



**LARAC**  
CONFERENCE  
CELEBRATION AWARDS

2023



Headline Partner

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## **CONTAMINATION SEMINAR**

*Chair: Elly Attwood, Waste and Cleansing Manager, West  
Northamptonshire Council*

Katy Fulton, Interim Director, Bryson Recycling

Amy Casey, Advisor – Local Authority Support, ReLondon



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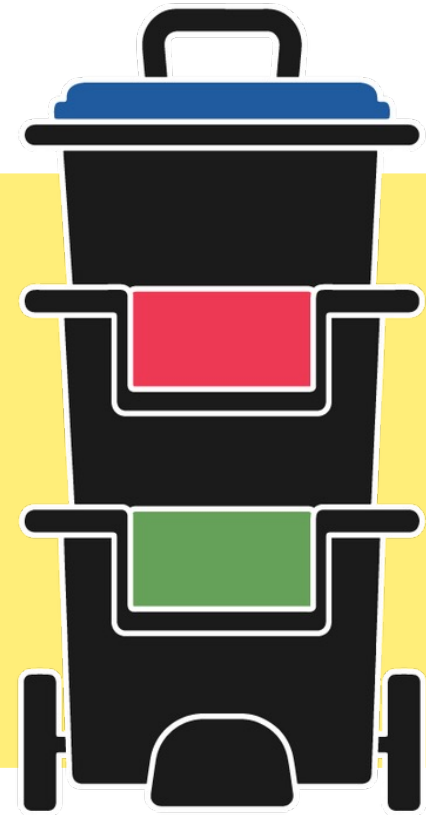
## **CONTAMINATION SEMINAR**

Katy Fulton, Interim Director, Bryson Recycling



# Plastic Bags and Wrapping Trial Contamination & Communications

Katy Fulton – Interim Director, Bryson Recycling



**Recycle** the right way



**Bryson**  
Recycling

# Bryson Recycling – What We Do



# Trial Purpose

**Extended  
Producer  
Responsibility**

**Recycle more**

**End markets**

**1st NI kerbside  
pilot**

**Best collection  
method**

# What Trial Tested



# Trial Outline



# Householder Communications

**STARTS Monday 6th June**  
Your household has been selected to be part of this trial.



## Recycle your plastic bags and wrapping

Antrim and Newtownabbey residents already recycle more than 56.9% of their waste, but we want to help you recycle even more. We're introducing a new trial to see how we can recycle your plastic bags and wrapping. The trial will last 6 months.

### Why are we running this trial?

New recycling laws will be introduced in the UK which mean this type of plastic will need to be collected from households for recycling. We want to find the best way of collecting this type of plastic in order to make it easy for you to recycle even more from home.

### What should I do?
















- Start collecting your plastic bags and wrapping at home – please see next page for examples of what we can collect.
- Please ensure that they are clean and free of food residue.
- Place your items in the bags provided with this leaflet.
- Tie the bag securely, removing as much air as possible.
- Place it in the bottom section of your Wheelie Box, along with your glass bottle and jars.








At the end of the trial we will ask you to fill in a quick survey to tell us what you think. Everyone who completes the survey will be entered into a prize draw to win a £50 gift card.




## What can I put in my bag?

**✓ YES PLEASE**

 Plastic carrier bags	 Plastic bread bags	 Plastic wrapping from can/bottle multipacks	 Plastic wrapping from toilet/kitchen roll packs	 Plastic freezer bag
 Plastic wrapping from magazines	 Thin plastic fruit and vegetable bags	 Bubble wrap	 Plastic salad bags	 Plastic cereal box liners
 Plastic frozen food bags	 Plastic packaging from online orders	 Pasta and rice bags	 Crisps packets, sweet bags, biscuit and chocolate wrapping	 Dishwasher tablet and detergent pod bags

**✗ NO THANKS**

 Compostable and biodegradable bags and wrapping	 Film lids from ready meals and fruit/meat trays	 Baby/pet food and microwaveable food pouches	 Cling film	 Please put in middle section of your Wheelie Box Plastic bottles, pots, tubs and trays
--	--	--	---	--

  Contact us:  
028 9084 8494  
info@brysonrecycling.org  
www.brysonrecycling.org  

















- Targeted communications
- Leaflet
- Doorknocking
- Customer survey



# Yes / No List



## YES PLEASE

				
Plastic carrier bags	Plastic bread bags	Plastic wrapping from can/bottle multipacks	Plastic wrapping from toilet/kitchen roll packs	Plastic freezer bag
				
Plastic wrapping from magazines	Thin plastic fruit and vegetable bags	Bubble wrap	Plastic salad bags	Plastic cereal box liners
				
Plastic frozen food bags	Plastic packaging from online orders	Pasta and rice bags	Crisps packets, sweet bags, biscuit and chocolate wrapping	Dishwasher tablet and detergent pod bags



## NO THANKS

				
Compostable and biodegradable bags and wrapping	Film lids from ready meals and fruit/meat trays	Baby/pet food and microwavable food pouches	Cling film	Please put in middle section of your Wheelie Box Plastic bottles, pots, tubs and trays

# Trial Timeline

Doorknocking & leaflet delivery

May

Collections start

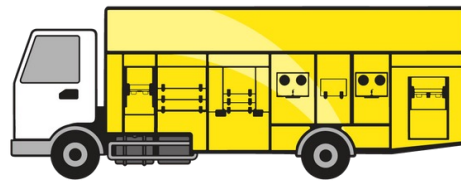
June

Doorknocking

September

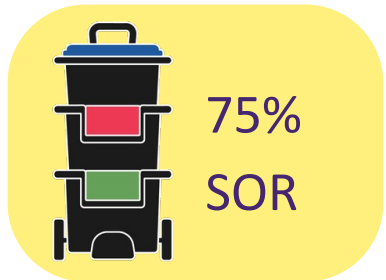
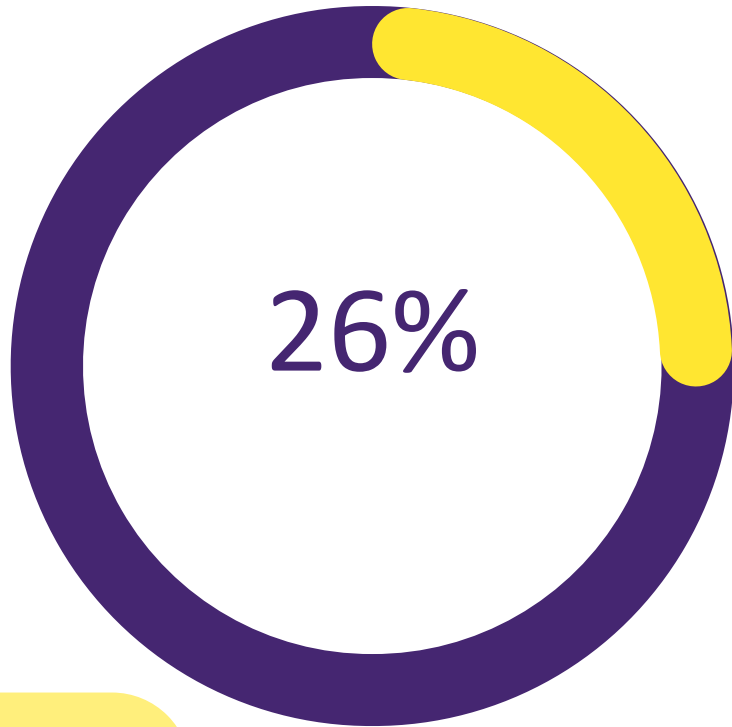
Collections stop & Survey

February

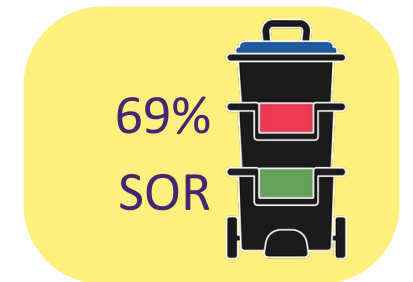
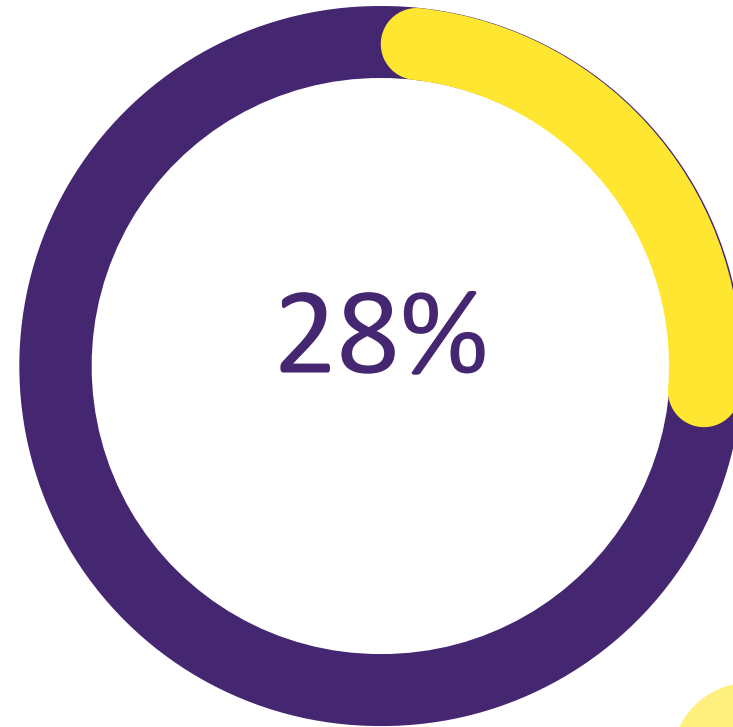


