

<p style="text-align: center;"><b>Overview and Scrutiny Committee</b></p> <p style="text-align: center;">23 July 2024</p>	 <p style="text-align: center;"><b>TOWER HAMLETS</b></p>
<p><b>Report of:</b> Simon Baxter, Corporate Director, Communities</p>	<p><b>Classification:</b> Unrestricted</p>
<p style="text-align: center;"><b>Recycling Improvement Spotlight</b></p>	

## Executive Summary

The Overview and Scrutiny Committee (OSC) identified Recycling Performance as an area for further consideration as part of its scrutiny of the Annual Strategic Delivery and Performance 2023/24 report at its meeting on 9 July 2024.

The Reduction and Recycling Plan (RRP) 2023-2025 was approved by Cabinet in September 2023. It covers a two-year period from April 2023 to the end of March 2025 and sets out the Council's ambition to achieve a 23% recycling rate.

Progress reports are provided to Cabinet on a quarterly basis detailing achievements that have been made within the plan. As part of its spotlight on Recycling Improvements, this report presents to OSC the Reduction and Recycling Plan Progress Report - Quarter 4, 2023/24.

The focus in Quarter 4 has been on improved service delivery, continued roll out of the flats recycling package and development of new communication, engagement and outreach plans with mosques, schools and community groups to drive recycling behaviour change.

Improvements in recycling performance will be seen from Quarter 2 2024-2025 onwards, as the combined impact of planned activity starts to drive recycling behaviour change. This will include ongoing development of targeted estate by estate approaches to incentivise recycling and reduce contamination.

Key Initiatives within our RRP include:

- Over £2 million investment, to roll-out of flats recycling improvement project across 2160 blocks of flats.
- Focus on making sure people have access to recycling bins and bags.
- Re-focused communication campaigning to leverage more community engagement and behaviour change to increase household waste reduction, re-use and recycling activity. These will include high visibility fun day events, incentivisation and a competition for schools. We are working in partnership with East London Mosque on a programme of activities. We are delivering recycling education sessions in schools, targeted estates contamination

engagement and recycling stalls, presentations and events held in partnership with community groups and landlords/managing agents.

**Recommendations:**

Overview & Scrutiny is recommended to:

1. Note and comment on Reduction and Recycling Plan Progress Report - Quarter 4, 2023/24
2. Identify actions the Council can take to improve Recycling performance