

Reduction and Recycling Plan 2023-2025

Quarter 4 2024 Progress Report

[Publish Date]

1 Background

The waste Reduction and Recycling Plan (RRP) is a requirement set by the GLA to ensure all London authorities are in general conformity with the London Environment Strategy. The current RRP includes environmental metrics drawn from the previous reporting cycle (2018-2022) along with a cross-cutting action plan drawn from our Strategic Plan and Tower Hamlets Waste Management Strategy. It covers a two-year period from April 2023 to the end of March 2025 and sets out our ambition to achieve a 23% recycling rate.

The main objective of the RRP is to move waste up the waste hierarchy by providing residents and businesses in the borough with greater access to services that will allow and encourage them to waste less, reuse and recycle more. This will contribute to the council's efforts to mitigate the impacts of climate change by reducing the carbon footprint of the council's waste management services.

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. This will include partnership working with East London Mosque, delivery of recycling education sessions in schools, targeted estates contamination engagement, recycling champion workshops, recycling stalls, presentations and events held in partnership with community groups and landlords/managing agents.

The RRP also looks to support the achievement of the council's air quality action plan objectives through the incorporation of the council's plans to green the waste services vehicle fleet.

The RRP is key to delivery of Strategic Plan “Priority 7: A clean and green future”.

Priority Theme	Pledge/Policy	Year	Annual deliverable
Priority 7: A Clean and Green Future	Work with the service to deliver further improvements, including education on recycling	2023-24	Deliver a programme of behaviour change initiatives including the flat recycling project, the recycling champions network, a recycling communication campaign and waste reduction, re-use events and workshops

[Read the full RRP](#)

Key Stats Summary

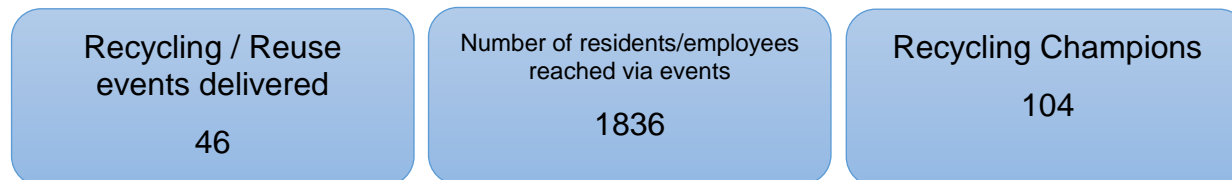


Flats Recycling Project – infrastructure improvements

Schools



Engagement



*Bins full of clean dry recycling.

2 Recycling performance 2023/24

The household recycling rate from April to March 2024 is 16%. The household recycling rate set for 2025 is 23%. The total household waste collected was 94,268 tonnes, of which 14,905 tonnes were recycled, reused or composted.

The Local Authority Collected Waste (LACW) recycling rate includes all waste collected and recycled by the Council from household and non-household sources. The LACW recycling rate in 2023-24 was 17.87%. The total LACW waste collected was 112,114 tonnes, of which 18,072 tonnes were recycled, reused or composted.

Tonnage delivered for dry recycling to Bywaters makes up the largest component of our recycling. This year 70 tonnes less was sent to Bywaters than the previous year. However, in Quarter 4 there was a significant upturn with 248 tonnes more dry recycling delivered this year than in the previous year.

There have also been small increases in tonnage recycled via the Reuse and Recycling Centre (27 tonnes) and from textile collections (21 tonnes).


The main aspects affecting our recycling rate are:

- The average contamination percentage was higher in 2023/24 at 30% than in 2022/23 at 27%.
- The waste service strike that took place from Monday 18th to 26th September 2023. During this time only 5.42 tonnes of dry mixed recycling were collected, 296 tonnes less than the monthly average in 2023/24. Consequently, the recycling rate in September dropped to 13.6% and has affected the overall recycling rate for the year to date.
- The residual waste tonnage increases in higher proportion every year, compared to the dry mixed recycling, which only grows marginally. The property growth has a direct impact on the increase of the household residual waste generated. The total number of dwellings in 2023-24 is 144,240, whereas in 2022-23, this number was 140,210. This is a 2.9% increase from last year. It is estimated that we are collecting 130 tonnes more of residual waste from households every month this year compared to 2022-23.