# Set Out Rate

NO BAGS SUPPLIED



BAGS SUPPLIED



# Tonnage

NO BAGS SUPPLIED



BAGS SUPPLIED



# Material Sampling

LD



Plastic carrier bags



Plastic bread bags



Plastic wrapping from can/bottle multipacks



Plastic wrapping from toilet/kitchen roll packs

HD



Cereal box liners

PE



Bubble wrap

PP



Crisps packets, sweet bags, biscuit and chocolate wrapping

# Material Sampling

## MIXED



Plastic  
wrapping from  
magazines



Thin plastic fruit  
and vegetable  
bags



Plastic  
freezer bag



Plastic  
salad bags



Plastic  
frozen food  
bags



Plastic  
packaging from  
online orders



Pasta and  
rice bags



Dishwasher tablet  
and detergent pod  
bags

# Material Sampling

## NON-TARGET



Compostable and biodegradable bags and wrapping



Film lids from ready meals and fruit/meat trays

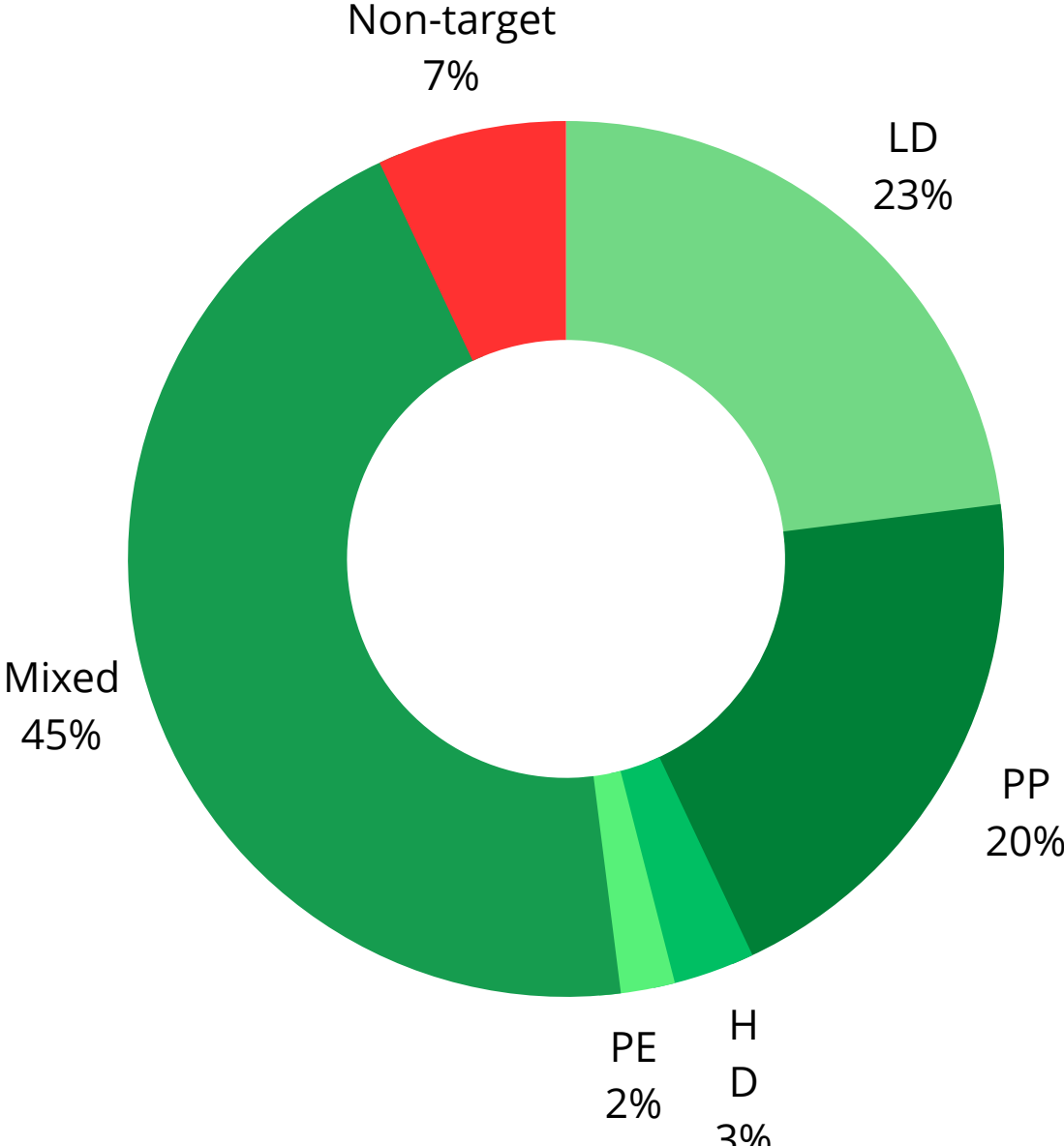


Baby/pet food and microwavable food pouches



Cling film

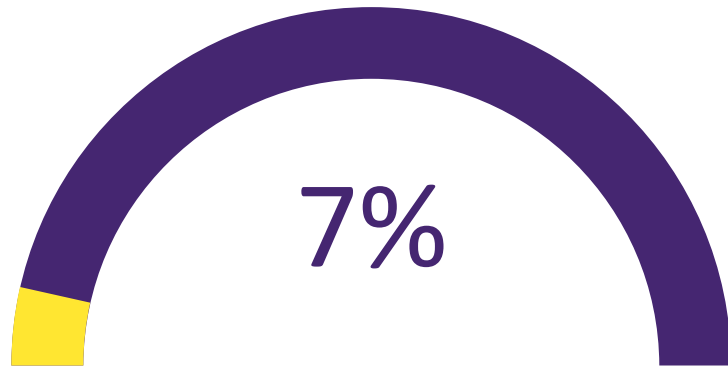
# Material Composition



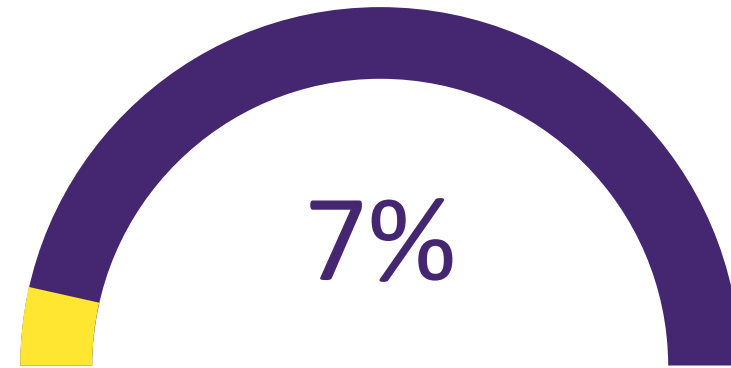


# Contamination

NO BAGS SUPPLIED



BAGS SUPPLIED



# Contaminants





- February 2023
- Door to door
- Not in? Postcard left



Enter our prize draw  
to win £50 GIFT CARD

## Plastic bags and wrapping trial

In June 2022 we introduced a new trial to recycle your plastic bags and wrapping. The trial ends on **Monday 13th February** and we would love to get your feedback. Tell us what you think about the trial by filling in our quick survey, and we'll enter you into a prize draw to win a £50 gift card.

Please complete the survey by **SUNDAY 12TH FEBRUARY AT 5PM.**



To complete survey scan here or visit  
[www.brysonrecycling.org/plastic-trial](http://www.brysonrecycling.org/plastic-trial)



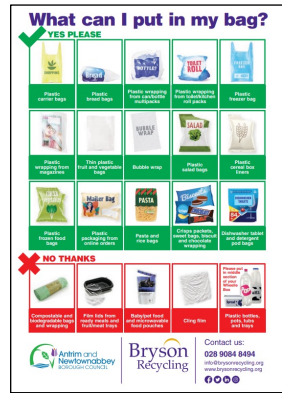
Contact us:  
**028 9084 8494**  
[info@brysonrecycling.org](mailto:info@brysonrecycling.org)  
[www.brysonrecycling.org](http://www.brysonrecycling.org)

Area A

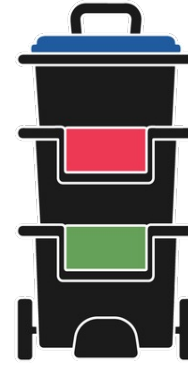
# Survey Feedback



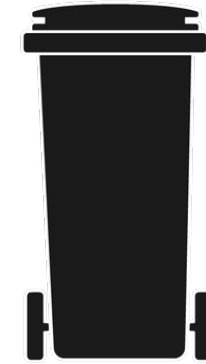
97% presented weekly



98% thought leaflet clear



94% had space in Wheelie box



80% saw reduction in refuse

**NO BAGS SUPPLIED**  
93% happy to use own bag

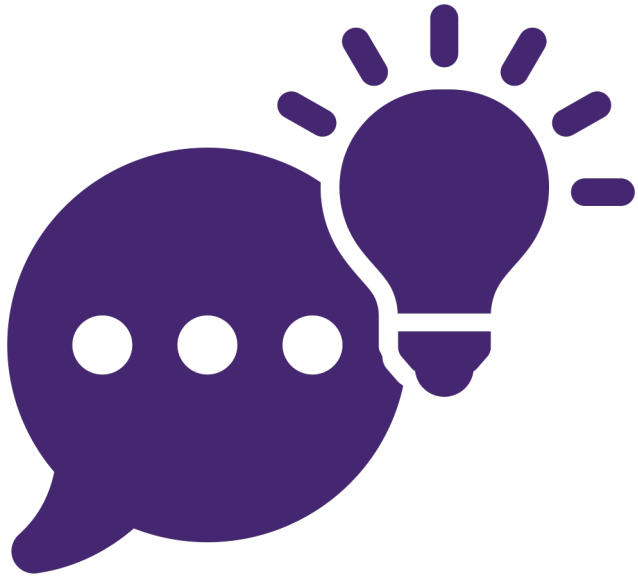


**BAGS SUPPLIED**  
82% preferred to be supplied with bag



99% would use if permanently introduced

# Customer Suggestions



**Supply a reusable bag to attach to Wheelie Box**

**Provide separate container for these plastics**

**Provide details on how to order more bags**

**I would like to recycle more items like pet food pouches**

# Trial Feedback

Keep the  
collections  
going

Provide a different way  
to collect this plastic as  
providing bags is not  
environmentally friendly

A great initiative and  
hopefully redirects  
more waste from  
landfill

I noticed my refuse  
bin didn't get full  
so often

Think this should  
continue, its amazing  
how much plastic  
wrapping a household  
can accumulate

I was really pleased  
with the trial and I'd  
love it to be  
permanent

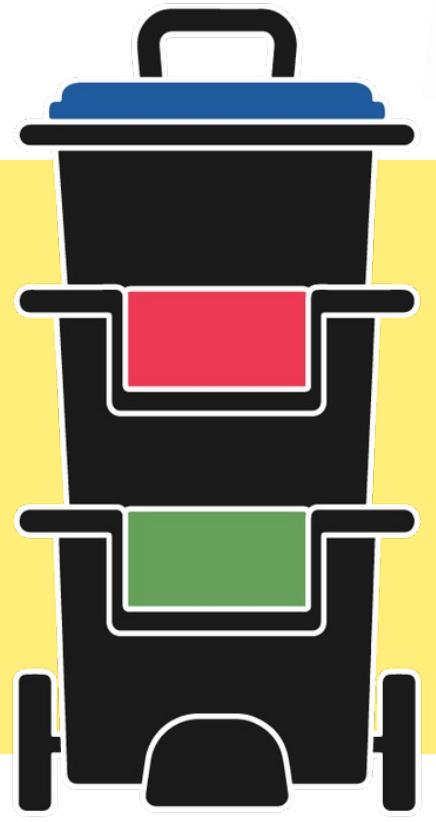
Just a brilliant  
concept, missing it  
already

It was easy to  
take onboard  
and do



Thank you

[Katy.Fulton@brysonrecycling.org](mailto:Katy.Fulton@brysonrecycling.org)  
[www.brysonrecycling.org](http://www.brysonrecycling.org)



 **Recycle** the right way



**Bryson**  
Recycling



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## **CONTAMINATION SEMINAR**

Amy Casey, Advisor – Local Authority Support, ReLondon





# Tackling contamination

Amy Casey

11/10/2023





# A future without waste

where the way we make, consume and dispose of stuff actively tackles the climate crisis and protects our planet.

