



## 25/01/2018 – 3: Programmes Update

<b>Board paper title</b>		Paper 25/01/2018 – 3
LWARB Programmes Update		
<b>Report by</b>	Wayne Hubbard	
<b>Job Title</b>	Chief Operating Officer	
<b>Date of decision</b>	Board Meeting 25 <sup>th</sup> January 2018	

**Summary**

This paper presents updates on the LWARB programmes.

**Recommendations**

- To note the updates presented.

**Risk Management**

<b>Risk</b>	<b>Action to mitigate risk</b>
N/A – no decisions being made.	

**Implications****Legal**

N/A – no decisions being made.

**Financial**

N/A – no decisions being made.

**Equalities**

N/A – no decisions being made.

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### **PART A – Non-confidential items**

#### **Why the paper is being presented**

The paper is presented to update the Board on activities in its current programmes.

#### **Advance London**

Over the past couple of months, the team has been largely focused on two key objectives, namely the restructure and handover of LBWR to the partner Boroughs and the development of LWARB's Collaboration and Innovation Hub. Both of these workstreams are discussed in more depth in the Confidential Section of this paper, alongside an update on other portfolio activity.

##### Advance London Business Support

The business advisory support service has experienced an excellent first year in terms of business engagement. The team has done a great job in building credibility and a strong brand in a short space of time. Activity levels are running in excess of current capacity so the team is now being even more selective in only taking on those SMEs that have the greatest potential impact towards achievement of the targets. Some of the key achievements to date are summarised as follows:

- 59 SMEs have been supported through direct one-on-one advice or through workshop attendance;
- 7 Engagement workshops were held across the year
- Network of partner organisations developed to provide pipeline opportunities;

Whilst activity is high, there are some personnel changes underway, with the project manager and two of the advisors choosing to leave LWARB over the next few months. Each is leaving for a different reason, but this also reflects the difficulty in trying to build a new team from scratch. A recruitment process is underway for each of the positions – the initial response has seen a number of applications, however the quality has been limited, so we are taking the opportunity to review the salaries and banding of each post within the AL team.

#### **Circular London**

##### Collaboration and Innovation Hub

The Circular London team has been involved in the development to date of the collaboration and innovation hub, which is discussed in depth in the confidential section of this paper. As a result of this work, the proposed steering group for Circular London has been put on hold to ensure there is no duplication with the governance of the developing hub.

In advance of the hub launch, the Circular London team has been working on projects

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that demonstrate circular economy in practice. Some examples include:

- working in partnership with Business in the Community to pilot its ‘circular office’ campaign in London, linking in relevant SMEs through Advance London
- innovating with Clarion Housing to support them in their circular economy thinking across their new build programme in London
- supporting the London Legacy Development Corporation, with Advance London, to hold a city challenge for SMEs with innovative circular textile ideas
- identifying a major clothing retailer to innovate around a circular economy business model with the aim of carrying out a pilot (through the ECAP project).

### Circe Project

The project is progressing well, with London’s circular economy route map being held up as an example of good practice at an EU level. The project team has presented LWARB, and its role in the project, at a number of events.

LWARB is leading on the built environment sector in the project and will be hosting a seminar around this topic in the second half of this year.

### Policy development and consultation

The team is currently preparing a draft response from LWARB on the London Plan, which is the subject of an agenda item of this meeting.

The draft London Plan includes a policy that all referable planning applications should complete a circular economy statement. The team is working with the new mayoral design advocates to develop guidance for developers on what they should consider and what resources are available to them when completing their statements.

The mayor’s economic development strategy is currently out for consultation and the team will be developing an LWARB response to this. The team will also consider the 25 year DEFRA environment plan.

### Circulars Award

LWARB, in partnership with the GLA, have been successful in achieving finalist status in the public sector category of the Circulars Awards 2018. A verbal update will be provided.

### Metrics

The Circular London team has just appointed Cambridge Econometrics to undertake an initial piece of work on measuring circular economy progress at a city level. This work will be completed by the end of March.

### **Resource London**

#### Resource London Partnership Board

Met last on 10 November 2017. Next meeting scheduled for 26 February 2018.

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### **Local authority recycling rates**

The Household Waste Recycling Rates for England and the regions for 2016/17 were published on 5 December showing an increase in London's overall recycling rate from 32% to 33%. A briefing and data analysis were circulated on 5 December, attached at Appendix 1 a&b

#### Key points:

- London is one of only three English regions to have improved their recycling rate this year. It has increased by one percentage point, from 32% to 33%; this is against an England recycling rate of 43.7%.
- London's increased recycling rate is underpinned by strong performance across London boroughs, with around 70% of them achieving improvements.
- London is the region with the second highest number of authorities showing an increase in recycling performance this year, including three authorities in the top ten for the largest improvements: Ealing, Barking & Dagenham and Havering.
- London has the fourth lowest regional percentage of waste to landfill, and the second highest regional decrease since 2015/16.
- London also has five of the authorities with the lowest household waste generation per head, although overall the region continues to have the third highest regional residual household waste at 567kg per household. However this has decreased from 587kg in 2015/16.

