NLWA's area.

3.3 Stakeholders

3.3.1 NLWA supports waste prevention practices by working with both the Constituent Boroughs and by supporting and engaging in active dialogue with a number of other national and regional organisations including the Waste and Resources Action Programme, the Chartered Institution of Wastes Management, the Greater London Authority and the London Waste and Recycling Board.

http://www.wrap.org.uk/sites/files/wrap/West%20London%20Food%20Waste%20Campaign%20Evaluation%20Report_1.pdf

3.3.2 Stakeholders for the development of the activity include:

- local authorities (including other waste management departments, communications departments, social services teams and health services);
- national and regional bodies (including Defra, Recycle for London, London Waste and Recycling Board);
- European bodies (including the Association of Cities and Regions for Sustainable Resource Management);
- voluntary and community sector (including the London Community Resource Network, Real Nappies for London, Furniture Re-use Network); and
- local residents and businesses (including local press, manufacturers and retailers, waste management companies and contractors)

3.3.3 NLWA is also a member of a number of organisations as follows:

- Association of Cities and Regions for Recycling and Resource Management (ACR+)
- Local Authority Recycling Advisory Committee (LARAC)
- London Environmental Education Forum (LEEF)
- Sustainable Environmental Education Forum (SEED)
- London Textiles Forum

3.3.4 Additionally, individual officers are members or attend the meetings of a number of other officer based groups.

3.4 Waste Prevention 2012- 2015

3.4.1 The sections below describe NLWA's activity and results for each targeted waste stream for the last three years. The activity is being described in line with the waste hierarchy as described in the revised Waste Framework Directive⁹.

“Waste prevention (using less material in design and manufacture, keeping products for longer, re-use, using less hazardous materials) and Preparation for re-use (checking, cleaning, repairing, refurbishing, whole items or spare parts)”

3.5 Waste Prevention and Preparation for Re-use

Food waste

Food waste reduction outreach activity

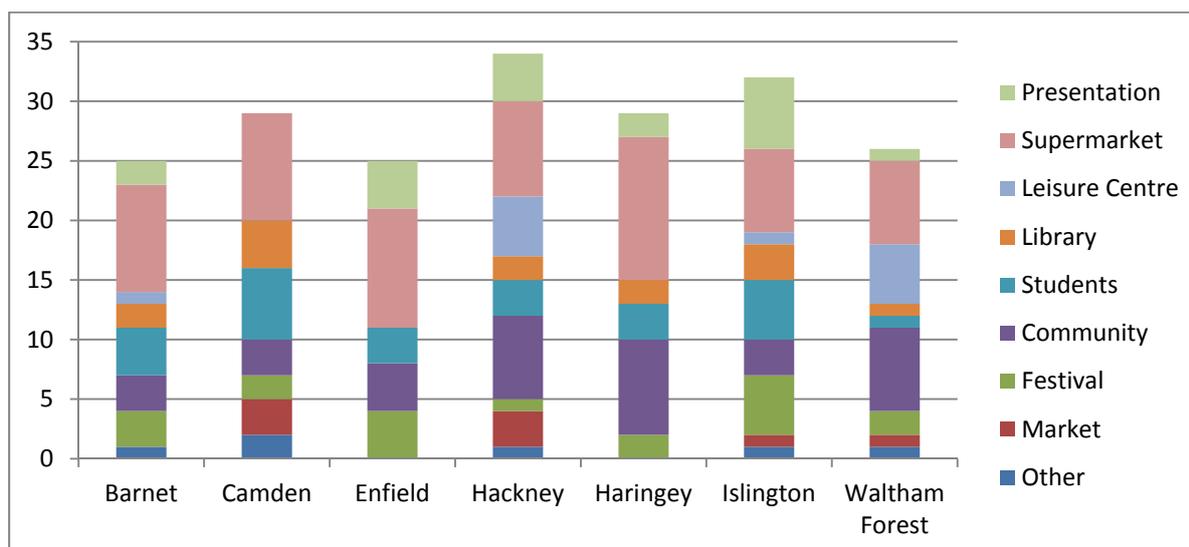
3.5.1 In 2012/13 and in line with the target set at the start of the programme, the Waste Prevention team participated in 200 events engaging directly with over 13,000 north London residents across the Constituent Boroughs. Event feedback shows that of those questioned, 85 per cent said that the advice they received will assist them to reduce the amount of food waste they produce. Correct

⁹ Available at:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/218586/l_31220081122_en00030030.pdf.

portion sizes was the most popular topic for discussion. The table below provides a summary of the events that were delivered in each Constituent Borough.

Constituent Borough	Events Delivered	Number of Conversations
Barnet	25	
Camden	29	
Enfield	25	
Hackney	34	
Haringey	29	
Islington	32	
Waltham Forest	26	
Total	200	13,000

3.5.2 Additionally, the figure below provides a visual breakdown of the types of events that have been attended in each Constituent Borough.



North London Food Waste Challenge

3.5.3 The north London food waste challenge provided dedicated support to one household in each Constituent Borough.

3.5.4 Households were recruited to the challenge through a number of channels including social media, events and networks. The challenge was also promoted through NLWA’s series of food waste road-shows. Residents who expressed interest in participating in the challenge were contacted and asked to complete a shortlisting questionnaire and were then selected according to the following criteria:

- one household per Constituent Borough;

- reflection of the range of backgrounds, household types and property types found in north London, in order to incorporate the range of different challenges households face in relation to reducing food waste; and
- households likely to benefit most from participating in the challenge, i.e. households producing the most food waste and not already committed to reducing food waste.

3.5.5 The challenge was completed in December with results showing an average reduction of food waste per household of 38 percent and a reduction in the weekly spend on food purchases of 30 percent. These results were presented at an open event at Portcullis House, Houses of Parliament, on 31 January 2013. Approximately 50 people attended in total, and of those who provided feedback, all of them rated the evening as either 'good' or 'excellent'.

3.5.6 Challengers from five of the seven households attended the event along with NLWA Officers, Constituent Borough officers, journalists and industry partners. The Chair of NLWA presented the challengers with a certificate, a prize and a copy of the new North London Food Lovers' Cookbook.

3.5.7 This project which provided intensive support to a small number of north London residents has resulted in a large amount of information and resources which is actively being used by NLWA to promote food waste reduction messages to the wider north London community over the coming months. For example, there are positive real-life examples of how local families can significantly reduce their food waste and save money. To support these, photographs and quotes from participants were collected. These resources have helped to make the project accessible to local press, resulting in three pieces of media coverage and numerous mentions in industry newsletters.

Universities outreach

3.5.8 Waste Prevention Officers delivered food waste sessions at universities and colleges across the seven Constituent Boroughs. 15 sessions were provided, directly engaging with over 1,450 people. Delivery of talks continued in four institutions. NLWA officers participated in two university Green Week events and a Food Waste day, as well as further Fairtrade and Health & Wellbeing events. In addition, three sessions were held in halls of residence.

Work with community groups

3.5.9 As at June 2012 officers have begun establishing a network of community groups across the seven Constituent Boroughs, delivering 18 food waste road-shows and 10 presentations. Officers have continued to make contact with community organisations with similar aims encountered through these events. This includes discussing formalising an arrangement with a social enterprise focussed on cookery skills and healthy eating, to which officers have delivered food waste presentations.

Food waste reduction activity in 2013/14

3.5.10 In 2013/14, NLWA's Waste Prevention Officers set up food waste information stands and presentations in libraries, shopping centres, universities, community centres and leisure centres. The main messages conveyed through this outreach work were the financial cost to households of wasting food and the impact on the environment. Tools were given away to help residents measure the correct portions of commonly wasted foods, such as spaghetti measurers and rice cups, whilst food containers, food bag clips and fridge thermometers

were provided to encourage safe and efficient food storage. Here officers provided the public with tips to help them reduce the food waste they produce and at the same time received a number of tips from the public.

Food waste reduction outreach events

- 3.5.11 154 food waste events were delivered in 2013/14, directly engaging with 9,621 north London residents. The most popular topic of discussion was portion measuring, and as a result of follow-up surveys 80% of residents surveyed have said they would reduce their food waste as a result of attending an event.
- 3.5.12 The summary of the events that were delivered can be found below.

Constituent Borough	Events Delivered	Number of Conversations	Attendance
Barnet	17	1,250	16,295
Camden	19	798	5,854
Enfield	22	1,404	12,960
Hackney	19	959	6,521
Haringey	31	2,270	24,778
Islington	29	1,860	18,683
Waltham Forest	17	1,080	16,850
Total	154	9,621	101,941

Working with the community

- 3.5.13 Towards the end of 2013, around 350 north London community groups were approached, both by letter and email, about receiving a free food waste presentation or information stall. A large number of enquiries were received which formed the basis for expanding community engagement activity.
- 3.5.14 In 2013/14, officers delivered 30 food waste workshops and presentations to community groups, directly engaging with 555 residents across the Constituent Boroughs. These groups ranged from adults at children's centres, Age UK, Tenants' and Residents' Associations to Asian and Nigerian communities.
- 3.5.15 Feedback was collected by 52 residents at the end of the workshops and it was positive, with 79% of those contacted claiming that they will be able to significantly reduce their food waste as a result of the presentation. The vast majority found the workshops interesting and said that it helped them learn new skills, 98% (51 residents) and 71% (37 residents) respectively.

Working with universities and colleges

- 3.5.16 In 2013/14 the Waste Prevention team also engaged 1,609 students in conversations regarding food waste prevention at 22 events.
- 3.5.17 In particular, during February 2014 the team attended a number of university 'Go Green' weeks, an annual national week of action on climate change held at different dates in schools, colleges and universities
- 3.5.18 In particular, 'Go Green' weeks were held during February and March at City University, Middlesex University and the College of North-East London (CONEL), and the team held stalls and spoke to students about food waste. The waste

prevention stall was particularly well-received, with bag clips, food storage and portion tools being the most popular topics.

- 3.5.19 The team also held stalls at student halls of residence and continued to investigate the possibility of carrying out more work with colleges or universities that deliver cookery classes and catering courses, in particular so that the behaviour change messages can move into the catering and hospitality industry for maximum effect.

Resident feedback

- 3.5.20 Officers have also begun taking residents' contact details at stalls in order to contact people at a later date to ask for their feedback on the information they received. It is hoped this will provide more in-depth data on the impact of the information officers provide.
- 3.5.21 Six months after the events have occurred feedback was collected from 18 residents and 73% of those (13 residents) said that they have an improved knowledge about food waste since speaking to staff at food waste prevention events. This has been translated into a reduction in food waste as 73% (13 residents) of the respondents believe that they throw less food away than they used to. Responses also indicate that the majority of people who provided feedback saved money on food purchases, mainly through better planning. Finally, 89% of attendees who have provided feedback said that they passed on or are planning to pass on the advice they received to friends and family.
- 3.5.22 Rice scoops and spaghetti measurers were deemed the most useful tools that residents were provided with and more than half of those that responded saying that they still use these measurers six months after receiving them.
- 3.5.23 In addition, unprompted resident comments have been positive:
- 'Advice made me think before buying food and throwing food away';
 - 'Great campaign, get more people involved';
 - 'Keep going and talk to others'; and
 - 'Keep up the good work!'
- 3.5.24 The comments demonstrate that the events provide a platform to residents to ask questions and remove barriers they face in their effort to reducing waste. The majority of comments were encouraging and positive and there were no negative comments about the events or about the quality of the information received.

Waste Less Food, Save More Money Challenge

- 3.5.25 Based on the success of the 2012/13 intensive food waste challenge, another online food waste challenge was held from 23 September 2013 until the end of January 2014. The challenge was promoted via the ['wise up to waste'](#) website (including a short film about a local family showing how to take part); posters; press release; internal borough communications; and via social media.
- 3.5.26 A prize draw was used to incentivise residents to take part in the challenge, with the first prize being a weekly organic vegetable box supplied for a month; the second prize was an organic vegetable box for two weeks and the third prize a single organic vegetable box.
- 3.5.27 Participating residents simply followed these three steps:

- they completed a food waste diary for a week recording the money spent on food and the weight of food thrown away;
- they then received a 'waste less food' pack in the post consisting of tools, recipes and other information to help them reduce their food waste; and lastly
- they completed the diary for one more week and submitted their results.