## **Businesses**

Empowering business and industry to embrace circularity, transforming the way they work and creating long-term sustainable value and growth.

## **Local authorities**

Providing boroughs with expert, practical advice and support to help London live sustainably, reduce waste and recycle more.

## **Citizens**

Inspiring London's citizens and communities to actively embrace a more sustainable and circular lifestyle, one behaviour at a time.

# Why it's an issue

Improving the quality of dry recycling is critical not only for increasing recycling rates, but for authorities to deliver **efficient and effective services**.

## Further costs

- Communication with residents
- Staff time & fuel costs (potential revisits)
- Picking out contamination at waste transfer stations
- Rejected loads at the MRF
- Decrease in profit sharing, due to decrease in quality of recyclate
- Increased gate fees
- Increased disposal costs



# Contamination in London

Contamination levels in London can be as high as 40% on some kerbside rounds - most London boroughs average around 15%.

Contamination levels on 12 estates across six London boroughs was over 30%.

Recent waste composition analysis data project - 19% kerbside and 26% for communal.



# Tackling contamination projects

## **Cost of contamination toolkit**

This toolkit allows the user to calculate the true cost to their authority of reactively dealing with contamination in both kerbside and flats recycling.

## **Tackling contamination projects**

We ran five one-to-one support projects with four London local authorities to investigate why recycling was contaminated, at both the kerbside and at flats, and tested interventions to reduce it.

## **Recycling quality officer pilot**

This pilot aimed to test our hypothesis that using dedicated officers, walking ahead of the crews, helps identify more contamination than leaving to the crews alone.

# Reasons for contamination (project specific)

## Comms

**Unclear signage** - poor signage in bin stores

**Service leaflets** - not clear with instructions

**Complex communications** - too many messages

**Out of date stickers** - bin stickers out of date or non-existent

## Crews

**Crew checks** - not always inspecting bins before emptying

**Inconsistent standards** - accepting or rejecting differing levels of contamination

**Split back vehicles** - rubbish going into recycling side

## Policy

**Low impact policies** - little effect on behaviour change

**Inconsistent policy deployment** - reliant on crews, performed to various degrees

**Policy discord** - lack of agreement between officers, managers, crews



# Other reasons for contamination

## Perceptions

- People being they're good recyclers
- Not updating knowledge - base decisions on assumptions
- Feelings of guilt - wanting to recycling everything

## The process

- Assumptions around it how it's sorted
- Lack of knowledge around how the system works & impact of behaviour
- Impact of textiles, need to rinse or quality > quantity

## Messaging

- Sourcing info from unreliable sources (Google, packaging)
- Not utilising council channels for information
- Conflicting info between council, media, online

## Other

- Crew behaviour or poor crew training
- Poor container signage
- Out of date comms
- Some people just don't care!



## Recycling quality officer pilot

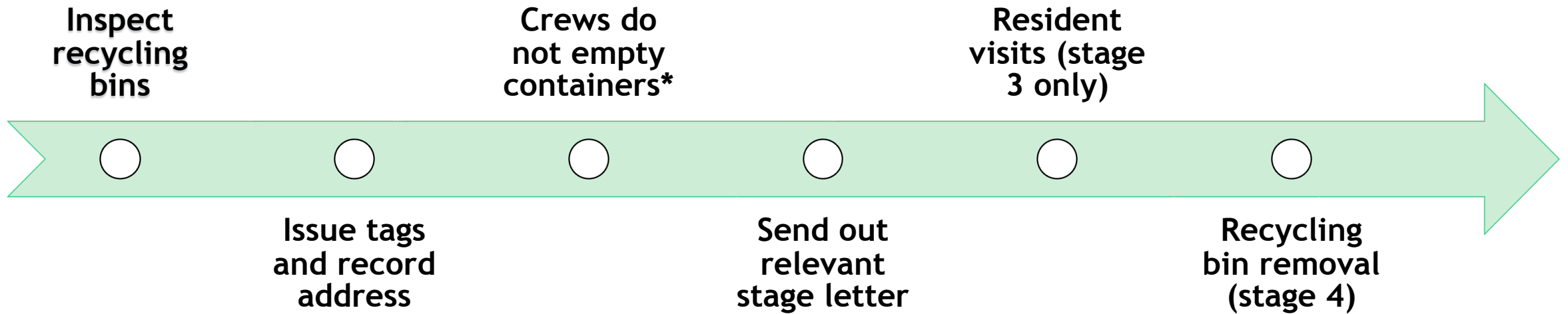


# Methodology

- Team of recycling quality officers (RQOs) to action contamination policy instead of crews - tested in four boroughs.
- Two RQOs ahead of crew, one round per day, five days per week, six weeks.
- RQOs tagged and recorded each contaminated bin & logged the address.
- Crews left the contaminated bins for residents to sort.
- Series of escalating feedback provided to resident.



# Contamination policy



\*In three of four boroughs

# Main results

Borough A		Borough B
2,744	Number of households that contaminated at least once during the pilot	3,080
97	Number of households likely to have been Identified as contaminating by crews	527
2,647	Additional contaminating households identified during pilot	2,553
96	Percentage of households identified as contaminating that would not have been identified otherwise	83

## Step 1

**How much** - get a better understanding of current spend to reactively deal with contamination

## Step 2

**Why** - use are unwanted items going in? Service review inc. comms review of materials, bin stickers, signage, crew activity

**What** - consider extra sampling to understand main contaminants. Can then focus communications and crew training on these

**Where** - is it borough-wide? Or specific rounds? If latter, linked to the area, crew or both?

## Step 3

**How** - interventions will depend on the why, what and where. Implementing interventions without understanding what's happening in the recycling stream are likely to be ineffective.

## Step 4

**M&E** - ensure you incorporate methods to monitor the impact of your interventions, to get a good understanding of what does or does not work in your borough. This will also help provide evidence for internal funding to make further improvements.

# Key findings

## 1. Contamination policy is key

- A robust policy with feedback mechanism to residents was the most impactful intervention

## 2. Full-service review important first step

- Before launching into interventions to improve quality of recycling, you need to pinpoint exact issues in your service and design around these

## 3. Crews play a huge part

- They are your eyes and ears on the ground.

## 4. Clear communications

- Outdated, unclear communications was a common issue.

## 5. Main contaminants

- Food, textiles and plastics most common.



# Conclusions & recommendations

## 1 Hypothesis

The use of a dedicated resource to check recycling bins, does identify more containers than the crew alone.

## 2 Behaviour change

Evidence from this and previous trials demonstrates residents will change their behaviour with the feedback mechanism.

## 3 Cost effectiveness

The cost effectiveness of this intervention is dependent on local circumstances.

1

## Reducing contamination

How much is contamination costing you to deal with, what is the contamination, where is it occurring and why? Service review to identify this.

2

## Contamination policy

Ensure you have a robust contamination policy, with a feedback mechanism to residents. This should be well resourced and fully supported by members.

3

## Continual monitoring & communications

Monitor the impact of your interventions. Keep monitoring the crews and ensure regular training. Regularly communicate to residents how to recycle correctly.



# Communication suggestions

## Disruptive

Effective comms needs to be proactive & disruptive

## It matters

Reassure people that their efforts make a difference

## Misconceptions

Recognise residents are trying to do the right thing, but discuss misconceptions

## One focus

Focus on one material/ theme at a time (which issues have the greatest impact)

## Process

Consider comms around what happens to the waste & recycling > use real people

## Why?

Short & simple why with the instructions

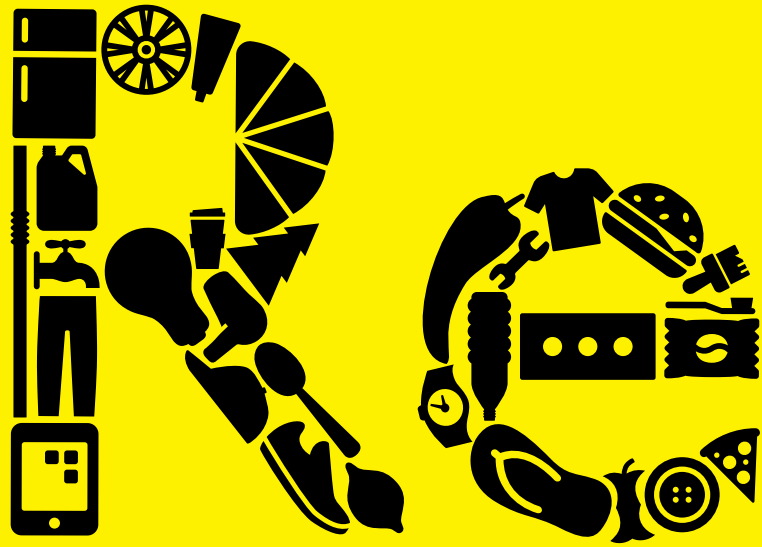
## Performance

Update residents on recycling performance

## Feedback

is essential (direct & generic)

Regularly updating residents is important



**ReLondon**

# Thank you

Amy Casey

Advisor

 @relondon\_UK

 /company/relondon

[relondon.gov.uk](http://relondon.gov.uk)



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## QUESTIONS & ANSWERS



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## **Optimising Resource Management: Collaboration between Waste Industry and Local Authorities**

Barbara Leach, Fees and Payments Calculator  
Delivery Lead, Department for Environment, Food  
& Rural Affairs

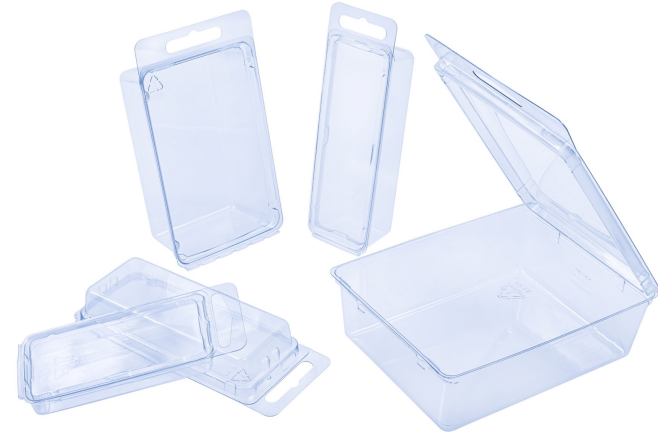
A collection of disposable food and beverage packaging items is arranged on a light-colored surface against a blue background. On the left, there are two brown paper bags, one with a handle. In the center, there are two red disposable coffee cups with black lids, sitting in a cardboard egg carton. To the right of the coffee cups is a stack of four white pizza boxes. In the foreground, there are three aluminum trays stacked on top of each other. To the right of the aluminum trays is a stack of four white styrofoam containers. The text "Modulation of EPR Fees" is overlaid in white on a green horizontal band across the middle of the image.