Resource London had previously forecast a small increase for 2016/17, but more authorities have made service changes where their impact will likely be seen in 2017/18 results (and beyond). These include major service changes in the London boroughs of Sutton, Camden, Hounslow and Lewisham. With the London Borough of Merton scheduled to make changes early in 2018.

### **SOS intervention on single use plastics**

At the end of November the Secretary of State (SOS) for Environment, Food and Rural Affairs convened a roundtable to discuss the issues relating to plastic waste and recycling, with a view to driving future developments to support the Government's 25 Year Environment Plan. At the round table the SOS posed five questions:

- (1) How can we reduce the demand for plastic in the first place?
- (2) How can we drive simplification so that we're not only reducing the amount but also the types of plastic used?
- (3) How do we ensure that what we are procuring is recyclable and recycled?
- (4) What interventions do we need to have in order that people are incentivised to make the right choices; how can consumers play their part?
- (5) How can the system support and enable Local Authorities and other waste managers to play their part?

Following the meeting the SOS sent out a letter (attached Appendix 2) asking WRAP and INCPEN (the industry council for research on packaging and the environment) to facilitate responses to his questions by Christmas. To coordinate this INCPEN and

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WRAP sent letters to stakeholders as well as attending a number of stakeholder meetings – including the Waste Network Chairs group (which LWARB attends) on 14 December.

In response to the SOS questions, and given the tight response time, officers prepared a submission based on an already agreed LWARB position, signed by the LWARB COO. The officer submission is attached at Appendix 3

### **Chinese recycling import restrictions**

In recent weeks the Chinese import restrictions on mixed recycling has been in both the trade press and the wider news, with the BBC running a number of special reports. Resource London has been tracking the implications for London waste authorities.

In July 2017 the Chinese Government notified the World Trade Organisation that from the end of 2017, it will ban the import of 24 types of solid waste including mixed paper and plastics. Imports of unsorted paper and post-consumer plastics are banned from 1 January 2018 and when import licences for restricted materials are granted again, we will get a better indication on the quantities of materials allowed for import. From March 2018, it will enforce a 0.5% contamination level on imported paper, cardboard and plastics. No mixed papers will be allowed. However, further detail from Chinese authorities is needed on how the 0.5% will be measured, which plastics are affected by the restrictions and their definition of scrap plastic.

In response to the announcement of these proposed restrictions, there has been an uplift in UK exports of both plastics and fibres (paper and card) to alternative export markets. However, there has been a fall in the price of these materials, most starkly in LDPE (low-density polyethylene) film.

There are concerns that waste could start to back up in the UK. These concerns have not yet been realised to date as alternative markets have absorbed the supply of materials, including markets in other parts of Asia and Europe. It is not yet known how quickly these markets will saturate, and further work is needed to gauge this. The UK is competing with the rest of the world for these markets, particularly from the USA.

This market situation is different to anything experienced in the recycling supply chain before and this has created a heightened focus across the waste and recycling sector on the need to improve the quality of materials for the future; even if other markets will accept lower quality materials for recycling in the short-term.

At present the majority of local authorities have been insulated from the implications (with the exception being those authorities responsible for selling their own recycle) with the waste industry taking the strain. But the situation highlights the UK's reliance on non-domestic reprocessing capacity. For local authorities it will have further implications on driving down contamination and improving quality, and could have implications for the viability of collecting certain material streams for recycling particularly the low value plastics such as PET and film.

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### **Service Support**

Resource London continues to provide a number bespoke service support projects with waste authorities planning or delivering service change or to boost the performance of their existing services.

Resource London is currently working with five London boroughs (Greenwich, Westminster, Waltham Forest, Hackney and Newham) to review their services and implement targeted interventions designed to reduce contamination. These projects will then be used as good practice case studies to support other London authorities.

Kensington and Chelsea (RBKC), with the support from Resource London, is implementing a kerbside separate food waste pilot to 2,000 properties early February. Currently RBKC is one of the few London boroughs that does not collect food waste for composting.

### **Flats**

Resource London has partnered (via MOU) with the Peabody Housing Association and eight inner London boroughs (which each have over 50% of residents living in purpose-built flats and a high rate of residents in attitudinal segments 1 and 6) to explore solutions that will improve recycling in purpose-built flats. The eight boroughs are Camden, Hackney, Hammersmith and Fulham, Islington, Royal Borough of Kensington and Chelsea, Lambeth, Tower Hamlets and City of Westminster. The project will choose 10 case study estates (and two control) across the boroughs (c. 2,000 households) to test out five replicable resident-focused interventions, in order to understand which mechanisms will be the most successful at increasing recycling.

Field work started in December with detailed ethnographic (study of people in their own environment) research with residents to build an understanding of the broader social context and barriers to recycling in flats. Complementing this, during January/February 2018 detailed flats inventories are being carried out which will look at the social and physical context within which waste management sits. The inventories and social research will be used to choose the estates and develop the case study interventions which will then be tested, monitored and evaluated for 12 months from Spring 2018. To conclude, the findings will be shared across London.