3.5.28 A total of 147 residents expressed an interest in taking part and in total, 45 residents signed up to the challenge. Overall, results show that by following the tips and advice, the challenge participants reduced the amount of money they spent on food purchases by an average of £3.52/week during the second week of the challenge (representing an 8% decrease in the cost of food purchases) whilst the average food waste reduction during the second week was 1.07kg, representing a 46% decrease.

Waste Less Save More, Big Free Lunch events

3.5.29 During September, a Waste Less Save More lunch was held in each of the Constituent Boroughs. The core message behind the events was that it is possible to feed 1,000 people on a budget of £680, which is the amount of money that the average UK family wastes on uneaten food each year.

3.5.30 A free lunch was offered to members of the public, along with food waste reduction advice and free tools, such as rice scoops. The food was prepared following recipes from the North London Food Lovers' Cookbook and ingredients were sourced from donations from local suppliers of food that was coming to the end of its useful life (and therefore would otherwise have been wasted).

3.5.31 In total, 7,085 portions of food were served and 2,175 people were directly engaged by the attending staff. Feedback from attendees was excellent with a 95% approval rating for the events overall. The vast majority of people were happy to engage with staff about reducing their food waste, a problem most people recognised as something they need to address.

Food Waste prevention displays

3.5.32 In order to further engage with the local community, in 2013/14 the Waste Prevention team aimed to provide at least one display per Constituent Borough to promote the food waste prevention message. Following on from last year when in partnership with Healthy Planet, two food waste reduction displays were installed in their shops, eight more displays were set up in other places across the Constituent Boroughs. As a result, 10 displays were set up in north London.

Food Lovers' Cookbook

3.5.33 The third edition of the North London Food Lovers' Cookbook was produced in February 2014 containing recipes that had been collected over the summer from north London community groups and local residents at outdoor events. Recipes were showcased along with tips from recipe contributors on how they reduce their own food waste by utilising leftovers and ingredients approaching their use by dates.

3.5.34 The cookbook was launched on 27th February 2014 and is available for free download at <http://www.wiseuptowaste.org.uk/docs/video/lib/pj53399-nlwa-a5-cookbook-v8.pdf?sfvrsn=0>.

End of year event

- 3.5.35 An end of year event was held on 27 February at Shoreditch Town Hall. The aim of the event was to showcase the success of NLWA's waste prevention programme whilst providing an entertaining and educational evening for people who attended. The event also doubled as the launch of the third edition of the North London Food Lovers' Cookbook and provided an opportunity for participants to hear an outline of NLWA's waste prevention programme for the forthcoming year.
- 3.5.36 There were 60 attendees at the event including industry professionals; local and trade press representatives and north London community groups and residents who had been involved in the year's waste prevention outreach programme.
- 3.5.37 The event included speeches, a cookery challenge, hosted by chef Richard Fox who provided a demonstration cookery course for a three course meal made from leftovers in addition to the formal launch of the North London Food Lovers' Cookbook.

Food waste reduction activity in 2014/15***Outreach food waste events***

- 3.5.38 Over the course of 2014/15, NLWA's Waste Prevention team delivered a programme of face-to-face outreach activities to encourage food waste reduction across north London and held information stands in a range of settings, such as festivals and fairs, in libraries, community centres, offices, universities and leisure centres. Officers promoted the five key food waste reduction behaviours:
- plan meals;
 - write a shopping list;
 - understand 'best before' and 'use by' dates;
 - measure portions; and
 - store food well.
- 3.5.39 In addition, free tools were provided to help with food storage and correct measurement of portions, as well as a leaflet describing the five food waste reduction behaviours.
- 3.5.40 A total of 128 outreach events were delivered, directly engaging a total of 10,333 residents in line with the target set at the start of the programme. This included 781 conversations at 13 events at university campuses and at student halls. The table below shows a breakdown by Constituent Borough:

Constituent Borough	Total	Number of Conversations	Attendance
Barnet	20	1,787	7,270
Camden	31	1,675	8,859
Enfield	11	1,230	5,254
Hackney	14	1,155	4,720
Haringey	15	1,799	3,382
Islington	28	1,906	7,683
Waltham Forest	9	781	3,100
Total	128	10,333	40,268

Event feedback

- 3.5.41 Feedback from stall attendees was gained using a survey conducted six months after events were held to determine whether behaviours were sustained over the long term and provide more in-depth data on the impact of the information officers provide. 23 residents returned the feedback form and results revealed that:
- 83% (19 residents) felt they had an improved knowledge about food waste;
 - 83% (19 residents) said they had thrown away less food than they used to;
 - 91% (21 residents) said they were now saving money on food purchasing as a result;
 - 83% (19 residents) said that they cascaded or were planning to cascade the advice they received to friends and family.
- 3.5.42 Rice scoops and spaghetti measurers were deemed the most useful tools offered to residents and more than half of respondents said that they still use them.
- 3.5.43 The above results demonstrate that the events provide a platform to residents to remove barriers they face in their effort to reducing waste. The majority of comments were encouraging and positive and there were no negative comments about the events or about the quality of the information received.

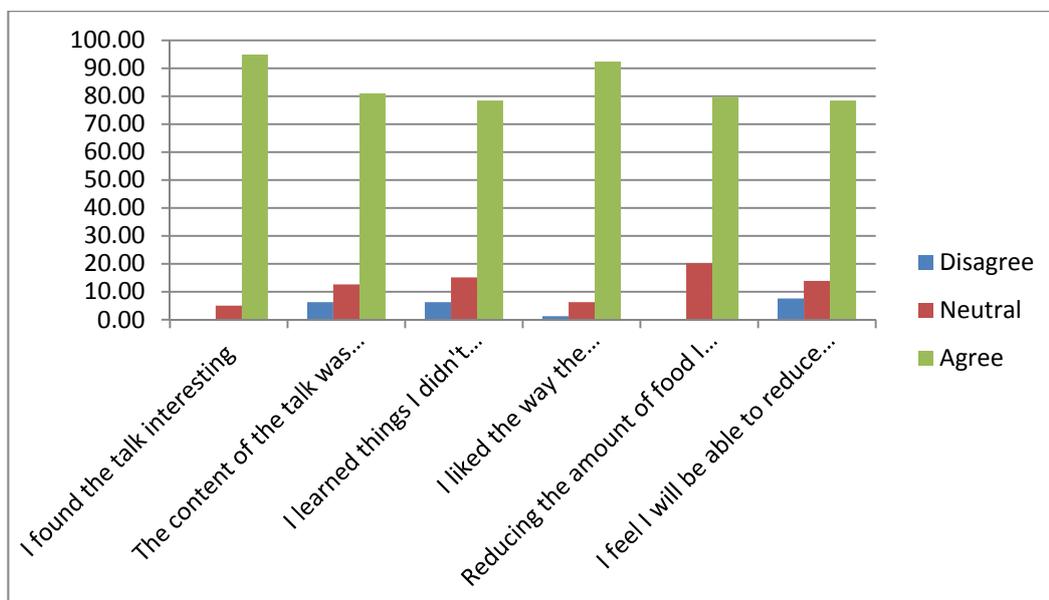
Work with the community

- 3.5.44 Waste prevention workshops were delivered to 38 local community groups, engaging 569 people. The sessions were attended by diverse audiences and the team feel confident that those who engaged in the sessions will be able to reduce their food waste at home.
- 3.5.45 Community groups that the team engaged include the following:
- Edgware & Mill Hill Friendship Centre
 - Age UK groups across the Constituent Boroughs
 - Camden Carers Service
 - Peel Institute

- North London Cares
- Ruth Winston Community Centre
- PACT Meal – Manor House Development Trust
- Redmond Community Centre
- Live Simply Group
- Montem Primary School (Parents' groups)
- Islington Arts and Media school
- St Luke's over 55's group
- St Luke's family cookery school
- More Life
- Fairway Children's Centre
- Bell Lane Primary School (Parents' groups)
- Barnet Stroke Group
- UCL Medical Department (Royal Free Hospital)

3.5.46 Feedback gained from 79 attendees was positive and found that **79%** felt that they would be able to reduce their food waste as a result of the presentation. The vast majority found the talk interesting and claimed that it helped them learn new skills (**95%** and **78%** respectively).

3.5.47 The analysis of the feedback forms is graphically represented below:



Green Office Week

3.5.48 As part of national Green Office Week which took place between 12 and 16 May 2014, food waste events were delivered in Camden, Hackney, Islington and Waltham Forest with events in the other three Constituent Boroughs scheduled

for later in the summer 2014. The events were delivered in Council buildings to engage with Council staff and promote the 'waste free lunch' message. In total Waste Prevention Officers engaged with 325 members of staff, with 96% stating that following the tools and advice they received will help them to reduce their food waste. Correct portion sizes were the most popular topic of discussion.

Waste prevention displays

- 3.5.49 To further engage with the local community and promote the food waste reduction message, the Waste Prevention team set up waste prevention displays in libraries, food banks, community centres and empty shop windows. Over the course of 2014/15, 951 leaflets and portioning tools were taken by visitors. The table below shows the full list of display locations. There were no displays in Hackney or Haringey but NLWA will look for additional opportunities in 2015/16 in these boroughs:

Display Location	Borough
Eastern European Centre	Barnet
Abbey Community Centre	Camden
Holborn library	Camden
Highgate Library	Camden
Kilburn Library	Camden
Camden Town Library	Camden
Queen's Crescent Library	Camden
Kentish Town Library	Camden
North Enfield Food Bank,	Enfield
Edmonton Food Bank	Enfield
St Luke's Community Centre	Islington
Islington Central Library	Islington
Islington Food Bank	Islington
Hale End Library	Waltham Forest
Higham Hill Library	Waltham Forest
Lea Bridge Library	Waltham Forest
Leytonstone Library	Waltham Forest
North Chingford Library	Waltham Forest
Walthamstow Library	Waltham Forest
Wood Street Library	Waltham Forest

Food Waste Challenge

- 3.5.50 This year's food waste challenge ran from April 2014 until the end of February 2015. A total of 137 people signed up and participants recorded the amount of food they wasted and the amount of money they spent on food for two weeks.

The first week involves participants measuring their food waste during a 'typical' week whilst the second week requires them to repeat the measurement process, having received a pack of advice, tips and tools to help them reduce their food waste.

- 3.5.51 Six residents returned results. Overall, results showed that 67% of those that completed the challenge (4 residents) reduced the amount of money they spent on food purchases during the second week of the challenge by 39%, and 80% (5 residents) had reduced the amount of food waste they produced, on average by 20%. Consequently, the average financial saving to participants was £42/week (through both less waste and more home cooking rather than takeaways); and the average food waste reduction was calculated as 610g/week¹⁰.

Waste Less, Lunch Free events

- 3.5.52 During the summer of 2014, the 'Waste Less, Lunch Free' events were repeated as per 2013/14 activity and one event was held in each of the seven Constituent Boroughs.

- 3.5.53 There were three sample dishes at each event, and the total numbers of portions served and of conversations with residents about food waste reduction were recorded for each event.

Borough	Date	Venue	Number of Portions	Number of Conversations
Barnet	5 July	Barnet Church Yard	400	247
Camden	31 July	Swiss Cottage Open Space	900	300
Enfield	24 July	Palace Gardens Shopping Centre	1,100	377
Hackney	28 June	London Fields	900	400
Haringey	16 August	Tottenham Green	475	192
Islington	26 July	Islington Green	500	317
Waltham Forest	12 July	Walthamstow Town Square Gardens	755	230
Total			5,030	2,063

- 3.5.54 In total, 5,030 portions of food were served and 2,063 people were directly engaged by the attending staff.

- 3.5.55 Although events relied largely on passing footfall, they were promoted on the 'wise up to waste' website and via social media. BBC Radio London also approached NLWA for an interview and a NLWA Waste Prevention Officer had a twenty minute interview with the hosts of Sunday morning's Breakfast Show on 16 August 2014.

