



**Performance and Finance  
Select Committee  
28<sup>th</sup> November 2007**

For Action

Wards Affected:  
ALL

**Report Title: Waste Policy and Compulsory recycling**

**1.0 Summary**

- 1.1 This report presents the response to the consultation on the proposed Waste Policy for Brent (Appendix A).
- 1.2 This draft report will ultimately seek approval from the Executive to formally adopt the Waste Policy and to implement compulsory recycling in 2008.

**2.0 Recommendations**

- 2.1 That the Performance and Finance Select Committee note and comment on the information presented in this Report.

**3.0 Detail**

- 3.1 At its meeting on 11<sup>th</sup> September, the Executive gave its approval to officers to consult on a Draft Waste Policy for Brent and in particular to seek views on the possible implementation of compulsory recycling.
- 3.2 The purpose of this subsequent report is to request approval from the Executive to formally adopt the Waste Policy for Brent which sets out the ways in which Brent will seek to meet the requirements of the proposed new Waste Strategy for England.
- 3.3 The report also seeks approval to introduce compulsory recycling, through which Brent expects to be better able to meet future recycling targets and to limit the increasing cost of waste disposal.
- 3.4 Brent is committed to increasing its recycling rate. The Authority's Corporate Strategy sets out as one of its key priorities a pledge to achieve a minimum 30% recycling rate by 2010. Additionally section 45A of the Environmental Protection Act requires the Council to collect at least two types of recyclable waste separate from the remainder of the waste by 2010.
- 3.5 The recycling of materials offers genuine benefits to the environment. Studies show that the UK's current recycling of paper, cardboard, plastics, aluminium, steel, glass and wood saves between 10-15 million tonnes of CO<sub>2</sub> equivalents per year compared to applying the current mix of landfill and incineration with energy recovery to the same materials. This is equivalent to about 10% of the annual CO<sub>2</sub> emissions from the transport sector, and equates to taking 3.5 million cars off UK roads.

- 3.6 Recycling also saves energy, reduces raw material extraction and combats climate change. It has a vital role to play as waste and resource strategies are reviewed to meet the challenges posed by European Directives, as well as in moving the UK towards more sustainable patterns of consumption and production and in combating climate change by reducing greenhouse gas emissions.
- 3.7 The environmental benefits show that recycling should be central to sustainable waste management and resource efficiency and that it makes a clear contribution to reducing greenhouse gas emissions.
- 3.8 Existing targets set under the Government's Waste Strategy require Brent to improve its recycling rate from approximately 21% at present to 33% by 2015/16. Interim targets include 25% for this year (internal target) and 30% by 2010/11 (Waste Strategy 2000 target).
- 3.10 Other major drivers for improvement include the current annual Landfill Tax increase set at £3 per tonne as from 2005-06, which will increase Landfill Tax from its current level of £24 per tonne to at least £35 per tonne (In his 2007 budget, the Chancellor announced that it would increase more quickly and to a higher level than previously planned). Increases of £8 per tonne per year for active waste were announced from 2008/09 to at least 2010/11. In addition, the Government has introduced the Landfill Allowance Trading Scheme (LATS) which will significantly limit the amount of municipal waste that can be disposed of to landfill. Failure to reduce the landfilling of waste to a level within an agreed allocation could see the Waste Disposal Authority, West London Waste, and in turn Brent, being subject to significant fines. Additional costs from LATS penalties could amount to up to £6m per annum in 2020, unless current landfill tonnages are reduced.
- 3.11 In order to meet these targets, and reduce potential costs, the Council must seek to minimise waste at every opportunity, achieve the requirements of the Government's 'Waste Strategy' and the 'Landfill Directive' and any subsequent policy documents related to waste and recycling.
- 3.12 One such policy development is a new Waste Strategy for England. The Government has consulted on its proposals. These will have a significant impact on how waste is managed in Brent and are set out below:
- **More effective incentives for individuals and businesses to recycle waste, leading to at least 40 per cent of household waste recycled or composted by 2010, rising to 50 per cent by 2020. This is a significant increase on the targets in the previous waste strategy, published in 2000.**
  - **A strong emphasis on waste prevention with householders reducing their waste (for example, through home composting and reducing food waste) and business helping consumers, for example, with less packaging. There will also be a new national target to help measure this - to reduce the amount of household waste not re-used, recycled or composted from 22.2 million tonnes in 2000 to 12.2 million tonnes by 2020 - a reduction of 45 per cent.**
  - **Working with retailers for the end of free single use bags. This could involve retailers only selling long-life bags, or retailers charging for disposable bags and using the proceeds to sell long-life bags at a discount.**
  - **A challenge to see recycling extended from the home and office and taken into public areas like shopping malls, train stations and cinema multiplexes, so that it becomes a natural part of everyday life.**

- **Subject to further analysis and consultation, banning biodegradable and recyclable waste from being put into landfill sites.**
- **Increasing the amount of energy produced by a variety of energy from waste schemes, using waste that can't be reused or recycled. It is expected that from 2020 a quarter of municipal waste - waste collected by local authorities, mainly from households - will produce energy, compared to 10 per cent today.**
- **These proposals will mean that local authorities will have to commission or provide convenient recycling services for their residents and commercial customers and advice and information on how to reduce waste. They will also have to work with their communities to plan and invest in new collection and reprocessing facilities.**

3.13 The objectives for Local Authorities appear to be:

- **More emphasis on waste prevention and reuse.**
- **Meet and exceed the Landfill Directive diversion targets for biodegradable waste.**
- **Increase diversion of non-municipal waste.**
- **Secure the investment in infrastructure needed to divert waste from landfill.**

3.14 The impact of the strategy is to produce an overall net reduction in global greenhouse gas emissions from waste management of 9.3 million tonnes (equivalent) per year – compared to 2006. The link between waste management and climate change is made very explicit in the new national strategy.