### **Communications and Behaviour Change**

#### Recycle for London campaign

The new Recycle for London campaign 'One bin is rubbish' went live on 6<sup>th</sup> November. The campaign focuses on tackling in-home systems as a barrier to effective recycling. The campaign is London-wide but is being focused in 16 boroughs with the highest percentages of the target audience, segments 1 and 6 (as identified in the recent London audience segmentation).

The campaign is being delivered through the following key channels:

- out-of-home (OOH) advertising on bus sides – *one burst of bus sides has already been delivered with a second round scheduled for February;*

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- print advertising in London titles such as Metro, Time Out and Evening Standard – *two rounds have currently been delivered: one for the launch and one in the run-up to Christmas*;
- digital advertising using Facebook and Qriously (a mechanism for finding and reaching your target audience through online single question surveys); and
- a content partnership with BuzzFeed ([www.buzzfeed.com](http://www.buzzfeed.com)) to create bespoke content targeted at our primary audience.

Consumer testing has taken place on the adverts, returning consistently positive results on the creative approach. Results for the effectiveness of the messages are above advertising industry norms and brand affinity is also very high.

Early evaluation on digital campaign activity is showing high levels of engagement and reach, with almost all of it exceeding KPIs already.

From January until mid-March the campaign will be localised in ten target boroughs (Brent, B&D, Hackney, H&F, RBKC, Lambeth, Newham, Tower hamlets, Waltham Forest and Westminster) through £50,000 of waste authority grant funding. In addition WRWA is matching Resource London's grant and funding Wandsworth to localise the activity to the same extent as the other WRWA boroughs.

### Campaign branding

The campaign is using the new formulation of the brand, swapping the words in the logo from 'Recycle for London' to 'London Recycles'. This is a pilot only at this stage, and its effectiveness in 'norming' the desired behaviour of recycling is being separately evaluated.

### Recycle Week

This year's national Recycle Week theme was 'What goes around, comes around', using bespoke animations to focus on what happens to materials when recycled. Resource London supported national Recycle Week again through regional digital and PR activity and through supporting local campaign delivery. We funded six boroughs and three joint waste disposal authorities – a total of 16 boroughs – to a total of c.£60k. All activity funded began and ended during Recycle Week, which took place 25 September – 1 October.

### Re-use and Repair quarter

Following last year's hugely successful 'Reuse and Repair quarter' RfL has been delivering the same activities for 2017-18. A total of £50k was budgeted to deliver three different activities: Jumble Trails, electrical repair workshops and sewing workshops. Following the jumble trials held in July, August and September last year, the following events have been held:

- 10 electrical repair workshops across 10 boroughs taking place between September and December;
- 15 sewing workshops across 15 boroughs during November and December.

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### TRiFOCAL

Transforming City Food Habits for LIFE commenced on 1 September 2016. Resource London is responsible for actions relating to householder engagement, WRAP is leading on the business engagement and Groundwork London the community and schools engagement actions.

Resource London with WRAP are now in the delivery phase for the householder engagement actions, using new campaign materials developed for consumer communications. These use the campaign name of 'Small change, big difference' with a focus on bitesize, achievable actions to improve sustainable food behaviours.

[smallchangebigdifference.london](http://smallchangebigdifference.london)

Resource London is working with nine partner boroughs (Bexley, Croydon, Hackney, Hounslow, Islington, Lambeth, Merton, Sutton and Tower Hamlets). The first three month wave of activity went live in the first partner boroughs (Hackney, Merton and Lambeth) at the end of September 2017:

- **Hackney:** a month-long advertising takeover at Hackney Central station; 6-sheet adverts around the borough; a food waste restaurant night for 110 people on 1<sup>st</sup> November; 6 x cookery workshops; and digital advertising targeting Hackney residents.
- **Merton:** 'Grand Panel' videos showcasing food wisdom of the older generation was created and used for digital advertising across the borough; 'Raw food art' competition using Merton winners to produce 6-sheet adverts; plus core campaign posters for outdoor (48- and 6-sheet) adverts across the borough; Wimbledon College of Art students creating sustainable food-themed installations located around town centre locations; leaflets and a calendar produced for door drops.
- **Lambeth:** has also produced 'Grand Panel' videos which were used online and via digital advertising, and shown in local independent cinemas; RCV advertising; 48- and 6-sheet sheet advertising; People's Fridge collaborating on a Lambeth sustainable food guide/recipe book; pop-up events in town centre locations to hand out food-saving give-aways and leaflets.

The borough campaign activity is now being evaluated and will be refined for the next wave with the second group of three boroughs from June 2018 (after the local elections in May).

### ECAP

LWARB's work package as part of the EU-funded ECAP project is underway, split into two work streams, Resource London is responsible for the **Love Your Clothes (young London)** activity: campaign activity targeting 16-24 year olds, promoting clothes donation and second-hand shopping. Detailed plans include: PSHE days and clothing collections at schools; workshops and off-site visits for university students; localised bring bank promotions with LM Barry; household collections via Clothes Aid; and a pop-up shop which showcases the best of charity shop collections.