- The Government's new regulations for the disposal of upholstered seating containing POPs (Persistent Organic Pollutants) establish that these items can no longer be recycled and need to be sent to Energy from Waste (EfW). It is estimated that about 105 tonnes per month is being diverted to the residual waste stream, instead of being sent to a recycling facility.
- Since June 2022, litter collected from parks has been deemed unsuitable for recycling due to high levels of dog excrement (Estimated 72 tonnes per month diverted from recycling to residual stream).

3 Priorities and actions

Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
#1	<p>Improving recycling infrastructure for blocks of flats and estates and tackling contamination through implementing Flats Recycling Package (FRP) interventions.</p> <p>Based on best practice research the project is providing essential infrastructure and addressing inequality in service provision. In older housing stock many blocks have never had enough recycling bins or require additional recycling bins in convenient locations, to provide enough storage capacity and enable all residents to use the service. Updated lockable recycling bins will reduce contamination. Signage and bin stickers will provide constant visual information about how to recycle, what not to put into rubbish bins and how to arrange a bulky waste collection.</p>		<p>Officers are surveying blocks of flats and producing reports with bespoke recommendations for managing agents to agree before roll-out of interventions.</p> <ul style="list-style-type: none"> • 1,448 blocks surveyed to date, with 722 blocks remaining to be surveyed (May 2024) • 921 blocks have received new recycling bins, additional recycling bins and/or signage (May 2024) • The target by March 2025 is for an additional 1258 locations to be covered by the project. • A total of 1129 recycling bins have been provided or replaced as part of the project so far. This includes new additional bins, new replacement bins and newly refurbished replacements of existing bins. If each additional bin is filled with clean dry recycling it will generate an extra 886 tonnes/year of recycling storage capacity • 284 signs have been installed across 180 council housing blocks, with another approximately 120 signs due to be installed in the next phase at a further 72 blocks. As of 26th April, managing agents/landlords of non-council blocks have agreed to install 573 signs across 295 blocks. • The current phase is focussed on non-TH housing stock. Surveys to date highlight that these properties often do not have enough recycling bins. 53% of these blocks surveyed had insufficient recycling bins, with the average being 40% less than required. 31% had no recycling bins at all. We are working with managing agents to introduce sufficient recycling bins where shortfalls are identified.


Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
			<ul style="list-style-type: none"> • The project team has met with 58 different managing agents/landlords, with 34 actively engaged in the project. • 5 caretaker training sessions have been delivered with 60 caretakers receiving training. Caretaker training sessions are being arranged in Quarter 1 with 3 managing agents (Clarion, East End Homes and Southern Housing/Optivo). • Performance monitoring is in progress. Recycling and rubbish is being weighed and recycling contamination assessed before and after interventions. The first phase has been completed, bins delivered, and signage installed. Post monitoring will recommence on the 6th of May, with monitoring due to be completed in June/July 2024. • In March the project was promoted at a Managing Agent Workshop and in Our East End, with a call to action for residents and managing agents to work with us on improving facilities at their homes and properties. <div style="display: flex; align-items: center; justify-content: center;">  <div style="border: 1px solid black; padding: 5px; margin-left: 10px;"> <p>(Left to right) Before and after of an estate recycling site.</p> </div> </div>
#2	Increasing participation in the kerbside food waste collection service through re-promotion of the service.		<ul style="list-style-type: none"> • Participation monitoring undertaken in Autumn showed that the participation rate on a weekly basis was between 8-26%. • The communications plan is underway. A webform is in the final stages of development which will enable residents to order their kitchen and outdoor food


Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
	<p>Food waste collected for composting contributes to our recycling rate Participation needs to be improved.</p>		<p>waste caddies online. A new leaflet has been developed and the website is being updated.</p> <ul style="list-style-type: none"> Targeted repromotion of the service will take place in June to October with 7133 properties leafleted and a target of 2377 of these properties taking part in the service.
#3	<p>Rolling out food waste collection service to purpose-built blocks of flats.</p> <p>Food waste collections from all properties will be mandatory by April 2027.</p>		<ul style="list-style-type: none"> The council has now been advised of it's new burden capital funding allocation by DEFRA. The allocation is £2,073,000. Project Initiation Document is being finalised to apply for the allocation and additional capital/revenue funding to enable roll-out. A working group has been set up to undertake the planning and roll out of the new service. The service model for collecting food waste from flats is in development. The space for food waste containers continues to be identified as part of the flats recycling project in readiness for service expansion. The current food waste collection pilots are being expanded, starting May 2024, to test a variety of bin housing options.
#4	<p>Reviewing the kerbside food and garden waste collection service with a view to collect food waste from kerbside properties fully separate from garden waste</p> <p>Previous Government reform guidance suggested that separate collections would be necessary for food and garden waste, however more recent guidance indicates this is no longer the case.</p>		<ul style="list-style-type: none"> This review is taking place alongside the development of the new food waste collection service for flats.

Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
#5	<p>Reviewing our waste and recycling collection service policies to increase recycling</p>		<ul style="list-style-type: none"> • A new recycling and waste collection service standards and policy document has been drafted by the Environmental Services Improvement Team and Waste Operations. • The standards and policies have been reviewed by ReLondon and a workshop/consultation session was held with managing agents in March 2024. • In Quarter 1 and 2 we are consulting with Legal and internal stakeholders, before running a public consultation. We are aiming to present the policy for adoption at Cabinet in September 2024.
#6	<p>Review and expand garden waste collection service to increase recycling</p> <p>Garden waste composting contributes to our household recycling rate.</p> <p>Simpler Recycling reform will require us to expand the service to ground floor flats with gardens on- request.</p>		<ul style="list-style-type: none"> • Work has begun on identifying and surveying ground floor flats with gardens using information provided by managing agents and GIS maps. In Quarter 1 we will start surveying and expanding the service, adding properties to a kerbside service where suitable and considering communal options at other locations.
#7	<p>Improving service delivery: Flats above shops (FAS)</p> <p>Many flats above shops do not have access to a convenient recycling service.</p>		<ul style="list-style-type: none"> • A Project Initiation Document is being finalised, which will include a pilot to improve recycling participation and test communal collection options for flats above shops. • Single-use recycling bag deliveries with a recycling leaflet, to all properties without access to recycling bins including flats above shops, are due to commence in May 2024.
#8	<p>Expansion of commercial waste service to include food waste and promote recycling collection service</p> <p>Commercial recycling and food waste contributes to our LACW recycling rate.</p>		<ul style="list-style-type: none"> • The commercial waste team is reviewing all contracts without recycling or with little use of the service. Customers not using the service will be reminded of the waste hierarchy guidance, as well as the cost and environmental benefits. The commercial team is also identifying businesses without contracts and encouraging them to sign

Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
	<p>Business fly-tipping in domestic recycling bins contributes to contamination and uses residential waste storage capacities.</p> <p>The Government's Simpler Recycling Reforms will require businesses (with 10 and other employees), to segregate their food waste for separate collection from 1st April 2025 onwards.</p>		<p>up for collection services (Council or otherwise) or refer them to the enforcement team. These actions will increase commercial recycling collected across the borough.</p> <ul style="list-style-type: none"> The commercial waste service focussed on making operational improvements before tackling the introduction of commercial food waste collections. Trials in other boroughs will be used to inform service planning.
#9	<p>Improve recycling sack distribution</p>		<ul style="list-style-type: none"> Single-use recycling bag deliveries with a recycling leaflet, to all properties without access to recycling bins including flats above shops, are due to commence in May. Reusable recycling bags continue to be distributed on request as part of the Flats Recycling Project and stalls/events. Continuing messages to encourage loose recycling
#10	<p>Championing food waste reduction initiatives</p> <p>Contributes to our Strategic Plan target to deliver at least 32 events/activities in 2023/2024</p>		<ul style="list-style-type: none"> We will continue to participate in the Pan-London Food Waste Reduction campaign "Eat like a Londoner". The engagement team engaged residents in conversation about food waste reduction at events and stalls, providing "Love Food, Hate Waste" tip cards and food package clips. They delivered two interactive food waste reduction workshops which showed participants "rescue recipes" to use commonly wasted food such as leftover rice and how to pickle vegetables so they last longer. In Quarter 1 and 2 we will explore partnerships/promotion of popular food waste reduction apps. The City Soil Lab food waste to food growing pre-pilot near Columbia Road commenced in Quarter 4. This circular economy project will work with high street businesses (10) and TH Housing residents (52 units) to convert their food

Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
			waste into soil. The soil will then be redistributed to local gardening groups on the TH housing estates.
#11	<p>Reuse, repair and recycling activities and events</p> <p>Contributes to our Strategic Plan target to deliver at least 32 events/activities in 2023/24</p>		<p>A total of 46 reuse, repair and recycling engagement events were delivered in 23/24 exceeding our Strategic Plan target of 32 events.</p> <ul style="list-style-type: none"> • For London Recycles Repair Week 2024 in March we held a Repair & Reuse event that included bicycle repair sessions, workshops on clothes mending, upcycling and Kintsugi (Japanese art of embracing imperfection by repairing ceramics, glass and plastic items using glue and gold putty) and a clothing swap. 88 residents attended the event. • 930 residents have been engaged at 15 recycling and waste reduction information stalls at community events and Idea Stores between April 23 to April 24. • 42 staff attended a pod session about recycling and sustainability. In 2024/25 will be developing an internal communications campaign to improve recycling at Council buildings. • 8 swap clothing and book swap events have been held. On average 59 people attended each event. Any items not taken are collected by the charity TRAIID. • 6 clothes mending workshops have been held.

Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
			 <p data-bbox="994 676 1738 799">Above (left to right). Residents take part in a clothing swap, a bicycle repair session, a mending workshop and a Kintsugi workshop.</p>
#12	<p data-bbox="183 820 663 963">Promoting waste reduction and recycling within the local community through the Recycling Champions Scheme</p> <p data-bbox="183 986 663 1171">Strategic Plan target is to recruit 35 new champions in 23/24 and undertake engagement via 1 dedicated event each quarter including a thank you event and Materials Recovery Facility tours and bi-monthly newsletters.</p>		<ul data-bbox="931 820 2168 1383" style="list-style-type: none"> • There are 104 recycling champions signed up. 35 new champions were recruited in 24/25 meeting the Strategic Plan target for the year. • All recycling champions receive communications materials to promote the services locally. • Bi-monthly newsletters keep recycling champions up to date about events and other initiatives and offer volunteering opportunities. • Recycling champions were invited to two Bywaters Materials Recovery Facility tours to see what happens to recycling after it is collected, with 16 champions attending. • Recycling Champions have volunteered at 7 events, contributing approximately 164 hours of service. • We are looking to increase active participation in the scheme by running “Improve recycling where you live” workshops, inviting volunteers to help with all engagement activities and incentivising volunteers by organising social “thank you” events, offering participation-based certificates and entry into prize draws.

Ref	Action and why it is important	Status (RAG)	Achievements and progress 2023/24
			 <p data-bbox="1149 695 1821 810">Above (left to right): A group of recycling champions volunteering at swap event and attending a recycling facility tour in February 2024.</p>
#13	<p data-bbox="185 834 656 898">Education and behaviour change – Schools recycling programme</p> <p data-bbox="185 927 663 1015">Recycling and food waste collected from schools contributes to the household recycling rate.</p> <p data-bbox="185 1038 651 1098">Education of students will help increase recycling now and in the future.</p> <p data-bbox="185 1126 651 1209">Contributes to our Strategic Plan target to deliver at least 32 events/activities in 2023/2024</p>		<ul data-bbox="931 834 2168 1225" style="list-style-type: none"> • A Recycling Improvement and Engagement Officer is visiting all schools and undertaking a survey of recycling and food waste facilities with the aim to help schools improve their recycling performance. 72 schools have been surveyed to date (April 26). 38 schools are getting additional recycling bins and/or recycling bin repairs. 28 schools have signed up to recommence food waste recycling collections. • 6 sessions dedicated to recycling and waste minimisation have been delivered to more than 300 primary school students. • Moving forward schools will be included in the new reduction and recycling communications work. We are considering East London Mosque’s proposal to work with schools on faith and the environment education.

