

Committee(s): Port Health and Environmental Services	Date(s): 9 September 2013
Subject: Renew on-street recycling update	Public
Report of: Director of the Built Environment	For Information
Summary	
<p>This report updates Members on the progress of the installation of the Renew on-street recycling bins and the performance of the recycling collected from the units over the last twelve months.</p> <p>It can be seen that the Renew units have produced around 135 tonnes of recycling materials with an average of 11-12 tonnes per month. The quality of the recycling is generally good and contamination is low. There have been no issues of rejected materials due to contamination.</p> <p>The City has made use of the digital screens on the units and many departments have run campaigns using the screens to gain wider publicity. Officers regularly meet with Renew to monitor the contract and compliance with current policies and challenge where appropriate.</p> <p>Recently the City has stopped a trial Renew were undertaking which tracked other devices passing the units. This is currently with the Information Commissioner's office, which is investigating.</p> <p>Recommendation - The report be noted.</p>	

Main Report

Background

1. Following the decisions of Port Health and Environmental Services, Planning and Transportation and Policy Committees, the City entered into a contract with Renew LTD in 2008 which licensed them to provide 100 on-street recycling bins across the City. The bins and infrastructure were provided at no cost to the City (other than the cost of emptying and waste disposal) with all other costs being met by Renew.
2. The Renew bins each have two electronic screens one on either end of the unit, their business model is to use these screens to publish public information and seek business sponsorship for each piece of public information messaging they display. The added benefit to the City of the units is that these screens can be rapidly changed to publish urgent public information from The City or City of London Police in the event of an emergency.
3. The locations where the units were to be installed were identified as areas having high pedestrian footfall and potentially generate significant waste/ recycling such as free newspapers etc. Installation began around April 2012 and we are now in a position where 99 of the 100 units have been installed and are fully operational. With one unit location to be found and agreed. The installation of the units was phased, with twenty five units being installed before the Olympics in July 2012 and the remainder installed after the Olympics.
4. The units are cleaned and maintained by Renew, this includes any damage, graffiti and cleanliness. The recycling materials generated are collected by the City of London Corporation through the Refuse and Recycling Contract with our providers Amey (formerly Enterprise Managed Services). Amey ensure a regular emptying schedule is in place. The recycling materials collected from these units contribute to the City Corporation's recycling rates.

5. The added benefit of having these public information displays around the City of London, as found during the Olympics, was that they provided the City with additional channels of communication to the general public, i.e. congestion at train or tube stations.
6. The exercise of the licence has encountered various legal issues which have required lengthy discussions to seek agreement between both parties. In some cases discussions have been protracted which has impacted on the delivery phase. The main issue to date has been in the content displayed on the digital screens designed into the recycling bin, and the regulatory requirement for commercial displays to first obtain advertisement consent, which has not yet been sought by Renew. (There are, however, "deemed consents" in place for certain public information). Where there are issues, Renew have been formally notified.
7. Regular, monthly contract meetings take place to monitor all aspects of the contract between Renew, the City of London Corporation and Amey.
8. Renew see the City of London as a flagship partner with their intention being to install their bins, based on this business model, to major Cities across the world. In this regard they advise that they are well advanced in negotiations to trial their bins in New York and Hong Kong.
9. A list of the locations and a picture example of a unit is attached in appendix 1 and 2.

Current Position

10. The on-street recycling bins have now been operational since around mid-November 2012, the recycling material that is collected from these units is of reasonably good quality, frequent sampling takes place to monitor contamination levels and to date there has been no issues. Contamination levels have been around 5% (tolerance level with our current outlet is 10%).
11. The quantity of recycling materials collected have been encouraging, averaging around 11 - 12 tonnes. For the City, with a relatively small resident population these values become more significant as a proportion of the overall domestic recycling collected and therefore more beneficial. The total tonnage of domestic recycling collected annually is 1,427 tonnes, the Renew units have collected 135.15 tonnes of recycling material which equates to around 10% of the total of recycling collected by the City.

