

Committee(s): Housing Management and Almshouses Sub (Community and Children's Services) Committee	Date(s): 26/03/2019
Subject: Project to increase recycling on Middlesex Street estate	Public
Report of: Carolyn Dwyer, Director of Built Environment	For Information
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Summary

The City of London Corporation has a statutory duty to collect household waste and recycling from residential properties in the Square Mile. Recycling performance across the City has flatlined in line with regional and national patterns. In June – July 2018, 42% properties on Middlesex Street estate were deemed to be participating in the Dry Mixed Recycling (DMR) service and 25% in food waste. Officers intend to trial a project on Middlesex Street estate, which currently receives a twice weekly doorstep collection of DMR and food waste, to incentivise residents to increase and sustain their recycling performance by 5%. A donation of up to £1,000 will be made to a community-based initiative on the estate dependent on performance.

This initiative was presented to the Port Health and Environmental Service Committee

Recommendation(s)

Members are asked to:

Note the report.

Main Report

Background

1. The City of London Corporation has a statutory duty under the Environmental Protection Act 1990 to collect household waste and recycling from domestic properties within its area. Residential properties across the Square Mile are provided with comprehensive household waste and recycling services which includes a Dry Mixed Recycling service (DMR), food waste, textiles, low energy light bulb and battery recycling services.
2. The Middlesex Street estate receives a twice weekly doorstep collection of DMR and food waste. Clear recycling bags and food liners are delivered to residents every six months and are also available from libraries across the Square Mile and the Estate Office to enable participation in the doorstep recycling services.

Current Position

3. Previous communication campaigns to encourage residents to recycle on the estate have included door-stepping campaigns whereby Recycling Advisors visit all properties to inform them about the recycling service. Residents also receive recycling literature via Christmas recycling campaigns and various other literature

and campaigns throughout the year, including articles in the City Resident magazine, social media and the City Corporation's website.

4. Despite these measures, participation in the doorstep recycling services remains low. A participation monitoring project on the estate undertaken between 11 June and 6 July 2018 identified that 42% of properties are deemed to be using the DMR service at the doorstep. This drops to 25% properties using the food waste service.
5. In recent years overall recycling performance has flatlined on a local, regional and national level. Middlesex Street estate's recycling performance is no different and despite the attempts to raise the profile of the recycling services, recycling performance on the estate is not improving. Officers have previously incorporated suggestions made by residents such as placing communal food caddies in the chute room in Petticoat Tower to increase participation in the food waste service and participation remains low.

Proposals

6. To stimulate interest and encourage residents to increase their use of the recycling services, Officers intend to run a trial on the estate to incentivise residents to recycle more. A trial to incentivise residents to recycle in the Square Mile has not been run in the City previously. The incentive would be that if participation in the recycling and food waste services is increased and sustained on the estate by at least 5%, the City Corporation would make a one-off donation of up to £1,000 towards an estate based community initiative.
7. Officers have discussed the potential project with ward Councilman, estate management and Department for Community and Children's Services (DCCS) who have identified that a donation to provide equipment for the youth club on the estate would be welcomed.
8. The Cleansing Department have the support of the DCCS to work with the youth services provider to engage children and young people. If the recycling targets set out in paragraph 6 are met, the donation could be offered to buy equipment for the youth club which is run from Artizan Street Library and the Community Centre. This approach enables the Cleansing Department to target the resource to reward the community where there is currently a gap in provision with the support of the DCCS.
9. To help promote the trial on the estate, the Cleansing Department will work with the Housing Management Team and DCCS to promote this initiative via the estate's communication channels such as Facebook and the estate newsletter. This will be supplemented by presentations and events in accordance with the service provider. The Cleansing Department will also fully brief the Housing Management Team and work with the Community Engagement Team, where appropriate to promote the project.
10. As part of this project, all residents will receive recycling bags, food waste liners and caddies to ensure they are able to participate in the services from the outset of the trial. Officers will monitor performance throughout the trial and will engage

with the properties which are deemed to not be participating in the services to ascertain why they are not recycling and overcome any barriers. The measurement of the success of this project will be if there is an increase in participation in the recycling and food waste services.

11. Upon completion of the trial, findings will be reported back. If the project proves to be successful in increasing recycling, we would explore the option to replicate the project elsewhere in the City.
12. The Cleansing Department have a new Waste Collection, Street Cleansing and Ancillary Services contract due to commence on 6th April 2019. This may impact on the timescales for the delivery of this project and will be communicated to your committee in due course.

Corporate & Strategic Implications

13. This project supports the Corporate Strategic Plan to shape outstanding environments. It also aligns with Outcome 2 of the Responsible Business Strategy and Objectives 2 (Waste Reduction) and Objective 4 (Recycling and Composting) in the Waste Strategy.

Implications

14. The trial is funded from Cleansing Division's local risk budget. If this was to be replicated across the City on a wider scale separate funding would need to be identified.

Conclusion

15. To try and improve recycling levels, Officers intend to trial a different approach to increase recycling on Middlesex Street estate by incentivising residents to increase and sustain their estate's recycling performance by 5%. A one off donation of up to £1,000 will be made to for the benefit of the youth club dependent on improved performance.
16. If the trial is deemed to be successful in increasing recycling over a sustained amount of time, subject to available funding, Officers would explore options to replicate the project in other locations.

Appendices

None

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