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<b>Additional Information</b>
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<p><b>Appendix 1a 2016/17 Recycling Figures</b> <b>Appendix 1b Briefing note on recycling figures</b> <b>Appendix 2 Secretary of State letter</b> <b>Appendix 3 LWARB letter to Secretary of State</b></p>
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## London Recycling Rate Analysis

Below is an analysis of the London local authority waste and recycling data for 2016/17 released by Defra on 5<sup>th</sup> December 2017.

[www.gov.uk/government/statistics/local-authority-collected-waste-management-annual-results](http://www.gov.uk/government/statistics/local-authority-collected-waste-management-annual-results)

In 2016/17 **London achieved a household recycling rate of 33%** - a one percentage point increase from 2015/16.

- This is against an England recycling rate of 43.7% in 2016/17 – a 0.7 percentage point increase on 2015/16.
- However, London continues to have the lowest household recycling rate of the English regions (at 33.0% in 2016/17 while Eastern region is the highest at 49.4%).
- In 2016/17 the South East region had the largest increase in household waste recycling rate, up by 1.7 percentage points to 46.2 per cent, while East Midlands and **London increased their recycling rates by around 1.0 percentage point**. There was no change in the recycling rate for the North East whilst North West was the only region to show a marginal decrease (0.2 percentage points).
- LB Newham has the lowest London borough (and national) recycling rate at 14%, whilst LB Bexley has the highest London recycling rate at 53%.
- Westminster City Council and Lewisham Borough Council are the only other two boroughs with recycling rates lower than 20% per cent at 17% and 18% respectively. *(It should be noted that LB Lewisham has this year (2017/18) introduced a new service with weekly food and dry recycling and fortnightly residual and Resource London therefore expects to see their performance significantly improve in the 2017/18 results.)*
- London had the second highest number of authorities showing an increase in recycling performance:

	Number of waste authorities (incl. disposal)	Number of authorities showing an increase	Percentage
<b>London</b>	37	26	70%
<b>South East</b>	73	56	77%

- London has three authorities in the top ten for the largest increases in recycling:

Rank		2015/16	2016/17	Increase
<b>5</b>	Ealing	43.0%	50.7%	7.7
<b>8</b>	B&D	18.9%	25.3%	6.4
<b>10</b>	Havering	31.8%	37.3%	5.5

- London also has five of the authorities with the lowest household waste generation per head:

Rank	Authority	Collected household waste per person (kg)
<b>1</b>	Tower Hamlets	244.5
<b>2</b>	Ealing	250.7
<b>3</b>	Islington	253.0
<b>4</b>	Lambeth	260.7
<b>6</b>	H&F	280.2

- LB Ealing (along with Croydon and Camden) is also in the top ten with the largest percentage decrease in household waste per head.
- London has the fourth lowest regional percentage of waste to landfill, and the second highest regional decrease since 2015/16. In 2016/17 London landfilled 12.5% of its local authority collected waste, down from 20.3% in 2015/16.
- In 2016/17 London continues to have the third highest regional residual household waste at 567kg per household, but this has decreased from 587kg in 2015/16.

During and since 2016/17 a number of boroughs have made dramatic service changes, with some impact being seen in this reporting period, most notably LB Ealing with a 7.7 percentage point increase. **However, more authorities have made service changes where their impact will likely be seen in 2017/18 results (and beyond).** These major service changes have been introduced in the London Boroughs of Merton, Sutton, Camden, Hounslow and most recently Lewisham. In addition West London Waste Authority has recently moved over to its new disposal arrangements: we would therefore expect to see London's waste to landfill percentage drop further in 2017/18 results.

Below is a table of individual authority performance and percentage change from 2015/16 to 2016/17.