Year	Month	Tonnage
2012	Aug	7.74
2012	Sept	8.74
2012	Oct	8.46
2012	Nov	12.13
2012	Dec	7.47
2013	Jan	8.66
2013	Feb	10.68
2013	Mar	11.35
2013	April	12.38
2013	May	13.92
2013	June	15.92
2013	July	17.7
		135.15

12. The City has also used the display screens for civic messages, examples of which are shown in the table in appendix 3.
13. Some of the displays Renew run on the screens have been challenged by the City as local planning authority on the grounds that they are unauthorised advertising and this is an on-going issue.

14. Recently Renew have been exploring how they further use the units and undertook a small trial installing some technology that could track passing mobile devices. This trial was undertaken without the knowledge of the City.
15. When the City became aware of the trial the City Solicitor wrote to Renew asking them to cease this activity immediately until the legalities of such a trial were investigated fully due to concerns about potential Data Protection issues and whether such use was ultra vires. . The City Solicitor notified the Information Commissioner's office, which is investigating.
16. Whilst there can be potential benefits from the information collected in monitoring footfall numbers and pedestrian behaviour the information must be collected legitimately. The City Solicitor is awaiting the outcome of the Information Commissioner's investigation.

Corporate & Strategic Implications

17. This contributes to the City's domestic recycling performance and aligns with the Corporate Strategic

Aim 2 - To provide modern, efficient and high quality local services within the Square Mile for workers, residents and visitors whilst delivering sustainable outcomes.

Strategic Aim 3 - To provide valued services to London and the nation

HR Implications

18. There are no direct HR implications

Financial Implications

19. There are financial implications to this contract, the City contribution to the contract is to bear the cost of emptying the units, and the annual cost is currently around £950 per unit. In addition, the on-going issues relating to advertising and data protection concerns have involved significant staff time.

Conclusion

While there are benefits to the units there are also on-going issues and officers are exploring whether these can be resolved.

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Renew Units in The City of London