Interactive website game

- 3.5.56 In 2014, a digital media company was appointed to develop an interactive food waste game, to be uploaded onto the 'wise up to waste' website. The game

¹⁰ The average reduction weight would have been higher but for a water melon discarded during the second week in one of the six households that returned results.

takes the form of a quiz and is intended to be a fun but informative way to learn about the five habits that people can adopt to reduce the amount of food they throw away:

- plan meals;
- write a shopping list;
- use perfect portions;
- know your ('best before' and 'use by') dates; and
- store food correctly so that it keeps fresher for longer.

3.5.57 The game quickly became one of the top viewed pages on the website with 104 unique views in February and then 209 in March (third most viewed page). The game was also shared by the Association of Cities and Regions for Sustainable Waste Management (ACR+) on the European Week for Waste Reduction webpage <http://www.ewwr.eu/en/support/thematic-days-2014-stop-food-waste>. ACR+ also promoted the game via posts on its Facebook page.

3.5.58 The end of year event for 2014/15 was held on 11 March to share information on best practice of waste prevention in urban areas rather than on food waste. The event included invited speakers from France, Catalonia and Belgium. 96 people attended including speakers, staff and exhibitors. The results of the event will assist in the development of NLWA's own monitoring approach for the next two-year prevention plan and the contacts made will assist with sharing best practice and approaches going forwards.

Furniture re-use

3.5.59 Since 2011, NLWA has been working with the London Community Resource Network (LCRN) in order to increase the level of re-use of bulky waste in north London and develop links between local re-use organisations and Housing Associations within the north London area region. Since the project started in 2011/12, the following has been achieved:

3.5.60 Initially, six options were developed and offered to the Housing Associations that they could choose from:

- i) Promotion – Tenants were made aware of local re-use initiatives and organisations in their community through leaflets, posters, newsletter copy and local events;
- ii) Referrals – Tenants were offered vouchers to redeem against low cost furniture, appliances and/or paint;
- iii) Collections – Full or partial voids clearances where re-use and recycling was maximised;
- iv) Fit-Outs – Unfurnished properties were fitted out with various kitchen appliances to complete living arrangements using warranted, reused goods at the fraction of the cost of new items; and
- v) Employment and Training – Re-use organisations provide standardised accredited volunteer training to support people in getting back to work.

3.5.61 To promote the above options, a number of activities took place:

- a freelance journalist promoted the scheme in the national Housing Press and an article was published in Inside Housing in October 2013;

- a contact list of Housing Associations who manage considerable housing stock in the north London area was devised, and for whom targeted promotion took place;
- a breakfast briefing was hosted to introduce Housing Associations to the service opportunities of working with local re-use organisations; and
- regular contact via face-to-face meetings with senior Housing Association officers took place for the promotion of the options.

3.5.62 All the above yielded the following results:

- Origin Housing Association confirmed development of a full contract with Restore Community Projects to deliver voids clearances;
- Notting Hill Housing Group confirmed development of a contract with Restore Community Projects to deliver voids clearances from their properties in Barnet.
- new arrangements to supply paint were made between Forest Recycling Project and five other projects, namely Bright Sparks, Home Again, Petit Miracles, Healthy Planet and Splash Pillion;
- Notting Hill Housing agreed a fit-out/referral service with London Re-use Network members across London as part of their welfare provision. In north London, this service is offered to residents in Barnet and Enfield where Notting Hill Housing operate;
- Viridian has agreed a referral scheme and a fit out service with ReStore as part of their financial inclusion strategy. The service to Viridian residents includes the provision of “fit-out packs” at advantageous prices for their tenants and referral of residents in urgent need when they are moving into a property;
- the Guinness Trust fit out service was agreed in September with a start date at the end of October;
- two voids clearance trials took place between Restore and Camden Housing Association (clearance of five premises) and the North London Muslim Housing Association (clearance of three premises), even though formal agreements were not signed; and
- Forest Recycling Project secured annual membership of paint re-use scheme with two housing associations, namely Friday Hill TMO (Waltham Forest) and Newlon Fusion (Haringey).

3.5.63 As part of an engagement initiative with the non-housing sector to maximise re-use, a mapping exercise and survey of organisations providing residential services other than Housing Associations was conducted. The survey included prisons, care homes, hostels and university halls of residence, all of which have not previously been approached by the re-use sector in London. Results of the survey concluded that there was a high level of potential diversion through re-use from university halls of residence, and as a result the following was achieved:

- trials and on-going agreements from the non-Housing Association action plan took place via agreement with community re-use group CRISP, with 0.7 tonnes of material collected for re-use from UNITE Halls of Residence in a pilot. The pilot scheme was developed into a contract with CRISP, a registered supplier of UNITE;

- nineteen collections were carried out from 11 separate halls. This resulted in 18.4 tonnes of material collected which yielded a total of 14.7 tonnes recycled and reused between January 2014 and April 2014. A further expansion of the service took place between April and October 2014 when eight more universities were engaged clearing halls of residence in NLWA's area of 44.9 tonnes amounting to a total of 59.6 tonnes; and
- a ReLove event, in collaboration with CRISP, was held in William Wyatt Hall (Hackney) in January 2014 to promote re-use.

3.5.64 In 2012/13 110.34 tonnes were diverted, in 2013/14 295.6 tonnes and so far in 2014/15 a total of 324.6 tonnes of furniture waste was diverted for re-use.

Community exchange events

3.5.65 Since 2011 NLWA has been working in partnership with charities and local re-use organisations to deliver community exchange events, namely Give and Take Days across north London. Give and Take Days are free community exchange events where residents are invited to bring unwanted household items and take away something they need for free.

3.5.66 By encouraging re-use through Give and Take Days NLWA assists in preventing reusable material going for disposal and at the same time provide free goods to local residents. There is also the added benefit that residents, by attending information stands on the event days, develop a broader understanding about how to reduce the amount of waste they produce and increase their awareness of the financial and environmental benefits of such activities.

3.5.67 Three 'stuff for free' events were held in north London during 2012/13. These community exchange events encouraged re-use of large and small household items by giving local people the opportunity to donate unwanted items and/or collect donated items, all for free. A short film was created and shown on NLWA's 'wise up to waste' website to explain the concept so that future potential attendees and venues would know what to expect.

3.5.68 The events were widely promoted across north London with more than 900,000 'opportunities to see' via websites, social media, newsletters, business networks and community groups. A total of 1,280 people attended the events and 13.7 tonnes of waste were diverted from disposal as a result. In addition, 48 volunteer opportunities were created and 13 local organisations promoted their work by holding free activity and information stalls at the events. During the project period, a further 23.2 tonnes of books were collected for re-use bringing the total weight of household items redistributed to 37 tonnes.

3.5.69 Since June 2013 NLWA officers have worked with LCRN to support housing associations to run their own re-use sessions on an on-going basis. Give and Take Days took place, targeting housing association residents. These days were either free exchange events or 'yard sale' or jumble sale type activities. In 2013/14 the following results were achieved through working on re-use with housing associations:

- 21 events were delivered, three in each of the Constituent Boroughs;
- 979 north London residents attended the events;
- 10.72 tonnes of material was diverted for re-use;
- training to raise awareness of re-use was delivered on five occasions to 18 members of housing association staff in total; and

- after receiving initial training, Sanctuary and Southern Housing Group led three Give and Take days in north London using their own staff.
- 3.5.70 Feedback from 225 resident attendees indicated that 81% of the respondents thought that their knowledge of waste prevention and re-use had improved as a result of attending an event. Additionally, 94% of respondents rated the event they attended either excellent or very good with 92% willing to attend a Give and Take day in the future.
- 3.5.71 In 2014/15 NLWA worked in partnership with LCRN to run 14 Give and Take Days across north London (two events per Constituent Borough).
- 3.5.72 The events ran in two separate rounds, from October 2014 through to February 2015, attracting a total of 1,024 attendees who brought 21.9 tonnes of items and took away 14.7 tonnes for re-use. Give and Take Days also included the following free services:
- a collection of bulky items arranged via email or telephone for a limited period prior to the Give and Take Days;
 - repair workshops for electrical items; and
 - awareness raising and information stalls.
- 3.5.73 Feedback from 195 attendees indicated that 76% of the respondents thought that their knowledge of waste prevention and re-use had improved as a result of attending an event. Additionally, 82% of respondents rated the event they attended either excellent or very good with 90% willing to attend a Give and Take day in the future.

Textiles

Swishing

- 3.5.74 Since 2012 NLWA has been promoting textile re-use by promoting the concept of 'swishing' (clothes-swapping), encouraging residents and community groups to hold their own swishing parties, exchange clothes and accessories and save money at the same time. Swishing party packs are available for download from the website at <http://www.wiseuptowaste.org.uk/reuse/clothes-and-shoes/swishing>.
- 3.5.75 In 2012, promotion of the swishing pack took place with 118 printed copies distributed across north London. In 2013, apart from the promotion of the swishing guide, nine swishing events took place during the year. The events were attended by 432 people, donating 1,086 items (235.87kg) and taking away with them 933 items (131.23kg). Feedback from attendees was positive, with 94.7% rating the event they attended as very good, excellent, or above excellent. Finally, during February 2015, a combined swishing advertisement and advertorial was placed in borough publications across north London to provide some basic information about swishing and promote NLWA's swishing party pack, as well as textiles recycling at Re-use and Recycling Centres. In 2014/15, 92 hard copies of the swishing guide were distributed directly.

London Textile Forum

- 3.5.76 NLWA is also a member of the London Textiles Forum (LTF). The aim of the LTF is to share good practice and subsequently increase the diversion of textiles waste from landfill and other final forms of disposal in London and assist in delivering the London Mayor's Municipal Waste Management and Business Strategies.

- 3.5.77 The LTF provides a platform for members to openly discuss issues surrounding textile recycling and re-use, and to collectively work towards a common goal of increasing textile re-use and recycling in the capital.

Waste Less, Save More: A Guide for North London Households

- 3.5.78 A new household reference guide was produced for north London residents. The aim of the guide was to highlight the need for waste reduction while shopping, by adjusting purchasing habits, reusing, recycling and composting instead of disposing of items. It includes a range of advice and information about the benefits of and rationale behind sustainable living. Topics covered include food waste reduction; packaging; carrier bags; buying products as refills or concentrates; buying in bulk; repair and re-use.
- 3.5.79 The guide was launched via a press release, as well as being promoted via website and social media. It is available for download at www.wiseuptowaste.org.uk/waste-less

Plastic bag reduction

- 3.5.80 The government's plastic bag levy, due to commence from October 2015, will require large retailers to charge customers 5p for every single use plastic bag they distribute. In an effort to engage customers of smaller shops, NLWA officers devised a project in partnership with local retailers, whereby customers are offered a reusable bag, in exchange for a used plastic one.
- 3.5.81 A total of 25 small retailers from across north London were recruited to participate in the project; three businesses in each Constituent Borough (with the exception of Haringey, where a number of smaller business units have been enlisted). Business owners signed Service Level Agreements (SLAs) and were each delivered 250 'wise up to waste' branded reusable bags, along with information leaflets to hand to participating customers and a promotional sticker and poster.
- 3.5.82 The project is still underway as at April 2015 but so far a total of 5,450 plastic bags have been swapped with plastic bags by north London residents.
- 3.5.83 An evaluation questionnaire, completed by 21 participating businesses:
- 86% of respondents (18 businesses) felt customers responded positively to the project;
 - 62% of respondents (13 businesses) said they saw customers returning with the reusable bag;
 - 52% of respondents (11 businesses) said that the project had allowed them to save money as they gave out fewer plastic bags;
 - 95% of respondents (20 businesses) would be interested to participate in a similar project in future.
- 3.5.84 Feedback shows that the project has been received positively by local retailers but also assisted NLWA with building relationships with north London businesses and gaining their trust. This will enable assessment of the difficulties and barriers that small north London businesses face in relation to waste prevention and what support they may need in the future.