3.15 Significantly, recycling targets have been raised. These are set out below.

- **Reduce the amount of household waste not reused, recycled or composted from 22.2m tonnes in 2000 to: -**
  - **15.8m tonnes in 2010 (29%)**
  - **12.2m tonnes in 2020 (45%)**

This is equivalent to a reduction from 450 kg per person (in 2000) to 225 kg (2020). Other targets include:

- **Recycling and composting of household waste: -**
  - **40% in 2010**
  - **45% in 2015**
  - **50% in 2020**
- **Recovery of municipal waste: -**
  - **53% in 2010**
  - **67% in 2015**
  - **75% in 2020**

3.16 More significantly, the Strategy also introduces incentives for reducing waste arisings. These include:

- **Landfill Tax to increase by £8 per tonne per year**
- **Consultation on allowing local authorities to introduce financial incentives for waste reduction and recycling. Householders who do recycle would receive payments from householders who do not.**
- **Other incentives to include reward schemes, alternate weekly collections of refuse and recycling, waste charging, no side waste and compulsory recycling.**

3.17 In addition, there is also an emphasis on changing the culture of waste management in England. Proposals include:

- **Providing more recycling bins in public places.**
- **Greater emphasis on promoting the reduction of waste and increase recycling in schools.**

3.18 As a response to these proposals, Officers have drafted - and have now consulted on - a new Waste Policy Statement for Brent. This is attached at Appendix A and sets out how Brent will seek to manage waste in a more sustainable way, with greater emphasis on encouraging waste avoidance by promoting minimisation, re-use, recycling, composting and recovery techniques other than landfill.

The consultation process was undertaken during the period 1<sup>st</sup> October to 24<sup>th</sup> October. Due to the Royal Mail strike, the deadline was extended to 31<sup>st</sup> October. The process and results are described below:

## **4.0 Consultation Process**

### **4.1 Method**

The draft policy, along with a questionnaire, was directly mailed to the following groups:

- Brent Citizen's Panel (1639 members)
- StreetWatchers (170 members)
- Brent Youth Parliament
- Brent Friends of the Earth
- Residents Associations
- Greater London Authority
- West London Waste Authority

The draft policy and questionnaire were available online on Brent's Consultation Tracker. A link to this was emailed to all Councillors, staff within Environment & Culture, and Policy & Regeneration, and individuals upon request. The consultation was independently promoted by the Wembley Observer on 27/09/2007, and advertised in the Brent Magazine's October edition.

In support of the consultation, officers from the StreetCare Unit presented at all five of the Area Consultative Fora during September and October, and visited the Brent Multi-Faith Forum.

### **4.2 Results**

A full analysis can be found in Appendix B.

The consultation generated 770 responses. 609 responses were generated from a direct mail out, giving a 36% response rate. The remaining responses came online or from specific requests for consultation material. The main findings from the consultation questionnaire are:

#### **How important is recycling, and do you recycle?**

97% of people say that recycling is important or very important to them.

However the consultation shows a gap between belief and behaviour. Though 97% of people personally feel recycling is important to them:

- 80% say that they recycle even if it requires additional effort (a drop of 17%);  
and

- 50% say that they recycle everything that they can. A large amount of the remainder, 42%, say they recycle a lot, but not everything that can be recycled.

### **Compulsory recycling**

We asked consultees if they agreed with bringing in a compulsory recycling scheme, as a means to bridge the gap between belief and behaviour.

78% of respondents agree or strongly agree with a compulsory recycling scheme. Of the remaining, 5% had no opinion either way, and 12% disagreed or strongly disagreed.

### **Zero waste policy**

88% of respondents agree or strongly agree that the council should adopt a Zero Waste Policy, as defined in the 'One Planet Living' approach promoted by DEFRA in the Waste Strategy for England 2007, and devised by campaign groups Bioregional and WWF.

### **Leadership and ambition**

When setting out a new policy for dealing with changing behaviours, it is important to know if we are showing leadership and being ambitious. A significant 73% of respondents think that Brent is showing leadership and ambition with its new waste policy.

## **4.3 Summary of Conclusions**

Officers consider that the consultation responses support the view that the waste policy does not need to be fundamentally changed. There is strong agreement with the purpose and objectives of the policy.

Importantly, the consultation shows that there is strong support for the two key policies in this document.

- First, that there is strong agreement to implement a compulsory recycling scheme for households on the green box recycling scheme.
- Second, that there is strong agreement for Brent to adopt an ambitious zero waste to landfill policy. The zero waste policy is supported by DEFRA, and has an aspirational goal of "at least 70% of waste by weight to be reclaimed, recycled or composted and ideally no more than 2% should be sent to landfill, by the year 2020".

A revised version of the policy statement is contained in Appendix A. Minor revisions were made following feedback from the West London Waste Authority to harmonise the draft policy with the Joint Municipal Waste Management Strategy published by the WLWA. An extra policy statement on including the community in reviewing our own waste strategy has been added. Other changes were to phrasing of policy statements to ensure greater clarity.

Implementation of the policy will require the Brent Municipal Waste Management Strategy to be significantly updated and re-submit to the Executive for approval. This strategy document was originally approved by the Executive in February 2006. A re-submission in the first half of 2008 will provide a two year gap, which is a suitable time to review any significant strategy. Officers recommend that June 2008 will give a suitable six month period to review, refresh and revitalise the strategy following adoption of the policy, and give enough time to visit community groups, interest groups and hold other stakeholder workshops to ensure broad input and consensus building.

## 5.0 COMPULSORY RECYCLING

**Essentially, perhaps of greatest significance is the support shown by residents for the implementation of compulsory recycling. The introduction of compulsory recycling is seen as an important step towards reducing the amount of waste disposed of to landfill.**

- 5.1 Of pressing significance to Brent is the proposed increase in the landfill tax escalator by £8 per tonne per year from 2008 until at least 2010/11. This will have a significant impact on budget provision for waste management in both the short term and the long term. Each £8 per tonne increase will cost Brent about £800,000 per annum, through the household waste levy based on tonnages. Plus a further £130,000 per annum for the other expenditure levy. This mainly relates to the cost of disposing of residents' civic amenity waste, and is apportioned according to each borough's council tax bases.
- 5.2 Given the significant increases in disposal costs that face Brent, officers believe we should set a landfill reduction target for next year. We currently send 100,000 tonnes per annum to landfill and it is recommended that we target a 10,000 tonne reduction. If this tonnage does not arise or is sent for recycling the Authority will save £615,000 in a full year (08/09 costs) and more in future years. Further savings would occur if LATS payments are avoided. It is important to note that the £615K saving will only be achieved if this waste does not arise or it is diverted into dry recycling – if some is diverted into organic recycling it will only save £13 per tonne at current rates ( we do not anticipate a diversion into organic recycling).
- 5.3 In the longer term, a year on year £8 per tonne increase in landfill tax could raise Brent's waste disposal levy from the current £5.7 million per annum to around £15million per annum within 10 years. This is based on the straight projection of landfilling the current 100,000 tonnes per annum without any additional diversion.
- 5.4 In addition to the levy, the Government has introduced the Landfill Allowance Trading Scheme (LATS) which will significantly limit the amount of municipal waste that can be disposed of to landfill. Failure to reduce the landfilling of waste to a level within an agreed allocation could see Brent being subject to significant fines, somewhere in the region of £150 per tonne. From LATS penalties alone, there could be additional costs of about £6m per annum by 2020, based on current tonnages sent to landfill.
- 5.5 It is clear, therefore, that significant effort needs to be applied to diverting waste from landfill. Brent has been successful in recent years in improving its recycling performance. The recycling rate has risen from 6% to 21% in 4 years. This is largely due to the introduction of the organic waste collection service.
- 5.6 Whilst our composting rate compares favourably with the best performing boroughs in London, our dry recycling (green box) performance remains one of the poorest. Officers have identified this as an area of opportunity. Increasing the tonnage collected through the green box system will not only improve Brent's recycling rate but will significantly reduce the amount of waste that is sent to landfill. It is clear, therefore, that particular attention needs to be given to this service.
- 5.7 The new contract specification is designed to improve performance, particularly through the inclusion of mixed plastic bottles and by improved promotion and publicity.
- 5.8 However, officers are aware that these influences alone will not be enough to achieve the required diversion rates and have researched methods for bringing about