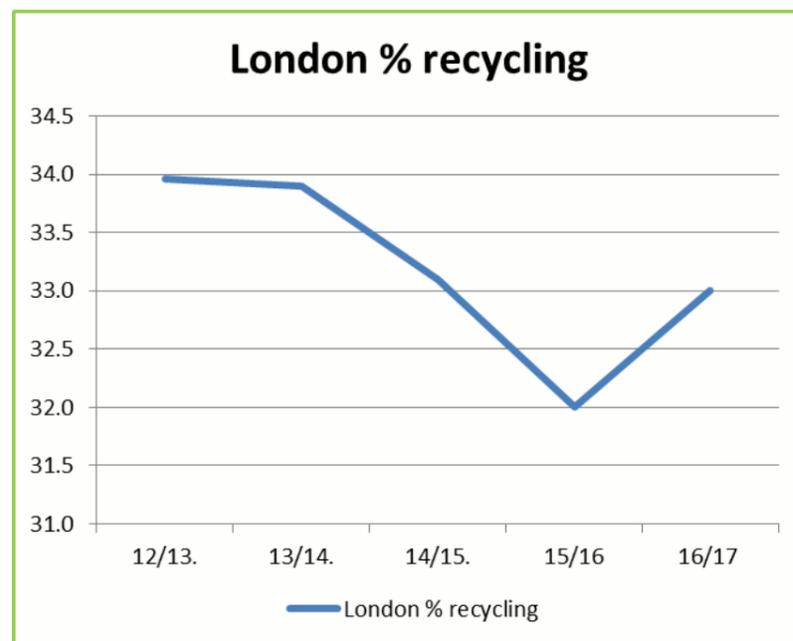
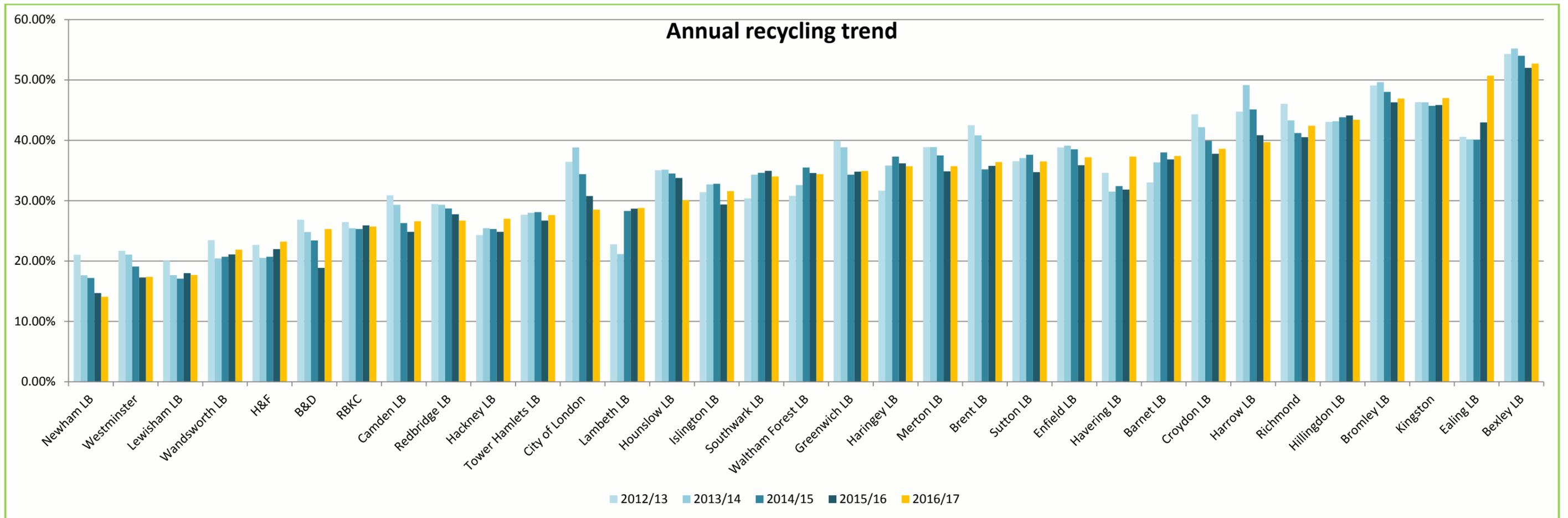
**Note on the data source:**

*The recycling analysis contained in this note is taken from the Local Authority and Household Waste data. The 'household waste' measure includes street bins, street sweepings, gully emptying, parks and grounds waste, soil, and compost-like output, separately collected healthcare waste and asbestos. Existing definitions and methodology have been retained for all local authority and household waste recycling figures. Therefore incinerator bottom ash (IBA) metal is not included.*

*This is different to the newer 'Waste from Households' classification introduced in 2014, which aligns with the Waste Framework Directive (2008/98/EC). 'Waste from households' excludes local authority collected waste types not considered to have come directly from households, such as street bins, street sweepings, parks and grounds waste and compost-like output and in 2016/17 this classification includes for the first time the percentage of metal recovered and recycled from IBA.*

*However 'Local Authority and Household Waste data' provides the recognised historic recycling rate results on which local authority performance is generally assessed so is therefore used in this analysis.*