Waste Less, Save More: A Guide for North London Businesses

- 3.5.85 An updated version of NLWA's business guide was launched in 2014, designed in a similar style to the new guide for households. It is available for download from NLWA's '[wise up to waste](http://www.wiseuptowaste.org.uk)' website at <http://www.wiseuptowaste.org.uk/businesses/free-business-resources>. The guide provides north London businesses with background on the benefits of managing waste efficiently as well as ideas to reduce waste. It also pinpoints localised sources of free advice and information available to north London businesses.

Packaging

- 3.5.86 In January 2013, NLWA's Chair wrote to 31 large retailers and suppliers, asking them to look at ways they might reduce their packaging waste. The letter emphasised the benefits of reducing packaging, highlighted the progress made under the Courtauld Commitment and offered support. The Courtauld Commitment is a voluntary agreement aimed at improving resource efficiency and reducing waste within the UK grocery sector.
- 3.5.87 The agreement is funded by Westminster, Scottish, Welsh and Northern Ireland governments and delivered by the Waste and Resources Action Programme (WRAP). It supports the UK governments' policy goal of a 'zero waste economy' and climate change objectives to reduce greenhouse gas emissions.
- 3.5.88 Five positive responses were received with details of actions companies had taken. To follow-up, in April 2013, all 31 companies were contacted again, either as a prompt, or to thank them for their response and action taken. As a result of this contact, 10 more companies responded with details of actions they have taken.

Paper reduction

- 3.5.89 A 'say NO to junk mail' action pack was produced which can be accessed [here](#)¹¹. It includes information and advice on how residents can reduce the amount of junk mail they receive in order to reduce waste paper.
- 3.5.90 Since 2012, a series of advertisements are being developed and displayed in north London council magazines and newspapers to promote ways residents can reduce the amount of unwanted mail they receive. The advertisements highlight 'five easy ways' to reduce junk mail and explain how anyone can obtain a 'no junk mail' information pack and letterbox sticker.
- 3.5.91 In 2012/13 a total of 1,019 packs and 1,219 'no junk mail' letterbox stickers were requested from NLWA's website. During the same period 3,882 residents registered with the Mailing Preference Service (MPS) to stop their members from sending unwanted mail, an 89% increase compared to previous months.
- 3.5.92 In 2013/14, 10,117 Mail Preference Service (MPS) registrations were made across all Constituent Boroughs, allowing residents to opt out of receiving unwanted mail. In addition 1,041 'no junk mail' packs were requested via the online form.

¹¹ Full address: <http://www.wiseuptowaste.org.uk/docs/hwrc-leaflet/say-no-to-junk-mail-action-pack.pdf?sfvrsn=0>

- 3.5.93 During 2014/15, 8,425 MPS registrations were made across all Constituent Boroughs. The 'no junk mail' packs continued to be made available online and for 2015/16 they will also be available in printed form.

Waste education

- 3.5.94 An intensive waste education project called 'watch your waste' was delivered in one primary school in each of the seven Constituent Boroughs between September 2012 and January 2013. Each school received training for teaching and non-teaching staff, whole school assemblies, several hands-on interactive workshops for pupils, and access to a project-specific web page/information-sharing portal.
- 3.5.95 The project was found to have a positive impact on pupil and staff behaviour, and ultimately on the amount of waste produced by the participating schools. Questionnaires were completed before and after the sessions, and showed that pupils' understanding of the waste hierarchy had increased by 48 per cent, with the amount of re-usable, recyclable or compostable waste in school waste bins decreasing on average by 13 per cent, and feedback from teachers was very positive with 9 out of 10 teachers rating the project as a positive learning experience and having fulfilled objectives. Children were asked if they now do anything differently at home as a result of the project and subsequent feedback indicated that the waste prevention messages were being turned into action in the pupils' homes.
- 3.5.96 In 2014/15, over the autumn term, two schools per Constituent Borough participated in NLWA's intensive education programme. Schools were offered a package of sessions by the local environmental charity ecoACTIVE, who NLWA contracted to deliver the work, on the topics of food waste reduction, textiles re-use/recycling and waste electrical and electronic equipment re-use/recycling. Sessions included assemblies, waste audits, school 'swishing' (or clothes swapping) events and parent coffee mornings on the topic of food waste reduction.
- 3.5.97 The sessions were developed in collaboration with lead teachers in order to meet the needs of each school. As part of the project, schools were offered a resource pack which includes customised information to suit the needs of the north London schools. The charity ecoACTIVE also engaged the wider school community of parents and carers through existing coffee morning events, or playground 'road-shows'.
- 3.5.98 Overall, 1,893 pupils were directly engaged along with 87 members of school staff at 14 school meetings and two staff training workshops. 73 pupil workshops and 15 hosted assemblies were delivered by ecoACTIVE. With regards to parent engagement, 253 parents were engaged in waste prevention discussion at six parent events.
- 3.5.99 The project was qualitatively evaluated using a quiz, given to both staff and pupils before, and again, after the sessions. Results showed that engagement activities had improved pupils' understanding of the need to reduce waste, as well as knowledge about possible ways to achieve this. Furthermore, school staff felt better equipped to prevent waste. These key findings are listed below:
- 40% more pupils were able to suggest 2 or more ways to prevent waste at school;
 - 36% of pupils were more able to explain a problem caused by waste;
 - 42% more staff were able to discuss waste prevention efforts at school; and

- 40% more staff reported being aware of waste prevention in the curriculum.

3.5.100 Results demonstrate that as a result of the project, pupils are more aware of ways to prevent waste and schools are now better equipped to provide waste prevention information to the pupils and have greater awareness of how practically to prevent or reduce their waste and the support available to them. Parents and carers are also better informed of the ways they can prevent or reduce waste at home.

Real Nappies

3.5.101 NLWA pays a subsidy of up to £54.15 per baby to parents in north London who use reusable (real) nappies rather than disposable ones. The level of subsidy reflects the saving to NLWA of not having to dispose of the babies' disposable nappies. Two systems are in operation:

- a voucher system where parents receive a voucher that can be redeemed against the cost of a reusable nappy laundry service; and
- a cash back system where parents buy the nappies and then claim back up to £54.15 retrospectively.

3.5.102 As data demonstrates, north London parents are fairly consistently receptive to the idea of using real nappies.

Year	Total children / vouchers
2012/13	860
2013/14	770
2014/15	823

3.5.103 Since 2007 when the scheme first came into effect, 7,373 vouchers and cash back claims have been redeemed and more than 3,000 tonnes of nappy waste have been avoided.

3.5.104 NLWA has won a number of awards for its waste prevention work:

- 2012 Best Waste Minimisation Project (finalist)
- 2012 Bronze Zero Waste Award
- 2013 Gold Zero Waste Award
- 2013 LARAC Best Waste Minimisation Project (finalist)
- 2013 CIWM Best Waste Minimisation Programme (finalist)
- 2013 Awards for Excellence, Best Waste Minimisation Initiative
- 2014 LARAC Best Waste Minimisation Programme

3.5.105 For 2015/16 the waste prevention activity will continue with a similar programme as for 2014/15 as 2015/16 is the second year of the two-year 2014-16 Waste Prevention Plan. The priority waste streams therefore remain the same and the level of activity is similar. Additional activities will be added if they add value or provide a different approach which has merit.

3.6 Joint recycling communications campaign

3.6.1 The sections below describe NLWA's activity and results for each targeted waste stream for the last three years. The activity is being described in line with the waste hierarchy as described in the revised Waste Framework Directive¹².

"Recycling (turning waste into a new substance or product, including composting)"

3.6.2 Since 2012/13 NLWA has delivered joint recycling communications campaigns to support borough communications work to increase recycling, increasing the visibility of the benefits of recycling to north Londoners.

3.6.3 Communications campaigns at the NLWA level (as opposed to Constituent Borough level) can add value to boroughs' service-related communications. As an example, through the use of cross-borough transport and cinema advertising NLWA can add value, because NLWA is able to use media that individual boroughs could not justify on the basis of being too expensive and covering too high a proportion of non-borough residents. For example, an individual borough may not be able to justify advertising on a bus which is routed through three north London boroughs including its own on the grounds that it is not good value for money, whilst NLWA may be able to justify this cost because its area covers all three boroughs involved.

3.6.4 In other cases the cost of production of a promotional approach may be too great for a borough to warrant but may be justifiable by NLWA, e.g. the cost of producing a cinema advert that appears in only one or two cinemas in a borough may not be justifiable, but if NLWA produces the advert which is then shown at multiple cinemas throughout the seven boroughs then the cost of production relative to the impact of the advert (simply because it is shown in more places) may be justifiable. Animated videos produced by NLWA can also be used on the NLWA and Constituent Borough websites.

3.6.5 Continuing outreach work (attending community events and talking to people face to face), is also potentially a valuable activity going forwards, particularly if it can be delivered alongside NLWA's existing waste prevention activity and so bring economies in commissioning and delivery.

3.6.6 The key aim of NLWA's recycling campaigns has been to support the Constituent Boroughs' and NLWA's work towards achieving a 50% recycling rate by 2020, by:

- increasing the amount and accessibility of practical information and advice about recycling that is available to residents;
- raising awareness of the waste challenges facing north London and how recycling will help;
- demonstrating how easy recycling is and the all-round benefits of doing it for individuals, communities and councils (the financial benefits of recycling were in particular highlighted);
- educating residents about what their recyclables are made into and where this happens;

¹² Available at:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/218586/l_31220081122_en00030030.pdf.

- encouraging residents to think positively about recycling across the boroughs and to take pride in recycling in their local area; and
- mobilising residents of all seven boroughs who are trying (but finding it difficult) to recycle more, while also trying to encourage those who don't recycle very reliably to become more reliable recyclers.

3.6.7 The two-year campaign focussed on dry materials recycling and particularly kerbside services, rather than Re-use and Recycling Centres (RRCs).

3.6.8 In designing the campaign it was recognised that boroughs are best placed to deliver service specific communications messages, but that a NLWA-wide campaign could support borough activity and may be able to use communications channels that individual boroughs may not be able to justify e.g. cinema or bus advertising.

3.6.9 The communications campaign delivered the following outputs:

Campaign Output	
2012/13	2013/14
<p>Development of a shared partnership campaign concept tying information on recycling in north London together</p> <p>Campaign message/theme: “RECYCLE, CAN YOU AFFORD NOT TO?”</p>	<p>Development of a new campaign creative and advertising offering practical advice on recycling, linked to case studies, recognition of locality and civic pride (this was a key finding from the segmentation research)</p> <p>Borough specific branding was included on advertising that had not been included in 2013/14</p> <p>Campaign message/theme: “RECYCLE HERE – BENEFIT HERE”</p> <p>Supported by advertising tips on ‘how to’ recycle</p>
<p>A new ‘NLWA’ website ‘wise up to waste’ acting as a centralised online point of access to information about recycling in north London, that also closely links to and interacts with borough council websites for local information on recycling</p>	<p>An updated campaign web presence</p> <p>Including ‘where does your recycling go to?’</p>
<p>A three-month promotional campaign across a wide variety of media to support the launch of the web presence and promote recycling generally across the north London boroughs.</p>	<p>A “pulsed” communications campaign including events, media coverage and advertising focusing on overcoming the following barriers to improving recycling for recyclers in north London, providing information about:</p> <ul style="list-style-type: none"> ○ Setting up effective recycling systems in the home ○ What can and can't be recycled (with a focus on plastics) ○ Maximising paper and card recycling

	A media relations campaign promoting the benefits of recycling for people and communities, and offering practical advice on recycling
Launch of social media platforms as elements of the campaign	An ongoing social media campaign offering practical advice on recycling

Target audience

2012/13

- 3.6.10 This year introduced the campaign and the need to recycle to north Londoners from a broad spectrum of backgrounds via a high visibility area-wide communications campaign that was designed to appeal to all north Londoners regardless of any segmentation.

