

**Waste and Recycling Service
Waste Action Plan 2015
Improving the amount of waste that is recycled**

Current Issue/Status	Action	Action Summary	Timescale	Target	Outturn
PHASE 1					
<p>Presently out of the estimated 43,927 flats in Barnet, 31,367 have recycling facilities with 12,560 unserved. On this basis, 71.4% of flats receive a dry recycling service.</p> <p>Currently 28.6% do not have the service, in some cases this will be because there is insufficient space for any further bins.</p>	<p>Expand the dry recycling service at flats</p>	<p>The service is working to ensure that recycling services are universally available to all residents. A site by site approach is needed.</p> <p>The estimated average recycling rate at flats is approximately 9%, low when compared to houses. The rollout to additional unserved sites will increase the number of flats residents able to participate in recycling, however as late adopters of the service the recycling rate is not expected to be higher than 9%.</p> <p>However, separate work to rebalance dry recycling and residual bin capacity may improve recycling rates at flats over time. The service will work to provide the dry recycling service to all flats where there is sufficient space.</p>	<p>From October 2015 onwards – recycling at flats sites will be introduced on an ongoing basis</p>	<p>To be confirmed as part of ongoing survey work and negotiations with managing agents</p>	<p>Uplift of 0.34% in the recycling rate - calculation assumes all sites are provided with the service for the full year and that recycling participation is slightly lower than at flats already served.</p>

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<p>The 71.4% of flats sites that are currently served with a dry recycling service generate only an estimated 1,864 tonnes of dry recycling per year (out of a total of approximately 25,000 tonnes of dry recycling collected per annum).</p> <p>Provision of recycling and refuse bins at flats sites needs to be redressed to maximise the potential to improve recycling rates.</p>	<p>Rebalance dry recycling bins at flats</p>	<p>The service will be piloting approaches to rebalancing the provision of refuse and dry recycling bin capacity towards a 50/50 ratio to seek to improve the recycling tonnage contribution from flats. This should deliver some performance improvements but it is not possible to quantify these at this time as they are dependent on the cooperation of managing agents and the engagement of residents. The service will therefore need to negotiate with flats managing agents to install dry recycling facilities at the remaining sites, seeking to maximise the balance between residual and recycling bin capacity to support the 50+% recycling ambition.</p>	<p>Pilots underway by end of 2015, assessment of provision to be based on a site by site review</p>	<p>Improve recycling rate at currently serviced flats</p>	
<p>There is currently limited information of flats residents' attitudes to recycling to form the basis for further service improvements</p>	<p>Conduct flats recycling focus groups</p>	<p>Dry recycling optimisation at flats – qualitative data gathered from flat occupiers to understand their knowledge and awareness of the service, preferred communication methods, understanding of other non-kerbside recycling services, attitude to current container provision and location, barriers and influences on behaviour, attitudes to bin rebalancing, attitudes to food waste recycling.</p>	<p>October 2015, results to be presented November 2015</p>	<p>The outcomes of this work will help to inform service delivery, communications and the wider strategy.</p>	

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<p>The current configuration of existing collection rounds will not fully support the expansion of the dry recycling service to all unserved flats</p>	<p>Model dry recycling collections at flats</p>	<p>Proposal to introduce an afternoon/evening mid-week collection round plus extending the working week to deliver Sunday flat collections. This is to enable the optimal use of the existing collection fleet, to enable recycling collections from additional sites that are provided with the service, and enable the collection of a greater proportion of flats household waste as recycling rather than residual waste.</p>	<p>Current and ongoing</p>	<p>Enables the proposed extension of the service to as many of the 12,560 unserved flats sites as possible</p>	
<p>A separate food waste recycling service was rolled out to all 102,000 houses, converted houses and small blocks of flats in October 2013. This has diverted almost 6,000 tonnes of food waste to recycling rather than disposal in 2014/15. However, participation in the service is low, averaging around 25-30% on a weekly basis, and food waste tonnages show a gradual decline over time.</p>	<p>Conduct food waste behaviour change pilot projects at houses</p>	<p>The service is working to understand barriers to participation, working on a behaviour change project with the West London Alliance. The project includes the following elements;</p> <ul style="list-style-type: none"> • Citizens Panel survey to understand barriers to participation May 2015 – the survey indicated that non recyclers are aware of food waste recycling, yet decide not to recycle their food waste; strong concerns about vermin, mess and smell. • Participation and usage monitoring ran from May to June 	<p>End November 2015 March 2016-onward further rollout of successful trial interventions</p>	<p>Not yet determined – to be included in final report. The outcome of the interventions will influence the strategy to encourage greater participation of residents to use the food recycling service provided.</p>	<p>Uplift of 0.8% in the recycling rate</p>