# Modulation of EPR Fees

**1** **Plastics containing carbon black**



**2** **PVC inc. non-PVC packaging with PVC components**



**3** **HIPS, expanded & extruded polystyrene**



**4** **Some plastic films e.g. multi-material**



**5 Compostable and degradable plastics**



**6 Non-polyolefin foamed plastics**  
e.g. non-PP, non-PE



**7 High wet strength paper and card**



**8 Some coated papers**  
e.g. waxed, greaseproof





**9** Paper and card with too much\* foil embossing



\* To be defined

**10** Some fibre-based composites e.g. PVC lined



**11** Glass with attached ceramics



**12** Some packaging in the 'wood' and 'other' categories e.g. cork, ceramics, textiles



**13** Paper and card with double sided lamination



TELL  
US  
WHAT  
YOU  
THINK





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## QUESTIONS & ANSWERS



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## **REUSE & REPAIR**

*Chair: Hilary Garlick, Senior Support Officer,  
Suffolk County Council*

Katharine Banks, Waste Reduction Officer,  
Cumberland Council

Mariam Bajulaiye, Waste Prevention Manager,  
East London Waste Authority



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## **REUSE & REPAIR**

Katharine Banks, Waste Reduction Officer,  
Cumberland Council

# Reuse and Repair - Aids for Daily Living

## Establishing a new re-use service

**Katharine Banks**  
**Waste Reduction Officer**  
**Cumberland Council**



Westmorland  
& Furness  
Council

Working for Cumberland Council and  
Westmorland & Furness Council

# Introduction

- Waste Reduction Implementation Plan 2019-23 set out programme of activity
- Aim to slow the growth of household waste in Cumbria – measured by total amount of waste collected and per household
- **Priorities for action:** waste streams with the biggest share of tonnage and the greatest carbon impact from reduction:
  - **Food Waste reduction**
  - **Garden and food waste composting and digestion**
  - **Textiles – clothing repair and reuse**
  - **Plastics – reducing single-use plastic**
  - **WEEE – recycling and reuse.**



# Opportunities

- The Aids for Daily Living (ADL) project was not included in the Plan.
- Community Equipment Team approached the Waste Team to see if we could help them.
- Post Covid, the cost of ADL equipment had risen, and supply chain issues were leading to delays in equipment needed to enable people to live independently at home e.g., return home after a hospital stay.
- Reuse was previously not considered because it was not financially viable

**\*Lessons Learnt** – flexibility within the Waste Plan is key. It was good to be able to act on the opportunity to work with and support other departments

# What is Aids for Daily Living Equipment?

ADL is supplied by the LA Community Equipment Service; the equipment ranges from long-term use to post operative support. The aim is to support people to live independently in their own home.



Wheeled commode



Perching stool



Static commode

(NHS Walking Aids are separate to ADL)



Trolley



Overbed table



Toilet frame with seat

# Collecting items for reuse

- Wanted to collect from all 14 HWRCs, because they are:
  - accessible,
  - open every day
  - easy to collect from for Community Equipment team.
- Agreement & support was required from contractors and sub-contractors, Renewi and Cumbria Waste Management Ltd.
- We don't have reuse shops at our HWRCs, so staff were not previously experienced in collecting for reuse. Training was given to HWRC staff.
- The project started as a 6-month trial.
- Wanted to supplement with locally based take-back events. Approached Library Service to host the take-back events, as we have worked with them well in the past. Like HWRCs, libraries are well located, accessible and open regular hours. People know location of their local library.

# Practical issues

Things that had to be in place before collections could start:

- Risk Assessments and Method Statements
- Training of HWRC staff – The Community Equipment collection crew worked within the service, so understood what condition equipment needed to be in to make it suitable for reuse. They were able to guide HWRC staff on what to set aside and what not.
- Plan for collection of equipment (scheduled collections or requested collections)
- Counting of equipment and tonnage for reporting

**\*Lessons Learnt** – allow time for training and don't expect to get it right first time.


















Collections – trial and error. All initially were on request to work out which sites were busiest and put in place sensible collection frequency.

# Preparation for reuse

- Once items are collected, they are taken to the community equipment distribution centre, where they are cleaned using an autoclave.
- Items are then safety checked ready for reuse.
- Safety checks can include putting on new ferrules



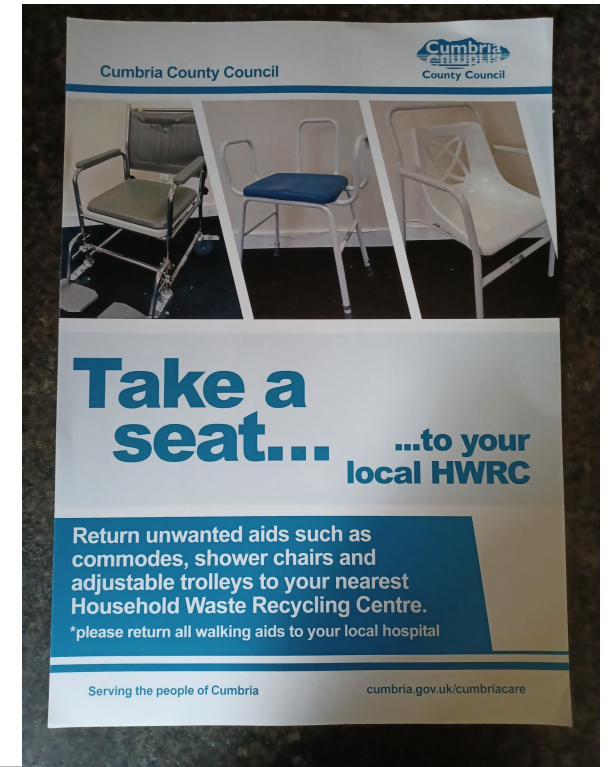
# Collection sheet used

AIDS FOR DAILY LIVING (ADL) COLLECTION SHEET											
SITE NAME <input type="text"/>						DATE COLLECTED <input type="text"/>					
COLLECTION BY <input type="text"/>											
<b>BATHING AND SHOWER AIDS</b>											
<b>OVER BATH SEAT</b> 	Avg weight 2kg	<b>IN BATH SEAT</b> 	Avg weight 3kg	<b>BATH STEP</b> 	Avg weight 1kg	<b>SHOWER STOOL</b> 	Avg weight 3kg	<b>SHOWER SEAT</b> 	Avg weight 4kg		
<b>TOILET AIDS</b>											
<b>RAISED TOILET SEAT</b> 	Avg weight 2kg	<b>TOILET SEAT WITH FRAME</b> 	Avg weight 4kg	<b>TOILET SURROUND FRAME</b> 	Avg weight 4kg	<b>STATIC COMMODE</b> 	Avg weight 6kg	<b>MOBILE COMMODE</b> 	Avg weight 15kg		
<b>HOUSEHOLD AIDS</b>											
<b>PERCHING STOOL</b> 	Avg weight 6kg	<b>TROLLEY</b> 	Avg weight 8kg	<b>OVERBED TABLE</b> 	Avg weight 6kg	<b>BED/CHAIR RAISERS</b> 	Avg weight 3kg	<b>FOLDING BACK REST</b> 	Avg weight 3kg		
<b>BED CRADLE</b> 	Avg weight 3kg	<b>BED LEVER</b> 	Avg weight 3kg								
Please ensure that the correct number of units are recorded per item											
DRIVER NAME <input type="text"/>											
SITE OPERATIVE NAME <input type="text"/>											
TOTAL WEIGHT COLLECTED <input type="text"/>											

This sheet has been really useful for both HWRC collections and Take-Back events.

# Communications

A Comms Plan was put in place for HWRC collections and for individual take back events. This included social media posts, press releases, posters and metal swing signs at HWRCs.



# Take-Back events



**Are you in the frame?**

**Return unwanted equipment to Barrow Library 21-25 June**



Kendal Library  
4 April · 🌐

We have teamed up with the Community Equipment Service Team and Kendal Library to hold a community equipment Take-Back event at Kendal Library starting today, Mon 4th until Sat 9th April. If you have any clean, good condition equipment, bring it along to the library, where it will get collected for re-distribution.

Cumbria County Council



**Take a seat...** ...to your local library during the equipment take-back

Return unwanted aids such as commodes, shower chairs and adjustable trolleys here so they can be reused.  
\*please return all walking aids to your local hospital

Equipment take-back:  
**Here at Kendal Library**  
4 - 9 April  
(up to 11.30 am on 9 April)

Serving the people of Cumbria [cumbria.gov.uk/cumbriacare](http://cumbria.gov.uk/cumbriacare)

1 comment

- Used demographic information to determine where to hold Take-Back events.
- Events ranged from 5 to 7 days.
- Library venues are locally visible and easy to access.
- Library Teams are keen to draw people into their local library.
- Waste Team supported Library staff to offer reassurance and support throughout the events



# Results

- Collections from all 14 HWRCs in 12-month period of 2022/23:
- 1,395 items (7.371 tonnes)
- Take-Back results:

Venue	No of items	Weight of items (kg)
• Kendal Library (7 days)	41	211
• Barrow Library (5 days)	86	414
• Keswick Library (7 days)	52	237

# Challenges

- Frequency of collections at some sites that are a further distance from the distribution centre – due to the rurality of Cumbria, travelling time can be over 2 hours just to get to some HWRCs.
- Collection vehicles staffed by qualified ADL team – main role is usually delivering equipment and setting up a person's home environment. So, taking Community Equipment staff off their usual job to make 'waste' collections.
- The roll-out of take-back from HWRCs might have been better gradually phased in, rather than all at once.
- The confusion between Aids for Daily Living Equipment and NHS Walking Aids.