#14	<p>Expand locations for the recycling of small WEEE and batteries</p> <p>WEEE and small batteries should not be disposed of in the rubbish or recycling bins and this will provide convenient opportunities for recycling.</p>		<ul style="list-style-type: none"> • To encourage residents to use the bulky waste service for the collection of small WEEE, so that these items don't end up in rubbish or recycling bins, we are changing the service so that up to three items of small WEEE will count as one item of bulky waste. Previously one item of small WEEE counted as one bulky item. • Recycle your electricals is a national campaign to promote electrical reuse and recycling. Residents can enter their postcode and item in the online directory to find their nearest recycling and reuse locations, including at local retailers. We are adding our own WEEE recycling locations at Idea Stores to this directory and will add a link to the directory on our website. • We are investigating options to work in partnership with an existing WEEE repair café and trial WEEE banks.
#15	<p>Expand opportunities for residents to reuse and recycle textiles</p> <p>Waste prevention and reuse are at the top of the waste hierarchy and will contribute to reducing municipal waste.</p>		<ul style="list-style-type: none"> • We started working with a new charity partner TR Aid as part of the One World Living programme. TR Aid has carried out 1301 on-demand doorstep textile collections, collecting 24.3 tonnes of textile material for reuse and recycling in 2023/24. This is in addition to the tonnage collection via the network of Scope textile banks and at our Reuse and Recycling Centre. • 8 swap clothing and book swap events have been held. On average 59 people attended each event.
#16	<p>Collaboration with faith groups and targeted/local media to promote recycling and waste reduction</p> <p>Improved communication and engagement to improve recycling quality and quantity.</p>		<ul style="list-style-type: none"> • We are working with East London Mosque on delivering messages about faith and the environment. Sermons (Friday prayers congregation is approximately 10,000), stalls, videos inside the mosque will commence in July. The programme will also include a roadshow of workshops, training sessions, schools engagement, a summit (target 5000 people), social media, focus groups and Interfaith Forum work. • The Reduction and Recycling communication campaign in development will include partnership working at local religious institutions. • Recycling animation video has been translated into Bengali.

#17 Directory of repair / circular economy companies in the borough to promote/work with (any reuse schemes, refill shops, container reuse)

Waste prevention and reuse are at the top of the waste hierarchy and will contribute to reducing municipal waste.

- [Reduce your waste – top tips](#) webpage has been updated, with a new Waste reduction map added. The map shows all the businesses in the borough that can help reduce waste including repair shops for electricals, upholstery and bicycles, charity shops and zero waste shop.



Left: A new map to help residents reduce their waste

#18 Promoting reduction of single use plastics

Waste prevention and reuse are at the top of the waste hierarchy and will contribute to reducing municipal waste.

- The updated waste reduction webpage includes tips on how to avoid single use plastics and the waste reduction map [includes Queen Mary's zero waste shop.](#)
- Single use plastic reduction messages are being delivered at schools.
- Single use plastic messages were shared via social media at Christmas.
- Activities to be arranged for [Plastic Free July.](#)

<p>#19</p>	<p>Improving waste reduction and recycling arrangements in new developments</p> <p>Providing responses to planning applications and carrying out pre-occupation site visits ensure that waste facilities at new developments are fit for purpose in-line with our SPD and enable good waste and recycling management.</p>		<ul style="list-style-type: none"> • A dedicated waste planning Technical Officer started on 29 August. Since this time feedback has been provided on 143 planning applications, 36 pre-application meetings have been attended and more than 36 site visits have been attended. • After each pre-occupation site visit, managing agents are provided with links to communication materials to help new resident use the services correctly. • Estimates of the waste services required have been developed using the 5 year housing trajectory.
<p>#20</p>	<p>Promoting waste reduction and Circular Economy principles in the business community</p> <p>Waste prevention and reuse are at the top of the waste hierarchy and will contribute to reducing municipal waste</p>		<ul style="list-style-type: none"> • The City Soil Lab food waste to food growing pre-pilot near Columbia Road commenced in Quarter 4. This circular economy project will work with high street businesses (10) and TH housing residents (52 units) to convert their food waste into soil. The soil will then be redistributed to local gardening groups on the TH housing estates.
<p>#21</p>	<p>Greening the waste collection fleet</p> <p>Electrification of the fleet will reduce emissions and help to improve air quality.</p>		<p>This update is part of a wider project aimed at electrifying the entire TH fleet of vehicles, which is currently facing delays due to insufficient charging infrastructure.</p> <ul style="list-style-type: none"> • The entire waste fleet is based at Blackwall Depot, where we have recently installed one rapid and eight fast chargers, thereby reaching the depot's maximum power capacity. Presently we have two dustcarts and three vans that are electric, making up 4.4% of the waste fleet. Procurement is underway to supply another six vehicles, which will bring our total just shy of 9%. • Meanwhile, Blackwall Depot has been highlighted for development of housing . Consequently, no further developments are anticipated until the future depot options have been confirmed. • Furthermore, concerning the greening of the entire fleet there are uncertainties around site availability at locations including Commercial Road, Poplar Recreational Ground, and Blackwall Depot. Despite these challenges, substantial progress has been made. The Toby Club has now been fully electrified, with six fast chargers able