Authority	Type	2012/13	2013/14	2014/15	2015/16	2016/17	% change
Newham LB	Collection	21.0%	17.7%	17.2%	14.7%	14.1%	-0.6%
Westminster	Unitary	21.7%	21.1%	19.1%	17.3%	17.4%	0.1%
Lewisham LB	Unitary	20.0%	17.7%	17.1%	18.0%	17.7%	-0.3%
Wandsworth LB	Collection	23.5%	20.4%	20.7%	21.1%	21.9%	0.8%
H&F LB	Collection	22.7%	20.5%	20.7%	22.0%	23.2%	1.2%
B&DLB	Collection	26.8%	24.8%	23.4%	18.9%	25.3%	6.4%
RBKC	Collection	26.4%	25.5%	25.3%	25.9%	25.7%	-0.2%
Camden LB	Collection	30.9%	29.3%	26.3%	24.8%	26.6%	1.8%
Redbridge LB	Collection	29.4%	29.3%	28.7%	27.7%	26.7%	-1.0%
Hackney LB	Collection	24.3%	25.4%	25.3%	24.8%	27.0%	2.2%
Tower Hamlets LB	Unitary	27.7%	28.0%	28.1%	26.7%	27.6%	0.9%
City of London	Unitary	36.4%	38.8%	34.4%	30.8%	28.5%	-2.3%
Lambeth LB	Collection	22.8%	21.1%	28.3%	28.7%	28.8%	0.1%
Hounslow LB	Collection	35.1%	35.1%	34.5%	33.8%	30.1%	-3.7%
Islington LB	Collection	31.4%	32.7%	32.8%	29.4%	31.6%	2.2%
Southwark LB	Unitary	30.4%	34.3%	34.6%	35.0%	34.0%	-1.0%
Waltham Forest LB	Collection	30.8%	32.6%	35.5%	34.6%	34.4%	-0.2%
Greenwich LB	Unitary	39.9%	38.8%	34.3%	34.8%	34.9%	0.1%
Haringey LB	Collection	31.7%	35.8%	37.3%	36.2%	35.7%	-0.5%
Merton LB	Unitary	38.9%	38.9%	37.5%	34.8%	35.7%	0.9%
Brent LB	Collection	42.5%	40.8%	35.2%	35.8%	36.4%	0.6%
Sutton LB	Unitary	36.5%	37.1%	37.6%	34.7%	36.5%	1.8%
Enfield LB	Collection	38.8%	39.1%	38.5%	35.9%	37.2%	1.3%
Havering LB	Collection	34.6%	31.5%	32.4%	31.8%	37.3%	5.5%
Barnet LB	Collection	33.0%	36.4%	38.0%	36.8%	37.4%	0.6%
Croydon LB	Unitary	44.3%	42.2%	39.9%	37.8%	38.6%	0.8%
Harrow LB	Collection	44.8%	49.2%	45.1%	40.9%	39.7%	-1.2%
Richmond LB	Collection	46.0%	43.3%	41.2%	40.5%	42.4%	1.9%
Hillingdon LB	Collection	43.0%	43.2%	43.8%	44.1%	43.4%	-0.7%
Bromley LB	Unitary	49.1%	49.6%	48.0%	46.3%	46.9%	0.6%
Kingston LB	Unitary	46.3%	46.3%	45.7%	45.8%	47.0%	1.2%
Ealing LB	Collection	40.6%	40.2%	40.1%	43.0%	50.7%	7.7%
Bexley LB	Unitary	54.3%	55.2%	54.0%	52.0%	52.7%	0.7%
ELWA	Disposal			25.0%	27.9%	25.8%	-2.1%
WRWA	Disposal			23.3%	23.3%	23.7%	0.4%
NLWA	Disposal			33.3%	33.2%	32.2%	-1.0%
WLWA	Disposal			38.5%	40.1%	39.1%	-1.0%
<b>London</b>	<b>Total</b>	<b>34.0%</b>	<b>33.9%</b>	<b>33.1%</b>	<b>32.0%</b>	<b>33.0%</b>	<b>1.0%</b>



# London recycling rates 2016/17

## 5<sup>th</sup> December 2017

Defra has today released the UK's waste statistics, showing an increase in London's overall recycling rate from 32% to 33%. The following briefing provides background to the increase, along with analysis of performance for each of London's boroughs.

### Key points:

- London is one of only three English regions to have improved their recycling rate this year. It has increased by one percentage point, from 32% to 33%; this is against an England recycling rate of 43.7%.
- London's increased recycling rate is underpinned by strong performance across London boroughs, with around 70% of them achieving improvements.
- London is the region with the second highest number of authorities showing an increase in recycling performance this year, including three authorities in the top ten for the largest improvements: Ealing, Barking & Dagenham and Havering.
- London has the fourth lowest regional percentage of waste to landfill, and the second highest regional decrease since 2015/16.
- London also has five of the authorities with the lowest household waste generation per head, although overall the region continues to have the third highest regional residual household waste at 567kg per household. However this has decreased from 587kg in 2015/16.

### Background to London's recycling rates:

Recycling rates in the capital are indicative of the difficult financial conditions faced by local authorities in the face of rising population density and burgeoning housing development in the capital. The capital's boroughs have been hit harder than most by cuts to central government grants since 2010-11, and are facing a cut in their core spending power of 30% by 2020 – more than 3% higher than the English average.

### It is not helpful to compare dense urban authorities' recycling performance against less densely populated areas:

The capital is a complex, dense urban environment. It is unlike any other city or region in England. London has 8.7 million residents and the population is growing fast. Those authorities with recycling rates below 30% share some commonalities, all being inner London authorities. While exceptions can always be found, there are some common factors which go hand-in-hand with low recycling rates in London:

- Deprivation levels – the lowest performers in London tend to be those boroughs with the highest levels of deprivation using the government's Indices of Multiple Deprivation (IMD), as well as high population density;
- Highly transient population – Low levels of home ownership and growth in privately rented, short-term accommodation are having an impact across the capital. Home owners tend to recycle more whereas communities with larger numbers of highly mobile renters mean that people often don't live in one area long enough for behaviours to become embedded (32% of households in the private rented sector

have moved in the last year and 70% have lived in their current home for less than two years<sup>1</sup>);