2013/14

- 3.6.11 In 2013/14 and as a result of some 2012/13 research carried out by MEL Research, NLWA delivered a more segmented approach to communication with a programme of communications activity targeting two groups of 'committed recycler' levels, specifically the recyclers segmented as the 'unreliable' and 'trying their best' groups. And whilst NLWA was doing this, the Constituent Boroughs focussed their attention on the 'aware but inactive' and the 'contemplated but not engaged' groups because the communications channels available to the Constituent Boroughs were more suited to these audiences.
- 3.6.12 Both of the groups targeted by NLWA are characterised by the fact that they are engaged with recycling but could do more. Potentially they lack systems within the home to best organise their household recycling behaviour to maximum effect. They may also be unsure about the recyclability of particular materials and seek peer endorsement for their efforts.

Implementation approach

2012/13

- 3.6.13 The 2012/13 campaign was implemented under a 'big bang' approach that created a 'critical mass' of activity over a three month period, running from the launch in January 2013 to March 2013.

2013/14

- 3.6.14 The 2013/14 campaign built upon recommendations from MEL and used a phased, "pulsed" approach to provide smaller, but more intense, regular peaks of activity throughout the financial year, focusing on different messages and issues related to recycling in north London each time, all aimed at our target group of recyclers. The themes of practical advice and civic pride remained consistent across all pulses however.
- 3.6.15 Most pulsed activities consisted of public events, advertising, and press and media activity.

- **Pulse one – Launch and focus on recycling systems in the home – Recycle Week 2013 – June 2013**

The first peak of activity in the campaign took place in June 2013, when the campaign was launched. A focus of communication was on how to create a good recycling “system” in busy north London homes. Freebies to help residents create effective recycling storage systems were handed out at events, and were available by request online.

- **Pulse two – Focus on range of materials you can recycle, including plastics – October 2013**

This peak of activity coincided with the completion of LB Barnet’s change from a ‘dry’ recycling collection service that used 55-litre boxes that residents had to carry to the kerbside, to a service using 240-litre wheeled bins, which also meant that all boroughs in north London were operating a similar kerbside recycling collection system. Particular focus was placed on the range of materials that could be recycled, especially plastic items, where there can be confusion amongst residents as to which items other than bottles can be recycled.

- **Pulse three – Focus on paper and card – December 2013**

This peak of activity coincided with the build up to Christmas when many residents generate higher volumes of card and paper waste, and focused on reminding residents that they can recycle a wide range of paper and card items.

Campaign tactics – activities and channels

- *Bus campaign:*

2012/13 – Two week campaign – bus rear and interior panels

2013/14 – Bus rears only – 70 to 100 ‘sites’ approx per pulse one and two

- *Adshel campaign:*

2012/13 – Two week campaign

2013/14 – 72 sites in pulse two, 50 sites in pulse three

- *Station advertising site campaign:*

2012/13 – National Rail and London Underground stations

2013/14 – 45 sites at National Rail and London Underground stations approx per pulse

- *Newspaper print advertising:*

2012/13 – Six week local press campaign plus advertising in one issue of each borough magazine

2013/14 – One week campaign in pulse one

- *Road-shows:*

2012/13 - a series of 14 road-shows took place in two areas of heavy footfall in each borough such as community venues, schools, shopping centres, local fairs and festivals, and borough council events.

2013/14 - 21 road-shows were delivered at existing community and council events and fairs – one event per pulse of activity.

- *Cinema advertising using an animated information video:*

2012/13 – 40 second animated video developed

April 2013 - two week campaign of over 1,500 showings

2013/14 – updated 40 second animated information video

December 2013 - two week campaign showing the updated information video which reached 125,000 people ('admissions').

A new animation focussed on contamination was also produced and shown for a week

- *Schools campaign*

2012/13 - 14 Recyclotory Laboratory Shows in March 2013

2013/14 21 Recyclotory Laboratory Shows in February 2014

- *Targeted ('amplification') activity: (2013/14 only)*

A schools plastics recycling competition tied in with pulse two of the campaign. The activity included weekly self-reporting, spot-checks, a schools' league table on the contractor's website showing which schools were recycling most plastic, road-shows (at schools, plus at local community events), an award ceremony, certificates and prizes and videoing of the winning school's award ceremony for further use on the 'wise up to waste' website. 16 schools took part in this 'Powerful Plastics' project to educate pupils about plastics recycling.

- *Media relations campaign and social media activity*



One of the community road-show events in 2013/14

Research

- 3.6.16 Both years of the campaign included a research element with a significant proportion of the 2012/13 budget allocated to a piece of qualitative research to assist in communications planning for 2013/14, on the basis of which the 2013/14 campaign targeted specific segments of the north London population as outlined above.
- 3.6.17 In 2013/14 socio-demographic (ACORN) data was purchased from CACI for further targeting of the next campaign. Other research was undertaken into RRC users and assessing the composition of residual waste containers at RRCs to assist in developing future communications to address RRC recycling as well.
- 3.6.18 Both years of the campaign also included creative concept testing to test the designs and messages that would be used in the campaign.
- 3.6.19 In 2012/13 the 'Recycle, can you afford not to?' concept and creative work was qualitatively tested with a focus group in Camden in December 2012. Focus group participants were recruited via existing waste and recycling social media network groups active in north London; accordingly there was an over-representation of informed recyclers in the focus group. Two concepts that were both used in the campaign were tested, with the testing looking at the adverts component by component, in order to assess if people understood the context and messages of the adverts. This 'build up' approach meant that the strapline, image and other elements were tested individually to build up to the final concepts that were used.
- 3.6.20 The exercise showed that the approach to the advertising that was proposed had merit and was likely to have a positive motivating impact on people. The group of participants were all well-informed about recycling, but all agreed that they were not aware of the scale of the financial impacts associated with recycling.

The overwhelming consensus was that it was appropriate to use the approach proposed as the principal motivating factor to increase peoples' attitudes and behaviour towards waste and recycling. Money was cited as the one thing that most people are concerned about. No one questioned the specific positive impacts on other council services that might result as recycling rates increased. An example of one of the posters published is below:



- 3.6.21 For 2013/14 NLWA commissioned testing of two different creative concepts, both of which were designed to target the audiences identified in the segmentation research - namely those recyclers who are either 'intermittent' or 'trying their best' but who could recycle a lot more, more regularly. Alternative concepts were tested using a quantitative approach and an online survey with a sample of some 670 adults during June/July 2013 - nearly 100 respondents per borough. The sample was representative of adults in the UK and quotas were put in place for gender, age and postcode to ensure representation across the seven boroughs.
- 3.6.22 The design below was selected because while maintaining the link to financial benefits used in the previous campaign, it focussed more strongly and directly on community and civic pride, and the benefits that recycling can bring to local communities as a result of money saved on waste disposal. The 'benefits' that were shown changed throughout the campaign and included sports and activities centres, parks and play areas, youth services and adult learning and training as well as the more general benefits to 'your community'. The concept also introduced a top hint or tip to enable recycling and to act as a 'call to action'.



Campaign impact

- 3.6.23 A review of the two years of joint recycling communications campaigns was carried out with borough officers at the end of the 2013/14 campaign to assess the value. Independent research carried out with residents showed that awareness of the 2012/13 campaign was good, and that there was awareness of the 2013/14 campaign but that it had not built upon the 2012/13 level of awareness as much as had been anticipated.
- 3.6.24 The overall recycling rate for north London increased from 30% in 2011/12 before the start of the campaign to 32% in 2013/14 (later verified at 33%) at the end of the campaign, although it is recognised that this increase is attributable to a number of factors, not least borough activity (collection services and promotion) as well as operational improvements such as the improvement in Re-use and Recycling Centre recycling rates and bulky waste recycling as well as the joint recycling communications campaign.
- 3.6.25 At the end of the 2013/14 campaign, borough officers in general reported that the joint communications activity was valued. Boroughs supported the continuation of the NLWA campaign to help achieve cross-borough improvements in recycling, being the principal communications activity in the NLWA area seeking to motivate existing recyclers to do more. Borough campaigns at the time were more targeted at encouraging non-recyclers to take part.

2014 onwards

- 3.6.26 In 2014/15 a different approach to securing high-quality support for the development of imaginative and effective joint communications was developed. It was also agreed that a long-term agency contract for the campaign would work better than an annual tendering and contract process as in the past, because a longer-term contract with a similar annual budget could be more attractive to

bidders and could also enable agencies to develop a campaign to build brand recognition over three years.

3.6.27 Because of the scale of the proposed work programme and the possibility of attracting creative companies that might not ordinarily work within the waste management sector, NLWA decided to appoint an external campaign adviser to assist in procuring the creative agency to develop and deliver the new three-year joint recycling communications campaign. NLWA has now appointed Ricardo AEA as its campaign adviser. It will be Ricardo AEA's objective to help NLWA with market and procurement advice and to write a specification that will attract a consumer-facing creative agency, which has experience of working with household brands, and a track record in behavioural change, to respond to the campaign tender. Ricardo AEA will also assist with evaluation of tenders received.

3.6.28 This work will be undertaken in partnership with the Constituent Boroughs, and regular progress updates will be provided to the NLWA Members' Recycling Working Group.

Schools recycling

3.6.29 The focus of the schools work was consistent with the 2013/14 campaign to promote dry kerbside recycling and the key themes of the range of materials you can recycle, including plastic, paper and card and recycling systems in the home. The work took place in primary schools, in partnership with ecoACTIVE who were successful in bidding competitively for the work.

3.6.30 By the time the ecoACTIVE contract is completed in 2015/16, ecoACTIVE will have visited 28 schools (4 in each borough) to promote recycling to parents and guardians through coffee mornings and family recycling competitions, and to children through assemblies and follow up sessions.

Recycling Outreach Activity

3.6.31 As noted above, outreach activity involving face-to-face communication with residents took place as part of both the 2012/13 and 2013/14 joint recycling communications campaigns:

- 2012/13 – a series of 14 road-shows took place in two areas of heavy footfall in each borough such as community venues, schools, shopping centres, local fairs and festivals, and borough council events; and
- 2013/14 – 21 road-shows were delivered at existing community and council events and fairs – one event per pulse of different communication activity.

3.6.32 All these events involved engaging with householders at an interactive information stall at community events, providing the advice, inspiration, tools and information to help residents recycle more at home. The road-shows were comprised of a fun, attractive and interactive mobile information stall situated at community events and in public spaces which were identified and selected for a high footfall of local people.

3.6.33 Each road-show was staffed by two trained recycling advisers, who engaged the public on recycling more at home, with particular reference to the theme of the road-show series. In 2013/14 the first series of road-shows focussed on 'creating a recycling system in the home.' The road-show display identified common materials to be recycled and featured a two-panel game which showed a cross-section graphic of a typical household layout. Passers-by were invited to stick icons of recyclable materials and recycling bins around the property in

the best order. The idea was to encourage residents to consider where recycling items are often produced at home, and to start conversations around the habit of recycling. The team also had supporting 'wise up to waste' leaflets and stickers to give to residents to take away.

- 3.6.34 The second series of road-shows focussed on 'recycling more materials more often', and had new display panels featuring a yes/no game. The aim of this game was to highlight the range of materials which can be recycled in north London, and encourage residents to think about recycling more of the less obvious items. The game again featured stick-on icons, which residents were encouraged to place under either the 'yes' or 'no' headings. In addition to the leaflets and stickers, the recycling advisers also had a supply of pens printed with the phrase 'I used to be a water bottle' to give away to residents.
- 3.6.35 The third series of road-shows focussed on recycling more at Christmas, and into the New Year. Two final specific display panels were produced, which showed typical seasonal and festive materials which can be recycled (wrapping paper, Christmas cards etc). In addition to the leaflets, stickers and pens the team also had a supply of reusable cotton tote bags to give away, which were printed with the 'wise up to waste' branding and the phrase 'A bag is for life, not just for Christmas.'



Christmas grotto, Sunshine Garden Centre, Haringey. 16 December 2013

- 3.6.36 In total 1,192 north London residents were engaged in recycling more at home over the 21 2013/14 recycling road-shows. The contact rate was unevenly spread across the series however, with the summer events being significantly busier than those during the autumn. Over the series 78 residents signed up to receive NLWA's e-newsletter.
- 3.6.37 On 7 November 2013, NLWA won the EPIC Media Communications Campaign Award at the Chartered Institution of Wastes Management Awards for Environmental Excellence 2013 for the joint recycling communications campaign.