			<p>to accommodate the entire Community Safety team. In addition, work at Toby Lane, Mile End Playground, and Victoria Park is proceeding to support the Catering and some of the Parks teams. This development presents an opportunity to procure approximately 20 vehicles, potentially increasing the percentage of our total electrified fleet to nearly 10%. Accordingly, we are on track to commence the electrification of the smaller fleet this year. Procurement efforts are actively underway to support these objectives. Moreover, the project will advance as soon as permanent locations for the Pest Control, Parking Enforcement, Green Team, and Facility Management teams are confirmed.</p>
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4 Other communications projects

4.1 Estates contamination improvement trial project

We have been using information provided by Waste Operations Team and Flats Recycling Team to identify areas with high contamination. We will be selecting 6 estates to focus on and will deliver engagement and improvement plans, with before and after monitoring.

4.2 Recycling incentive scheme

We are investigating options for an incentive scheme trial, including the use of the FiFiLi smart phone app.

4.3 Fun Days

The Environmental Services Improvement Team and TH Housing Team (Community Engagement and Environmental Services Teams) are working in collaboration to deliver a recycling themed fun day event at Boundary estate designed to raise awareness and drive behaviour change about recycling in a fun and engaging way.

Planning for the event is currently in progress but will include a range of family friendly, low-waste activities including:

Recyclables scavenger hunt, recycling poster competition, smoothie bike, composting and wormery information stall, recycling information stall, community safety stall, bouncy castle, face painting, bicycle repairs stand, band on the bandstand. And possibly other activities that will be confirmed soon.

The estate caretaking team will be supporting the event with community Recycling Champions will be invited to volunteer at the event. Before and after monitoring will take place and results from the event will be used to inform engagement on other estates.

Recycling engagement stalls will be at 6 other neighbourhood day events at Council estates and we will be looking to collaborate with other community groups.

4.4 Internal Council Recycling

We are working with Facilities Management and the internal communications team to improve facilities across council buildings and deliver a communications campaign.

4.3 Waste reduction and recycling communications campaign

A plan for a communications and engagement campaign to help support residents to recycle more, recycle properly, and change their behaviour towards reducing waste was signed off by the Mayor. A specification has been developed and we are awaiting confirmation of funding availability.

The focus of this work will target specific areas that we have identified – areas where large improvements can be made (particularly with regards to contamination in communal recycling bins), that have the proper facilities, and will provide useful testing ground for a series of interventions.

The communications and engagement strategy will focus on three locations in these selected areas: schools, religious institutions, and estates/blocks of flats. These will be areas of engagement and places to share communications.

Our key goals with this campaign are to:

- Improve the recycling rate
- Decrease levels of contamination in recycling
- Increase the amount of food waste collected in schools and other public facilities
- Increase the number of households taking part in food waste collection (kerbside properties only)

- Test interventions that can be scaled across different parts of the borough

4.3 Let's rethink it

The "Let's rethink it" recycling campaign ran throughout 2023 with the final phase scheduled for January 2024.

January-March 2023

- [Dedicated campaign landing page](#)
- Endorsement message from Mayor of Tower Hamlets in the residents newsletter and information shared in the member's bulletin encouraging councillors to get involved and support the campaign.
- [Our East End \(March edition\)](#) – launched campaign in the magazine.
- A sturdy A5 leaflet for residents to keep on their fridge was distributed alongside Our East End, which is delivered to every home in the borough.
- Visuals on outdoor advertising spaces, digital screens and social media pages, supported with programmatic advertising targeted at people who live in flats in Tower Hamlets.
- Social media survey to test knowledge of recycling, identified aerosols and plastic items has the most common items not recycled and food waste has the most common contaminate.