a step change in performance. Study shows that compulsory recycling appears to be extremely effective.

- 5.9 Under section 46 of the Environmental Protection Act 1990 boroughs can require residents to use particular containers for different waste streams. Therefore, the Council can compel residents to recycle. Monitoring officers would visit households who do not regularly recycle to explain the scheme and encourage residents to participate. Residents who continue not to recycle will receive warnings and formal notices. As a last resort, the Council may prosecute the most persistent offenders under the provisions of the Environmental Protection Act.
- 5.10 Barnet, Bromley, Hackney and Harrow all require their residents to participate in weekly kerbside recycling services. Those householders that "persistently and deliberately" fail to do so risk legal action and potentially fines as high as £1,000.
- 5.11 A recent trial in Waltham Forest saw participation rates rise to 94% with a 24% daily increase of recycled tonnage.
- 5.12 Members in Southwark and Richmond have recently sanctioned trials in their respective boroughs. Around 150 local authorities nationwide are now actually operating, or considering, a compulsory recycling scheme.
- 5.13 Barnet started a compulsory recycling scheme for 113,000 households in 2003/04. Residents are required to put glass bottles, jars, tins, cans, paper and magazines in their recycling box and not in their refuse bin. A pilot scheme covering 21,000 households led to an 18% increase in recycling tonnage collected. A monitoring exercise carried out before the pilot scheme was introduced showed that 50% of households in the pilot area were recycling. This has subsequently increased to 80% in the compulsory recycling area.
- 5.14 **Officers recognise the effectiveness of making recycling compulsory and now that it has the support of residents, would recommend its application in Brent.**
- 5.15 The scheme would be introduced along the following lines:
- Compulsory recycling would apply only to those properties which receive the green box service. It is currently not appropriate for flats and those properties that have shared refuse bins.
  - The council would NOT allow residents to put plastic bottles, glass, paper, cans, yellow pages, textiles, batteries or foil in the grey wheeled bin for general waste and would insist that the green box is used solely for these materials.
  - Additional boxes would be provided to those who required them. The recycling service would remain accessible and free with assisted collections made available to those residents in need of extra help.
  - Implementation would be on a phased basis. There are currently 60 green box collection rounds operated by Veolia. For the purpose of making implementation more manageable, compulsory recycling would be introduced in 2 phases – 30 rounds followed by 30 rounds. These could be described as Group A rounds and Group B rounds.
  - Compulsory recycling will commence on the 31st<sup>th</sup> March 2008. In the preceding 3 weeks, 6 temporary monitoring officers will leaflet 30 collection

rounds (Group A Rounds). The information will include a letter explaining 'compulsory recycling', a leaflet describing the green box service and a sticker to be applied to each refuse bin.

▪ **Group A Rounds**

Each monitoring officer will then monitor participation on these rounds for 3 consecutive weeks from 31st March. House numbers of those not participating will be noted. In the 4<sup>th</sup> week (the follow up week), those households identified as never having participated in any of the 3 weeks will be door-knocked and provided with enough information to allow them to participate in future. Ward Officers and Education Officers will assist the Monitoring Officers in this work.

▪ **Group B Rounds**

Temporary Leafletters will be recruited to deliver the letter, leaflet and sticker to Group B rounds at the same time. Group A Officers will then undertake monitoring for 3 weeks and the process described above will be repeated.

There will then be further monitoring and 'follow up' on a two monthly rotation. In all, Group A and Group B Rounds will be monitored 3 times (as described below).

**Group A Phase 1 Leaflet Delivery: 3 weeks from 10<sup>th</sup> March 2008**  
**Group A Phase 1 Participation Monitoring: 3 weeks from 31st March 2008**  
**Group A Phase 1 Follow Up: 1 week from 21st April 2008**

**Group B Phase 1 Leaflet Delivery: 3 weeks from 7th April 2008**  
**Group B Phase 1 Participation Monitoring: 3 weeks from 28<sup>th</sup> April 2008**  
**Group B Phase 1 Follow up: 1 week from 19<sup>th</sup> May 2008**

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**Group A Phase 2 Participation Monitoring: 3 weeks from 26<sup>th</sup> May 2008**  
**Group A Phase 2 Follow Up: 1 week from 16<sup>th</sup> June 2008**

**Group B Phase 2 Participation Monitoring: 3 weeks from 23rd June 2008**  
**Group B Phase 2 Follow up: 1 week from 14<sup>th</sup> July 2008**

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**Group A Phase 3 Participation Monitoring: 3 weeks from 21st July 2008**  
**Group A Phase 3 Follow Up: 1 week from 11<sup>th</sup> August 2008**

**Group B Phase 3 Participation Monitoring: 3 weeks from 18<sup>th</sup> August 2008**  
**Group B Phase 3 Follow up: 1 week from 8<sup>th</sup> September 2008**  
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- Each monitoring officer will precede the collection crew on foot. Each officer will monitor 1 round per day, Monday – Friday. All house numbers not participating will be noted. No green box = non-participation. There will be no need to investigate contents of refuse bins.
- All data will be collated and analysed by office-based support staff.
- A non-participant list for each round will be produced.
- The Recycling Assistants would visit households who do not regularly recycle in order to further explain the scheme and encourage people to participate.
- Residents who persistently and deliberately fail to recycle will receive warnings and formal notices. As a last resort the council may prosecute the most persistent offenders under the Environmental Protection Act and the magistrates court can fine them up to a maximum of £1000. Only in those few



cases where a formal notice needs to be served, and the householder is clearly still making no effort to recycle, will it then be necessary to go through their refuse bin to obtain evidence to support a prosecution.

