

For General Release

REPORT TO:	CABINET 21st October 2019
SUBJECT:	Don't Mess With Croydon Campaign Update
LEAD OFFICER:	Shifa Mustafa Executive Director Place Steve Iles Director Place
CABINET MEMBER:	Councillor Stuart Collins Deputy Leader and Cabinet Member for Clean Green Croydon
WARDS:	All

CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON

These services meet the Council's Corporate priorities to:
Provide value for money to its residents through the development of an integrated waste and street cleansing service alongside three neighboring authorities, achieving considerable savings and also improvements in contract performance
Support improved use of Council assets and investment in energy and carbon management.
Contribute to the local economy and environment through social value.

FINANCIAL IMPACT

There are no direct financial implications arising from this report.

FORWARD PLAN KEY DECISION REFERENCE NO.: Not a key decision.

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet is recommended to:

- 1.1 Note the positive impact of the new Recycling and Waste Service on Croydon's Recycling Rate.
- 1.2 Agree the approach to a communication plan (including the circulation of a recycling video to schools) described in this report.

2. EXECUTIVE SUMMARY

- 2.1 In September 2018 Croydon embarked on an ambitious new journey to improve the recycling rate in the borough. This involved a major service change which increased the amount of capacity residents have available for recycling whilst decreasing the capacity for residual waste. The impact of this is an increase the household recycling rate from 38% before the new service to 48% currently.
- 2.2 This paper provides an update on the Waste and Recycling service one year on from the implementation of this service change, the successes and achievements so far and future plans for increasing the recycling rate to 50% by 2020.
- 2.3 The council is committed to reaching a 50% recycling rate by 2020 and reducing residual waste. The Council is further committed to working with residents and contractors create behavioral change and instill pride in local communities.

3. DETAIL

3.1 Background Information

South London Waste Partnership Contract

- 3.1.1 The South London Waste Partnership (SLWP) was formed in 2003 between the boroughs of Croydon, Kingston, Merton, and Sutton. SLWP has a proven record of providing improved and more cost-effective waste management services through the procurement of waste disposal, recycling and Household Reuse and Recycling Centre contracts.
- 3.1.2 Veolia were the successful bidder for a new waste and recycling contract, and a new service commenced on the 1st April 2018 for street cleansing, and the 1st October 2018 for the waste and recycling collection service. The South London Waste Partnership (SLWP) contract has harmonised the waste collection services across the boroughs of Croydon, Kingston, Merton and Sutton. This provides residents with a consistent message throughout the boroughs.

3.2 2018 Service Change

- 3.2.1 In 2018 Croydon embarked on an ambitious change to the waste and recycling service. The start of a new waste and recycling contract allowed Croydon to review the recycling and waste service it provided to residents.
- 3.2.2 From both a financial and environmental perspective recycling is preferable to disposal of residual waste. Environmentally, recycling helps conserve the finite resources associated with making new products and reduces dependency on virgin materials. Financially it costs considerably less to recycle waste than it does to dispose of it as residual waste.