- A high percentage of flats – whether high-rise, house conversions or flats above shops – presents challenges both to residents and to council collection teams. Flats account for up to 80% of housing stock in some boroughs. Research by WRAP shows that well established communal recycling schemes currently yield c.90/kg/hh/yr which is around half that achieved from low-rise properties. These factors are likely to be further compounded in future, with GLA projections<sup>2</sup> estimating that by 2030, 46% of London properties will be purpose-built flats (the figure is currently 37%). These projections suggest that, of the properties built between now and 2030, 88% will be purpose-built flats (c.1.89 million households);
- In addition, recent audience segmentation research conducted by WRAP and up-weighted in London, shows that the two audience segments (out of 6) that recycle least and contaminate the most, make up a disproportionately high percentage of the resident population in inner London boroughs (between 47% and 55%). Attitudinally they are the most difficult to reach and are made up of higher proportions of younger people, namely 18 – 34 year olds, who recycle less than older, more settled demographics. The number of residents living in urban areas aged 20-29 continues to rise, now making up almost half (49%) of the total population of large-city centres; and students now account for a quarter of all residents in city centres.
- London is culturally diverse, with more than 100 different languages spoken in almost every borough, making it a much more challenging environment to communicate recycling service information to residents;
- London has a huge swell of daytime visitors (c. 1 million daily commuters plus tourists), creating extra litter and waste for collection.

### Relevant comparators:

A more nuanced and objective benchmark for London's recycling performance might be to compare it with other similar cities globally. London is the EU's largest city with over 8.7 million residents, and faces challenges of a kind and on a scale more helpfully benchmarked against other large global cities. A recent report showed that London has the third highest municipal recycling rate, when using 'like for like' waste and recycling data to compare performance with 35 other global cities<sup>3</sup>, including Berlin, Paris and New York.

### What are we doing about it?

The Mayor of London has pledged to reinvigorate recycling in the capital, setting a stretching target of 65% municipal waste (including commercial) recycling for the city by 2030. London boroughs will continue to work towards improving recycling rates – 70% of them managed to increase their recycling rate in 2016/17 – whilst also looking at ways to reduce overall amount of waste through circular economy approaches.

The work of Resource London, a partnership between LWARB and WRAP (the national resource efficiency charity) aims to address the growing gap between the desire to achieve

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<sup>1</sup> GLA Housing Report 2014.

<sup>2</sup> Data extracted from internal projections undertaken by Energy Team and London Plan team following on the SHLAA and LIP2050 estimates

<sup>3</sup> International Recycling Rate Comparison Project, David Greenfield, October 2016

the 65% recycling target and the reality of the financial situation facing waste authorities in the capital.

The programme is starting to see the impact of its work, as the changes it is investing in start to deliver results. Resource London will continue to focus on those areas which are known to deliver increased recycling, including:

- Increasing the amount of **food waste** collection services in the capital, and improving food waste collections where they already exist;
- Restricting residual **waste capacity** – either by moving to less frequent rubbish collections or reducing bin sizes – both of which have proved to increase recycling by encouraging residents to think before they bin;
- Reducing the amount of rubbish that is wrongly put into recycling by residents, as this has a significant impact on recycling rates in boroughs where **contamination** is high (and whole vehicle loads get treated as rubbish rather than recycling as a result);
- Helping Londoners to reduce the amount of waste they produce and maximising re-use, through **waste prevention** campaigns such as Love Food Hate Waste and Love Your Clothes.

2017/18 has seen Resource London:

- Launching a major 3-year Recycle for London campaign ‘One bin is Rubbish’, focused and targeted at the key London audience segments;
- Starting the delivery phase of the innovative EU Life-funded TRiFOCAL project (working with partners WRAP and Groundwork London) which seeks to tackle the three food-centric behaviours of healthy sustainable eating, food waste prevention and food waste recycling; and
- Starting a new three year flats initiative (funded £1million of additional funding from LWARB) to improve recycling in purpose built flats and estates, working with local authorities, the waste sector and (social and private) housing providers and developers.



Department  
for Environment  
Food & Rural Affairs

**The Rt Hon Michael Gove MP**  
From the Secretary of State for Environment, Food  
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Paul Vanston  
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**By email only**

8 December 2017

Dear Paul,

I was pleased to see a great deal of agreement and goodwill at last week's roundtable on plastic waste and recycling. Thank you for taking part in the discussion and offering your thoughts on these complex and urgent issues.

Now we need to take action. Littering and recycling are, quite rightly, at the top of the public agenda thanks to the awareness being raised by Blue Planet II and various media and environmental campaigns. We need to harness this momentum to make effective changes to our national policy that dramatically improve our impact on the natural environment.

I am pleased that Marcus Gover from WRAP and Paul Vanston from INCPEN have agreed to convene a group to gather ideas and suggestions from you – the stakeholders with the most the gain, and also the most knowledge and experience. This is your chance to influence future public policy. Please take the opportunity and run with it – I would like to hear all ideas, no matter how radical or innovative.