# LARAC

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### CELEBRATION AWARDS

# 2023



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## **REUSE & REPAIR**

Mariam Bajulaiye, Waste Prevention Manager,  
East London Waste Authority

# REUSE and REPAIR

LARAC CONFERENCE 2023, Day 2 Workshop  
(9.45am)



## **Mariam Bajulaiye BSc, MSc, MCIWM**

- Waste Prevention Manager @ East London Waste Authority
- Co-Chair – London Recycling Officers Group
- 15 years' experience in the Resource Efficiency and Waste Management Sector
- BSc Microbiology (University of Ilorin)
- MSc Environmental Technology (Imperial College London)
- Chartered Waste Manager (CIWM)

# The East London Waste Authority (ELWA)

A statutory joint waste disposal authority, responsible for the sustainable treatment and disposal of waste collected by the London Boroughs of Barking & Dagenham, Havering, Newham and Redbridge, along with the operation of four Reuse and Recycling Centres.

Approximately 450,000 tonnes of waste is delivered to ELWA by the Constituent Councils each year, collected from over 1.1 million residents.

# AGENDA

FOCUS ON REUSE &  
REPAIR JOINT-  
PARTNERSHIP WORK

*DELIVERING A WASTE  
PREVENTION  
PROGRAMME IN ELWA*

# Definitions

❑ Article 3(1) WFD: 'Waste' means any substance or object which the holder discards or intends or is required to discard.

❑ Household waste (including bulky items)

Reference: [2018 Waste Framework Directive amendments](#)





# ELWA Waste Prevention Programme (2021-2023)

A CASE STUDY

# Options for Bulky Waste Diversion for East London Waste Authority and Boroughs (March 2011).



The current **bulky waste collection services** could be transformed into Bulky Reuse, Recycling and Waste Collection services in partnership with TSOs.



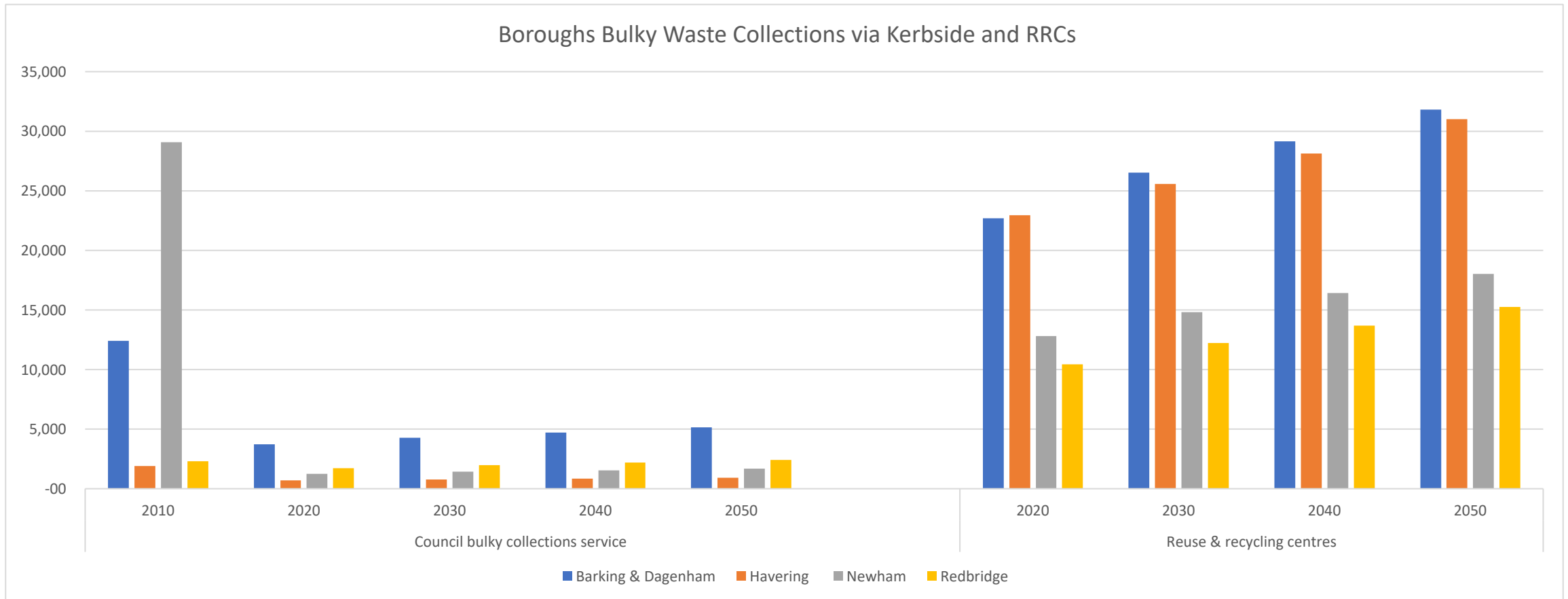
## Road Map with a 3 Step Change:

1. The introduction of a simpler charging system
2. Setting up of a formal service level agreement for reuse collections
3. Letting a Bulky Reuse, Recycling and Waste Collection Contract



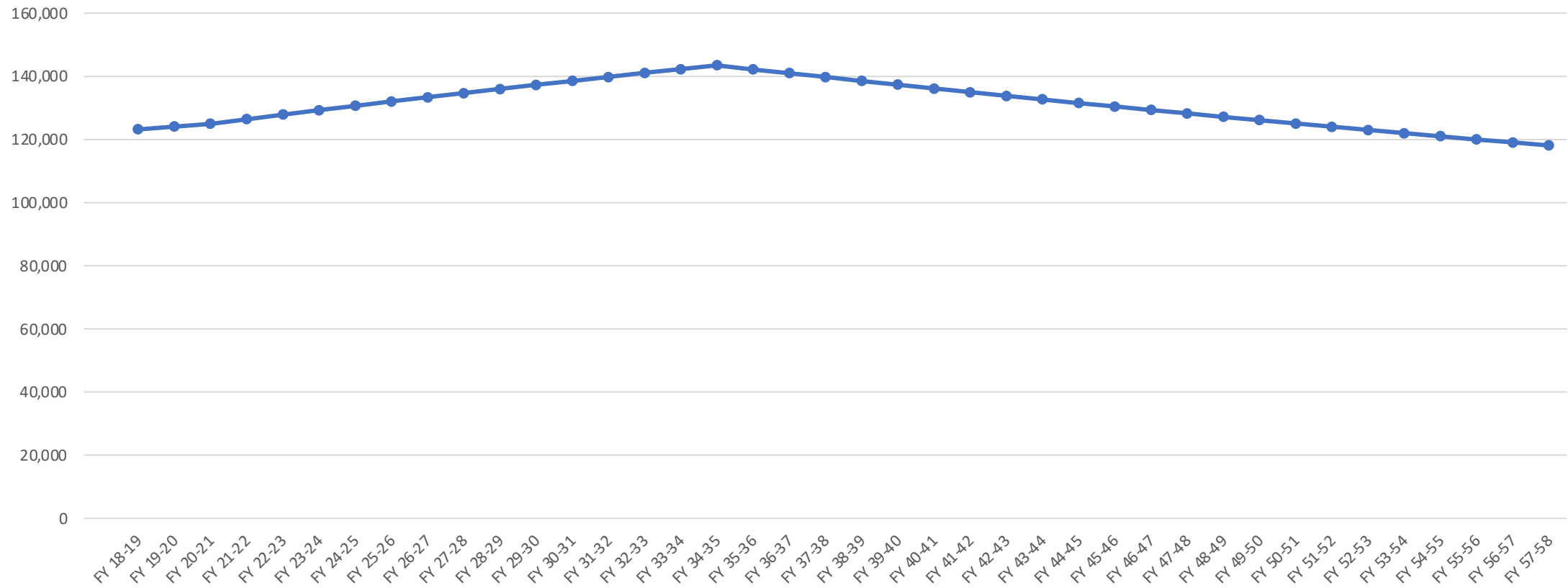
**All RRCs** to have the scope to put in place immediate measures to increase their level of reuse

# Waste Forecast Modelling Projections (2018-2057)



# Waste Forecast Modelling Projections (2018-2057)

## ELWA Region Food Waste Tonnage Forecast



# East London Waste Prevention Programme

## East London Waste Prevention Plan 2021-2022

### Material Stream 1: Bulky Waste

**Objective 1:** Increase the diversion of items for re-use from residents' homes

**Objective 2:** Increase the amount of items diverted for re-use at the Reuse & Recycling Centres

### Material Stream 2: Textiles and Nappies

**Objective 3:** Reduce the amount of disposable nappies used in East London

**Objective 4:** Reduce the purchase and wastage of school uniforms

**Objective 5:** Increase local re-use of textiles

### Material Stream 3: Food Waste

**Objective 6:** Reduce the amount of avoidable food waste generated in East London

**Objective 7:** Increase the availability of repair opportunities to reduce the need for disposal of non-working items

### Material Stream 4: Waste Electrical and Electronic Equipments (WEEE)

**Objective 8:** Promote safe disposal routes for batteries and other potentially hazardous small appliances to reduce fire risk in residual waste and dry recycling collection vehicles and treatment facilities

**Objective 9:** Increase home composting of garden waste

### Material Stream 5: Food and Garden Waste

**Objective 10:** Establish opportunities for community composting on housing estates and other locations

**Objective 11:** Reduce the need for purchase and wastage of small electrical and electronic equipment such as kitchen appliances, tools and other equipment that householders only need to use occasionally

### Material Stream 6: Multiple Waste Streams

**Objective 12:** Promote the sharing and re-selling of durable household items

# STAKEHOLDER MATRIX



East London  
Waste Authority

Renewi PLC

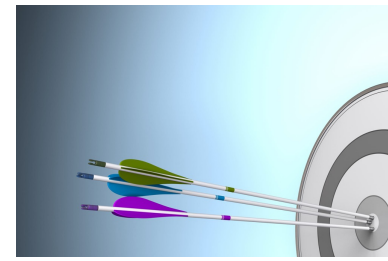
London Boroughs of  
Barking & Dagenham;  
Havering; Newham &  
Redbridge