- 3.2.3 Recognising the previous waste collection system Croydon provided disproportionately more capacity for residual waste, which made up approximately 60% of the total waste capacity. A decision was made to increase the container capacity for households to recycle more whilst simultaneously reducing the capacity for residual waste.
- 3.2.4 The changes to the provisions were as follows:
- 240L refuse bin – replaced by a 180L bin
 - 55L paper and card recycling box – replaced by a 240L bin
 - 55L dry mixed recycling box – replaced by a 240L bin (this was the existing landfill bin)
 - Food bins/caddies – remained the same.
- 3.2.5 Providing residents with larger wheeled bins for recycling, whilst at the same time reducing the size of the residual waste bins encourages recycling and gives residents the incentive to reduce the amount of landfill waste they create, particularly as side waste (residual waste that is not contained within the wheeled bin) will not be taken.
- 3.2.6 The new service also resulted in a change to collection days for 78% of residents. The changes allowed rounds to be reorganised in order to make them more efficient and ensure there was a concentration of resources in the same area on any given day helping to minimise the effect of breakdowns and improve service resilience.
- 3.2.7 The change in containers and collection days were a big undertaking for the small council team responsible for delivering the new service to the residents. There was extensive planning before the service change involving communications planning, councillor updates, working in partnership with Veolia and other suppliers. The waste and recycling team also worked across internal departments to ensure other teams that would be impacted (MyAccount, CRM, Contact Centre, Access Croydon) were aware of the changes, when they were starting and how to assist residents in queries relating to the new service.
- 3.2.8 It was always anticipated there would be considerable disruption to the service both during the change and the bedding in period immediately after. This resulted in high volumes of calls, emails and letters and additional resources were brought in to deal with this increase. Additionally, the Council's waste contractor, Veolia provided additional staff and worked overtime hours to ensure the new rounds were completed on their scheduled days. This hard work ensured disruption was kept to a minimum for our residents. The team involved in rolling out the service received a Special Recognition award at the Croydon Awards in 2018.
- 3.2.9 Figures show that residents have embraced the new service with recycling rates improving from 38% before the roll out to 48% currently. Less residual waste was presented per household and the amount of recycling significantly improved. This is particularly impressive given the population growth that the borough has experienced, and the Council has put on record its thanks to residents for their efforts to recycle more and their patience whilst the service was in its infancy. The increased recycling rate in 2018/19 puts Croydon on track to meet the target of 50% recycling by 2020.

3.1.10 To build on this success and keep momentum going the council has a comprehensive education and engagement campaign plan to work with residents to increase recycling rates further.

4 CELEBRATING SUCCESS

4.1 One year on, Croydon is marking the success already achieved and has undertaken a range of recycling activities for National Recycle Week (23-29 September 2019). This marked the success of the roll out and looked toward improving the recycling rate even further.

4.2 For National Recycle Week the South London Waste Partnership (SLWP) has undertaken advertising on the local tram network with promotional adverts to encourage residents to recycle and move away from single use plastics.

4.3 A new educational video has been commissioned which follows the journey of different waste streams. The full video is now available on the SLWP website, and shortened sections demonstrating the journey from doorstep to recycled product, of particular waste streams will be promoted using a paid for social media campaign.

4.4 Members of the Veolia Education and Outreach team will also be visiting a Croydon school to mark National Recycle Week.

Achieving the 50% Target: - Communication Plan

4.5 In order to achieve the 50% recycling rate Croydon has an engagement plans to support this aim.

4.6 The SLWP contract has resulted in cost avoidance by reducing the amount of waste sent for disposal. Part of these savings have been reinvested back into the service to help it achieve the ambitious targets. This was modelled in the business case for the new bins. The reinvestment has been into staffing and there will be new recycling officers that have planned schemes of work focusing on education, contamination reduction, flats performance improvement, resident engagement, increasing participation and working with resident associations and other stakeholders – all areas where further progress could deliver a considerable reduction in residual waste and increase in recycling.

4.7 The waste and recycling team have been undertaking visits with the cabinet member to troubleshoot challenging properties and locations where recycling and waste management can be difficult for the residents/tenants or managing agents.

5 SCHOOL ENGAGEMENT

- 5.1 School educational talks play a significant part in achieving the target of 50%. Croydon has one of the largest populations of young people in London and we recognise that shaping their views at an early age will ensure that a sense of pride in their local environment will stay with them for life. There are also further benefits, as the messages these children hear at school often form the basis for home work activities, creating further discussions at home with the message being passed on to parents, brothers, sisters and family friends.
- 5.2 To this effect there has been a rolling programme of educational talks to Croydon's schools. Since the service change there have been 18 assemblies where the team spoke to 7,347 pupils. The team will continue to engage with schools and provide waste and recycling talks.
- 5.3 There are plans to increase participation of the food waste recycling service. The recycling team are working to improve capture rates by removing barriers to participation on the service, the main barriers are people being unaware of the service and unsure of how to use it. To overcome this the team will be improving education around the service and trialing a range of interventions to drive up service performance.
- 5.4 Croydon has an increasing number of flats and this is part of the service where considerable improvement can be achieved. Focusing on reducing barriers to recycling within these locations can potentially achieve significant changes in behavior creating improved recycling habits and reduced levels of contamination.
- 5.5 The Council are also working on an internal recycling plan which will feed into the Mayor's strategy for London. To increase awareness, a Recycling Forum will be set up to allow staff to take ownership of the recycling and waste initiatives that happen internally. The Recycling Team are working with facilities management to give increased opportunities for recycling in the workplace and increased awareness among staff.

