

# WELCOME

## N<sup>■</sup> WASTE PREVENTION EXCHANGE 2023

Challenges and opportunities at the local authority  
level in achieving a circular economy

📅 Thurs 18 May 2023

🕒 09:00 - 14:00

📍 Online

Brought to you by



Organised by





**Councillor Clyde Loakes**

**Chair**

**North London Waste Authority**





**Emma Tilbrook**  
Principal Consultant  
**Eunomia**

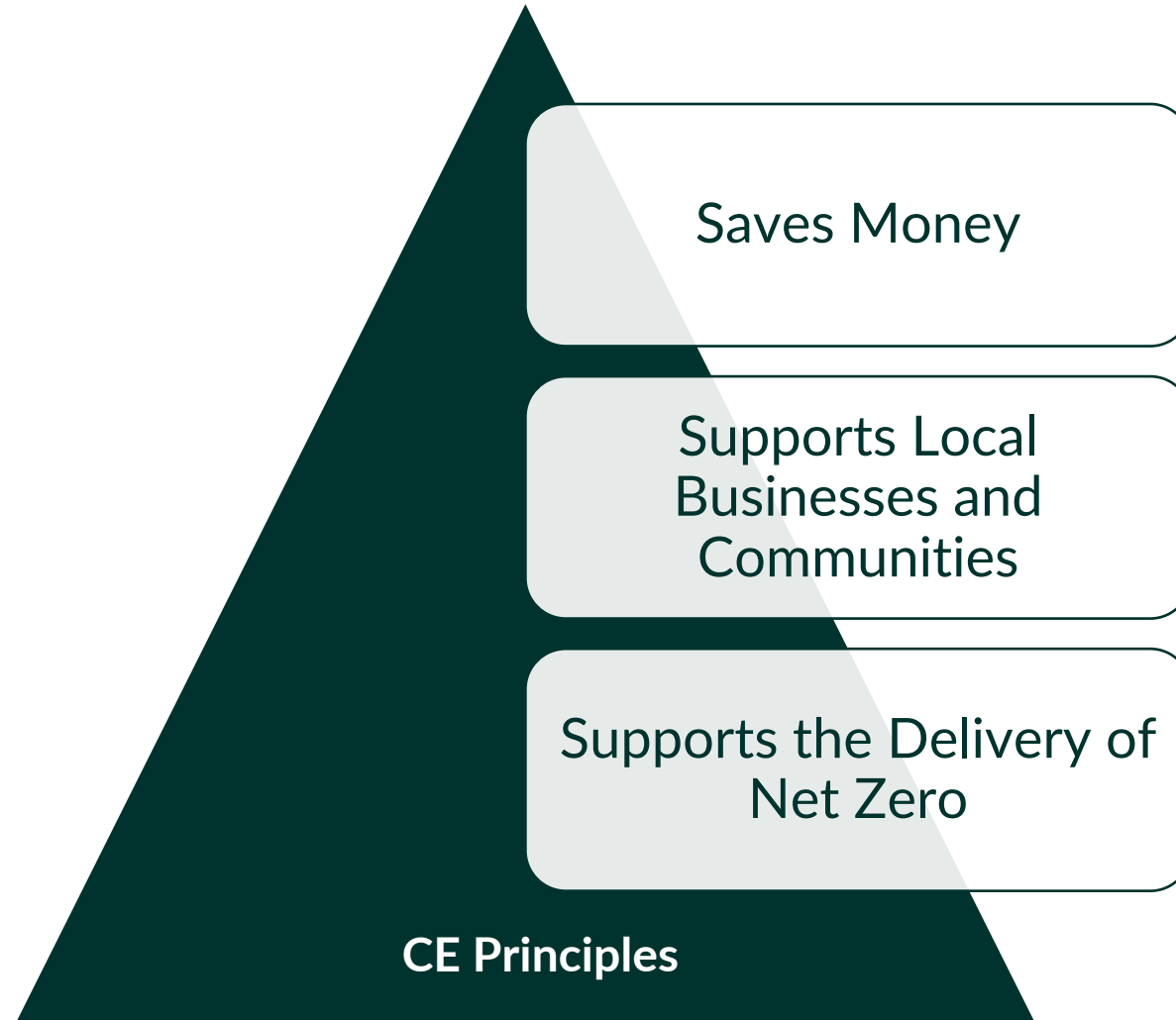
# Challenges and Opportunities at the Local Authority level in Achieving a Circular Economy

Emma Tilbrook, Managing Consultant

**A circular economy is one in which stuff is kept in use for as long as possible, delivering the highest value it can, for as long as it can.**

ReLondon

# Why Are CE Principles So Important to Local Authorities





# Key Local Authority CE Levers.....

## Procurement

What is bought and how it is bought

## Planning and Design

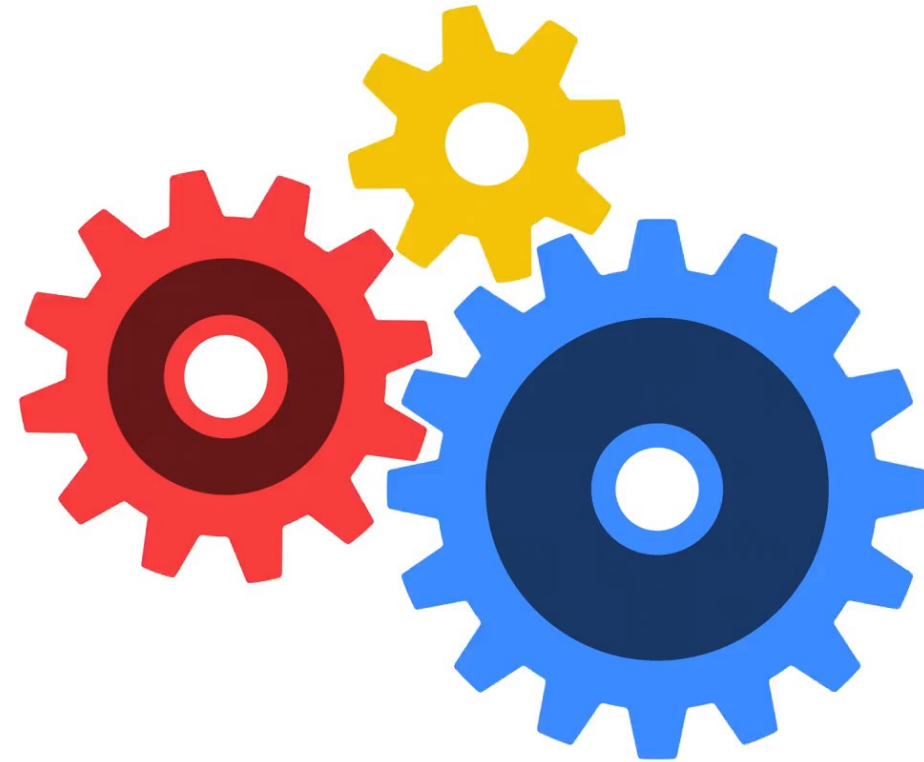
How services and projects are planned  
and designed

## Investment Opportunities

How and where Council money is  
invested

## Partnership Working

What can be gained from joint working



# Procurement

What is Bought and How It is Bought

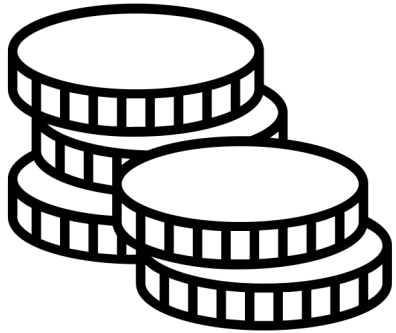
# What is Bought and How it is Bought.....

## The Opportunity .....

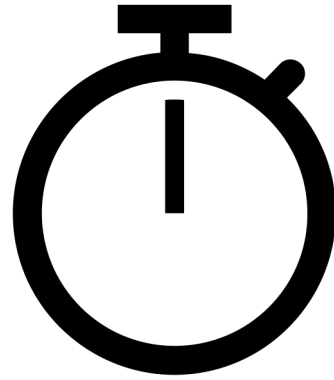
- **Move beyond basic assessment of the ‘sustainability’ credentials of products or services.**
  - A clear transparent policy framework is needed.
  - If there is no policy driver to influence operational practice, the circular economy cannot ‘compete’ with other themes that have clear links and targets (e.g. social value).
  - Any circular procurement actions are therefore likely to be done on a case-by-case basis rather than systemic which makes replication, scale-up and monitoring of impact difficult.

# What is Bought and How it is Bought....

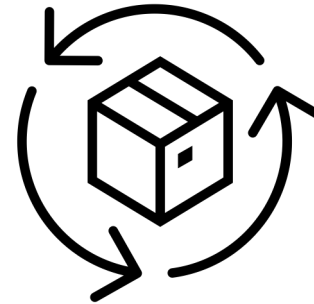
The Challenge .....



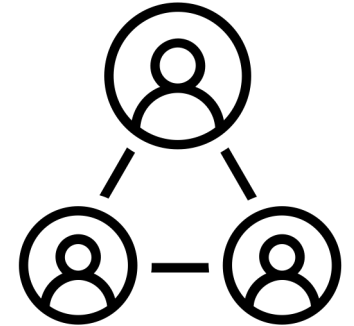
Money



Time



Process



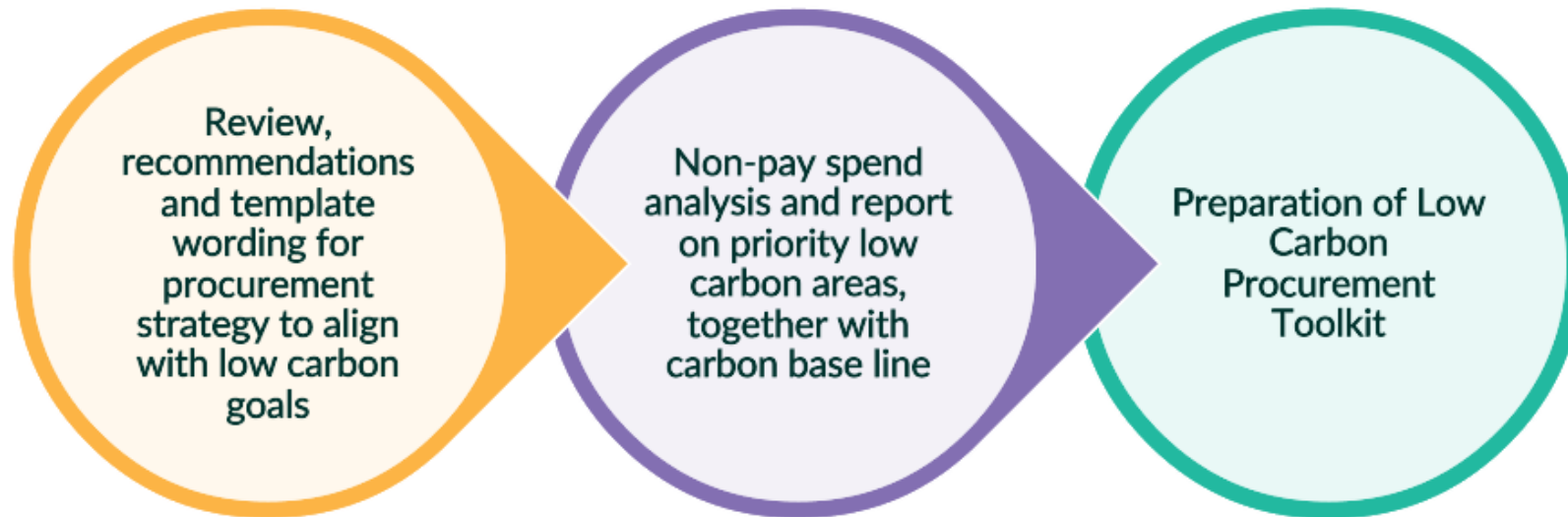
People



# Case Study: York & North Yorkshire LEP

**Project Aim:** To develop a functional, operational tool to support procurement staff, to reduce greenhouse gas emissions derived from procured goods, works and services.