- Officers recognise that emphasis should be on education and encouragement before deterrence or punishment.

## 5.16 Exemptions

Any resident who notifies the Council of any of the following will be exempt from enforcement action:

- Bring sites used as an alternative (checks will be made)
- The property is / was unoccupied
- No waste generated (checks will be made)

## 5.17 Communication, Enforcement and Education

The London Borough of Brent applies the principles of the Government's Good Enforcement Concordat and will always endeavour to exercise fairness and proportionality when undertaking enforcement action. We aim to use an enforcement model for compulsory recycling that complies with the Government's Good Enforcement Concordat, and Environment & Culture's Enforcement Policy. The model therefore starts with education and awareness activities, giving residents a number of opportunities to comply with our recycling scheme. Only after an increasing amount of education, communication, intervention and warning would we start to look at using powers granted under various Acts.

The table below summarises our proposed approach:

Step	Action	Notes
1	Communications	When scheme launches: Leaflet delivered to all affected households. Contact Centre and Waste & Environmental Education Team available to answer phone calls. [permanently available] Newspaper / TBM articles. Internet site with information on how to recycle [permanently available]
2	Compliance monitoring (1)	3 week process, Officers follow collection crews. If a resident puts out a green box with recyclable material in it, they are considered to be complying with the scheme.
3	Non-compliance identified	If no green box put out after 3 weeks of monitoring, first advisory letter and leaflet hand delivered by Officer. Educational, to discuss how to recycle, discuss barriers to recycling and how to overcome them.
4	Compliance monitoring (2)	3 week process. Only for those houses that have had the first letter / visit.
5	Non-compliance identified	Only for those who've received the first letter. Second letter hand delivered by Officer. Barriers to recycling discussed, appropriate help offered. Reminder that scheme is compulsory, and further interaction could be more serious.
6	Compliance monitoring (3)	3 week process. Only for those who've received the second letter / visit.
7	Non-compliance identified	Refer household to Enforcement Team.
8	s16 notice issued	Only where details of occupants cannot be ascertained. Section 16 of the Local Government (Miscellaneous

Step	Action	Notes
		Provisions) Act 1976, requesting details of all who live in the premises. Failure to provide details is a summary offence punishable by Fine of up to £5000 at a Magistrates Court.
9	s46 Stage 1 compliance letter	Once details of occupant are known. Send Stage 1 letter under provisions of s46(2) of the Environmental Protection Act 1990 instructing compliance. Subject has 28 days to comply.  Go back to compliance monitoring.
10	s46 Stage 2 compliance letter and Formal Notice.	Where there is non-compliance to Stage 1 s46 EPA letter. Stage 2 s46 EPA letter together with formal Section 46 EPA Notice. The subject will have a period of 21 days to appeal the Notice to a Magistrates Court on the grounds that the notice is unreasonable. A period of 28 days from the date of the notice is allowed for compliance.  Will require Officer follow-up in person. The focus will still be on helping the householder to recycle.
11	Fixed Penalty Notice	Non-Compliance to formal Section 46 EPA Notice. Fixed Penalty Notice in the sum of £100 will be issued. Early repayment within 10 days reduces the sum to £60. We will still offer help to the householder to start recycling.
12	Payment reminder letter	Non – Payment of Fixed Penalty. Reminder letter sent to subject allowing further period of 7 days to make full payment of £100.

## 6.0 Financial Implications

- 6.1 The implications for not reducing the amount of waste sent to landfill are described in 5.1 – 5.4 of this report.
- 6.2 In essence, the Council is under financial pressure to develop a more sustainable approach to how waste from households is collected and disposed of. Currently the Council pays for its waste disposal via a levy imposed by the West London Waste Authority. This is charged on a tonnage based system, where the Borough pays for the weight of refuse sent to landfill currently at £53.50 per tonne but increasing by an estimated £8 per tonne per years as detailed in 3.10. There is, therefore, a financial incentive to reduce the amount of residual waste going to landfill by diverting suitable material for recycling.
- 6.3 The financial penalty for failing to maximise recycling will become significantly harsher from 2010 onwards. Following the introduction of an EU Directive, waste disposal authorities will be subject to the Landfill Allowance Trading Scheme (LATS). This is likely to impact on Council Tax from 2010. Under LATS the cost of disposal over the allocated limits are set currently at £150 per tonne. Should Brent fail to increase its recycling performance it will be subject to penalties passed down from the West London Waste Authority, which could be up to £6m per annum by 2020.
- 6.4 The full cost of introducing a compulsory recycling scheme is not yet known. The implementation of the recommendations is likely to involve growth. This will be quantified and considered as part of Officers' ongoing research and through negotiation with Veolia. Costs are likely to include additional (temporary) monitoring staff, additional containers and a possible increase in recycling collection costs. Any start up costs would be met by savings in disposal costs. There is also potential for further offsetting through savings in the refuse collection service.

## **7.0 Staffing/Accommodation Implications (if appropriate)**

- 7.1 Any compulsory recycling scheme will require a pool of staff dedicated to monitoring resident participation. This is likely to require the recruitment of temporary staff to help manage the phased roll-out.
- 7.2 Our current Waste Contract contains provisions for Veolia to monitor themselves. Any move to self-monitoring by Veolia contains a level of risk that would have to be carefully managed. However, it could allow Ward Officers to proactively reprioritise their work, to allow them to focus on other aspects of their roles which are not priorities at the moment. For example, they could perform an important role in monitoring compulsory recycling by directly delivering the recycling message to residents and undertaking more waste enforcement work.

## **8.0 Legal Implications**

- 8.1 It introduces a new section (S45A) placing a duty on the Council by the end of 2010 to collect at least two types of recyclable waste separate from the remainder of the waste.
- 8.2 The EPA allows the Council to choose the collection strategy that best meets its needs. Section 46 of the EPA allows the Council to notify residents of the collection arrangements for household waste and the nature of the receptacles to be used in collection including separate boxes/bins for recyclables and other waste. Section 46 therefore provides the authority for a compulsory recycling scheme by providing a power for the Council to require residents to place recycling in a different receptacle than other waste.
- 8.3 Once the Council has notified residents of the requirements then it is a criminal offence punishable by a fine of up to £1000 to breach the Council's requirements. The 2003 Act introduces a new provision into the EPA (Ss47ZA and 47ZB) which allows the Council to issue fixed penalty notices for non-compliance with its requirements instead of prosecuting in the Magistrates Court.
- 8.4 The London Local Authorities Act 2007 amends the 1990 Act by giving London Boroughs the power to make 'regulations' concerning recycling of household waste by occupiers (not Landlords). The main difference is that under the 2007 Act there is no requirement for the Council to serve notice on all occupiers of premises setting out the requirements relating to the placing of waste for collection. Under the 2007 Act this Council has only to publish details in two local newspapers. This will make enforcement easier. Another difference is that the periods during which receptacles should be placed on the highway must be indicated by a sign displayed on the side of the road, again alleviating the obligation to notify all occupiers by way of a notice especially where times need to be changed and thus making enforcement easier. With regard to fixed penalty charges under the 1990 Act if a person does not pay the fixed penalty it becomes a criminal prosecution. Under the 2007 Act if the fixed penalty charge is not paid the Council can take civil action. The advantage of this is that with a transient population it is often very difficult for the council to know for sure the identity of the occupier of the premises and therefore mount a criminal prosecution under the 1990 Act. The council would still be able to take out a criminal action if it so wished. How the 2007 Act provisions will work in practice will be better known following consideration by London Council's probably in the second half of next year
- 8.5 The issuing of any fixed penalty notices and/or prosecutions would comply with the enforcement concordat as detailed earlier in this report.