- 3.6.38 For 2015/16 the campaign approach will be developed by the appointed creative agency outlined in paragraphs 3.6.26 to 3.6.28. NLWA is currently working with the external campaign adviser to assist in procuring the creative agency to develop and deliver the new three-year joint recycling communications campaign

Composting

Compost bin giveaway events

- 3.6.39 To encourage home composting, a series of nine compost bin giveaway events were held in 2012/13 targeting areas identified as having a previously low take-up of compost bins. With a compost bin, residents can use their own food and garden waste to make their own free compost.
- 3.6.40 489 compost bins were distributed at the events and the initiative received positive feedback from the public who felt that they were provided with sufficient information and advice to start composting at home. Furthermore, 17 tonnes of peat-free compost that had been made locally from north Londoners' food and garden waste by NLWA's contractor LondonWaste Ltd, was collected for free by north London residents at these events.
- 3.6.41 In Hackney, due to the large proportion of people living in homes without gardens, a community based composting scheme was implemented at the Samuel Lewis Estate.
- 3.6.42 In 2013/14 two compost bin giveaway events were delivered in Barnet and Waltham Forest, giving residents the opportunity to collect a free compost bin and receive free compost made from food and garden waste collected in north London. A total of 30 tonnes of compost was provided by LondonWaste Ltd and 92 compost bins were distributed to residents. All attendees provided feedback and said that they were either satisfied or very satisfied with the registration process for receiving a new compost bin.

Schools Composting Performances

- 3.6.43 A programme of composting education activity was delivered from 2012/13 to 2014/15 to mark national Compost Awareness Week in May. The theatre company Circus Takeaway was commissioned to deliver performances of its composting education show in 14 north London primary schools (two per Constituent Borough). The show was also advertised to parents, who were welcome to attend. Performances were followed by an immediate feedback questionnaire but half of the participating schools also provided unprompted feedback. Head teachers gave the show glowing praise for its ability to communicate composting messages to young pupils in a fun, engaging and memorable way.

Waste Electrical and Electronic Equipment (WEEE)

- 3.6.44 Under European legislation¹³ producers and importers of electrical and electronic equipment (EEE) must pay for the re-use, recycling or disposal of waste electrical and electronic equipment (WEEE). A key part of how this has been transposed into national legislation is the establishment of a number of producer compliance schemes (PCSs) that have signed up various producers and importers of EEE on the basis that the PCS will make all necessary arrangements to discharge those companies of their obligations under European legislation in exchange for a fee.

¹³ WEEE Directive (Directive 2002/96/EC) and then WEEE Directive 2012/19/EU.

3.6.45 NLWA's selected producer compliance scheme (DHL Envirosolutions), has provided and promoted WEEE collection services to north London residents since 2012 in order to achieve an increase in WEEE recycling tonnages in line with the WEEE Directives and the London Mayor's Municipal Waste Management Strategy.¹⁴

3.6.46 Under NLWA's contract with DHL there are physical treatment services that are set out later in this report. There are also promotional, awareness raising campaigns; these are set out immediately below.

Activity in 2012¹⁵

3.6.47 In 2012 preparatory work was carried out to enable more material to be collected and reused in the future, with the following results:

- a competition was held to encourage residents to learn more about recycling WEEE and 378 entries were received;
- 33 outdoor events were delivered where DHL or NLWA officers spoke directly to 4,300 residents about the importance of WEEE;
- both DHL Envirosolutions and NLWA were partners in the innovative '1,001 Lights' exhibition which featured pioneering video artist David Hall who assembled 1,001 televisions in one space. The televisions were provided by DHL Envirosolutions and the exhibition took place during the digital switchover to highlight the importance of recycling old televisions; and
- promotion of the pan-London '123 Recycle for Free' business WEEE collection scheme which collected 37.1 tonnes of WEEE from north London businesses (33 per cent of the London total).

Activity in 2013

3.6.48 The main aspects of the programme were:

- 15 events were held where WEEE recycling was promoted;
- a competition was run, encouraging residents to learn more about recycling WEEE;
- DHL also held a stand at The Gadget Show where officers gained 2,000 contacts, spoke directly to 1,000 visitors and achieved positive publicity in trade press and social media; and
- the '123 Recycle for Free' service continued to be promoted to households as well as to businesses.

Activity in 2014

3.6.49 NLWA and DHL worked with Wastebuster, a national environmental education programme, at education centres and an online recycling reward programme aiming to engage, inspire and empower children to make sustainable lifestyle choices. Through educational work that Wastebuster delivered to north London schools, 215 resources were downloaded by north London schools since January. Wastebuster also launched a promotional campaign to encourage more resource downloads and to promote recycling collections as well as a competition to win a school assembly and a digital camera for the school that

¹⁴ Available at https://www.london.gov.uk/sites/default/files/Municipal%20Waste_FINAL.pdf

¹⁵ DHL reports by calendar year to NLWA so the outputs and impact of this programme are reported in this way too

collected the most WEEE. Furthermore, 14 schools booked collections for WEEE and textiles.

- 3.6.50 DHL supported NLWA's intensive education project by funding WEEE sessions and providing the WEEE Education Pack to schools and also supported the NLWA's Give and Take Days. At the events, officers provided information to the public about electrical re-use and recycling and also supported the electrical repair workshops that took place, with DHL paying for a PAT tester to work at the event.
- 3.6.51 The end of September 2014 saw a targeted leaflet drop to the areas around the three lowest performing banks in each borough. Results show that there was a tonnage increase at a number of the banks, with Barnet, Camden, Hackney and Haringey being the boroughs where the difference was most noticeable.
- 3.6.52 Apart from outreach and educational interventions, a number of other operational activities took place with regards to re-use of WEEE.
- 3.6.53 Restore Community Projects received their Accredited Authorised Treatment Facility (AATF) registration from the Environment Agency, allowing them to take electrical items for re-use from Re-use and Recycling Centres.
- 3.6.54 Staff training was provided to help WEEE segregation at Re-use and Recycling Centres, informing site staff of what happens to the WEEE that is collected on site, and why it is important to properly segregate items.

4 Waste Services

4.1 Introduction

4.1.1 NLWA has been actively engaged in the recycling of separately collected wastes for many years, with a long history of recycling metals (around 45 years) and aggregates from the current energy-from-waste facility.

4.1.2 In 2001 NLWA and the Constituent Boroughs agreed a set of aims and objectives for the management of municipal wastes, and then went on to develop the North London Joint Waste Strategy (NLJWS).

Aims

- To promote and implement sustainable municipal wastes management policies in North London
- To minimise the overall environmental impacts of wastes management
- To engage residents, community groups, local business and any other interested parties in the development and implementation of the above policies
- To provide customer-focused, best value services

Objectives

- To minimise the amount of municipal wastes arising
- To maximise recycling and composting rates
- To reduce greenhouse gases by disposing of less organic waste in landfill sites
- To co-ordinate and continuously improve municipal wastes minimisation and management policies in North London
- To manage municipal wastes in the most environmentally benign and economically efficient ways possible through the provision and co-ordination of appropriate wastes management facilities and services
- To ensure that services and information are fully accessible to all members of the community
- To maximise all opportunities for local regeneration
- To ensure an equitable distribution of costs, so that those who produce or manage the waste pay for it

North London Joint Waste Strategy's agreed Aims and Objectives

4.1.3 NLWA first started providing organic waste treatment services to Constituent Boroughs in 2005, having lead a bid to the London Recycling Fund that secured a £4m grant, most of which was to assist funding borough collection services and the new composting facility at Edmonton. This composting facility was the first in the country to gain PAS100 accreditation for the quality of its compost.

4.1.4 Full year tonnages have risen from nearly 26,000 tonnes in 2006/07 to over 40,000 tonnes in 2013/14. In 2014/15 this dropped back to 32,000 as noted below.

- 4.1.5 The next year NLWA started providing Constituent Boroughs a recycling treatment service for their mixed paper, cardboard, bottle and container wastes. Full-year tonnages have risen from some 22,000 tonnes to almost 117,000 tonnes in 2014/15.
- 4.1.6 Then from 2007 NLWA started providing recycling services for waste electrical and electronic equipment (WEEE), and from 2008 it started arranging the composting of separately collected green garden waste (principally from RRCs).
- 4.1.7 The next significant change was in 2012 when NLWA took over the management of most of the RRCs in its area after a change in law. The recycling rates at the NLWA RRCs are now almost 72% on average.
- 4.1.8 The above matters are set out in greater detail below.

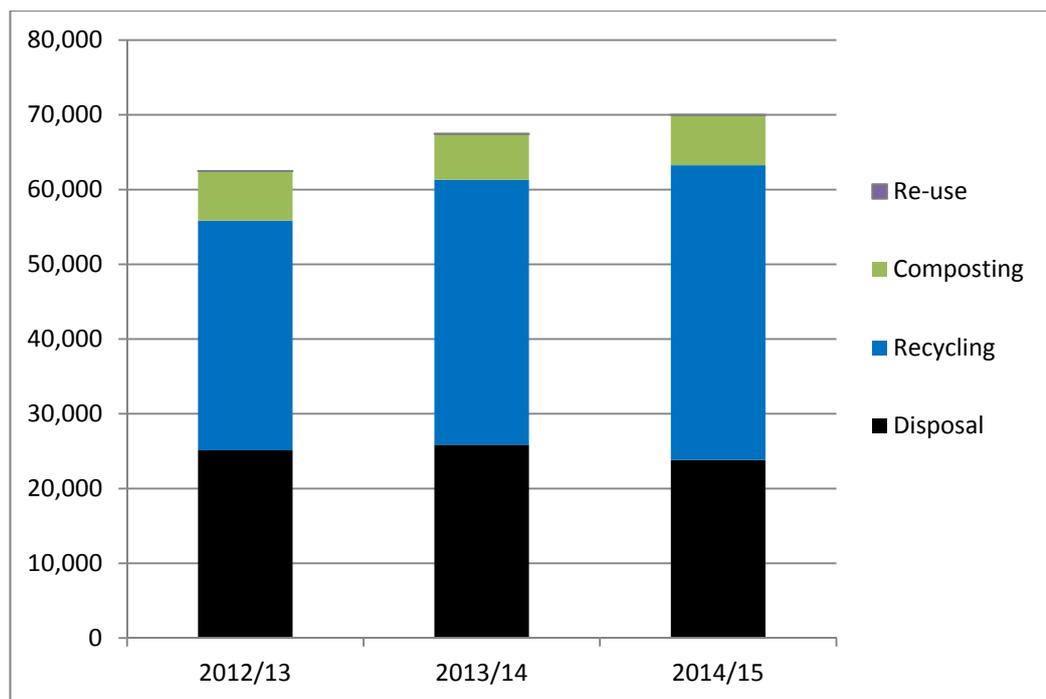
4.2 Re-use and Recycling Centres

- 4.2.1 In the north London area, NLWA and the Constituent Boroughs provide nine RRCs. All residents in north London area have access to all of the RRCs. The level of provision has been approximately 1 site per 100,000 people since the North London Joint Waste Strategy (NLJWS) was implemented.
- 4.2.2 In 2010 NLWA adopted a policy to aim to have 95% of residents within 2 miles (measured in a straight line) of a RRC as it seeks greater coverage and improved services. At present an estimated 76% of residents fall within this distance.
- 4.2.3 The NLJWS sets a target to achieve 60% recycling and composting diversion rates at all north London RRCs by 2015. This target has been reached and exceeded. The table below shows the improvement in performance of the RRCs over the past three years.

Recycling and composting rates at north London Re-use and Recycling Centres

	2012/13	2013/14	2014/15 (provisional)
Total tonnes of waste collected at RRCs	62,622	67,620	70,016
Re-use tonnes collected at RRCs	20	14	53
Recycling tonnes collected at RRCs	30,735	35,443	39,404
Composting tonnes collected at RRCs	6,616	6,129	6,713
Residual tonnes collected for disposal at RRCs	25,124	25,869	23,846
Re-use, recycling and composting rate at RRCs	60%	62%	66%
Number of RRCs	9	9	9
Number of RRCs per 100,000 people	1	1	1

- 4.2.4 The chart below graphically shows the improvements in recycling and composting tonnages performance at the RRCs (2014/15 is still provisional).