## Process:



# Case Study: York & North Yorkshire LEP

**Project Aim:** To develop a functional, operational tool to support procurement staff, to reduce greenhouse gas emissions derived from procured goods, works and services.

## Process:



# Case Study: York & North Yorkshire LEP

**Low Carbon Procurement Guide**  
Guidance to help public sector organisations purchase low carbon and circular solutions

Construction: Built Environment, Roads and Highways

Eunomia Research and Consulting Ltd  
Commissioned by York & North Yorkshire Local Enterprise Partnership  
June 2021

**LOW CARBON PROCUREMENT GUIDE**

Life Cycle Impacts of ICT Hardware

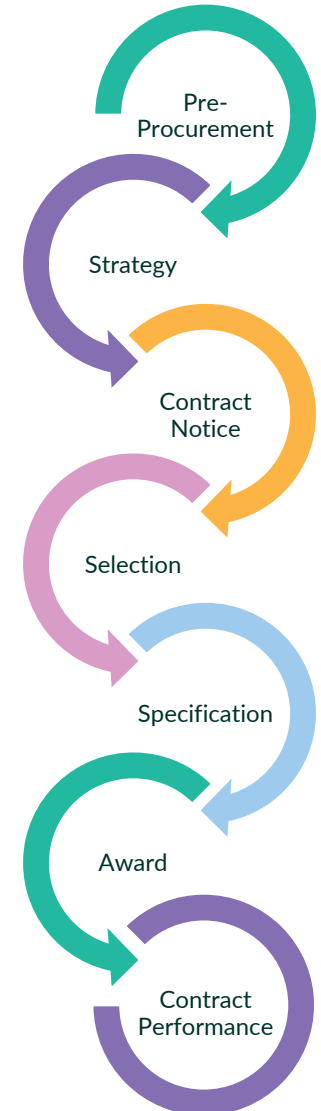
Procurement Guidance

Guidance to help public sector organisations purchase low carbon and circular solutions

**Low Carbon Procurement Guide**  
Guidance to help public sector organisations purchase low carbon and circular solutions

Goods and Services: Vehicles and Transport, Catering, Furniture, ICT Hardware

Eunomia Research and Consulting Ltd  
Commissioned by York & North Yorkshire Local Enterprise Partnership  
June 2021



# Planning & Design

How Services and Projects are  
Planned and Designed



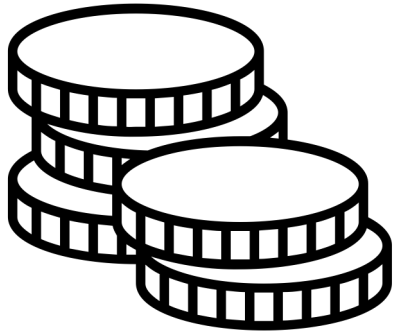
# How Services and Projects are Planned and Designed.....

## The Opportunity .....

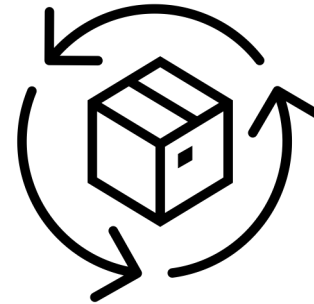
- For major projects The GLA has set out a clear vision for London transitioning to a **Circular Economy within the London Plan and Environment Strategy.**
- Clear principles for developers to follow around conserving resources, increasing efficiency and sourcing sustainably as well as designing to eliminate waste and managing waste sustainably.
- This framework and the powers it delegates to LA's provides the framework in which decisions should be made.
- For services, this is more complicated and the design is more nuanced

# How Services and Projects are Planned and Designed.....

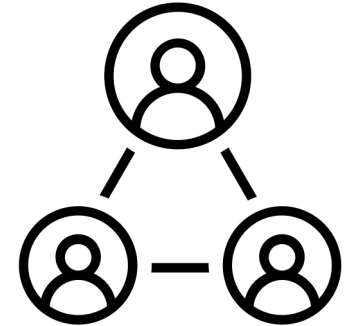
The Challenge .....



Money



Process



People

# Investment Opportunities

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How and Where Council Money is Invested

# How & Where Council Money is Invested

## The Opportunity .....

- **GLA funding and support via ReLondon to help circular economy business models.**
- LA's have a signposting and connecting role to make sure those that can benefit from support know what is available and how to access it.
- **CE principles to form part of investment decisions.**
- Links to Mayor's strategy and links back to framework discussions around procurement .



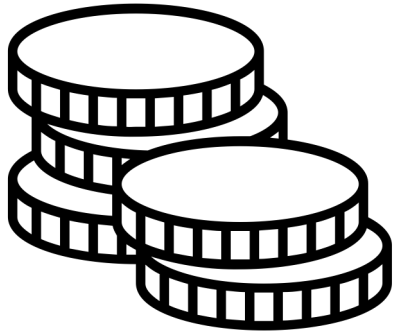
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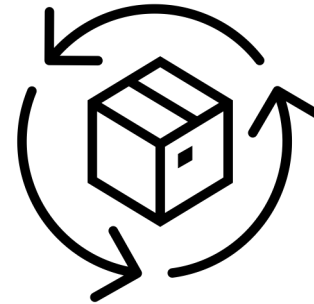
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# How & Where Council Money is Invested

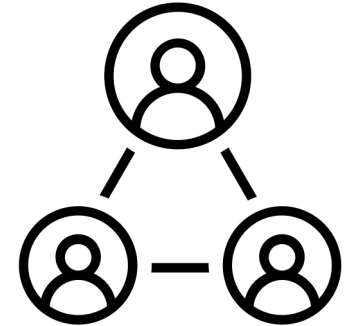
The Challenge .....



Money



Process



People

# Partnership Working

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What Can be Gained From Joint Working

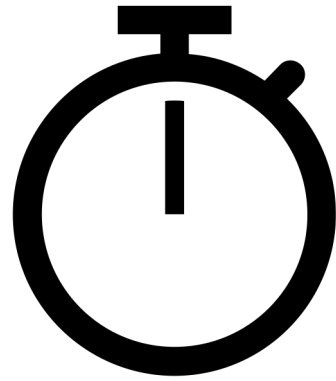
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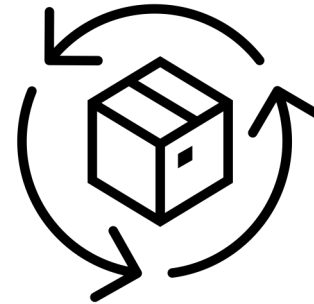


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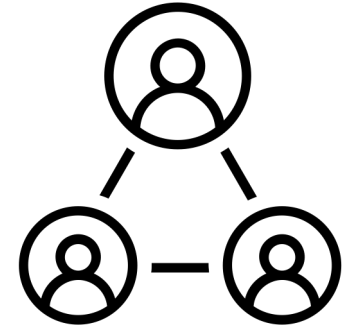
The Challenge .....



Time

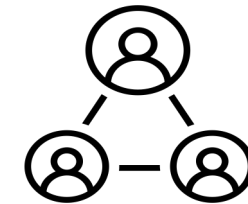
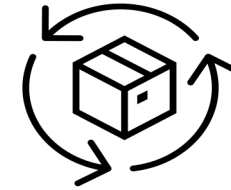
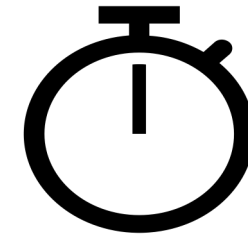
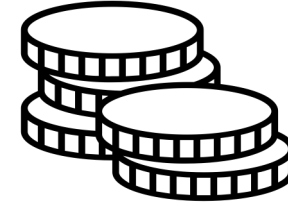


Process



People

# Summary





**Jake Reynolds**

**Associate Advisor**

**Behavioural Insights Team (BIT)**

# Behavioural Insights: Harnessing Communications to Promote Waste Prevention Behaviours

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North London Waste Authority Waste  
Prevention Exchange 2023