- 8.6 The Government has issued a good practice guide (Annex 2 of the Guidance for Waste Collection Authorities on the Household Waste Recycling Act 2003) to help ensure high householder participation. This is reflected in the measures set out in the report.
- 8.7 In the Compulsory Recycling and Waste Policy Executive Report of 11 September 2007, officers set out a diversity implication regarding enforcing compulsory recycling. This concerned converted, shared occupancy households, and identifying which converted flat or occupant wasn't recycling. Officers suggested that landlords could share legal responsibilities with their tenants, in a similar manner to the responsibility they retain for other environmental issues like noise nuisance. Our consultation exercise showed that 60% of respondents agreed with this suggestion, with 11% showing no opinion or not responding, and 24% of respondents disagreeing. However the current legislation only makes it a criminal offence against an occupier and therefore landlords cannot be held legally responsible. Therefore officers will look to work proactively with landlords to identify how they can help ensure recycling takes place in shared occupancy households.

## **9.0 Diversity Implications**

- 9.1 Officers have screened the proposals and consider that there are three significant diversity implications.
- 9.2 The first involves those who need help moving waste receptacles. Officers believe this can be addressed through continuing the "Assisted Collection" service for residents who are unable – through age or disability – to leave bins in the appropriate place for collection or return the bins to the agreed location.
- 9.3 The second involves those houses converted into flats, where the whole property receives a green box. Identifying persistent non-recyclers becomes difficult, and creates potential inequalities in helping educate and inform residents. Officers believe working with landlords and treating all occupants equally when delivering education messages will circumvent most equalities issues.

## **10.0 Environmental Implications**

- 10.1 Increasing our recycling rate contributes towards EU, national and our own Environmental Policy objectives on protecting natural resources, managing waste more sustainably and combating climate change.
- 10.2 Currently, we release an estimated 49834 tonnes of CO<sub>2</sub>/year (calculated using a Carbon Trust calculator and results from a waste composition analysis carried out in Brent in 2004). Diversion of additional waste would result in the amount of CO<sub>2</sub> released from our landfilled waste dropping considerably. To balance this, there would be associated emissions from increasing recycling services, however we do not have any data to quantify these extra emissions. However the overall consensus on reusing and recycling waste is that there are significant overall reductions in carbon emissions over the life cycle of material use.
- 10.3 There are a number of potential outcomes for working toward national strategy targets, linked to an overall reduction in waste generation, or an increase in recycling, and/or an increase in waste diverted from landfill. This creates a complicated picture to estimate potential reductions in CO<sub>2</sub> emissions. This report does not seek to quantify or model all potential outcomes. However, if we take two simple scenarios for illustrative purposes only, then the potential climate-change related implications are as follows:

Scenario in 2015	Estimated CO <sub>2</sub> emissions in 2015
<ul style="list-style-type: none"> <li>Total waste tonnage remains at 2006/07 levels (119000 tonnes), and</li> <li>We achieve a 45% recycling rate within that total</li> </ul>	34231 tonnes equivalent released to atmosphere from landfilling
<ul style="list-style-type: none"> <li>Total waste falls by 45% (to 65900 tonnes), and</li> <li>We achieve a 45% recycling rate within that total</li> </ul>	18827 tonnes equivalent released to atmosphere from landfilling

10.4 This simple modeling shows at a coarse level the effect of pursuing different policies. If we choose not to reduce the total amount of waste arisings and focus simply on increasing recycling, then we could reduce our CO<sub>2</sub> emissions by around 15000 tonnes. However if we focus on reducing overall waste arisings **and** increasing recycling, then we can potentially reduce our CO<sub>2</sub> emissions by almost 31000 tonnes. (It is important to note that achieving carbon emissions reductions through waste policies is one important instrument in the borough's climate change strategy, and needs to be considered as a complementary policy to other measures currently being considered, rather than a replacement.)

10.5 Given the rate of recycling increases in the green box (dry recycling) system over the past few years (from 6% to 12%, not counting organic waste which is approaching peak production), it is unlikely that we will achieve a 45% recycling rate by 2015 and associated drops in carbon dioxide emissions, without a policy intervention like compulsory recycling.

**Background Papers**

***Waste Strategy for England 2007.***

Any person wishing to inspect the above papers should contact Chris Whyte, Head of Environmental Management, StreetCare, 1<sup>st</sup> Floor (West), Brent House, 349-357 High Road, Wembley, Middlesex, HA9 6BZ. Telephone 020 8937 5066.

**Contact Officers**

<p><b>Richard Saunders</b>  <b>Director of Environment and Culture</b></p>	<p><b>Chris Whyte</b>  <b>Head of Environmental Management</b>  <b>Ext. 5342</b></p>
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## **Appendix A**

### **Waste Policy Statement for the London Borough of Brent**

#### **Aim**

To improve resource use and waste management by encouraging waste avoidance, minimisation, re-use, recycling, composting, and other recovery techniques that meet accepted best practicable environmental options.

#### **Policy statements and objectives**

##### **Policy Objective A: General issues**

To create a general framework for all waste-related decision making.

##### **Under Policy A, we will as far as is practical:**

- support the “One Planet Living” Zero Waste approach to our waste planning and operations;
- set challenging targets to improve re-use, recycling and composting levels, and reduce total waste arisings, including targets for greenhouse gas management;
- support the “Proximity Principle” of managing waste as close to its source as possible;
- use the Planning system to ensure our sustainable waste management aims are built into the regeneration policies for the borough;
- progressively improve the council’s own services and use of resources to reduce waste, to re-use wastes where appropriate, and to recycle appropriate waste materials to set a good example for the borough; and
- seek external funding to help us deliver this policy.