As I set out when we met, I would be grateful for a response to the following questions, ideally by Christmas:

- (1) How can we reduce the demand for plastic in the first place?
- (2) How can we drive simplification so that we're not only reducing the amount but also the types of plastic used?
- (3) How do we ensure that what we are procuring is recyclable and recycled?
- (4) What interventions do we need to have in order that people are incentivised to make the right choices; how can consumers play their part?
- (5) How can the system support and enable Local Authorities and other waste managers to play their part?

At the meeting we agreed that there must be simplification, cultural change and incentives for better behaviour. I would argue that we have already achieved a genuine cultural change. Consumers and manufacturers want to use less plastic, to recycle more and to be kinder to our environment.

That is why we also agreed that we need to move now, with a sense of urgency. I am looking to you to act upon that urgency and to provide ideas about how we can move forward, together. As McDonald's pointed out, it is in business's interests to do the right thing.

I would be most grateful to receive an update on your thoughts before Christmas. At this stage, please assume that nothing is off the table.

With every good wish,

A handwritten signature in black ink that reads "Michael Gove". The signature is written in a cursive, slightly slanted style.

**Michael Gove**



The Rt Hon Michael Gove MP  
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Contact: Wayne Hubbard  
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Date: 19 December 2017

Dear Secretary of State

As members of the Local Authority Waste Networks Chairs, we have been informed of your request to provide insight into issues surrounding plastic waste and recycling. Within this letter, officers from the London Waste and Recycling Board provide high level suggestions for actions which we believe should be considered and investigated as part of the work to examine solutions to your five questions. We would welcome the opportunity to work together to further investigate and develop policies which will help tackle these urgent issues in the new year.

The London Waste and Recycling Board (LWARB) is a statutory Board established by the GLA Act 2007 to help reduce waste and improve its management in London. The Board is chaired by the Mayor of London (or his representative). The Board also includes four councillors and two independents appointed by London's councils and one independent member appointed by the Mayor of London.

The following issues and actions should be considered:

1, Reducing demand for plastics

Reducing demand for plastics needs to consider all stages of the life cycle of plastics. Reducing demand for disposable materials is a fundamental concept within the circular economy. The Government committed to moving towards a more circular economy in the recently published Industrial Strategy. The plastics chapter of the London Circular Economy Route Map<sup>1</sup>, developed in partnership with a wide range of stakeholders, sets out an action plan for reducing demand for plastics in the capital which, as a global city can influence global plastic supply chains. On a Global scale, The Ellen MacArthur Foundation is already undertaking good work in bringing the plastics supply chain together to examine solutions through their New Plastics Economy initiative which aims to reduce demand for plastics waste through innovation, collaboration, and simplification of the plastics supply chain.

2, Driving simplification to reduce the amount and types of plastic used

Simplification can be driven through support for innovation such as the work being done to reduce the number of plastic polymers in plastic packaging. Taxation can also help drive changes in types and amounts of plastics used within products. Ensuring harmonisation of plastics collected for recycling could help increase recycling rates. This would support a resilient market for plastics reprocessing within the UK and beyond.

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<sup>1</sup> [www.lwarb.gov.uk/what-we-do/circular-london/circular-economy-route-map/](http://www.lwarb.gov.uk/what-we-do/circular-london/circular-economy-route-map/)

### 3, Procurement of recyclable and recycled plastics

Public procurement should include requirements to specify for plastics (and other materials) to include recyclable and recycled content where possible. This would drive demand for such items leading to a stronger market for collection and reprocessing infrastructure. However to move towards a more circular economy will also require action to reduce demand for plastics. This can be assisted through procurement of products which are repairable, reusable and easily recycled. Guidance should be produced to assist government, regional and local authorities to comply with such a requirement.

### 4, Incentivising consumers to make the right choices

To assist consumers to make the right choices, consumers need to be given the right information through communication campaigns. LWARB has invested heavily in the "Recycle for London" campaign delivering regional behavioural change campaigns and localised service level templates to support harmonised communications across the capital. Continued funding for such campaigns is necessary to continue to encourage recycling behaviour. Also it should be made as easy as possible for consumers to make the right choice from the beginning. This can include ensuring consistency in materials collected for recycling by local authorities and provision of recycling bins in public places. New developments should be designed to ensure that sustainable waste management and recycling are at the heart of design, particularly in the home.

### 5, Supporting and enabling local authorities and waste managers to play their part

We would suggest reform of mechanisms which require producers to finance recycling and ensure the monies raised are focused on helping local authorities collect, process and communicate to residents about plastics waste. If a deposit return scheme for plastic bottles in the UK is to be trialled, the potential impacts on local authorities should be closely monitored to ensure avoidance of negative impacts on authorities, and overall plastics recycling. Any changes will need to consider the huge investment into infrastructure local authorities have already made for plastics recycling and should be at the very least cost neutral to local authorities. The income should also be used to support innovations which help reduce the production of plastics waste in the first place.

We look forward to discussing these suggestions and others with you in early 2018.

Yours sincerely



Wayne Hubbard  
Chief Operating Officer  
London Waste and Recycling Board