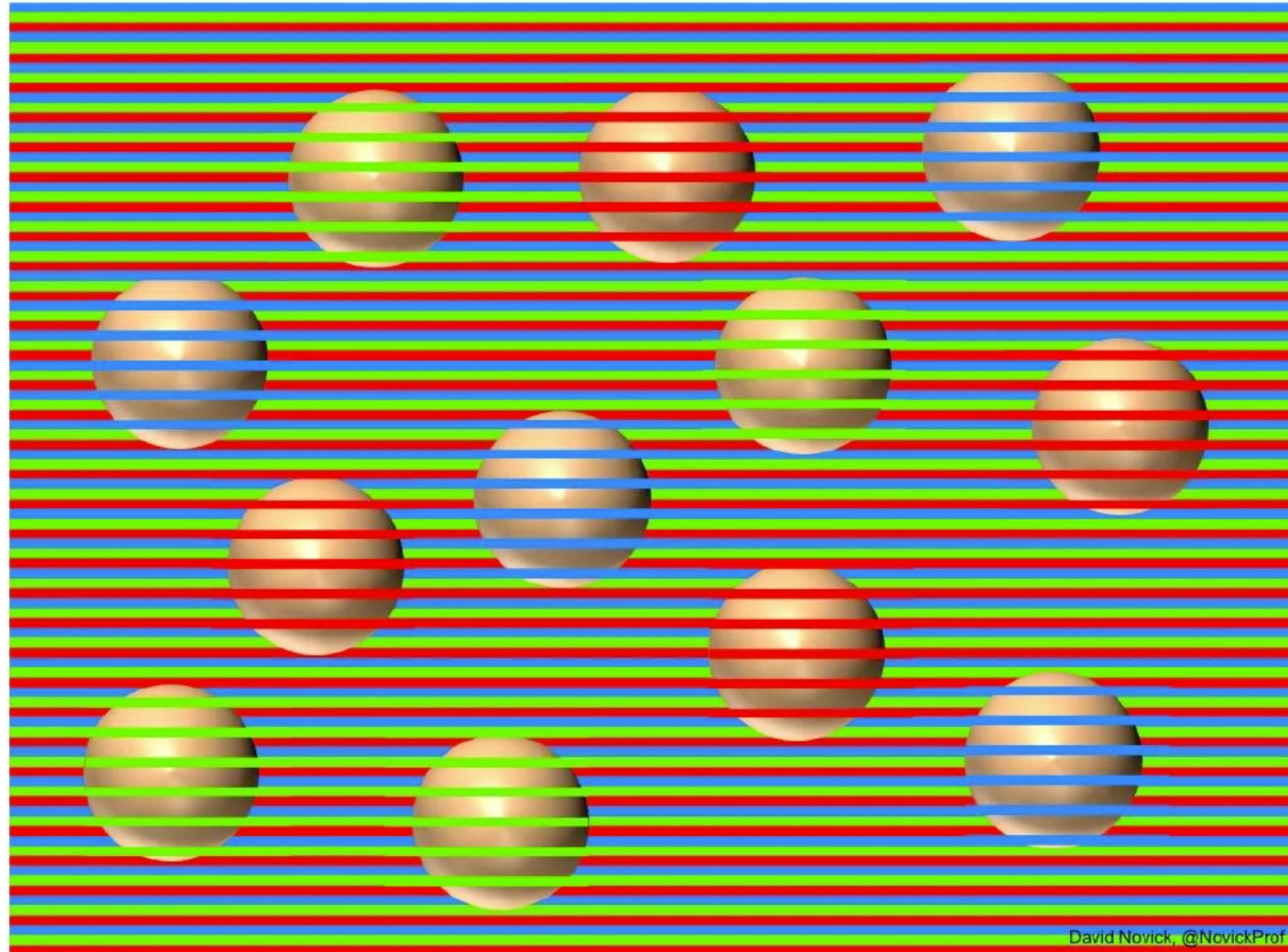
Jake Reynolds | [jake.reynolds@bi.team](mailto:jake.reynolds@bi.team)





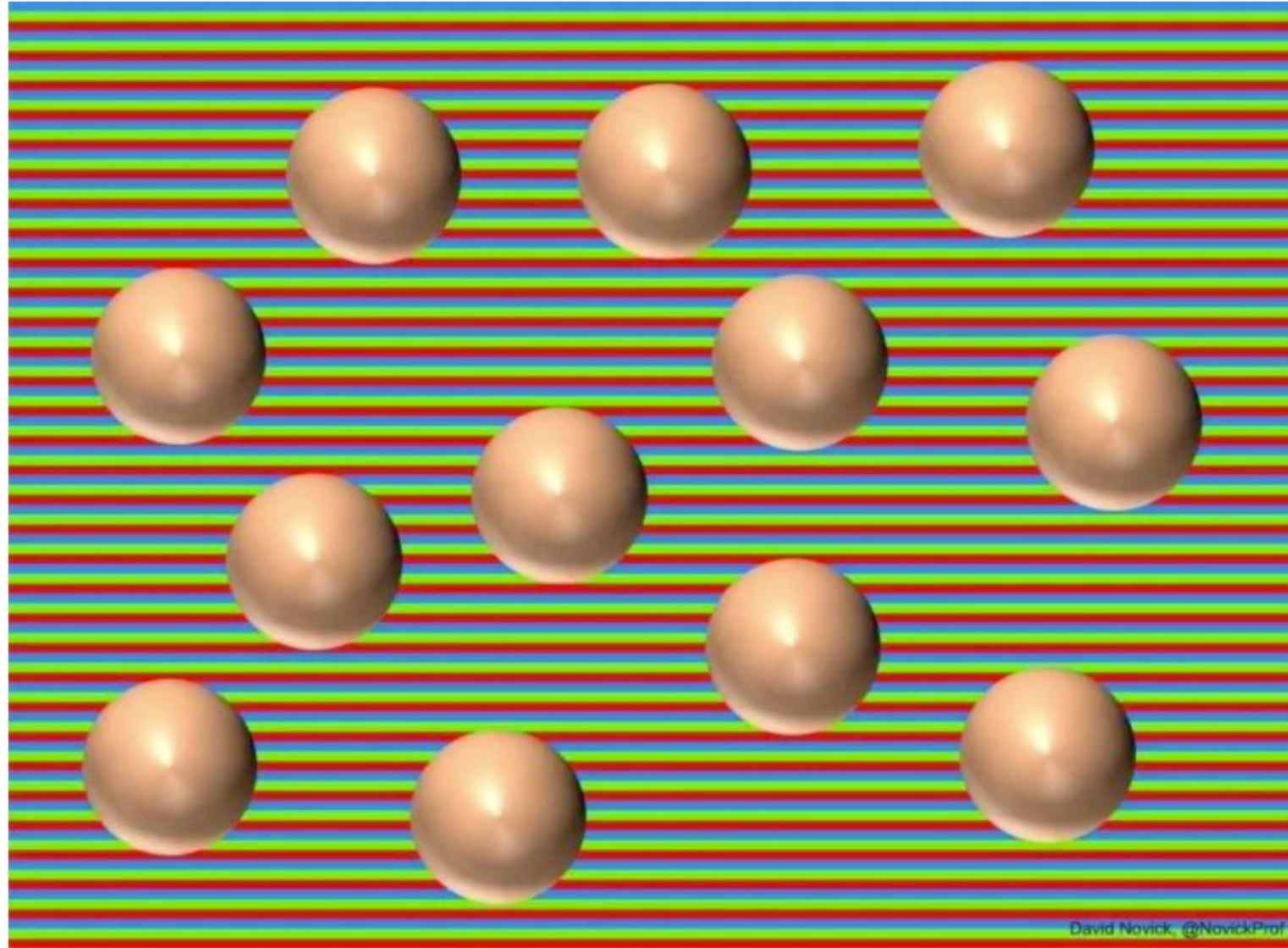
# Why do people do what they do?





David Novick, @NovickProf





David Novick, @NovickProf

# What behaviours are relevant to waste prevention?



Reduce



Reuse



Repair



Recycle



# The public are up for being green, at least in the abstract...

% agree with the statement...

Nov 2022, n=1000, UK gen pop.

89%

I would like to make more sustainable choices in my life if I could

88%

It's often too hard to make more sustainable choices because of high costs, inconvenience, limited knowledge or other barriers

87%

I wish leadership on the environment (from government and businesses) was stronger

87%

I would like government and businesses to do more to help me make more sustainable choices (e.g. better information, stronger policy)

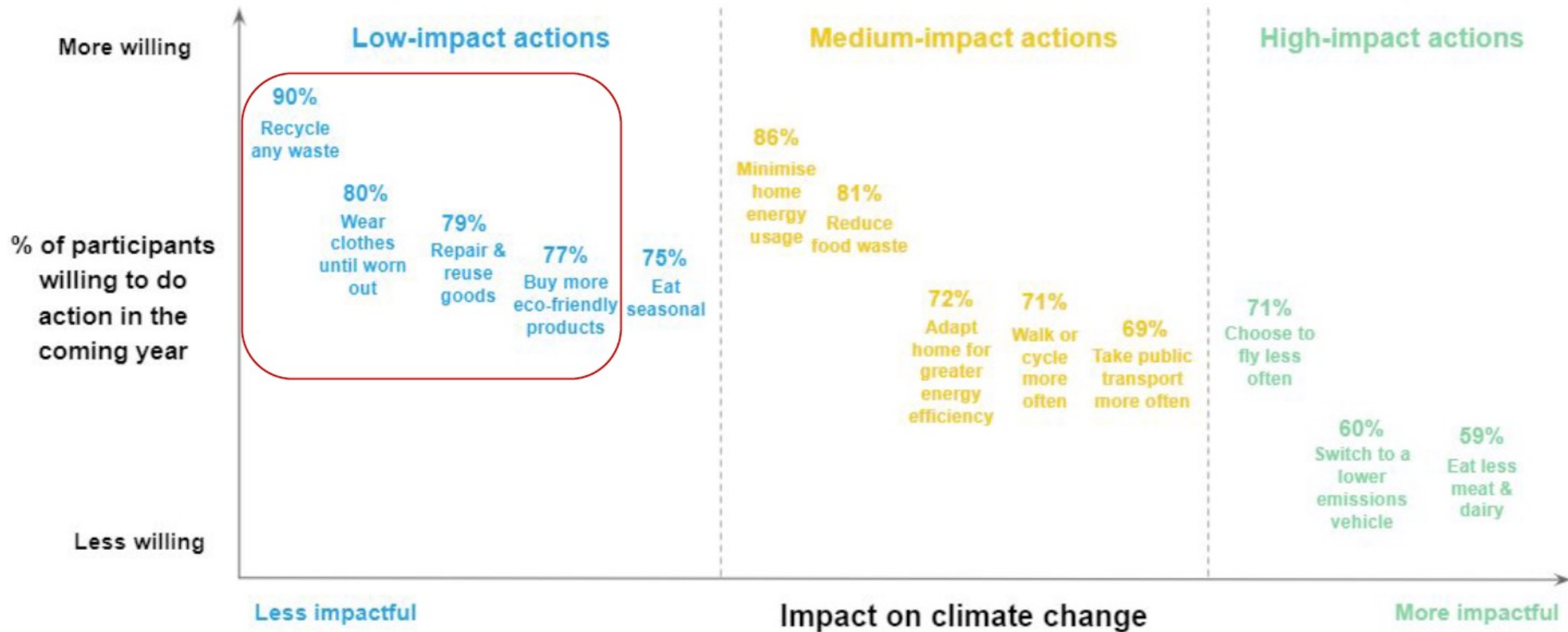




# They're also willing to make many specific changes (especially waste related!)



...people favour actions which they perceive to be easier, cheaper, more normal, or bring more obvious co-benefits (e.g. financial savings)



## Key behaviours to encourage, and known barriers

### Buying sustainable products

- Lack of knowledge about the impact of consumption on the planet
- Difficulty with identifying truly sustainable products - no reliable labelling, and a lot of greenwashing
- Higher upfront cost
- Lack of positive social norms

### Repairing and reusing

- Low availability of second-hand, repair shops, and return schemes
- Lack of consumer protection for second-hand / repaired goods
- Low 'repairability' of items
- Higher costs of repairs, compared to a new product
- Negative attitudes ('the ick' factor for second-hand items)
- Lack of positive social norms

### Recycling

- Lack of knowledge on how to recycle correctly
- Confusing labelling on products, exacerbated by lack of standardised recycling across the UK
- Lack of access to recycling infrastructure
- Extra hassle of separating waste
- Not believing it is worthwhile given problems with recycling system