Third Sector  
Organisations

Schools

Housing Associations  
across the four  
Constituent Council  
Areas



Engagement and  
Communications

1.15m Residents

Keep Britain Tidy



Recycle for Your  
Community

Corporate  
Communications

ELWA & Constituent  
Council websites

# ELWA Waste Prevention Programme (2021 - 2023)

## PROJECT EXAMPLES

# ESTABLISHED PROJECTS

21 – 23 Authority Approved ELWA Waste Prevention Programme Action Plan

Approved in February 2021

Regional Reusable  
Nappy Scheme

Action Plan &  
Communications  
Plan

LBBB Library of  
Things

#Take Charge  
Campaign - PHASE 1

Bulky Waste  
Composition Analysis

Love Food Hate Waste  
Campaign

LBBB Reusable  
Nappy Scheme

12 Repair Café  
Events

13 School Uniform  
Bank Project

#Take Charge  
Campaign - PHASE 2

Food Waste  
Campaign (ReLondon)

RRC Improvement  
works - Reuse  
Collections & signage

Renewi PLC  
Match Funding

Distributor Take-back Scheme  
Match Funding



## TABLE 1: A SUMMARY OF DEVELOPED WASTE PREVENTION PROJECTS (2021 – 2023)

s/n	WPP Projects	2021-23	Pestle Analysis Explanatory Notes
1	Bulky Waste Composition Analysis	No	<b>Completed</b> with suggested recommendations being incorporated by Constituent Council Officers
2	Bulky Reuse Collection Service	Yes	Formal SLAs to be developed on behalf of the London Borough of Redbridge and Havering in collaboration with TCL Furniture Reuse
3	Bulky waste page website review (LA & ELWA)	Yes	ELWA website to be reviewed to incorporate established waste prevention initiatives
4	Circular Economy Credits	Yes	Circular Economy Policy Brief was issued to Members at the Authority Meeting on 30th September 2022
5	RRC Communications: Re-use Signage	Yes	Reuse signage to be developed on RRCs with a dedicated reuse shed i.e., Gerpins Lane (Havering) & Chigwell Road (Redbridge). Quick Win Options 1 & 2 to be linked with RRC Improvement Works
6	RRC Formal Re-use Collection Arrangements	No	<b>Completed</b> an operational site review across the four sites to incorporate the collections of bulky waste materials and bric-a-brac such as books on sites with limited space
7	Reuse Retail Outlets - Business case	Yes	Case studies on established reuse retail outlets was developed in 2021-2022. If approved, a business case will be developed in 2023-24 as part of the Medium Term RRC Improvement Works
8	Reusable nappy scheme LBBD	No	<b>Completed</b>
9	Regional Reusable Nappy Communications	No	<b>Completed</b> , communications artwork will be used by Corporate Communications Team from each Constituent Council annually
10	Regional reusable nappy infrastructure	Yes	Procurement to be reviewed every two years for the four Constituent Councils ( <i>Note: LB Newham's interest in a reusable nappy scheme will continue to be clarified</i> )
11	8 Real Nappy Engagement Events	Yes	These events will be delivered by the Constituent Councils
12	13 School Uniform Bank Trial Scheme	Yes	Project will be integrated into ELWA Waste Prevention Programme
13	25 Food Waste Minimisation Events	Yes	These events will be implemented in collaboration with the four Constituent Councils
14	8 Repair Café Events	Yes	These will be directly funded by ELWA and incorporate more material streams such as "food" via Love Food Hate Waste workshops
15	Appropriate Battery Recycling Campaign	Yes	This virtual campaign will be jointly funded in collaboration with Renewi PLC and external organisations such as Material Focus
16	Virtual Food Waste Minimisation Campaign	Yes	Tailored food waste minimisation campaigns to be designed for areas with high food waste arisings across the four Constituent Council areas.
17	LBBD Library of Things	Yes	Library of Things Scheme to be established across the three other Constituent Councils i.e., London Borough of Havering, Newham, and Redbridge.

# WHAT IS THE MOST IMPORTANT STEP REQUIRED WHEN ESTABLISHING A KERBSIDE & RRC RE-USE DIVERSION SCHEME?

- Develop a bulky waste compositional analysis
- Identify reputable local TSO and offer an operational audit to each TSO
- Procure necessary infrastructure e.g., RRC reuse storage containers
- Design communication materials including signposting from Council websites
- Design feedback mechanism via constant engagement with stakeholders to identify bottlenecks



# WHAT IS THE MOST IMPORTANT STEP REQUIRED WHEN ESTABLISHING A REUSABLE NAPPY SCHEME?

- Develop a reuse guestimator
- Implement a reusable nappy supply chain product evaluation
- Design communication materials including materials for Council webpage
- Design feedback mechanism via annual surveys
- Work with the Council Officer via the PCG to obtain Member approval

# ELWA REGIONAL REUSABLE NAPPY SCHEME



**Save up to  
£1,000 by  
switching to  
reusable  
nappies**

Get started by claiming your FREE reusable nappy trial pack worth over £35, visit [www.lbbd.gov.uk/reusable-nappies](http://www.lbbd.gov.uk/reusable-nappies)

Disposable nappies cannot be reused or recycled - they must go in your general waste bin.

**Barking & Dagenham** 

12/10/2023

## Reusable Nappy Stats YTD

no. of packs	206
potential cost savings	£106,656.89
waste reduced (tonnes)	106.44
CO <sub>2</sub> eq (kg) prevented	24,073.14

EAST LONDON WASTE PREVENTION PROGRAMME



Restarter Ben and Mr Hardy at the Havering Repair Café after fixing Mr Hardy's Radio

# "THIS WAS BETTER THAN WINNING THE LOTTERY"

Mr Hardy, Havering Repair Café



## 12 ELWA Repair Cafes (2022)

ELWA provided financial support of £225.68 to cover insurance costs for Transition Town Ilford to ensure they can continue running for another year with the additional benefit of running the repair café from up to five venues.

# Outcomes from ELWA Repair Cafes

**Table 6b: 2021 – 2023 Waste Prevention Impact Indicators for ELWA Repair Festivals (Phase 2: Jul – Aug 2022)**

**Material Stream 4: Electronics (Objective 7: Increase the availability of repair opportunities to reduce the need for disposal of non-working items).**

Constituent Council Repair Café	No. of events	Total reduction / event (kg)	Number of HH Items Repaired					Residents Participation		Carbon equivalent saved (CO2e)	
			WEEE	Furniture	Textiles	Bicycles	Other: toys, scooter.	No. of attendees	Attendees with Repairs	CO2e /event (kg)	CO2e /event (t)
Barking and Dagenham	1	112	7	0	6	13	1	30	25	655	0.65
Havering	1	51	3	1	18	13	2	50	31	437.0	0.44
Newham	1	54	8	0	19	30	0	60	55	585.0	0.56
Redbridge	1	68	7	0	23	17	0	60	46	627.0	0.63
<b>TOTAL</b>	<b>4</b>	<b>285</b>	<b>25</b>	<b>1</b>	<b>66</b>	<b>73</b>	<b>3</b>	<b>200</b>	<b>157</b>	<b>2304</b>	<b>2.3</b>

**NOTE: Phase 2 repair cafes prioritised on the day repair activities to residents.**

# LIBRARY OF THINGS

[Library of Things: Barking – YouTube](#)





# Strategic Priorities for ELWA Waste Prevention Programme (2021-2025)

*Tonnage, Carbon & ROIs including social value impacts*

An illustration on a teal background. On the left, a hand in a grey sleeve is open, palm up. On the right, a hand in a dark suit sleeve is also open, palm up. Between the hands are three glowing yellow lightbulbs with radiating lines, arranged in a descending diagonal line from top-left to bottom-right. To the left of the hands, there are three large, dark blue question marks of varying sizes, also arranged in a descending diagonal line.

Any questions?

All

10/12/2023

EAST LONDON WASTE PREVENTION PROGRAMME





**Workshop discussion**

**20 mins**

**Breakout groups**



## **How could you use collaboration to deliver reuse and repair in your authority area?**

**Who could be possible internal partners?**

**Who could be possible external partners?**

**What can those partners add?**

**What opportunities are there for reuse and repair?**

**What are their objectives? What are your shared objectives?**

**How would be best to communicate with them?**

**What challenges might there be?**



# LARAC CONFERENCE CELEBRATION AWARDS

2023



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## QUESTIONS & ANSWERS



# LARAC

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# 2023



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## TEA, COFFEE & NETWORKING



LARAC  
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CELEBRATION AWARDS

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CONTENÜR

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## REUSE & REPAIR

*Chair: Solomon Ede, Senior Enforcement Officer, West Lothian Council*

Liam Bould, Regional Development Manager, FCC Environment

Gemma Green, Reuse Development Manager, FCC Environment

Sarah Cash, Director of Business and Income Development, Dove

House Hospice

Vicki Harris, Waste Manager – Technical, Wiltshire Council

# LARAC Conference

## Reuse & Repair Workshop

Hilton Metropole, Birmingham

12th October 2023



# Workshop

## Reuse & Repair



**Liam Bould**  
Regional Development Manager  
FCC Environment

**Gemma Green**  
Reuse Development Manager  
FCC Environment



**Sarah Cash**  
Director of Business and Income Development  
Dove House Hospice

**Wiltshire Council**

**Vicki Harris**  
Waste Manager  
Wiltshire Council



**Keri Ryder**  
Operations Officer  
Suffolk County Council



## Who we are

One of the UK's leading recycling and waste management companies

We employ over 2,400 people across the UK and operate a wide range of waste management sites

Every day we minimise the amount of waste that ends up in landfill by transforming it into valuable resources

---

**1.1m**

Recycling 1.1m tonnes of waste pa

**117MW**

Our facilities generate 117MW of green energy



## Who we are

### We operate in five key areas:

- Municipal Services
- Recycling, Reuse and Composting
- Green Energy
- Waste Processing
- Business Waste Solutions

**We believe it is possible to be a thriving successful business while reducing our impact on the natural environment**



## Who we are

We currently operate 10 reuse shops in partnership with our local authority and charity partners:

- Two in Suffolk
- Two in Buckinghamshire
- One in South Yorkshire
- One in Hull and East Riding of Yorkshire
- One in North Warwickshire
- One in Wrexham
- One in Neath Port Talbot
- One in Torfaen

£2.3m

Awards for  
**EXCELLENCE**  
IN RECYCLING AND WASTE MANAGEMENT  
20<sup>TH</sup> ANNIVERSARY

2023  
WINNERS

- ✓ Our reuse shops generated **£2.3m** revenue in 2022
- ✓ Avoided **2.5kt** of waste
- ✓ **39%** increase in revenue & **47%** increase in tonnes versus 2021



# FCC Environment & YouGov poll shows the appetite for reuse is here to stay

We wanted to understand the public's attitude towards reuse and how it has changed since we last polled people back in 2022.