##### **Policy Objective B: Communication, Education and Partnerships**

To establish the principles for how we communicate waste issues, and work with others to improve understanding of waste management issues.

##### **Under Policy B, we will:**

- use the internet, council publications, local press and media to promote responsible waste reduction and management practices;
- encourage householders to reduce waste at source;
- support and encourage residents and community groups to take community-level action on waste reduction, reuse and recycling issues;
- work with schools to encourage recycling and composting of school waste;
- deliver education sessions to the borough’s students, highlighting the importance of waste reduction, re-use and recycling;

- identify opportunities to deliver messages, projects and learning materials that are consistent with the National Curriculum;
- source good practice from other organisations;
- work with business associations and similar organisations in the borough to enable a partnership approach to reduce and properly manage trade waste; and
- work in partnership with other organisations who share our aims.

### **Policy Objective C: Regulation**

To create a regulatory framework which ensures waste is managed according to the law, and that we use those laws in a fair and balanced manner.

#### **Under Policy C, we will:**

- operate a compulsory recycling scheme for residents on the green box recycling scheme;
- educate the borough's businesses on their legal responsibilities in relation to waste management, and promote to them waste reduction and recycling; and
- use our legal powers judiciously and proportionately, according to the Government's Good Enforcement Concordat, to ensure waste is managed responsibly.

### **Policy Objective D: Waste Management Technologies**

To ensure waste is treated and managed in the most environmentally sustainable manner possible.

#### **Under Policy D, we will:**

- work closely with the West London Waste Authority to ensure the borough's domestic waste is managed in the most environmentally sustainable manner possible, acknowledging climate change mitigation and the need to keep materials in the recycling loop as our most important outcomes.

### **Policy Objective E: Implementation and management**

To ensure this policy is delivered, and remains relevant.

#### **Under Policy E, we will:**

- integrate these commitments into the Brent Municipal Waste Management Strategy;
- ensure our performance is open to independent audit;
- publish our performance at regular intervals, and specifically show progress against government performance measures on a quarterly basis;

- review this policy and the Municipal Waste Management Strategy every two years; and
- open up our review process to the community.

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# Brent Consultation Team

## Communication & Consultation Unit

### **Draft Waste Policy Survey**

**November 2007**

Research Study conducted for Brent Streetcare Service

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## Introduction

This report presents the findings of a quantitative survey carried out during October 2007. Brent Council's Consultation Team was commissioned by the Streetcare service to carry out independent research to gather the views of residents on the Council's draft waste policy.

The findings from the survey will be used to inform the proposed waste policy which is due to go to the Council's Executive for discussion and approval in December 2007. The findings of the survey and the final draft of the revised policy will be displayed on the Council's Consultation Tracker ([www.brent.gov.uk/consultation.nsf](http://www.brent.gov.uk/consultation.nsf)) in January 2008.

This document describes the feedback received from local people via a postal and online survey about the Council's draft waste policy.

## Objectives

As stated above the main purpose of the survey was to find out what residents think about the proposals put forward in the draft waste policy and how to manage the borough's waste in the future. In particular, the survey focused on key elements of the new policy including:

- **General issues** - the council proposes to promote a 'Zero Waste' philosophy towards waste, committing the council to reclaiming, recycling or composting 70% of waste by weight, and sending no more than 2% to landfill.
- **Communication, education and partnerships** – to work with and communicate effectively with local people to reduce waste and increase recycling i.e. working directly with residents on waste reduction projects, organising 'swap days' or working with schools to educate young people about waste management issues. Also to work in partnership with local businesses in relation to waste storage and disposal.
- **Regulation** – the council is proposing to introduce a compulsory recycling scheme. This would require all residents who receive a green box service to recycle.
- **Waste management technologies** – the council proposes to ensure waste is treated and managed in the most environmentally sustainable manner and is in line with best practice.

## Methodology

The surveys were targeted at 1,696 members of the New Brent Citizen's Panel, Street Watchers and members of local residents associations or organisations either by post or email. From this target group there was a 36% response rate (609 replies).

The survey was also made available online to the wider public via a link on the council's website; paper copies of the questionnaire were distributed at the five Area Consultative Forums (during September/October 2007) following a presentation on the draft waste policy, and residents could also request a paper copy of the questionnaire from the consultation team. Information on the draft waste policy and the different ways the survey could be accessed was highlighted in the Brent Magazine which is distributed to around 100,000 households in the borough. The consultation was also promoted by the Wembley Observer on the 27 September 2007. In addition to the target group mentioned above (Citizen's Panel and Street Watchers etc) a further 161 people replied to the survey.

The findings of this survey are therefore based on a total of 770 responses to self-completed questionnaires. Of the 770 responses 21% were completed online and 79% were completed and returned by post.

The postal questionnaires, a copy of the draft waste policy, some supporting information and a free post return envelope were mailed out to the target group on Wednesday 3<sup>rd</sup> October 2007 a return data of Wednesday 24<sup>th</sup> October 2007 was given. A reminder mail out had been planned for the week beginning 15<sup>th</sup> October however, due to the royal mail postal strike during this period the reminder was cancelled. A very healthy response rate was achieved despite the uncertainty and disruption caused by the postal strikes. The final cut off date for the responses was extended to the Wednesday 31<sup>st</sup> October to allow for mail held up in the strikes to filter through.

The online survey was emailed out to 60 members of Brent Street Watchers on Wednesday 3<sup>rd</sup> October 2007, which was also the date the wider public could access the survey online from the council's website.