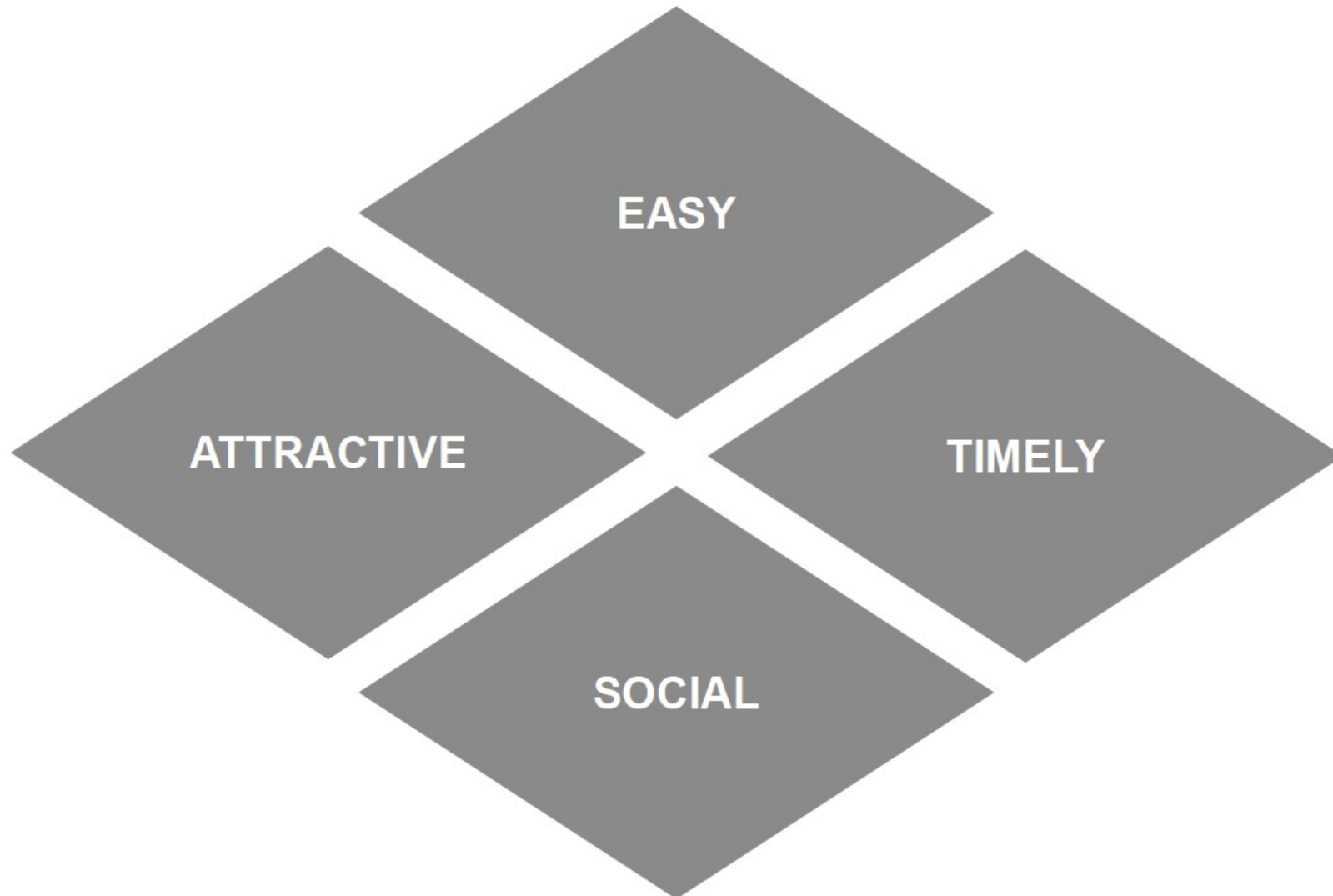
A person is shown from a top-down perspective, working on a disassembled smartphone on a blue workbench. The person's hands are visible, holding the phone's internal components. Various tools and parts are scattered around, including a screwdriver, tweezers, and a small component. The background is a solid blue color with a white geometric pattern of overlapping cubes in the bottom right corner.

**How do we harness communication to encourage waste prevention behaviours?**

---



# If you want somebody to do something, make it...



THE BEHAVIOURAL INSIGHTS TEAM

**EAST**  
Four simple ways to apply behavioural insights

Owain Service, Michael Hallsworth, David Halpern, Felicity Algate, Rory Gallagher, Sam Nguyen, Simon Ruda, Michael Sanders with Marcos Pelenur, Alex Gyani, Hugo Harper, Joanne Reinhard & Elspeth Kirkman.

IN PARTNERSHIP WITH Cabinet Office Nesta

# 11 Principles of Climate Communications Campaigns

## Easy



Provide clear and simple messages, with intuitive and familiar metrics



Use action oriented messages which tell people WHAT to do and HOW

## Attractive



Make it salient



Emphasise co-benefits of a green choice but pick the right framing



Harness existing community values, rather than forcing "green identities



Avoid blame or scaremongering

## Social



Lead by example to build legitimacy



Harness effective messengers: different groups listen to different people.



Advertise and model social norms, showcasing individual stories

## Timely



Use prompts at timely moments (e.g. point of purchase, transitions)



Make use of reminders and frequent prompts



# Make it *Easy*

---

Communications should make green choices easy. Messages should be clear, intuitive and action-oriented.







# Make it Easy

## The role of communications

---

*So, how do we make green choices easy?*



Provide clear and simple messages, with intuitive and familiar metrics



Use action oriented messages that tell people WHAT to do and HOW

# Make it *Attractive*

Communications should make green choices attractive. Messages should be salient and framed sensibly to harness existing community values and emphasise co-benefits.



THE  
BEHAVIOURAL  
INSIGHTS  
TEAM



# Make it Attractive

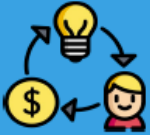
## The role of communications

---

*So, how do we make green choices attractive?*



Make it salient and visible



Emphasise co-benefits of a green choice but pick the right framing



Harness existing community values, rather than forcing 'green identities'



Avoid blame or scaremongering





# Make it *Social*

Communications should make green choices social. Messages should be people-focussed, use deliberate messengers, and publicise positive social norms



## *Make it Social*

# The role of communications

---

*So, how do we make green choices social?*



**Lead by example to build legitimacy**



**Harness effective messengers: different groups listen to different people.**



**Advertise and model social norms, as well as showcasing individual stories**



diet

Search term

+ Add term

Interest over time



News headlines

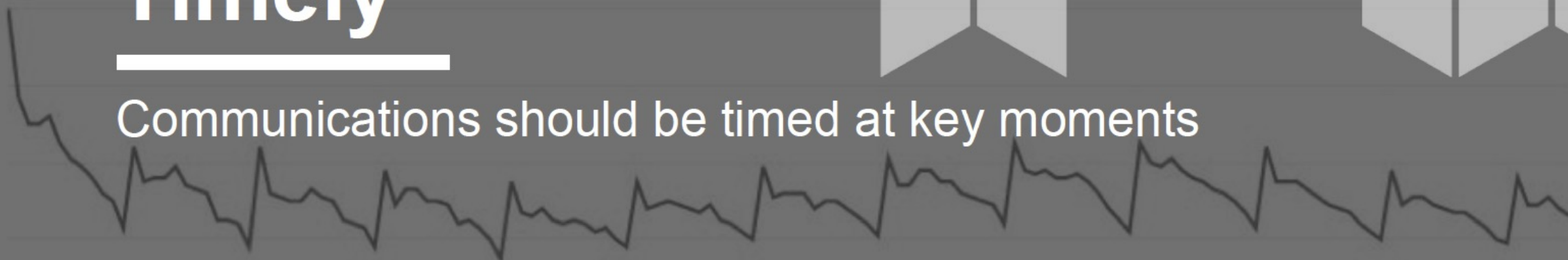


forecast



# Timely

Communications should be timed at key moments



THE  
BEHAVIOURAL  
INSIGHTS  
TEAM

In partnership with

2007

2009

2011

2013

2015





## *Make it Social*

# The role of communications

---

*So, how do we make green choices timely?*



Use prompts at timely moments (e.g. point of purchase, transitions)



Make use of reminders and frequent prompts

A person is shown from a top-down perspective, working on a disassembled smartphone on a blue workbench. The person's hands are visible, one holding the phone's internal components and the other using a tool. The workbench is cluttered with various tools, including a screwdriver, tweezers, and a small black component. The background is a solid blue color. The text 'The world beyond 'communications'' is overlaid on the left side of the image, underlined.

# The world beyond 'communications'



## Key behaviours to encourage, and known barriers

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## Note: Indivi

Figure 3. Three levels of analysis for behavioural and social change

**Upstream: 'Redirect the flow'**  
Align businesses, markets and institutions with Net Zero

We can target the mechanics of the system, shifting norms through institutional leadership, or unleashing competitive markets towards sustainable ends rather than away from them. **Fundamentally changing the direction of flow, so the natural direction of travel for society is towards low-carbon ends rather than environmental decline.**

**Midstream: 'The back-eddy'**  
Create an enabling environment

We can target the individual's immediate physical, social, economic and digital 'choice environment', making sustainable options easier, more available, cheaper, more socially acceptable, more timely or the default choice. **This is like creating a 'back-eddy' to take people more effortlessly in the other direction.**

**Downstream: 'Swim harder!'**  
Encourage citizens to take direct action where they can, and build public support

We can target individuals, by educating, training, persuading, or encouraging them to make more sustainable choices. **'Swim this way! Harder!'**