When we surveyed people in 2022

**73%**

said they thought HWRCs should have a reuse shop nearby or onsite

When we surveyed people in 2023, the number of people who thought that HWRCs should have a reuse shop had risen by

**12%**  
to **85%**



## As well as reuse, people are keen to repair their items where possible...

We asked the public: if they could take a broken item to be repaired at their local HWRC and be shown how to fix it, would they prefer to do that, buy a similar item from a reuse shop, or buy a new item?

**54%**

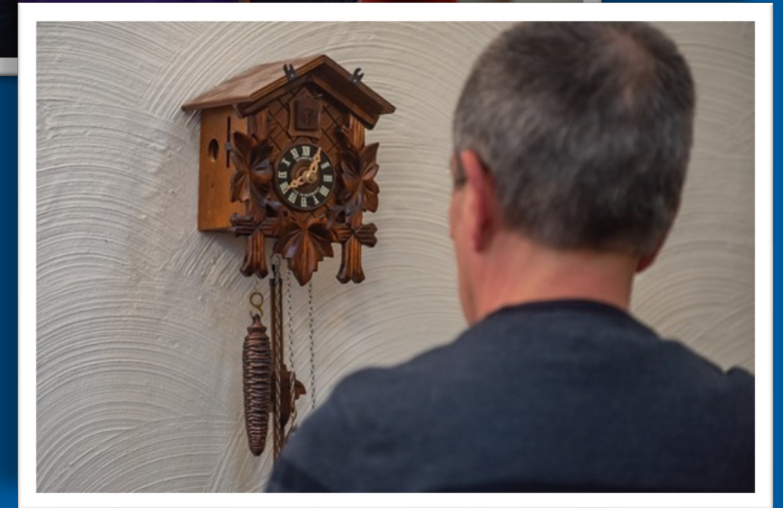
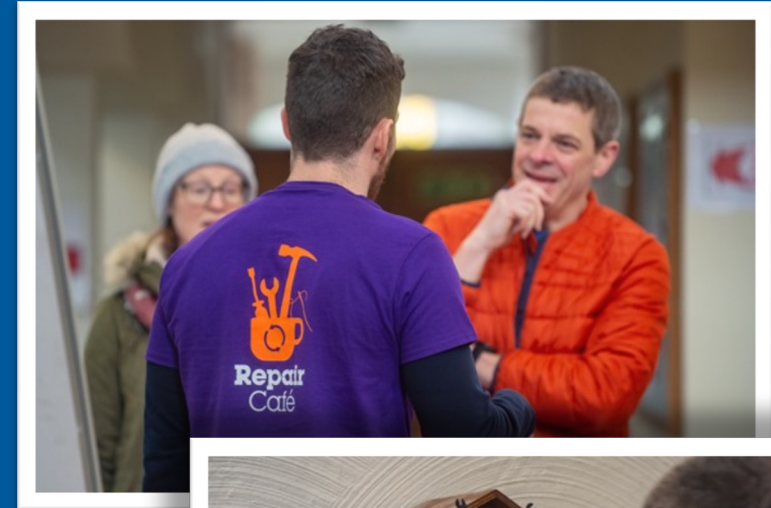
Of all respondents, **54%** said they would prefer to be shown how to fix the item.

**16%**

**16%** said they would prefer to buy a similar item from a reuse shop

**18%**

Just **18%** said they would prefer to buy a new item.



# Consumers should be encouraged to repair their items

We also asked if the public thought people should be encouraged to repair broken items, or to buy new ones to replace them.

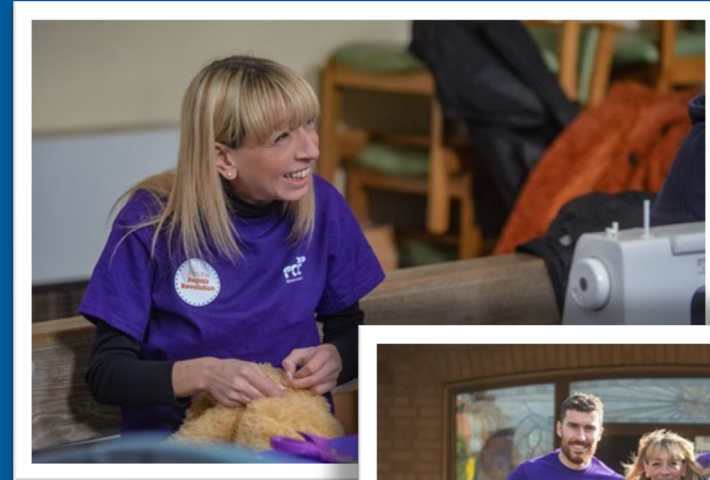
**90%**

There was overwhelming support for repair, with **90%** saying they think people should be encouraged to fix their broken item rather than replace it.

Just **3%**

of people thought that people should be encouraged to buy new items to replace their broken ones.

The number of people holding this view was **consistent across all demographics.**



## Reuse at LARAC

Thank you to everyone who brought a book along to donate for reuse. Our Charity partners Dove House Hospice and South Bucks Hospice are grateful for your support.

**We hope you enjoyed the photobooth fun too!**



**Thank you**  
for your kind  
donation

Find out more about us at  
[fccenvironment.co.uk](http://fccenvironment.co.uk)  
[laraconference.co.uk](http://laraconference.co.uk)





## Why does reuse matter?

'Reuse' sits under 'Reduce', at the top of the waste hierarchy and has the greatest carbon benefit of all the solutions for dealing with waste.

- In 2022 the UK reused 2.7 million furniture and electrical items
- A staggering £343.2m saved for low income households
- That's 92,053 tonnes of products
- And 98,935 tonnes of CO<sub>2</sub>

**Reuse makes a difference to the world we live in and the communities we serve.**

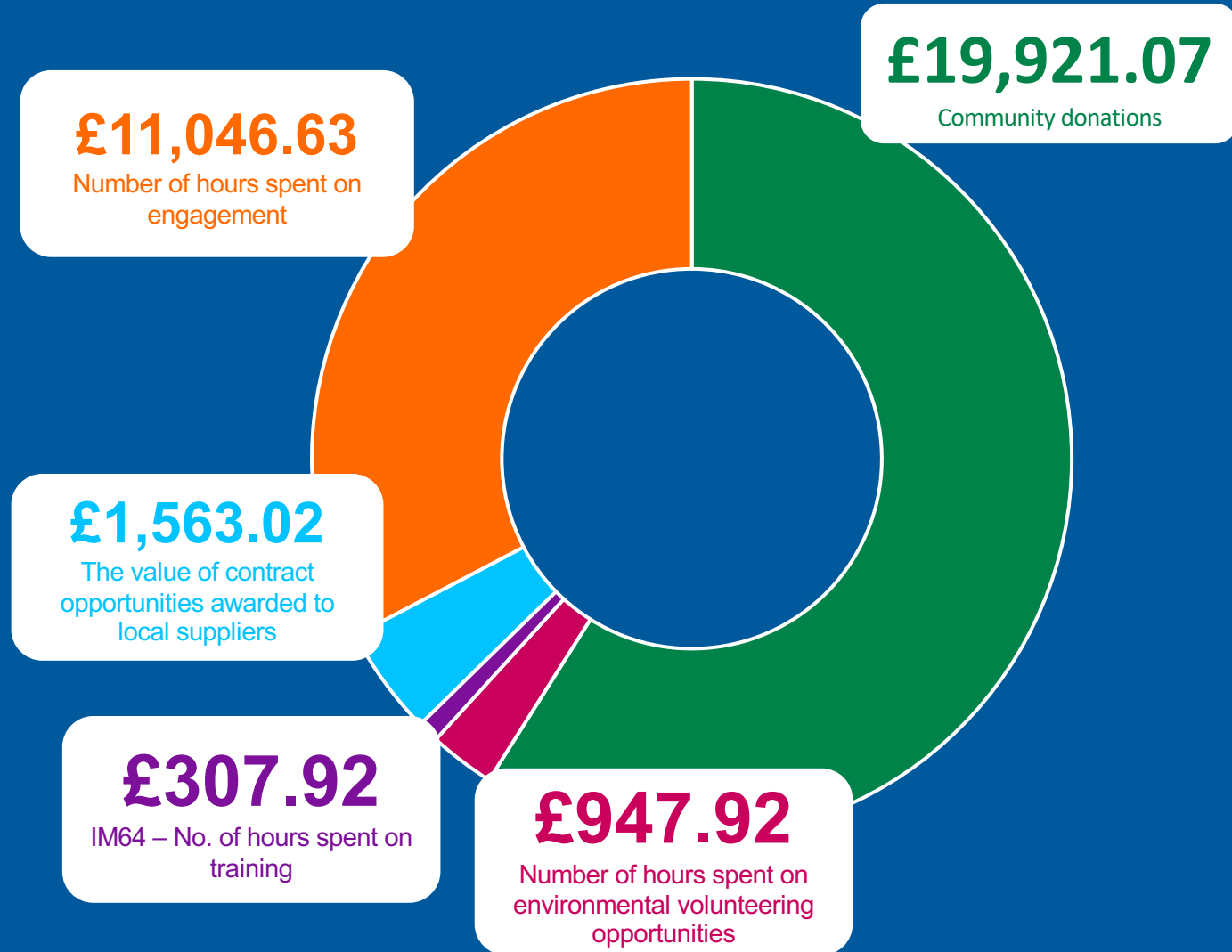


# Wigan's Second Chance Saloon



## Reuse Pop-up Shops

- Hosted 17 pop up events now across 13 different locations in the UK
- Delivered over **£33k** of social value
- **3,306** items sold = **19t** of reuse
- Why? Targeting areas with limited access to reuse and increasing awareness



## Why repair for FCC?

- Builds on our re-use portfolio
- **310 councils** have declared a climate emergency – reuse and repair helps combat this
- Resource and waste strategy contains 5 strategic ambitions, which include **doubling of resource productivity** and **eliminating avoidable wastes** of all kinds
- **Net Zero emissions by 2050** – move away from linear model of ‘take, make, use, throw’ to a circular economy



## Swanton Road Drop-off Centre

- Site opened June 2022 after closing in October 2021
- Merchant reuse drop off centre and white good repair operation
- Partnered with third sector organisation in The Benjamin Foundation
- Generated **over £200k** in social value
- Site is open to the public 5 days a week
- **Innovation Project of the Year award via Reuse Network and 4\* Zero Waste Award**



## White Goods Success Rate

Measurement	No.
Collections	1368
Failed Repair	653
Awaiting Inspection/Repair	106
Sold	578
For Sale	31
Repair Rate	44.5%

### Making the case for reuse: achieving net zero by 2050

Environment and Energy, Circular Economy, Sustainability

29th November 2022



CIWM President Dr Anna Willetts during a site visit of the Swanton Road reuse drop-off centre.