4.2.5 LondonWaste Ltd, NLWA's wholly owned company operates the following RRCs in north London under contract to NLWA:

- Regis Road, Camden;
- Park View Road, Haringey;
- Western Road, Haringey (formerly at High Street Hornsey, Haringey);
- Hornsey Street, Islington;
- Kings Road, Waltham Forest; and
- South Access Road, Waltham Forest.

4.2.6 NLWA directly manages a separate arrangement with Bywaters (Leyton) Ltd for the operation of the Gateway Road RRC in Waltham Forest

4.2.7 The other sites are operated under separate arrangements by the relevant Constituent Boroughs:

- Summers Lane, Barnet; and
- Barrowell Green, Enfield.

Activity in 2012/13

4.2.8 In 2012/13 NLWA managed the staged transfer of seven RRCs from Constituent Boroughs to NLWA control during the year, following a change in law on 1st April 2012. NLWA delivered financial savings and improved RRC performance.

Activity in 2013/14

4.2.9 Research was carried out with RRC users to assess their awareness and understanding of the range of materials accepted for re-use and recycling on each of the sites, with the expectation that this would guide future communication activity. This research was coupled with some waste

composition analysis to assess the composition of residual waste containers at RRCs, so that if it was identified that there was a significant proportion of recyclable material in the residual waste containers, then this might indicate a need to provide more information and guidance to visitors.

- 4.2.10 Changes were made to the re-use corner at Regis Road RRC due to anti-social behaviour by a small number of people. As a result NLWA advised residents to give reusable items to RRC staff who then put the items aside to be stored securely for collection and re-use by Restore Community Projects, a local registered re-use charity in north London.
- 4.2.11 All seven north London boroughs operated collection or drop-off services for used Christmas trees during the festive season. The drop off points included all the north London RRCs as well as the Millfields Depot in Hackney. Trees were sent for shredding and turned into compost to be used on north London's parks, gardens and allotments.

Activity in 2014/15

- 4.2.12 A new RRC was opened in June at Western Road, Haringey. The new site replaced another site off Hornsey High Street. The Western Road site offers the following improvements in service:
- it operates a 'drive-in, drive-out' one-way system which makes it safer for members of the public to use;
 - the site offers more recycling opportunities, including hard plastics such as broken garden chairs and children's toys;
 - there is also an extended area for items for re-use that are passed on to charitable organisations, such as tins of paint, bicycles and undamaged furniture; and
 - the new site also can accommodate up to 14 cars at a time, compared to seven at the old site.
- 4.2.13 Waste Electrical and Electronic Equipment (WEEE) information stalls were set up for half a day at each of the RRCs during the European Week for Waste Reduction in November. DHL Envirosolutions ran the events, providing members of the public with information about WEEE recycling and answering any questions that visitors had.
- 4.2.14 All seven north London boroughs continued to operate collection or drop-off services for used Christmas trees during the festive season. The drop off points included all the north London RRCs as well as the Millfields Depot in Hackney. Trees continued to be sent for shredding and turned into compost to be used on north London's parks, gardens and allotments.

Plans and achievements to date in 2015/16

- 4.2.15 Automatic number plate recognition (ANPR) systems were installed at all the RRCs – as a way of reducing the risk of trade waste abuse at the sites;
- 4.2.16 The South Access Road RRC in Waltham Forest was shortlisted for RRC of the Year¹⁶ by LetsRecycle.com in its Award for Excellence scheme. In 2014 a

¹⁶ The award is "CA Site of the Year", Civic Amenity Site being an old formal name for RRCs.

recycling rate of 78.04% was achieved at the site. This is a 12.09% increase on the recycling rate in 2013.

- 4.2.17 A re-use shop at Kings Road RRC in Waltham Forest is being prepared to increase the proportion of RRC wastes reused; operational arrangements are currently being finalised.
- 4.2.18 Improved recycling rates were achieved across the RRCs operated by NLWA. The table below shows the (provisional) recycling performance for each site in 2014/15 with the 2011/12 rates shown for comparison.

SITE	2011/12	2014/15 (Provisional)
Regis Rd*	69%	68.56%
Hornsey St	63%	68.05%
High St, Hornsey/Western Road**	51%	68.30%
Park View Rd	51%	64.45%
Gateway Rd	} 60%	71.03%
Kings Rd***		100%
South Access Rd		78.64%
Weighted average of all sites****	59%	71.76%
<p>*The reduced recycling rate at Regis Road was due to changes made in the acceptance criteria at the site which resulted in reduced amounts of green waste being received.</p> <p>** Western Road replaced Hornsey High Street</p> <p>***Kings Road does not accept residual waste.</p> <p>****Includes rubble sent for recycling which does not count towards the national indicator.</p>		

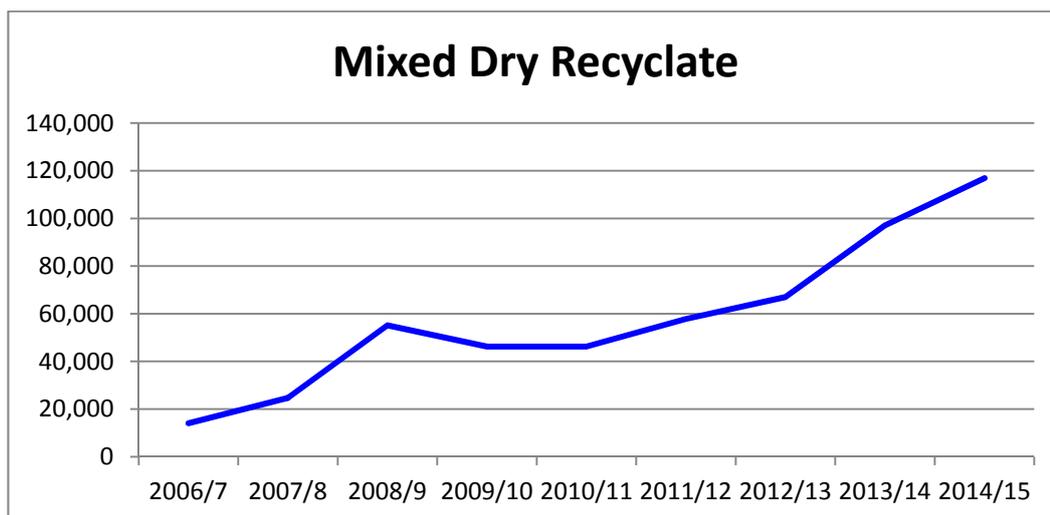
4.3 Mixed Dry Recyclables (MDR)

- 4.3.1 NLWA first started arranging for the treatment of Constituent Boroughs' mixed dry recyclables¹⁷ in 2006, with LWL bulking and transporting these materials to facilities in east and south London.
- 4.3.2 Since this time the Constituent Boroughs have all started to collect their MDR in wheeled bins such that they need mechanical separation at a materials recovery facility (MRF). This is as opposed to the use of relatively small boxes that residents and collectors have to lift and carry, the contents of which the collectors would then manually sort into a multi-compartment vehicle at the kerbside.
- 4.3.3 Since October 2009 the NLWA has been managing contracts with two Materials Recovery Facility (MRF) providers – they provide a service such that recyclables

¹⁷ Mixed dry recyclables (MDR) comprise paper, cardboard, glass bottles and jars, steel and aluminium cans, aerosol cans, plastic bottles and, more recently, butter/margarine tubs, yoghurt pots, juice cartons and ready-meal food trays.

collected from households are separated into different materials such as paper and plastic and then these materials are sent on elsewhere to be recycled into new products.

- 4.3.4 Provisional data shows that during 2014/15, approaching 117,000 tonnes of mixed dry recyclables (MDR) were delivered which was an increase of nearly 20,000 tonnes on the previous year.
- 4.3.5 The contracts for the treatment of MDR are expected to return an amount in excess of £2.6 million to the NLWA, because the recyclable material has a value, a proportion of which is passed back to NLWA. NLWA contributes to the constituent boroughs' additional costs of collection for recycling at a level that reflects the income NLWA receives in this way. The reject rates at the MRFs are also low at around 6-7%.
- 4.3.6 From the October 2014 a new 'MRF Code of Practice' was introduced at a national level. This Code of Practice requires all MRF providers that process over 1,000 tonnes per annum to introduce more rigorous analysis and reporting systems for both inputs from each customer and outputs from each separated stream. The first reporting cycle of October to December has been submitted to the regulator but is yet to be made publicly available.



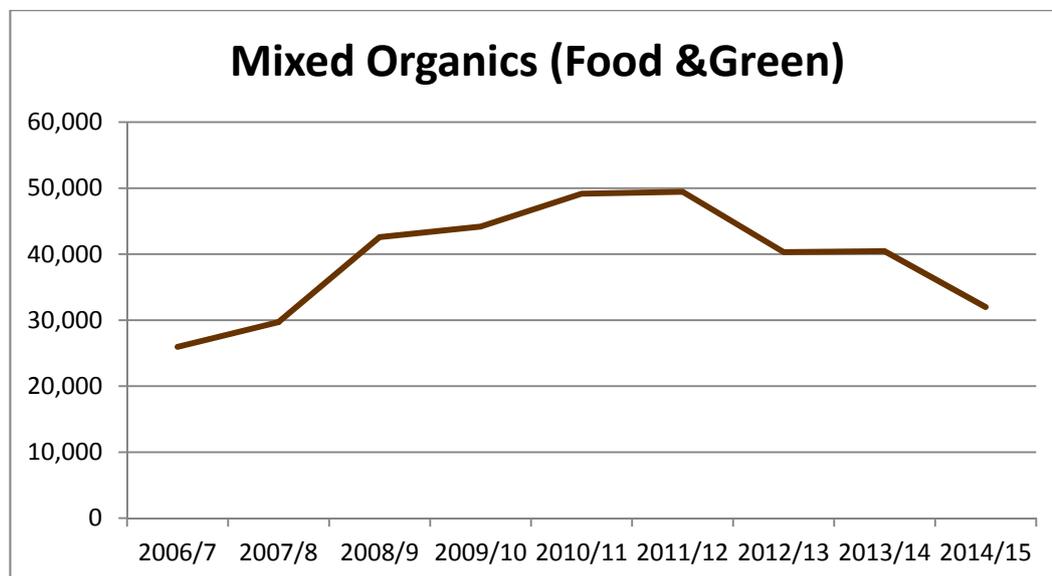
4.4 Food and Green Waste

Mixed Food and Green Waste

- 4.4.1 The in-vessel composting facility at LWL's site at Edmonton has been receiving waste since September 2005, and had a formal opening ceremony in March 2006 when the first loads of finished compost were handed over to Constituent Boroughs for local use. The facility, although licensed for 45,000 tonnes per annum (tpa) processes around 35,000 tpa of organic waste.
- 4.4.2 The compost facility was the first of its type in the country to be accredited as making compost in accordance with the national 'Compost Quality Protocol' and meeting the Publicly Available Standard No. 100 (PAS 100) from the British Standards Institute.
- 4.4.3 NLWA has arranged for LWL to deliver quantities of organic waste that are beyond the LWL facility's treatment capacity to third party facilities as necessary.

This arises as a result of improvements to Constituent Borough services, and is also accentuated by peak seasonal deliveries.

- 4.4.4 The chart below shows the amounts of mixed food and green (F&G) wastes delivered to LWL's composting facility since it opened.



- 4.4.5 The reduction in tonnes seen in 2011/12 was as a result of one borough deciding to make its own arrangements for food and green wastes recycling from 1 October 2011. The further reduction in 2013/14 was as a result of another borough deciding to separately collect its food and green wastes with the resulting increases more visible in the green waste chart below.