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INSIGHTS  
TEAM

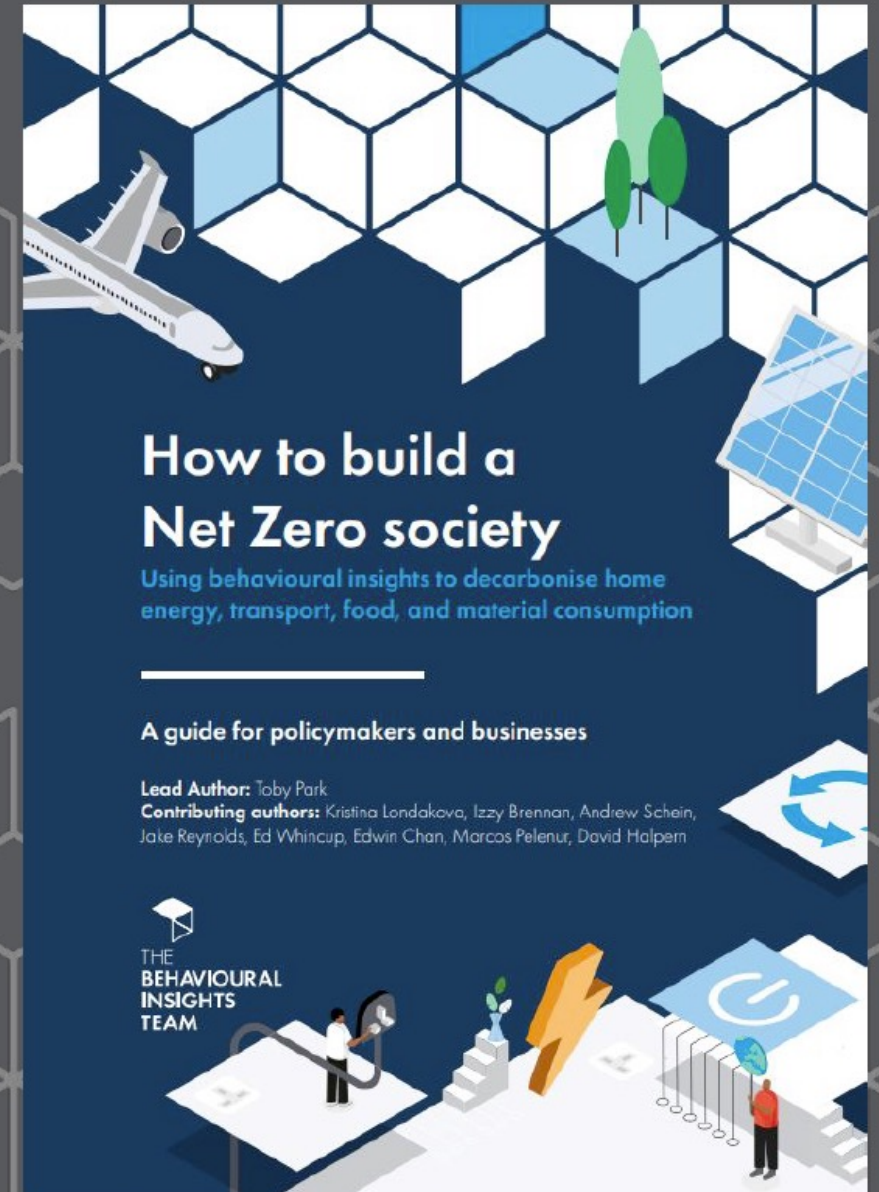
Get in touch:

[jake.reynolds@bi.team](mailto:jake.reynolds@bi.team)

Read our  
latest report!



© Behavioural Insights Ltd.







## **Pauline Metivier**

**Head of Business Transformation and Sector Support**

**ReLondon**





# Case study - The change required for a sustainable food system

Pauline Metivier

18/05/2023







**15.5 million tonnes  
CO<sub>2</sub>e  
are emitted to produce the food  
London eats.**





27%

of London food system's emissions  
comes from meat consumption...  
while only representing 5% of  
food consumed

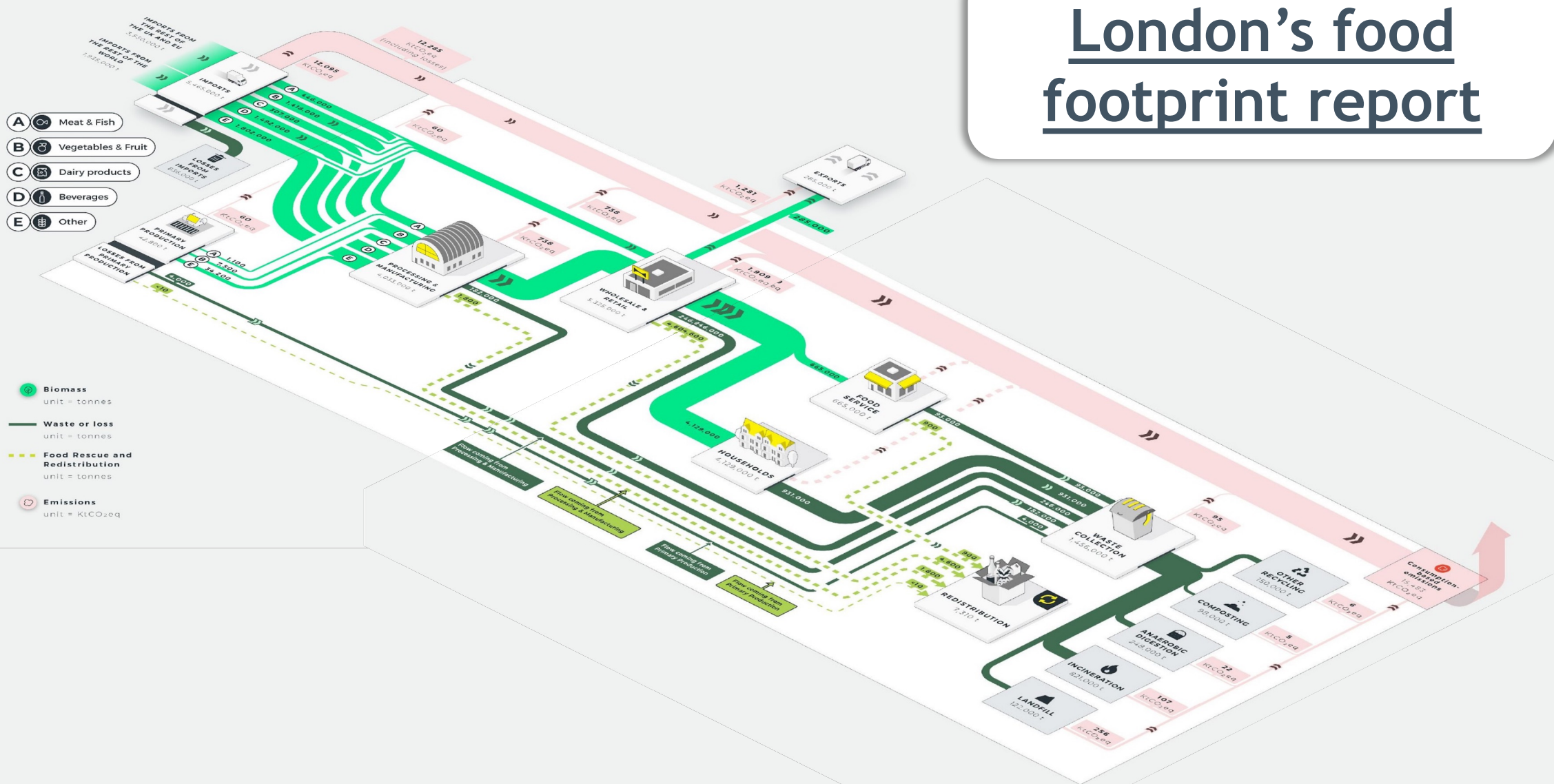




Over  $1/3$   
of food produced to supply  
London is lost or wasted.



# London's food footprint report



# Leverage points

**Reduce meat  
consumption**

by 70%



↓ **20.1%**

reduction in food-related  
consumption-based  
emissions

**Reduce food  
loss & waste**

by 50%



↓ **10.5%**

reduction in food-related  
consumption-based  
emissions

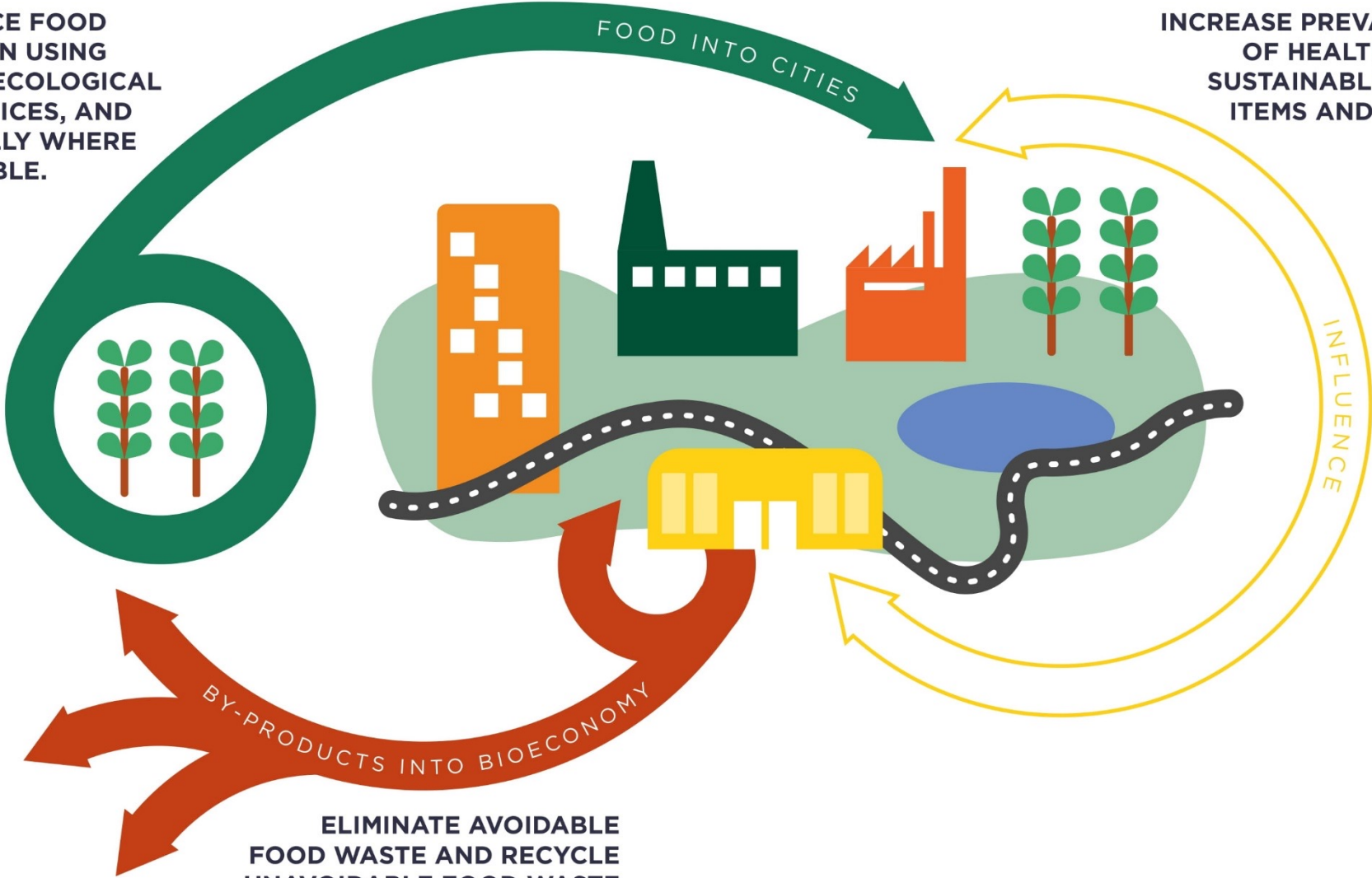


# The vision

SOURCE FOOD GROWN USING AGROECOLOGICAL PRACTICES, AND LOCALLY WHERE POSSIBLE.