FCC Environment has been exploring the benefits of reuse for several years, with some of our reuse shops well over a decade old, highlighting our long-standing commitment to championing the positive impact that reuse can have on communities and the environment.

# Repair Cafés

- 3 events held in 2022 in Amersham, Bucks
- Local church, 10am-1pm (£30)
- **55** participants
- **66** hours volunteered
- **49** items repaired
- **78kg** waste prevented\*
- **740kg CO<sub>2</sub>** emissions prevented\*
- Delivered almost **£5k** of social value

\*source: The Restart Project (Fixometer)



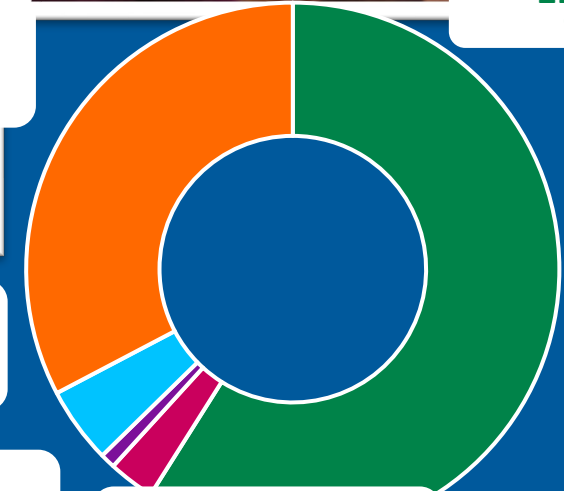
**£11,046.63**  
Number of hours spent on engagement

**£1,563.02**  
The value of contract opportunities awarded to local suppliers

**£307.92**  
IM64 – No. of hours spent on training



**£19,921.07**  
Community donations



**£947.92**  
Number of hours spent on environmental volunteering opportunities

# Dove House Hospice



dovehouse  
hospice

caring for people with a life limiting illness



# About Dove House Hospice

Hull and East Riding of Yorkshire

Holistic care:

- End of life care
- Pain and symptom control
- Respite care
- Outpatient clinics

Groups – Friday Friends, Welcome Wednesdays, Child Bereavement



dovehouse  
hospice

caring for people with a life limiting illness

# How do we fund the care?



£9m/year to run the hospice

10% funded by the government

Internal fundraising

- Retail – 33 shops
- Lottery 20,000 members
- Fundraising

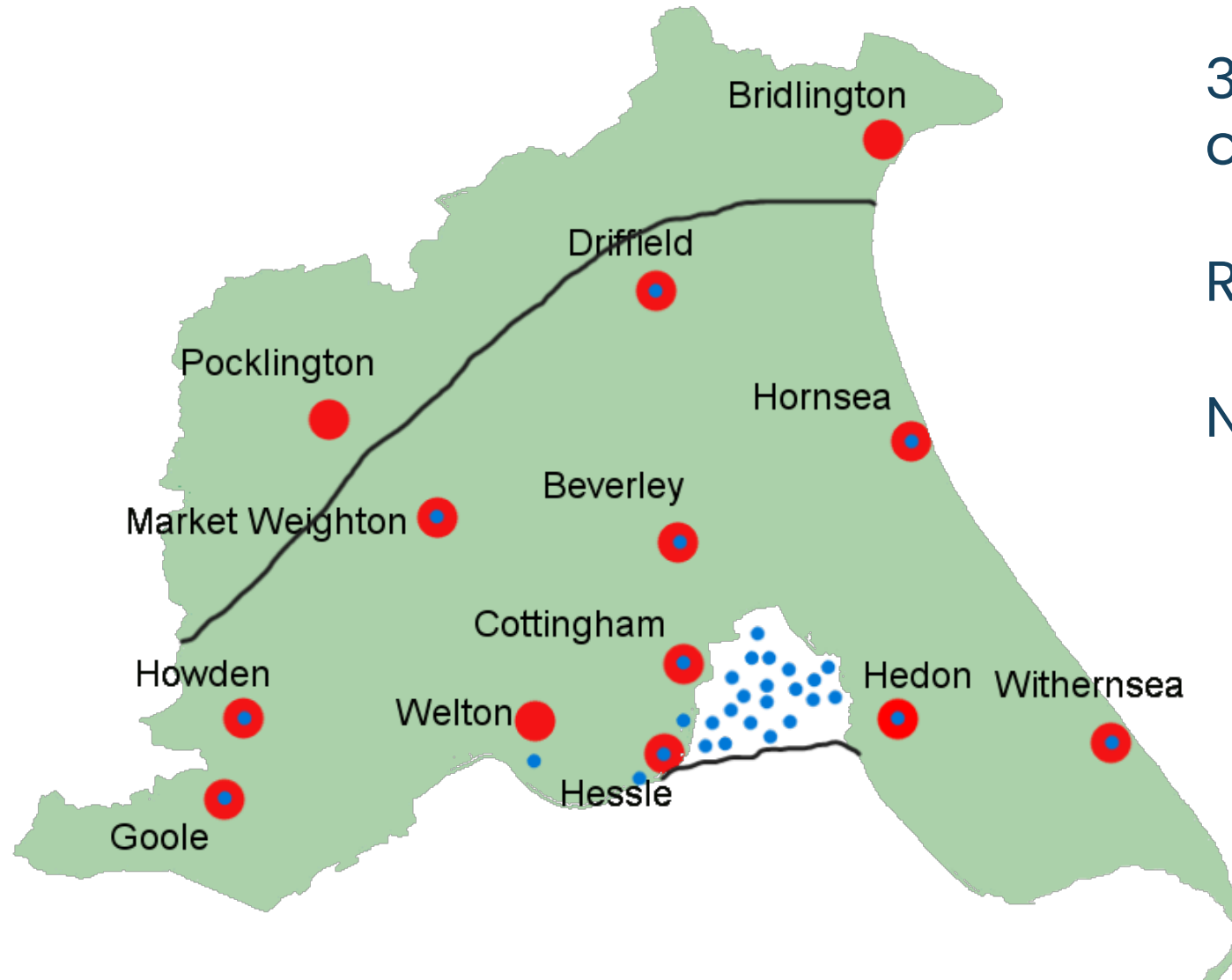
Trading company –  
nursery schools, café



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# Dove House Retail Shops



33 shops generating  
over £4m

Rising costs

Need to diversify!



**dovehouse**  
hospice

caring for people with a life limiting illness

# Re-Use Shop

Run in partnership with FCC Environment, Hull City Council and East Riding Council

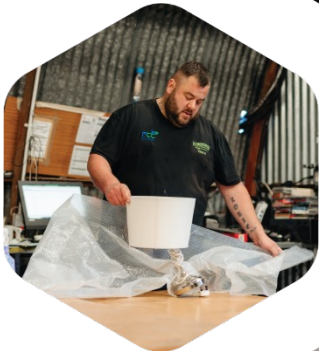
Took over the shop in November 2018

## Impact:

- Income £1.37m
- £250k profit for the hospice

## Items:

- 102k items sold
- 927 tonnes reuse



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hospice

caring for people with a life limiting illness

# Re-Use Electricals

£100k funding from the Distributor Takeback Scheme in 2019

1900 tonnes of fridges and LDA collected for recycling through the HWRC network in 2018/19

Shop opened April 2021

Sold a range of goods, some at lower price points to help households on low incomes



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# Re-Use Electricals

£71k second round DTS funding in Jan 2022

Enabled the project to diversify into repair and harvesting of spares

Moved to larger premises 15<sup>th</sup> June 2023  
– sales trebled to £14k/month

April 2021 – Aug 2023 95 tonnes diverted  
(2437 items)

£112k raised for the hospice



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hospice

caring for people with a life limiting illness



# The Future

- Second 'general' Re-Use Shop
- Pop-up shops
- Online sales
- Apprentices



caring for people with a life limiting illness



# Reuse challenges in a network of small recycling centres

Vicki Harris,  
Head of Service – Waste Management





# Wiltshire's Household Recycling Centres

- Wiltshire is a large rural LA – 245,000 households.
- Network of 10 household recycling centres.
  - Eight council-owned sites operated by FCC Environment.
  - Two contractor-owned sites operated by Hills Waste.
- FCC was awarded their contract in 2017.
- Commitment in the contract to prioritise reuse and work with us to design a reuse solution.



# Reuse Drop off Zones

- Created reuse drop off zones in ISO containers
- Partnered with KFR, local furniture reuse charity to collect furniture and white goods.

**2022/23 - 28 tonnes (from four sites)**

**2023/24 – 5t p/mth (from eight sites)**



# Bikes, Dysons, Henrys, bric-a-brac & small items

- Partnership with Sue Ryder- collect and run maintenance workshops at a local prison.
- Dysons are collected by a local company who refurbish them.
- Henry hoovers collected by a local man to refurbish.
- Bric-a-brac is sent to local auction house for sale.
- Mobiles, print cartridges and specs.

**2022/23 – 100 tonnes**



# Paint and pop-ups

- Pop-up shop in Devizes town centre on Saturday morning. 300 items sold = **2.1 tonnes diverted from landfill.**
- Paint reuse at all sites. Average – 175 tins and **900kgs per month.**



# Future of Reuse in Wiltshire

- Collection of books and media (coming soon!)
- Considering the business case for permanent reuse shop in commercial premises.
- More promotion (new Engagement Officer).
- Quantifying carbon benefit of reuse.
- HRC future delivery plans.







**Suffolk**

County Council

Suffolk County

# Council's Re-use Operation

 **Suffolk recycles**



@suffolkrecycles

[www.suffolkrecycling.org.uk](http://www.suffolkrecycling.org.uk)



# Re-use at Suffolk Recycling Centers

# Why it works

---

- Financial incentives in contracts to incentivise re-use
- Good relationships with contractors
- Orange containers at Recycling Centres
- Terminology 'Re-use Charity Shops'
- Pop-up shops
- Developing the re-use repair offering





# Thank you

**Keri Ryder**

[keri.ryder@suffolk.gov.uk](mailto:keri.ryder@suffolk.gov.uk)

 **Suffolk recycles**

 **Suffolk**  
County Council   

**@suffolkrecycles**

[\*\*www.suffolkrecycling.org.uk\*\*](http://www.suffolkrecycling.org.uk)



**Thank You**

Any questions?

[Liam.Bould@fccenvironment.co.uk](mailto:Liam.Bould@fccenvironment.co.uk)

[Gemma.Green@fccenvironment.co.uk](mailto:Gemma.Green@fccenvironment.co.uk)



# LARAC

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### CELEBRATION AWARDS

# 2023



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## QUESTIONS & ANSWERS



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