Journey of Waste

- 5.6 As previously mentioned, the SLWP have created an educational video that show the journey of waste. This is to give residents a better understanding of what happens to the waste once it has been put in the bin and follows it from collection to disposal.
- 5.7 The video is being promoted during National Recycle Week through paid for ads on social media. These featured a trailer for the video and drive traffic to the site and views of the video, and should appeal to audiences who are less receptive to more traditional communications such as service leaflets. It is an innovative campaign that informs and engages residents and will encourage more recycling and raise awareness.
- 5.8 It is proposed that the new videos are promoted to schools and used in educational activities as part of assemblies and educational activities. This will help pupils to visualise what happens to their waste after it is collected, and appreciate the impact they have by recycling more.

Climate Emergency

- 5.9 Since the new service launch Croydon have declared a climate emergency. The Council are using a raft of measures to deal with this and reducing waste and increasing recycling is high on the priorities.
- 5.10 Single use plastic is one of the most prevalent forms of waste and litter, and is the focus of increasing public concern, the Council has confirmed they have secured funding for three water fountains to be installed in the borough. This will assist residents in cutting down on the use of single use water bottles and encourage reusable bottles.
- 5.11 The Council are also in agreement with the aims of grass roots organisations within Croydon that are focusing on reducing single use plastic. There is already a plastic free shop in the borough with another planned.
- 5.12 Croydon aims to achieve a 50% recycling rate by 2020 and be London's Greenest Borough. We are on track to deliver this and the Waste and Recycling Plan detailed above will allow Croydon and its residents to achieve this ambitious target.

6. CONSULTATION

- 6.1 This report is a good news story and therefore has not been consulted upon.

7. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 7.1 The effect of the decision
There are direct financial implications arising from this report.
The investment detailed in this report has already been factored into the capital programme.
- 7.2 Risks
None arising from this report.
- 7.3 Future savings/efficiencies
The capital investment and the impact from the increased recycling rate has created savings and enabled the services to be delivered more efficiently and effectively.

Approved by: Lisa Taylor, Director of Finance, Investment and Risk S151
Officer

8. LEGAL CONSIDERATIONS

- 8.1 There are no additional legal considerations directly arising from this report.

Approved by Sean Murphy, Director of Law and Governance.

9. HUMAN RESOURCES IMPACT

- 9.1 There are no direct Human Resources implications arising from the recommendations

Approved by Sue Moorman, Director of Human Resources

10. EQUALITIES IMPACT

- 10.1 An equalities impact assessment was carried out for the SLWP. This identified there was no negative impact on any of the protected characteristics.
- 10.2 Due to the SLWP key findings being 'No major change - the Equality Analysis demonstrates that the policy is robust and that the evidence shows no potential for discrimination and that all opportunities to advance equality have been taken' a decision was made to not undertake a further equalities analysis.

Approved by: Yvonne Okiyo, Equalities Manager

11. ENVIRONMENTAL IMPACT

- 11.1 The main environmental impacts on this report should be a further increase in the recycling rate. This will be a positive environmental outcome as the waste will be treated as recycling instead of residual waste.

12. CRIME AND DISORDER REDUCTION IMPACT

- 12.1 There are no implications of the proposal for the reduction/prevention of crime and disorder.

13. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 13.1 The recommendations are to support the future plans for promoting waste and recycling to see a further increase in recycling rates in Croydon.

14. OPTIONS CONSIDERED AND REJECTED

- 14.1 None

15. DATA PROTECTION IMPLICATIONS

15.1 WILL THE SUBJECT OF THE REPORT INVOLVE THE PROCESSING OF 'PERSONAL DATA'?

NO

15.2 HAS A DATA PROTECTION IMPACT ASSESSMENT (DPIA) BEEN COMPLETED?

NO

The Director of Public Realm comments that there are no data protection implications from this report.

Approved by: Steve Iles Director of Public Realm

CONTACT OFFICER: Tom Lawrence Head of Environmental Service

APPENDICES TO THIS REPORT: None

BACKGROUND PAPERS: None