FOOD INTO CITIES

INCREASE PREVALENCE OF HEALTHY AND SUSTAINABLE FOOD ITEMS AND MENUS



ELIMINATE AVOIDABLE FOOD WASTE AND RECYCLE UNAVOIDABLE FOOD WASTE BACK INTO PRODUCTIVE USES

BY-PRODUCTS INTO BIOECONOMY

INFLUENCE

# Two London leading programmes to drive change

Food Flagship Initiative

&

One World Living Programme

SUPPORTED BY  
MAYOR OF LONDON



ReLondon



# Three key actions to drive a systemic change

**01**

**Encourage citizens  
and food businesses  
to change**

**02**

Support the  
development and  
growth of circular  
solutions

**03**

Walk the talk



*Eat like a  
Londoner*





eatlikealondoner\_

Follow

Message



148 posts

2,196 followers

622 following

Eat Like a Londoner

The future-friendly new food platform for Londoners – and anyone who wants to eat like one.

💰 Save money.

🌱 Eat better.

🌍 Help the planet.

[www.eatlikealondoner.com](http://www.eatlikealondoner.com)

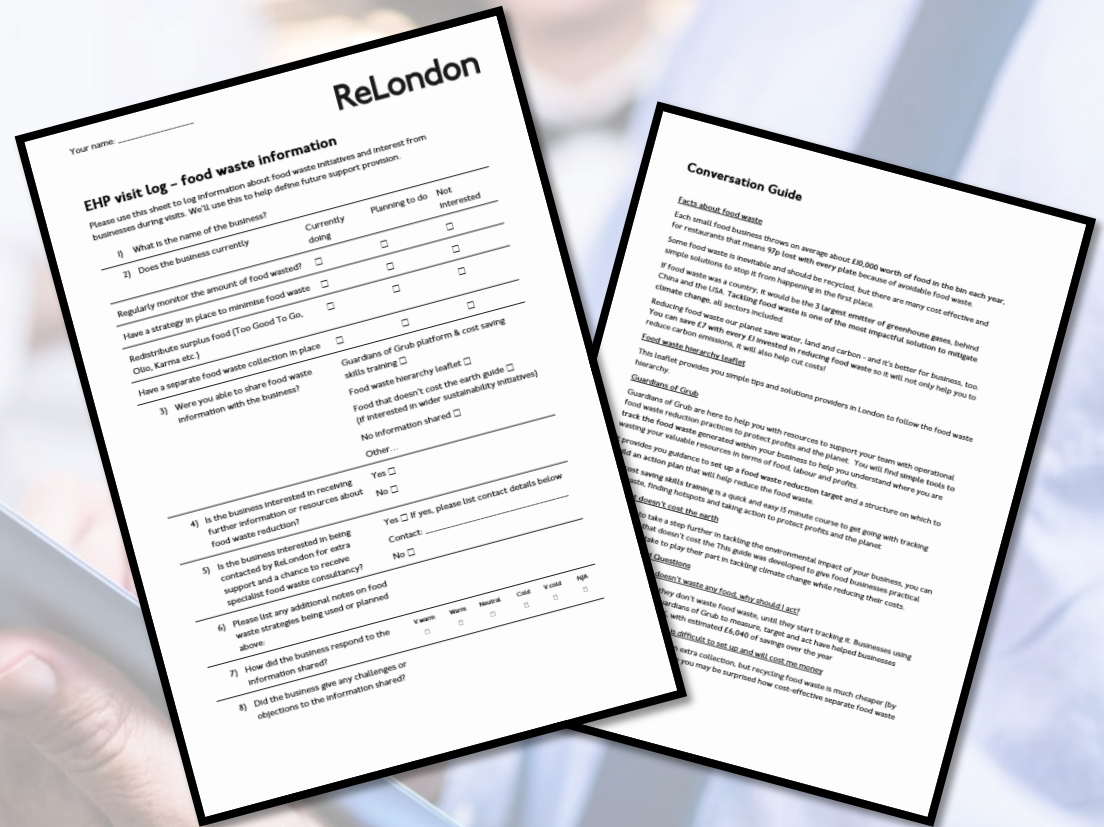
Followed by [what.the.fork.london](https://www.instagram.com/what.the.fork.london)





# Encouraging food businesses to change

Encouraging food businesses to minimize their food waste through the engagement of environmental health practitioners.





# Supporting food businesses to change

## Local grant and business support programme with Islington

**£140,000 in grants  
with accompanying advisory support  
to 24 businesses**



**ISLINGTON**





# Caiger & Co's "Conscious Canapes"

750g-1,700g

Waste saved per 100 canapes

=%

Average net margin on par with regular canapes

\*\*\*\*\*

Customer satisfaction



# Three key actions to drive a systemic change

01

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and food businesses  
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Walk the talk



# Our community of food innovators



## FOOD WASTE PREVENTION

Airponix    Nature Wrap    Fresh Pod    wasteless    winnow  
 GROWING UNDERGROUND    mimica    ConsumAI    satis

## FOOD SURPLUS REUSE

ODDBOX    TOAST    RUBIES RUBBLE    Plan ZHEROES    Too Good To Go    OLIO  
 Elysia

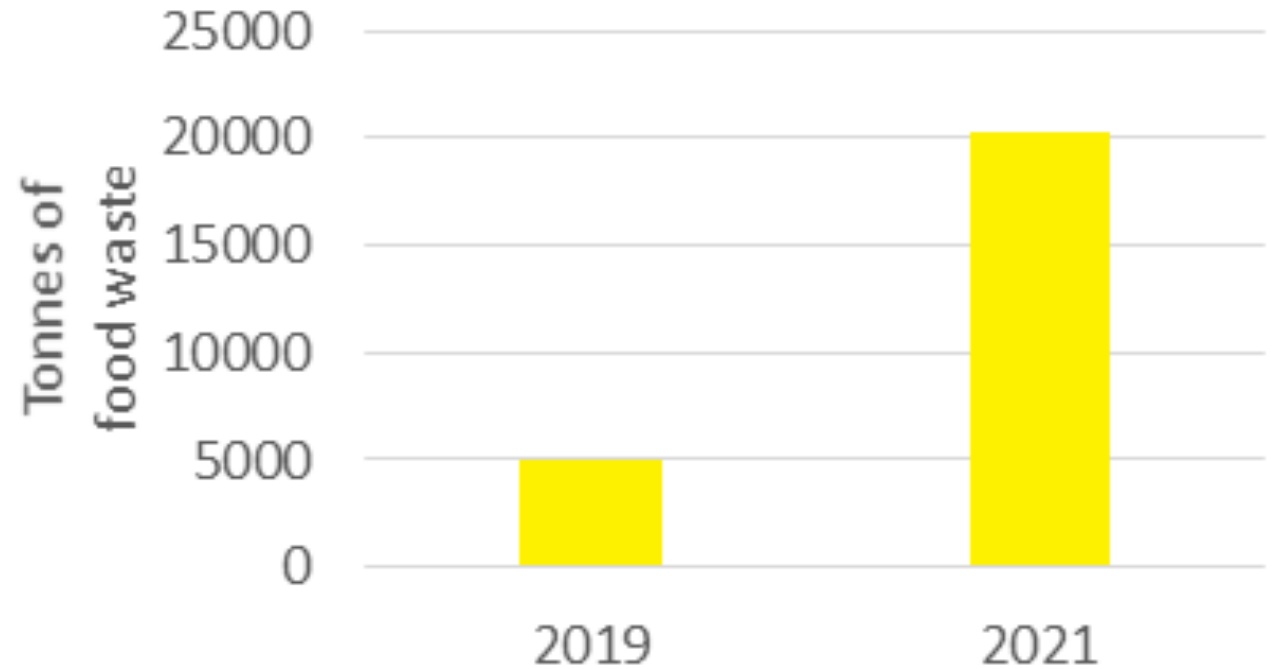
## FOOD WASTE UPCYCLING & RECYCLING

FRUU.    BIOHM    AeroPowder    IntelliDigest    Article NUMBER 25    bio-bean  
 Chip[s] Board    ENTOCYCLE    LEAPAD micro

## A rapid growth registered the last few years

**20kt** food waste prevented or redistributed in 2021 by just the 5 largest players

**4** times more than in 2019



# More can be done through innovative local public-private partnerships

**Come and see us at the Bexley Eco Festival**

Join Kitche at Bexley's Eco Festival on **Saturday 25th June!**

Our zero waste chef - Chef Dan will be running a wasteless brunch demo with free tasty samples to try. We'll also have some great Mini Food Waste Warriors activities for kids!



Scan the QR code for more details on Kitche, our competition and the Bexley Eco Festival!

*Kitche* it, don't ditch it!





# Three key actions to drive a systemic change

01

Encourage citizens  
and food businesses  
to change

02

Support the  
development and  
growth of circular  
solutions

03

Walk the talk



# London's Food Purchasing Commitment

**ReLondon**

 **Hackney**

**sustain**

ReLondon





**Be involved**





# Circular Economy Matchmaker

Discover innovative businesses with circular solutions to match your needs.

[CEmatchmaker.com](https://CEmatchmaker.com)

The screenshot shows the ReLondon Circular Economy Matchmaker website. At the top, the logo 'ReLondon Circular Economy Matchmaker' is on the left, and a 'Search the directory' link is on the right. Below the logo is a search bar with the placeholder text 'Search for something', a 'Filters' button, and a 'Clear' button. The main content area displays 'Showing 9 of 9 results'. Below this, there are three filters: 'Page: 1 of 1', 'Type: Businesses', and 'Category: Built Environment'. Three business cards are visible, each with a photo, a company name, and a brief description. A 'Community' icon is located at the bottom left of the screenshot.

**ReLondon**  
Circular Economy Matchmaker

[Search the directory](#)

Search for something

Filters 0/14

Clear

Showing 9 of 9 results

Page: 1 of 1    Type: Businesses    Category: Built Environment

**Permia**  
At Permia we've developed Kiacrete, a next generation permeable pavement with superior strength, durability, permeability and clogging resistance compared with conventional alternatives.

**Qflow**  
Qualis Flow is on a mission to enable responsible, resource efficient construction; cutting waste and carbon. Our tool, Qflow, uses a unique combination of machine learning enabled software to aut...

**Optumum**  
We support organisations in any sector to share overcapacity, excess material and under-utilised assets between departments, businesses and with others nearby.

Community

# The Academy



**1** **Circular Economy 101**  
for CEOs, Members and  
Directors



**2** **Circular Economy  
action plan workshop**  
for engagement across  
departments



**3** **Circular procurement**  
for procurement officers and  
any officers involved in  
procurement

## Who we've worked with so far



# UK Circular Local Authorities Network

An opportunity to share knowledge and collaborate.

Already 25 local authorities signed up !