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		<ul style="list-style-type: none"> • Interventions to be piloted for 8 weeks during September to October • Delivery Unit implementing pilots - communications, procurement, monitoring <p>Pilots:</p> <ol style="list-style-type: none"> 1. Letter to residents explaining free liners available at local library + generic leaflet 2. Letter to residents offering a delivery of free liners + generic leaflet 3. Letter to residents with local information explaining where liners are available to purchase + generic leaflet 4. Stickers on top of residual waste bin + generic leaflet and a letter to residents explaining larger outside food waste containers can be requested for free 5. Stickers on top of residual waste bin + specific leaflet 6. Generic leaflet alone. To be used as a control group 		Will influence future content and frequency of communications	

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Currently a separate food waste collection is provided to houses and small blocks of flats. The service is working to ensure that recycling services are universally available to all residents, including residents of flats.	Pilot a food waste project at flats	A pilot project is being developed to trial food waste collections at a number of larger flats blocks. This will involve a mixture of sizes of blocks and a mixture of managing agents (Barnet Homes and private agents). This will involve the delivery of kitchen caddies, compostable liners, and the installation of a communal collection bin in a secure bin enclosure. There will be supporting communications and monitoring of the level of food waste diverted from the residual waste stream, to assess the success of the trial and understand the cost/benefits of a wider rollout.	December 2015 Pilots at 12 sites to have commenced by December 2015	Improve recycling rate at pilot sites	Uplift of 0.47% in the recycling rate - calculation assumes all sites are provided with the service for the full year.
The confirmed Barnet dry recycling contamination rate for Q1 2015/16 is 5.04%, with other boroughs having rates of between 8.7% and 11%.	Manage contamination	As the service works to roll out recycling services to flats sites that are late adopters of the service, it will need to work actively to minimise any increase in contamination levels.	Ongoing		Q1 2015/16 is 5.04%
	On-the-go Recycling - Parks	Installing recycling bins in Watling Park (Burnt Oak) and Victoria Park (North Finchley) alongside a poster campaign in these parks. This trial will last for 8 weeks and we will be monitoring the waste to recycling ratio.	December 2015		

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	Street Cleansing operatives separating out recycling materials as part of Town Centre cleansing	Town Centre and responsive teams will collect paper, card, cans and plastic bottles in a clear bag and separating out from other cleansing materials collected in a green bag.	Pilot re-commenced October 2015		
PHASE 2					
The Participation Monitoring study undertaken in April and May 2015 provided evidence that 85% of the households assessed took part in the dry recycling service.	Increase dry recycling at houses	Enhanced communications focused on encouraging further participation will be developed. It is also planned that following the results of the food waste behaviour change pilots, the intervention that has proven to be the most successful at affecting behaviour change will be used to further encourage non-participants to take part in the dry recycling service if appropriate.	March 2016-onward linked to further rollout of successful trial interventions		
The service produces and develops communications material to promote and publicise the Waste and Recycling Service.	Enhance communications and engagement	Develop a programme to review literature and communications material promoting the Waste and Recycling service based on performance led interventions in consultation with the Communications team. Based on the results and learning from the range of pilots and behaviour change projects we will formulate an appropriate communications plan to improve participation in recycling.	Current and ongoing	More effective communications to support and enhance service performance	

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The current guidance for planning applications does not robustly provide the needed enforcement of agreed bin provision in the development of new flats sites	Review planning approach for new developments	The council's Guidance for planning applications is to be reviewed and future guidance is to be based on achieving 50+% recycling. Best practice from other local authorities is being reviewed, and a more robust system will be put in place to ensure developers comply with the requirements.	By January 2016	Improve recycling rate specifically at new build flats, setting the appropriate expectations from the outset.	
There is an EU and national target of 50% recycling by 2020.	50% Recycling by 2016 Campaign	The campaign included: Bus shelter posters - Vehicle signage - Leaflets - Barnet First recycling issue - Sample rolls of caddy liners The campaign has not delivered any increase in recycling.	Next steps under review	No attributable impact – will inform future communications	