Green Garden Waste

- 4.4.6 NLWA first started making arrangements for pure green wastes on behalf of boroughs during 2007 with the material being sent to windrow composting sites in Hertfordshire and more recently to Ongar in Essex, by LondonWaste, unless it is needed to blend in with other wastes at LWL's own composting facility at Edmonton.
- 4.4.7 The chart below shows the amounts in tonnes since NLWA began these arrangements. The reduction seen in 2012 was due to improved site management procedures to turn away commercial green garden wastes at RRCs. The increase seen in 2013/14 was due to LB Barnet changing its collection systems (as mentioned previously), resulting in a significant increase in overall terms in the tonnages of food wastes and green wastes delivered by LB Barnet to NLWA.



4.5 Bulky Waste

- 4.5.1 In 2012 LWL installed a sorting facility to reclaim large, accessible recyclable materials from bulky municipal and commercial wastes. This worked well, but with the loss of commercial wastes in 2013/14 it appeared that this facility may not be economically viable to operate.
- 4.5.2 However, during 2014/15 NLWA, in discussion with LWL and the Constituent Boroughs arranged a trial to be undertaken in order to assess whether a greater proportion of bulky waste could be recycled. The trial involves an increased amount of deliveries to Edmonton of vehicles containing what the Boroughs categorise as 'bulky waste' in order to identify the amounts of recyclable material that can be recovered and to ascertain the costs of such recovery. The target is to recycle 50% of such wastes.
- 4.5.3 At the time of writing this report the trial is still underway; it is expected to be reported to the June 2015 Authority meeting.

4.6 Waste electrical and electronic equipment (WEEE)

- 4.6.1 Under European legislation¹⁸ producers and importers of electrical and electronic equipment (EEE) must pay for the re-use, recycling or disposal of waste electrical and electronic equipment (WEEE). A key part of how this has been transposed into national legislation is the establishment of a number of producer compliance schemes (PCSs) that have signed up various producers and importers of EEE on the basis that the PCS will make all necessary arrangements to discharge those companies of their obligations under European legislation in exchange for a fee.
- 4.6.2 NLWA's selected PCS (DHL Envirosolutions) arranges the collection of the five categories of WEEE including fridges, televisions, lamps and small and large domestic appliances from the nine RRCs in the NLWA's area and other designated collection facilities nominated by NLWA. This is funded entirely by

¹⁸ WEEE Directive (Directive 2002/96/EC) and then WEEE Directive 2012/19/EU.

the fees paid to the PCS by its member manufacturers and/or importers of EEE, i.e. it is free to NLWA.

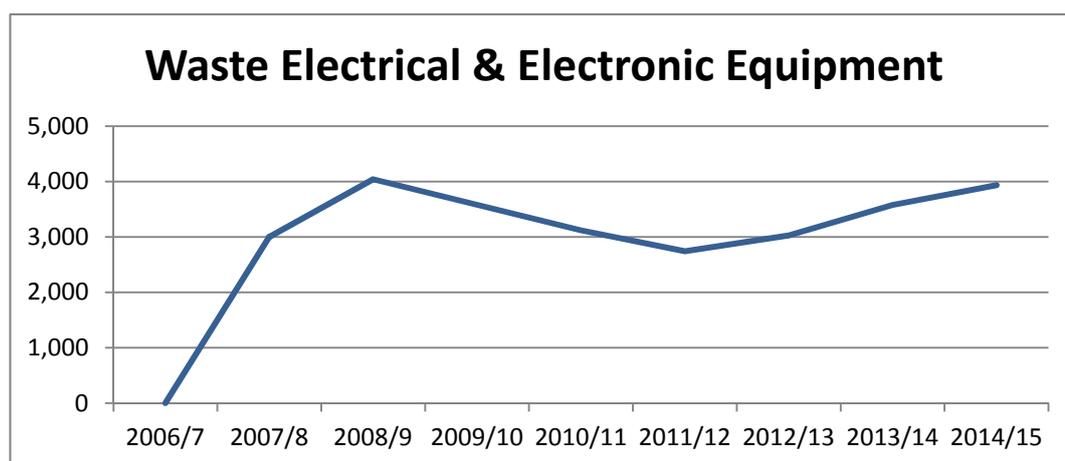
4.6.3 As part of its bid to operate this service for NLWA, DHL offered to provide additional promotional activities as set out earlier in this document, and also some additional physical services as set out below:

- DHL has installed over 60 small WEEE (sWEEE) on-street bring banks (like bottle banks), which provide a way for residents to recycle sWEEE at any time that suits them, and the current list of their locations is on the NLWA website.
- a “123 Recycle for Free” scheme is provided, through which all residential properties in the NLWA area are offered a free collection from their home. Residents can book a collection online at <http://123recycleforfree.com/> or by phoning the London Re-use Hotline on 020 3142 8506. If necessary the collectors will even lift heavy items out of the resident’s home;
- the scheme “123 Recycle for Free” has been running since January 2012 and is also available for all businesses and charity organisations.

Overall, since 2012 -13 the following has been achieved:

Collection Method	2012/13 (tonnes)	2013/14 (tonnes)	2014/15 (tonnes)
RRCs	2,765	3,278	3,638
Door to door collections (domestic)	205	252	249
Small WEEE banks	56	47	49
Total	3,026	3,577	3,936

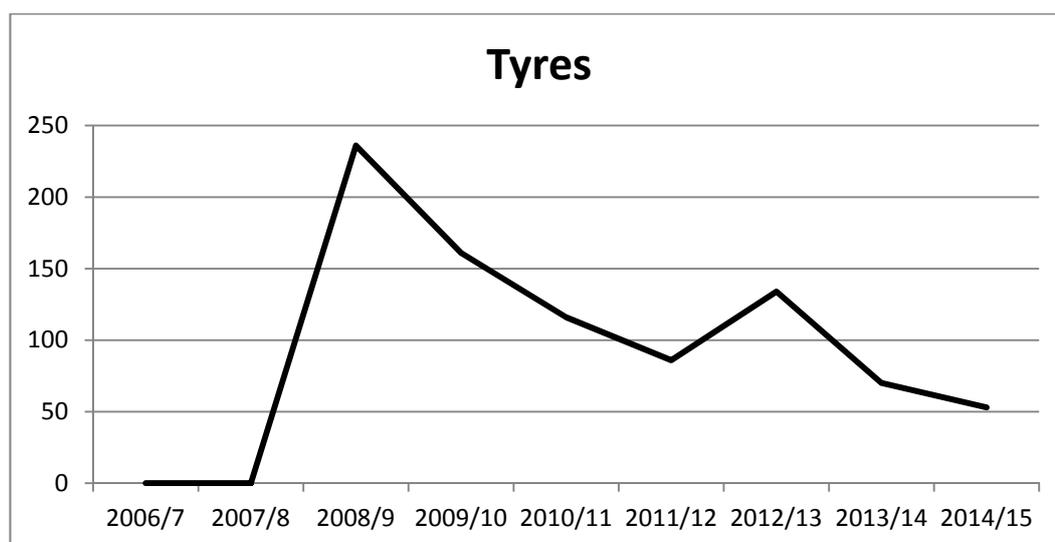
4.6.4 The tonnages of WEEE managed by NLWA are shown for a longer period than the principal three years of this report below for additional information.



4.6.5 The amount of tonnes collected in 2014/15 is almost back to the levels achieved prior to the recession when there was a distinct reduction in the number of new white goods being purchased and therefore a reduction in the number of white goods being disposed of.

4.7 Tyres

4.7.1 NLWA also arranges for the recycling of waste tyres on behalf of the five boroughs that choose to dispose of these via the levy. Arrangements for tyre recycling are through McGrath Bros Ltd who have sites in Hackney and Barking where boroughs direct deliver their waste tyres. Tyres are 100% recycled with the rubber being used as surfacing for equestrian arenas and playgrounds as well as infill and drainage material for civil engineering projects, whilst metal wire and wheel rims are assimilated into McGrath's non ferrous recycling operations. The chart below shows the amount of tyres collected since the Authority began recycling arrangements.



4.7.2 The amounts collected have reduced significantly since the introduction of tyre take back schemes at motor vehicle garages in 2009.

4.8 Third-party Re-use and Recycling Credits

4.8.1 Re-use and Recycling Credits

4.8.2 NLWA financially rewards re-use and recycling by paying a credit to charities and other third sector organisations that divert waste from disposal either by recycling or re-use. Since 1st April 2006, NLWA has had the power to make re-use and recycling credit payments to third parties according to the amount of waste that is diverted from NLWA's waste stream. Government guidance expects NLWA to be predisposed to pay claims from third parties.

4.8.3 Credits are paid to organisations for the amounts of waste that are collected for re-use and recycling. The credits are paid on a per tonne basis with the level of the payment reflecting the savings made by NLWA from avoided disposal costs. Re-use and recycling credits are paid in respect of waste that is recycled by third parties as well as reused.

4.8.4 Government guidance suggests that the sale of second-hand books or clothes and the use of returnable or refillable bottles is not eligible for credit payments and that goods donated to charity shops are not classified as waste at the point of donation, so charity shops are not eligible to receive recycling credits on goods as they are donated to their shops. However, charity shops can claim re-

use and recycling credits for items that cannot be sold and are then recycled or exported for re-use. Both the Environment Agency and community waste sector have produced guidance notes on re-use that contain advice for local authorities and third parties.

- 4.8.5 The number of organisations receiving support from the NLWA's re-use and recycling credits scheme has been relatively stable over the previous three years. However, because the tonnage that the registered organisations collectively anticipate diverting has increased and the rate paid is now greater to reflect the increasing savings made to the public sector by the work of these organisations, the amount that the NLWA has budgeted for the payment of credits has also increased. Further details of applicant organisations are available in the NLWA report on re-use and recycling credits presented to the February Authority meeting each year and in the annual strategy monitoring reports available on the website¹⁹.

Re-use and recycling credits uptake and payments

Year	No. of non-profit making orgs applying for and subsequently registered to receive credits in February	Anticipated tonnage diversion from disposal at time of registration	Budget set aside for paying re-use and recycling credits	Actual tonnage diverted as a result
2012/13	21	3,471	£216,035	2,413
2013/14	22	3,194	£204,767	2,514
2014/15	21	3,564	£235,331	2,675 (projected)
2015/16	21	3,567	£242,592	N/A

4.9 Financial Implications

- 4.9.1 As a result of the above services and developments, NLWA's expenditure for the principal areas set out above has grown over the years, as set out below.

¹⁹ Available at: <http://www.nlwa.gov.uk/governance-and-accountability/annual-strategy-monitoring-reports>.

Initiative	2012/13 (£000's)	2013/14 (£000's)	2014/15 * (£000's)
Waste prevention (including 'real' nappy support)	£347	£331	£366
Joint recycling communications	£227	£289	£108 **
Re-use and recycling centre operations	£1,606 ***	£2,112	£2,691
Mixed dry recyclable initial cost	£3,394 <u>(£2,235)</u>	£4,957 <u>(£2,706)</u>	£5,875 <u>(£2,528)</u>
Income share	£1,159	£2,251	£3,347
Net cost			
Food and green garden waste	£2,608	£2,723	£2,721
Third party re-use and recycling credits	£150	£161	£194
Total	£6,097	£7,867	£9,427
<p>* Figures from NLWA's fourth budget review, February 2015</p> <p>** As noted in the report, activity initially planned for 2014/15 has been deferred to 2015/16</p> <p>*** This is a part-year cost for some of the RRCs because their transfer to NLWA was phased</p>			

5 Conclusion

- 5.1.1 NLWA and the Constituent Councils first agreed joint aims and objectives for municipal wastes management in 2001. They have been making concerted efforts since then to minimise waste arisings and maximise re-use and recycling.
- 5.1.2 Some Constituent Boroughs can find it harder to recycle more, particularly in flats; and if making comparisons, especially with other parts of the country it would be important to bear in mind that with less green garden waste available per household, it will not be possible to match the much higher recycling rates seen elsewhere that rely on this element of the waste stream (see Need Assessment).
- 5.1.3 Nevertheless, NLWA and the Constituent Boroughs have agreed a target of re-using or recycling 50% of household wastes by 2020, and are working hard to achieve this target as cost effectively as possible.