Contact us if you're interested to join

ReLondon







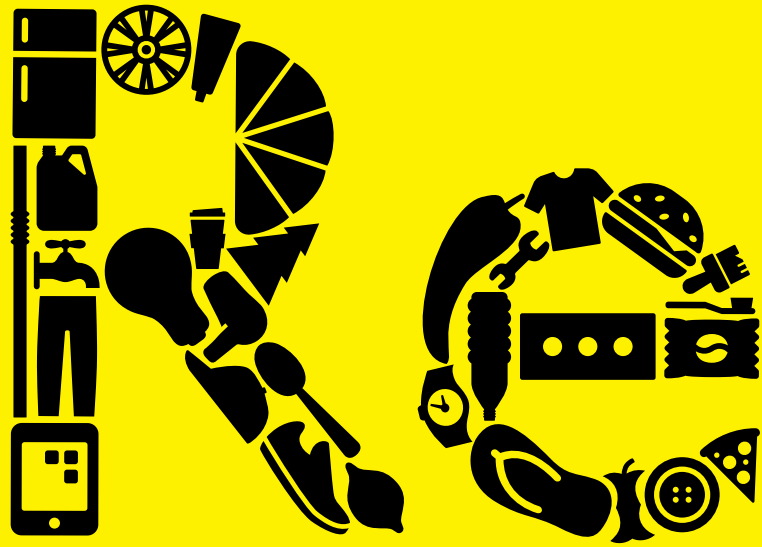
# London's Food Purchasing Commitment

**ReLondon**

ReLondon

 **Hackney**

**sustain**



**ReLondon**

# Thank you

**Pauline Metivier**

Head of Business and Sector Support

[pauline.metivier@relondon.gov.uk](mailto:pauline.metivier@relondon.gov.uk)

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# QUESTIONS & ANSWERS

## N<sup>WASTE</sup> PREVENTION EXCHANGE **2023**

Challenges and opportunities at the local authority level in achieving a circular economy

 Thurs 18 May 2023

 09:00 - 14:00

 Online

Brought to you by



Organised by







## **Sarah Burns**

**Innovation & Sustainability Coordinator**  
**Bristol Waste Company**

# Putting the circular economy into practice

Sarah Burns, Innovation & Sustainability Manager



- Teckal company, wholly owned by Bristol City Council
- Employ over 800 local people

**What we do:**

- collect household waste and recycling
- run the reuse and recycling centres
- collect bulky waste
- clean the streets, remove graffiti, fly-posting and fly-tipping
- grit the roads
- engage and educate the community
- deliver non-Teckal services such as commercial waste and facilities management





Help residents to recycle more, waste less and support communities to become cleaner and greener.

Innovate to maintain our position as leading English core city for recycling.



# Electric Avenue

A pop-up shop aiming to rehome pre-loved electrical items.

A partnership between Hubbub, Bristol Waste and Ecosurety.

## Aims:

1. Raise awareness about electrical waste in Bristol
2. Trial the collection of working electrical items at kerbside.
3. Trial a pop-up shop to test the effectiveness of giving away pre-loved items in a city centre.
4. Signpost people on how to regift, repair or recycle their pre-loved electrical items.



We organised three scheduled kerbside collections for working EEE. Items were then tested and prepared for the shop.

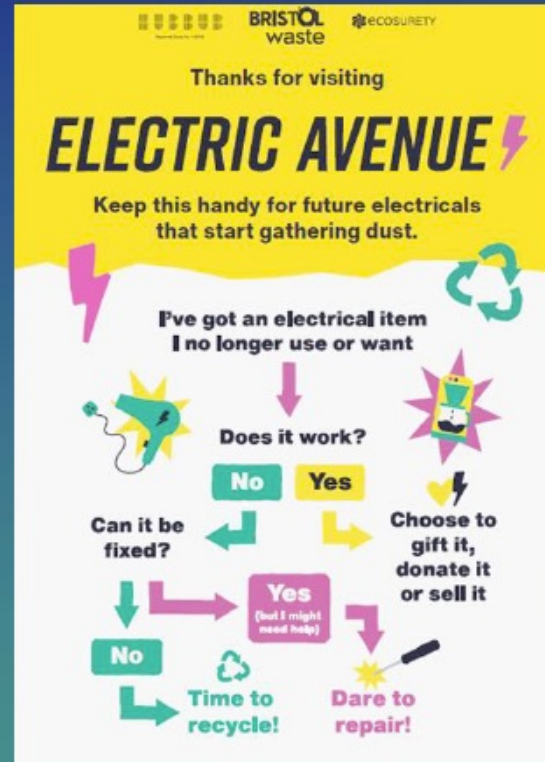
The pop-up shop opened on 26th November 2021 (Black Friday) and remained open for 10 days finishing on 4th December.

Over the campaign a total of 985 visited the pop-up shop and 332 items were rehomed.

In addition to rehoming items, we received donations of 46 items inside the shop.

*"I was literally going to Argos to buy a new iron when I came across this shop."*

*"Highly recommend this and I would love for this to be a regular thing. Staff are wonderful"*







## Students on the Move

Aims to tackle waste generated by students in the city during their move out period in June and July.

Working with the two universities and the Council.

Behaviour change work to encourage students to reduce, reuse and recycle, instead of throwing away all their unwanted items.



- Communications campaign across the university campuses and key student areas
- On campus events
- Pop up stalls at accommodation fairs
- Pop up stall at UoB for E-waste week
- Easy access to our recycling centres
- Discounted student residential bin hire
- Proactive fly-tipping service in hot spot student areas
- Kitchen talks

# DONATE IT

Got a good-quality, preloved item but don't have time to sell it? Easy – donate it!



-  **Local charity shops**
-  **Bristol Waste Reuse Shop**  
visit [bristolwastecompany.co.uk/reuse](http://bristolwastecompany.co.uk/reuse)
-  **British Heart Foundation**  
visit [www.bhf.org.uk](http://www.bhf.org.uk)
- Bristol Big Give**  
donation banks on campus
- Donate your old tech** search  
Bristol Digital Inclusion Scheme

# RECYCLE IT

If it's not fit to reuse, do your bit to keep Bristol clean, green and safe for people and wildlife by sorting and recycling your unwanted stuff. Here's how:



- Kerbside recycling collections** happen every week, check [bristolwastecompany.co.uk/gettsorted](http://bristolwastecompany.co.uk/gettsorted) and fill up your boxes.
- Reuse and recycling centres** are a great one-stop shop. Take your student ID with you to get in without proof of address.
- Bulky Items** can be collected from your door from just £25. To book your pick-up, visit [bristol.gov.uk/bulkywaste](http://bristol.gov.uk/bulkywaste)





# Reuse

- Opened our first reuse shop at our Avonmouth HRRC in 2020
- Now have three reuse shops, one at each HRRC
- In 22-23 diverted over 44,000 items from the waste stream through our reuse shops







## IT Reuse - Digital Inclusion Scheme

- Supports the Bristol community who are without digital devices, internet access or basic IT skills.
- Collect and redistribute unwanted IT equipment from the Council, businesses and recycling centres and redistribute to those in need.
- Contributes towards eliminating inequalities in the city.

Since the Digital Inclusion Scheme started in 2021, we have delivered;

- 2,311 laptops to families, students and elderly
- 79 computers to schools
- 106 desktop computers to charities
- Donated 30 mobile phones



# Compost

Compost made from the garden waste collected in Bristol.

Residents can purchase from our Avonmouth Reuse shop or have it delivered.

Available at allotment sites across the city.







# Waste Nothing Challenge

- Supports households to reduce the amount of waste they produce over the course of a year.
- Householders provided with monthly themes, hints and tips, regular events, forum to share experiences and ideas.

## Common changes made by households to achieve savings:

- Avoiding heavily packaged foods such as ready meals
- Switch from disposables to reusables
- Switch to packaging free – refills, soaps
- Divert items from the bin and reuse or recycle
- Growing and making their own
- Making more food from scratch





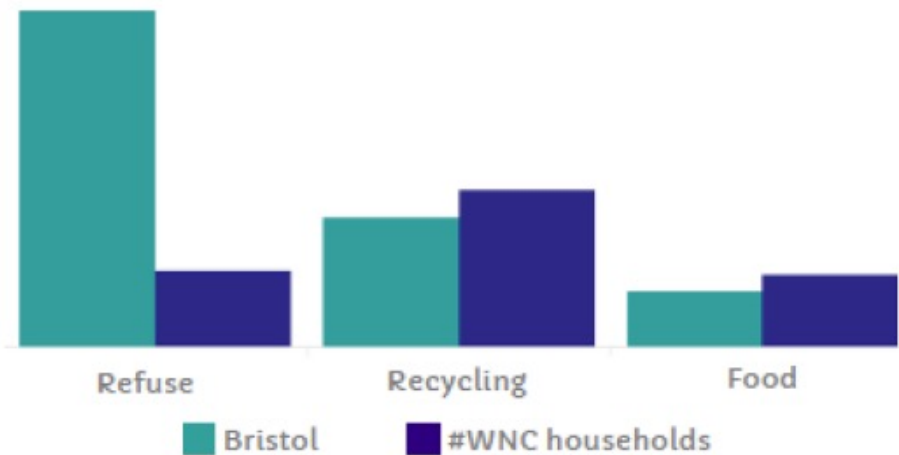
Over the year Challengers reduced their general waste by 59% and recycling boxes and bags by



They made a big reduction in plastic, producing **34% less** than they did at the start!

Challengers recycled **75%** of what they put out for collection

Challenge households vs Bristol (kg/week)



# Contact

[sarah.burns@bristolwastecompany.co.uk](mailto:sarah.burns@bristolwastecompany.co.uk)





**Rachel Parks**

**Recycling Officer**

**London Borough of Hackney**



# Flats above shops (FLASH) Food Waste Trial



Rachel Parks  
Recycling Officer  
Hackney Council

May 2023

# What we will cover

- Current FLASH waste and recycling service
- Trial background (including locations and units installed)
- The trial locations and the units installed
- Communications
- Monitoring and the outcomes so far
- Next steps



# The current FLASH service

**6,500** Flats above shops in Hackney

✓ Waste and dry recycling gets collected in sacks during time bands

✗ No separate food waste collection service

## Who does have a Food Waste service?

- All street level and **90%** of estate properties
- **160** FLASH properties use an estate communal bin
- Some FLASH are using the street level service
- Broad estimate of FLASH properties already offered food service is **20%**

Waste and recycling must only be placed out for collection at these times:

**6.30am – 7.30am**  
**5pm – 6pm**

You may be prosecuted if you put rubbish on the street outside of these times.

### Residents

Use green sacks for recycling and black sacks for non-recyclable waste.



### Businesses

You must have a waste contract in place and use identifiable sacks from your waste carrier.