April-August 2023

- Visuals were rolled out across corporate outdoor advertising sites, social channels and programmatic advertising.
- Around the same time the phase 2 visuals were rolled out, the campaign ran a second survey online to compare awareness levels. It found a positive shift in awareness of what items can be recycled but a mixed response for what items can't be recycled, showing that more work needs to be done in the latter area.
- [Our East End \(June edition\)](#) – article about why it's important to recycle properly and what you can put in the recycling bin.

September-December 2023

- [Our East End \(September edition\)](#) – article "Can I recycle this plastic?" focused on educating residents on which plastics to recycle and which needed to be put in the waste bin.
- November – ongoing: programmatic advertising about which plastics can be recycled, outdoor park banners and digital outdoor advertising on which plastics can be recycled.

- In December communications materials were adapted to support waste reduction messages on social media over the festive period.
- [Our East End \(December edition\)](#) – article about recycling over the festive season.

January-March 2024

- The final phase of this campaign will feature an [animation about the journey of recycling](#) once it is collected and focuses on the contamination message and why it is important for people to get this right.
- Between the 23rd February to 24th March the animation was shown before 479 screenings at Genesis Cinema, Mile End Road to 14,240 people.
- The video has now been translated to Bengali
- Social media message ran reinforcing which plastics can be recycled and thank you messages to encourage people to start the year off right with new recycling habits.
- A series of short videos went out on social media about recycling in Quarter 4.

4.5 Improving engagement with managing agents and landlords

A Waste and Recycling Collection Workshop was attended by 30 representatives managing agents and landlords in March. The aims of the workshop were to:

- Review and discuss the roles and responsibilities for the council, resident and managing agents
- Communicate the background behind the new draft Rubbish and Recycling Collection Policy, including new legislation and challenges for recycling in flats
- Communicate the enforcement powers available to the council
- Promote the Flats Recycling Project
- Explore how the council and housing management can better work together to resolve ongoing issues

The workshop identified some key areas for improvement which teams will take action on:

- Need for better communication between managing agent group and LBTH including defined service standards and regular meetings (Operations team leading)
- Need for frontline staff/crews to report issues experienced on the ground (Waste Operations leading)
- Need for service consistency as a baseline prior to enforcement action being taken against managing agents (Waste Operations leading)

5 Waste operations – service improvements

5.1 Mayors Waste Investment Plan

£5m is being invested to improve waste services and street cleanliness across the borough. While this funding will primarily focus on service improvements in the waste and street cleansing service (including the recruitment of new frontline staff, procurement of new vehicles, and increasing service efficiency), the recycling team is identifying opportunities to integrate and proliferate messages about recycling through to frontline workers, businesses, and residents.

5.2 Recycling collection team engagement

The recycling collection teams will be receiving training which aims to re-energise crews and improve performance of the collection rounds, with performance results regularly fed back to the teams.

5.3 Route optimisation

A substantial amount of work, by Senior Operations Managers and the Commercial Manager, has been done since the last update was provided. This was necessary as the proposal put forward by the external contractor/support, was not feasible, although that support remains, but purely for data sorting purposes.

The project is currently at a stage where three main lines of work have been identified. All three lines of work involve the optimisation of routes and rounds for both commercial, domestic and unregulated waste collections. Additionally, route optimisation is inextricably linked to the separation of commercial and domestic waste collections and the introduction of time bands.

Following the clarity achieved in recent weeks, the scheduling of work into three main areas is now being undertaken. These are:

- Initially maintaining 17 dedicated domestic refuse rounds, with the work of 3 afternoon crews added to their work. This will involve separation of commercial work from the domestic crews.
- Scheduling of TH Loop rounds, forerunners of time banding, for a morning collection on all high streets and town centres and main commercial areas. The rounds will be repeated late evening so that morning and evening time bands are available twice daily x 7 days a week for all businesses, flats above shops and for clearance of unregulated waste on main lines.
- Commercial waste taken off domestic rounds, in residential roads, will be placed on dedicated commercial crews.

Now that the work issues have been identified and resolved the detailed work is taking place and will form the basis of the new optimised services for domestic and commercial waste.

The operational arrangements for the introduction of the new services are on track with the original timescale put forward. Once implemented it will be for Environmental Enforcement to legally implement the time band arrangements.