## Profile of participants

### Ethnicity

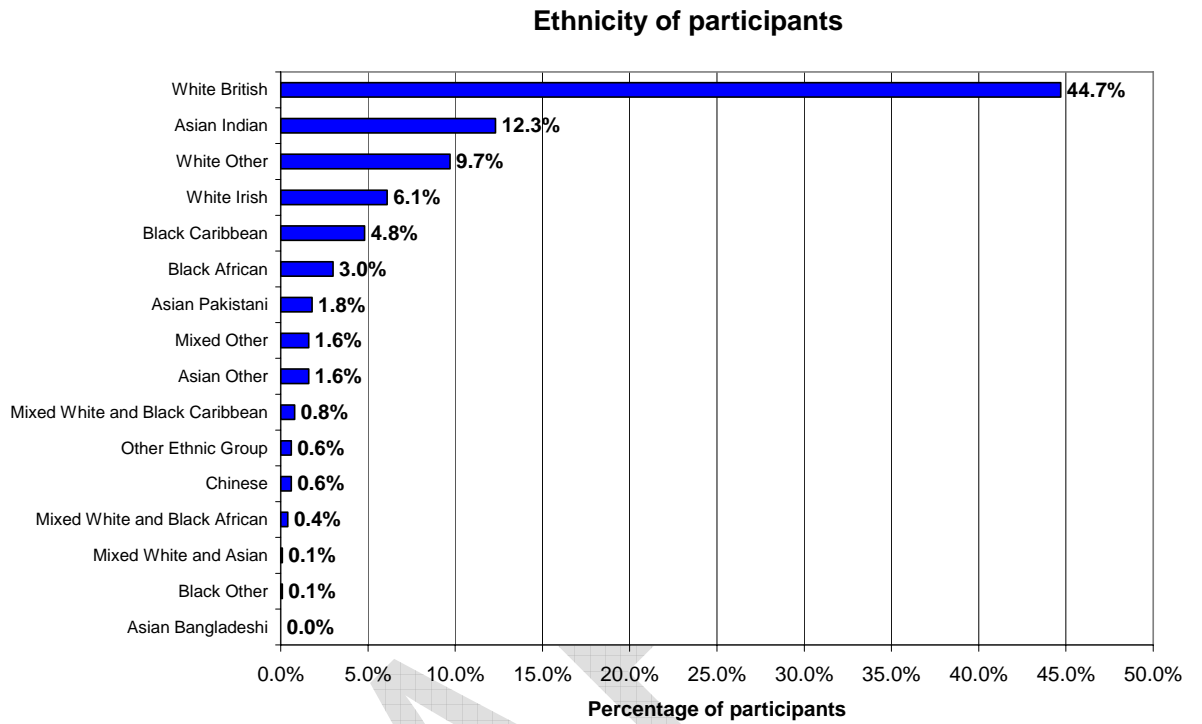
Just under 30% of participants (214 residents) were from Black and Minority Ethnic<sup>1</sup> groups. This is below the borough population profile of 54.7% (2001 Census). White British respondents were largest ethnic group and made up around 45% of the participants (344 residents). This was followed by Indian (12%), White Other (10%) and Irish (6%). Black Caribbean residents

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<sup>1</sup> The term BME – Black and Minority Ethnic groups refers to all ethnic groups apart from White: British, White Irish and White Other.

accounted for nearly 5% of participants and Black African for 3% of the survey participants. Chart 1 below highlights the ethnicity of all participants.

Chart 1

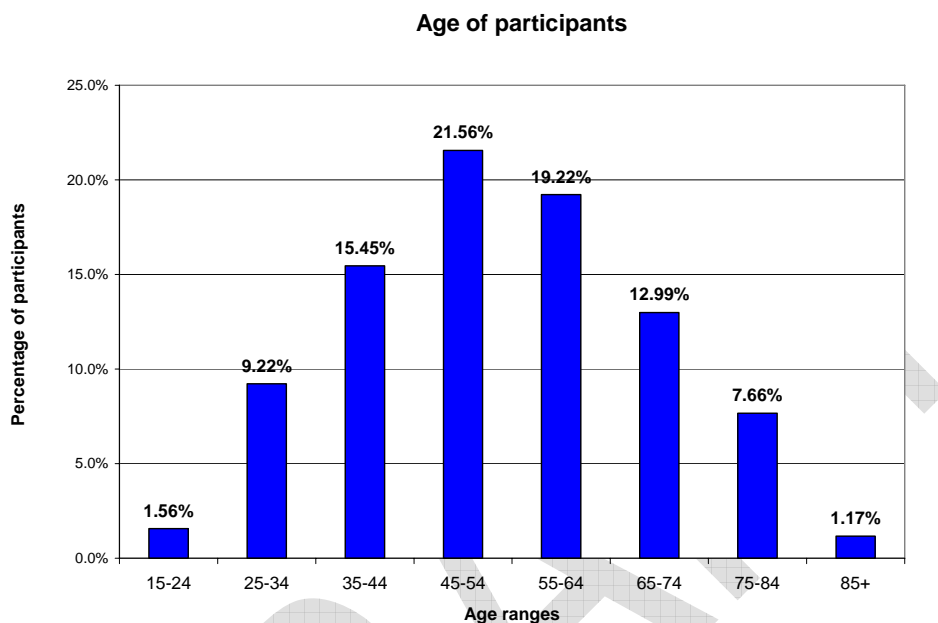


Base: 770 participants

## Age and gender

The survey participants were from a range of different age groups as shown in chart 2. Around 40% of participants were aged 45 to 64, while a quarter (25%) were aged 24 to 44 years old. This was closely followed by people aged 65 to 84 who accounted for around a fifth (22%) of participants and under 2% were aged either 15 to 24 or 85 or over.

Chart 2



Base: 770 participants

The gender split between participants was fairly even with 45% being male and 46% female (just under 10% of participants did not identify their gender).

## Disability

Of the 770 participants just over three quarters (75.1%) did not consider themselves to have a long standing illness or disability, while around 14% did. Just over 10% of participants did not answer this question.

## Interpretation of data

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “not applicable” or multiple answers.

## Acknowledgements

The Streetcare service would like to thank the members of the Brent Citizen’s Panel, Street Watchers and local tenants’ and residents’ associations and other local organisations who took part in the survey.

## Publication of the data

This report will be published on the Brent Consultation Tracker on Brent Council’s website (<http://www.brent.gov.uk/consultation.nsf>).

## Key Findings

### Policy Objective A – General Issues

Virtually all participants (97%) regard recycling as important to them personally. Furthermore, the overwhelming majority of participants (80%) said they recycle even if it requires additional effort and just under one in five (18%) said they recycle if it does not require additional effort. Findings from this survey and the WRAP nationwide survey highlight that ensuring recycling is convenient for residents is a key factor in driving growth in peoples’ commitment to recycling. This survey also found that a higher proportion of participants aged 65 or over were more committed to recycling even if it required additional effort than those aged 25-34.

Nine in ten participants, (92%) said they recycle a lot or everything, while only 1% overall indicated they do not recycle. A slightly higher proportion of participants aged 34-44 year old indicated they do not recycle (4% compared to 1% overall).

Just under nine in ten participants (88%) agreed that the council should adopt a ‘Zero Waste’ philosophy and there was strong support for all the measures the council has proposed in will implement to improve its own environmental performance.

### Policy Objective B – Communication, education and partnerships

The two main ways participants felt the council should work with local people to reduce waste and increase recycling included:

- working closely with schools to educate the next generation about waste issues (60% ranked this option as either their first or second

priority); followed by

- working directly with residents on waste reduction projects – i.e. promoting reusable shopping bags, refillable containers or home composting (56% ranked this option as either their first or second priority).