 Hackney

 Hackney



# Trial background

DEFRA's Resource and Waste Strategy:

*Weekly and fully separate (from garden waste) collection of food waste from ALL households in flats above shops by 2024*

**When:** February to April 2023 (3 months)

**Who:** 408 FLASH properties had the option to recycle food waste using 5 on-street communal bins (240L).

**Where:** 5 high streets across the Borough



# Service options

Method	Positives	Challenges	Impact	Potential solution
Daily doorstep caddy collection	<ul style="list-style-type: none"> <li>No significant infrastructure required</li> </ul>	<ul style="list-style-type: none"> <li>Caddies causing obstruction</li> <li>Caddies lost/stolen</li> <li>Contamination</li> </ul>	<ul style="list-style-type: none"> <li>Complaints</li> <li>Replacement of caddies</li> <li>Disposed as waste</li> <li>Low participation</li> </ul>	<ul style="list-style-type: none"> <li>Highlight benefit of recycling food waste</li> <li>Effective communication</li> </ul>
Communal housing unit	<ul style="list-style-type: none"> <li>Avoids spillages</li> <li>Eliminates obstruction of caddies</li> <li>Monitor the bins</li> </ul>	<ul style="list-style-type: none"> <li>Commercial abuse/contamination</li> <li>Collection issues</li> <li>Cost for infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Enforcement</li> <li>Disposed as waste</li> <li>Additional street furniture</li> </ul>	<ul style="list-style-type: none"> <li>Lockable unit</li> <li>Place next to existing bins</li> <li>Effective communication/monitoring</li> </ul>
Communal housing unit with lock	<ul style="list-style-type: none"> <li>Eliminates commercial abuse/contamination</li> </ul>	<ul style="list-style-type: none"> <li>Limited lockable bin options</li> <li>More expensive</li> <li>Replacement of keys</li> </ul>	<ul style="list-style-type: none"> <li>Continual replacement of keys (costly)</li> <li>Lack of participation due to loss of key</li> </ul>	<ul style="list-style-type: none"> <li>Charge for replacement keys</li> <li>Effective communication</li> <li>Keypad lock</li> </ul>



# Housing bin options

- Ranging from around £500-£800/unit
- Most can fit 140 or **240** litre bin
- Some have slam lock feature and foot pedal
- Metrostor offered a lockable unit (Key card access). More expensive.



MetroSTOR



Taylors



Wybone

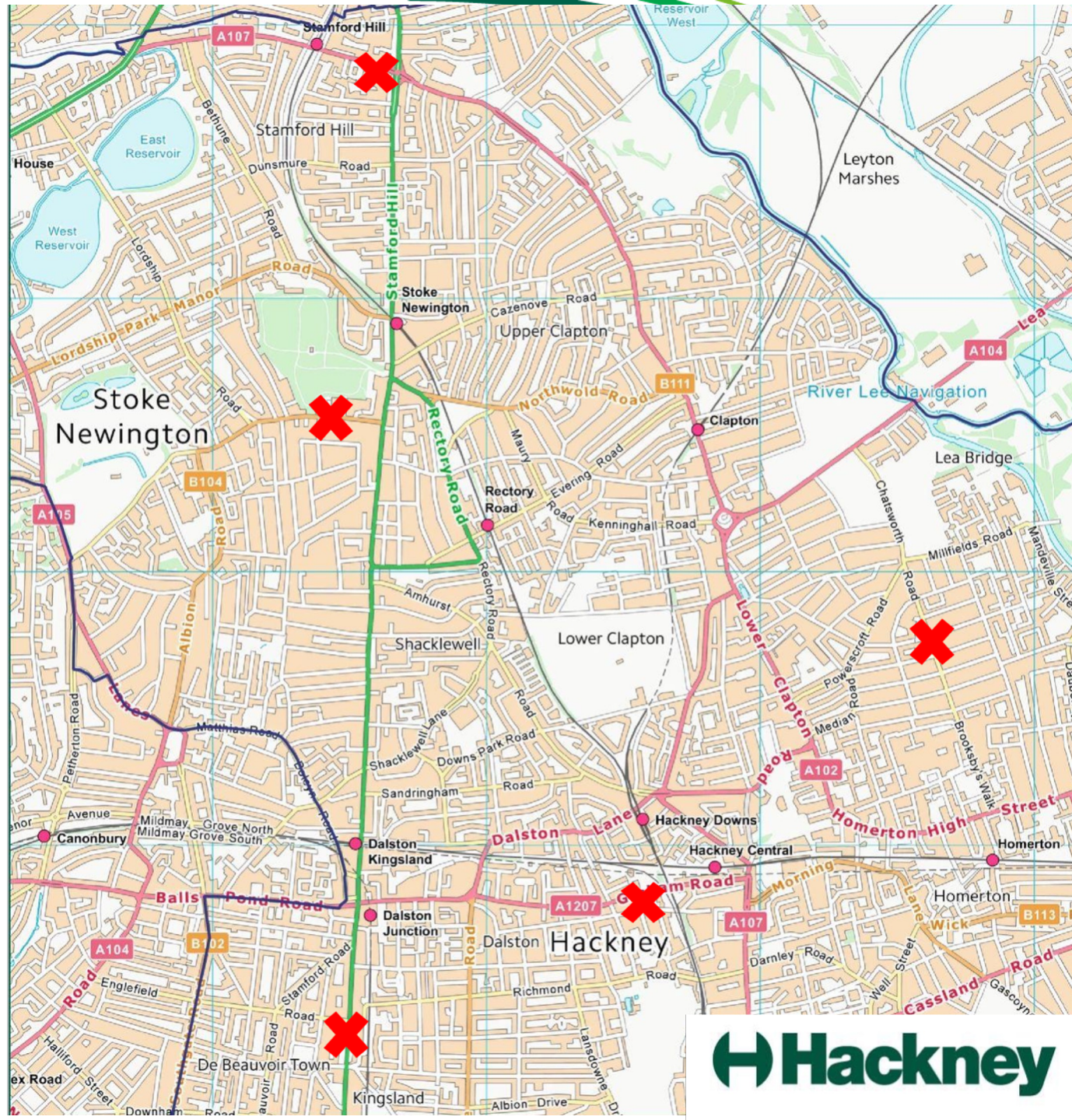


Storm



# Trial locations

High Street Locations	Number of properties served
Wilton Way	53
Kingsland Road	130
Stoke Newington Church Street	78
Amhurst Parade	23
Chatsworth Road	124



# Considerations

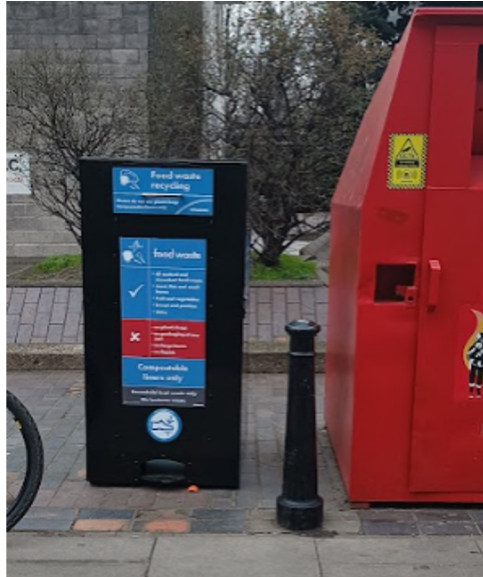
- Road markings (red routes, bus stops, cycle paths)
- Narrow pavements
- TfL
- Proximity to commercial businesses (food markets)
- Walking distance from the unit
- Next to existing bins (Recycle on the go and public bring sites)



# Units in situation



Storm bin next to KH bus stop on Kingsland Road



Wybone bin next to textile banks outside fire station on Stoke Newington Church Street



Taylor's bin outside Boscobel House Estate, Wilton Way



Metrostor bin at the bring site on Chatsworth Road



Metrostor bin opposite 8 Amhurst Parade



# Communications

- Partnership with NLWA
- Bin stickers for the units
- Initial letter (via post)
- Door knocked each property twice
- **Officer time:**
  - Initial visits - 4 staff over 2 days = 10 hours
  - Revisits - 2 staff over 2 days = 6 hours
- Provided caddies, liners and a leaflet to residents who opted in
- Survey to gauge baseline attitudes - prize incentive
- Revisit letters posted when there was unsuccessful engagement during initial visits
- Recorded engagement
- Follow up door knocking and survey



# Communication results

	Number of properties	Percentage
<b>Successful contact rate</b>	148	36%
<b>Unsuccessful contact rate</b>	260	64%
<b>Wanted to participate</b>	138 10 did not	34% (2% did not)
<b>Received equipment and leaflet</b>	235 (58%)	57.6%
<b>Filled out the survey</b>	10 properties (2%)	2.3%

## Key Performance Indicators

- 40% Door knocking contact rate
- 20% (Minimum) sign up

## Reasons why the 10 properties did not want to participate

- 5 are using other facilities
- 2 would not use the service
- 2 found time as a barrier
- 1 said no space and smelly

# Survey results



## Initial survey findings (start of trial)

Out of the 10 residents:

- 100% were confident about using new service
- 100% had time to use the service
- 100% believed that recycling food waste is a positive thing to do
- 100% agreed it would help tackle climate change
- 89% agreed food waste recycling is something they care about

## Follow up survey findings (3 months on)

Out of the 15 residents:

- 53% reported that they always use the food waste bin, 6% said they never do
- most still confident using the service, that they have the time/space and that it is easy for them to do
- some typically find separating their food waste and using the communal bin unpleasant
- 38% admitted to forgetting to separate their food waste
- unaware of their neighbours recycling habits

## Outcomes

- Ensure bins are kept clean
- Prompts to remind residents to recycle
- Highlight social norms



# The monitoring outcomes so far

Location	Overall FW Tonnage (kg based on fill rate)	Weekly dumping (number of collections where flytipping found around bins)	Weekly contamination, below threshold levels (collections went ahead)	Rejected due to contamination past thresholds
Amhurst Parade	107	1	10	0
SNCS	270	2	3	0
Kingsland Road	1020	1	11	0
Wilton Way	390	4	7	2
Chatsworth Road	270	5	9	0
<b>Total</b>	2057	13	33	2

- **2.06 tonnes (0.9 tonnes per week)** has been collected
- Annual tonnage of **9.75 tonnes (23.9kg per household)**
- This compares to **23.9kg** per household for estates properties and **57.2kg** for street properties
- A borough wide roll out would be expected to divert **165.0 tonnes** of food waste from the residual waste stream
- The estimated borough wide recycling rate (2022/23) would have been **0.2%** higher (from **26.19% to 26.38%**)

# Contamination



Amhurst  
Parade



Kingsland  
Road



Wilton Way  
(rejected load)



Chatsworth  
Road



# Lockable Unit (Metrostor)

**Where:** Old Street, Shoreditch.

**When:** 10th May (last week)

Results so far...

- 27/103 (26%) received key card and receptacles
- 5 did not want to opt in (2 not interested, 1 moving out soon and 1 not the owner)
- 1 survey response
- First week promising results





## Conclusions and lessons learnt

- Well received by the residents using the service. No complaints so far
- Limited space for the installation of units
- Difficult to provide caddies and liners to all FLASH residents
- Door knocking is an important step for engagement and delivery of equipment
- Continuous engagement needed as residents move in and out of these properties
- The service may not work Boroughwide - low rates from Amhurst Parade

## Next steps

- Continue to trial the lockable bin from Metrostor
- Look into the options and possibility of a Borough wide approach

# Any questions?

Please contact me on: [rachel.parks@hackney.gov.uk](mailto:rachel.parks@hackney.gov.uk)



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**Martin Capstick**

**Managing Director**

**North London Waste Authority**

# THANKS FOR WATCHING

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