

<b>Committee(s):</b> Port Health and Environmental Services	<b>Date(s):</b> 15/01/2019
<b>Subject:</b> Project to increase recycling on Middlesex Street estate	<b>Public</b>
<b>Report of:</b> Carolyn Dwyer, Director of Built Environment	<b>For Information</b>
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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 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 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.

## **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 annually via Christmas recycling campaigns and council tax statements. This is in addition to 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 to increase participation in the food waste service and participation remains low.

## **Proposals**

6. To 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 increase 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 and estate management who have identified that a donation towards the estate's Gardening Club to be ring-fenced for the benefit of young people and children would be welcomed.
8. As part of this trial 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.
9. 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.

## **Corporate & Strategic Implications**

10. 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**

11. 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**

12. 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 their recycling performance by 5%. A one off donation of up to £1,000 will be made to a community based initiative dependent on improved performance.
13. 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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