Number	Address	Number	Address
1	Aldermanbury 20 x Love Lane	51	Holborn High 314 (by Cards Galore)
2	Aldgate High Street, by X Boltop	52	Holborn High 326-330 (by Sports Direct)
3	Aldgate Station	53	Holborn Viaduct 21 (by Tesco) - Facing Newgate
4	Aldgate St Bolthop (by Beaufort House)	54	Holborn Viaduct 2-5 (by Ribbon Restaurant)
5	Appold Street 1 (DB Asset Management)	55	Holborn Viaduct 40 (by Holborn Circus)
6	Appold Street 5 (by Broadwalk House/Credit Agricole)	56	Holborn Viaduct 50
7	Bank Station - 1 Cornhill/82 Lombard St	57	Holborn Viaduct by City Temple
8	Bank Station by Natwest Bank	58	Houndsditch
9	Barbican Station at 134 Aldergate Street	59	King Edward Street (by Nomura Bldg)
10	Bartholomew Lane 1	60	King Edward St x Newgate (at Christchurch Tower)
11	Camomile St 23	61	Liverpool Street (by White Hart Pub)
12	Cannon Street by Carphone Warehouse	62	Liverpool St Station
13	Cannon St 103 (by Station)	63	Liverpool Street Station by Costa
14	Cannon St 135 (by Pret a Manger)	64	Lombard Street 31
15	Cannon St 35-37	65	London Wall 45 x Moorgate by McDonalds
16	Cannon St 60 by Pret a Manger	66	London Wall 64
17	Cannon St 80 at Cannon St Station (by Boots)	67	London Wall (by 88 Wood St Bldg)
18	Cannon Street 110	68	London Wall by The Plough
19	Cannon Street 119 by Jones Bootmaker	69	Long Lane 87 by Barbican Station
20	Chancery Lane 53-64	70	Ludgate Circus 12 (next to Leon)
21	Cheapside 102-104 (by Boots/Perfume Store)	71	Mansion House Station
22	Cheapside 107 by Itsu Sushi Restaurant	72	Mark Lane 1
23	Cheapside 133 X Gutter Lane (by Clintons)	73	Minories 6 (by William)
24	Cheapside 138 (by Carphone Warehouse)	74	Moorfield's 44 by X Ropemaker
25	Cheapside 43 (by Hotel Chocolate)	75	Moorgate 128
26	Cheapside 67 at X Queen Street (by Optical Express)	76	Moorgate by London Metropolitan University
27	Cheapside 87	77	Museum of London by Pret A Manger
28	Cheapside (by Topshop)	78	Museum of London by Virgin Active
29	Cheapside by St Paul's Station	79	New Change 3 (By Jamie's at One New Change)
30	Coopers Row	80	Newgate Street 81 by BT
31	Coleman Street opposite Maybanka	81	Newgate Street (by London Stock Exchange)
32	Crutched Friars 9 (by Charlie's Pub)	82	Old Broad Street Tower 42
33	Eastcheap 6 by Tesco	83	Prince's St 8 (by X Gresham St)
34	Eastcheap 17 by Optical Express	84	Queen Street at X Cloak Lane
35	Fenchurch Street 30	85	Queen Victoria 160 by Blackfriars
36	Fenchurch street 51-54	86	Queen Victoria St 60 (by HSBC)
37	Fenchurch Street 65 (by EAT)	87	Queen Victoria St 85
38	Fenchurch Street Station	88	Queen Victoria St by 1 Poultry
39	Fetter Lane	89	Queen Victoria Street 101 by The Salvation Army Headquarters
40	Fleet Street 120 (by Goldman Sachs)	90	Silk Street (opposite Guildhall School of Music)
41	Great Tower St 19-21 (by Bus Stop)	91	St Andrews Street
42	Great Tower St (Opposite Hung & Drawn Pub)	92	St Martin's Le Grands
43	Great Tower Street 30-40	93	St Martin's Le Grand X Gresham St by Investec
44	Gresham Street 31 by Garrard House	94	St Paul's Church Yard at X Distaff Lane (by Scandanavian House)
45	Gresham Street 60 by The Anthologist	95	St Paul's Church Yard - City Info Centre (by Condor House)
46	Gresham Street 65 by JP Morgan	96	Warwick Lane (by X Newgate St)
47	Gresham Street x Foster Lane	97	Watling Street (Facing St Paul's)
48	Holborn 30 (by HSBC Buchanan House)	98	Wood Street at 5 Aldermanbury Square
49	Holborn (by McDonald's (Closest to The Tube))	99	Wormwood
50	Holborn High 14-18 (by Marlborough Court/Wasabi)		



Appendix 2

Renew Units



Appendix 3

	Campaign	Audience	Purpose
1	Recycling Rate Performance Ticker	Commuters and Residents	Displaying the amount which have been recycled using the Renew units per month
2	Highways Twitter	Taxi and delivery drivers	Encouraging drivers to sign up to the Highways twitter feed so they could be notified of any street works etc.
3	Aldgate Development Consultation	Residents and Key Stakeholders	Informing stakeholders about the consultation period and drive people to the website to comment
4	Illegal Street Trading - Ice Cream Vans	Commuters and Residents	Encouraging people to report the location of illegal ice cream vans
5	Lord Mayors Show	Visitors watching Lord Mayors show	Display images of previous Lord Mayors Shows and highlight any transport issues
6	Remembrance Day	Visitors watching memorial ceremony	Images from the previous Remembrance Days, a clock, poppies etc., encouraging remembrance.
7	Stop Begging campaign	Commuters and Residents	To discourage people from giving money to beggars and encourage them instead to speak to Broadway and the CoL rough sleepers team.
8	Stoptober	Smokers in the City	In partnership with the NHS encouraging people to quit smoking in October.
9	New Year's Eve Travel	Visitors watching fireworks, celebrating etc.	Informing people of the best ways to leave and highlighting any transport issues
10	Marathon Information	Visitors watching Marathon	Highlighting transport issues and showing images of past events, showing results etc.
11	Lord Mayors Charity Appeal	Commuters and Residents	Promoting the Lord Mayors Appeal 2013
12	Love the Square Mile App	Commuters and Residents	Promoting the Love the Square Mile App to encourage uptake