In terms of working in partnership with businesses in relation to waste storage and disposal the most popular option identified by participants was more enforcement by increasing the council's capacity in relation to fly tipping and ensuring business waste is sent to licensed waste management sites.

### **Policy Objective C – Regulation**

The two most popular aspects of the proposed 'Compulsory Recycling' scheme included widely publicising and supporting residents in how to use the recycling service (91% agreed) and that special consideration and support will be provided to vulnerable groups (90% agreed).

Over three quarters (78%) of participants were in favour of the compulsory element of the scheme. Those aged 65 or over were particularly keen on the compulsory aspect (85% agreed) while a higher proportion of those aged 25-34 years old did not support it (18% disagreed compared to 12% overall).

Making landlords accountable for their tenants who do not recycle received a mixed response with 60% in favour but just under a quarter (24%) against the proposal.

The three most popular ways participants felt the council should raise awareness of the scheme included, using the Brent Magazine (73%), information of the side of green recycling boxes (69%) and through local papers (65%). 'Other' ways participants identified to raise awareness was through local schools and nurseries.

### **Policy Objective D – Waste Management Technologies**

In relation to waste that is generally not recycled, just under 70% felt the council should consult residents before adopting new technologies for processing waste.

There was an extremely positive response by participants when asked if they felt the draft waste policy shows leadership and ambition in tackling waste and recycling issues, nearly three quarters agreed (73%) and only 4% disagreed with this statement.

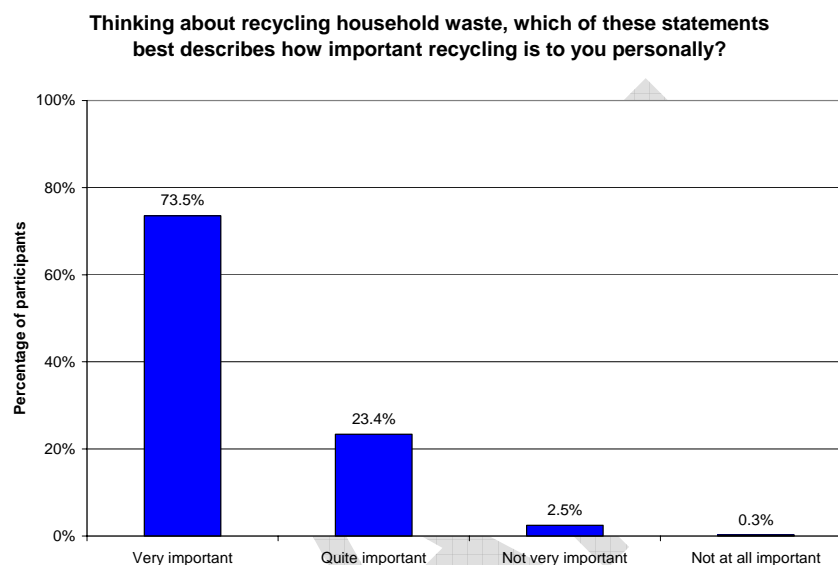


# Main Findings

## Policy Objective A – General Issues

Virtually all (97%) of participants regard recycling as important to them personally (see chart 3 below). This compares to 94% of people in a recent nationwide survey by WRAP (Waste & Resources Action Programme)<sup>2</sup>.

Chart 3



Base: 770 participants

When asked about their attitude towards recycling the overwhelming majority of participants (80%) said they recycle even if it requires additional effort, contrasted with just under one in five (18%) who said they recycle if it does not require additional effort (see chart 4). This highlights the need to ensure recycling is convenient for residents. Findings from the WRAP survey (2007) reinforced this message. The report states “the increase in the availability of services to enable people to recycle more easily has been a key factor in driving growth in commitment”.

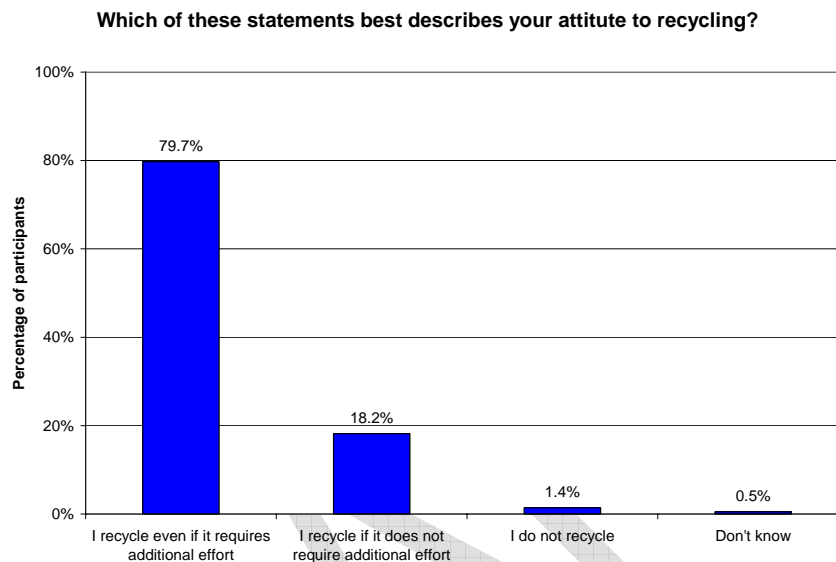
Just over 1% of the participants said they do not recycle compared to 5% in the national WRAP survey. The WRAP survey also found that the number of people who say they do not recycle has reduced by nearly two thirds – from 13% to 5% since 2004.

When participants’ attitudes to recycling were broken down by age it emerged that a higher proportion of participants aged 65 and over (87%) recycle even if it requires additional effort while the same can be said for a lower proportion of participants aged 25-34 (66%) - this is compared to 80% overall.

<sup>2</sup> For the survey 2,397 interviews were carried out across England by GfK NOP on behalf of WRAP in February 2007.

Subsequently a higher proportion of participants aged 25-34 (34%) indicated they recycle if it does not require additional effort, while the same was true for a lower proportion of participants aged over 65 (12%) – compared to 18% overall. A slightly higher proportion of participants aged 35-44 (2.5%) indicated they do not recycle compared to 1.4% overall. There was no significant statistical difference between different ethnic groups and their attitude towards recycling.

Chart 4



Base: 770 participants

In relation to how much participants recycle, nine out of ten (92%) said they now recycle a lot or everything, compared to 85% of people in the national WRAP survey. When this 92% is broken down around 50% recycle everything that can be recycled and 42% recycle a lot but not everything that can be recycled.

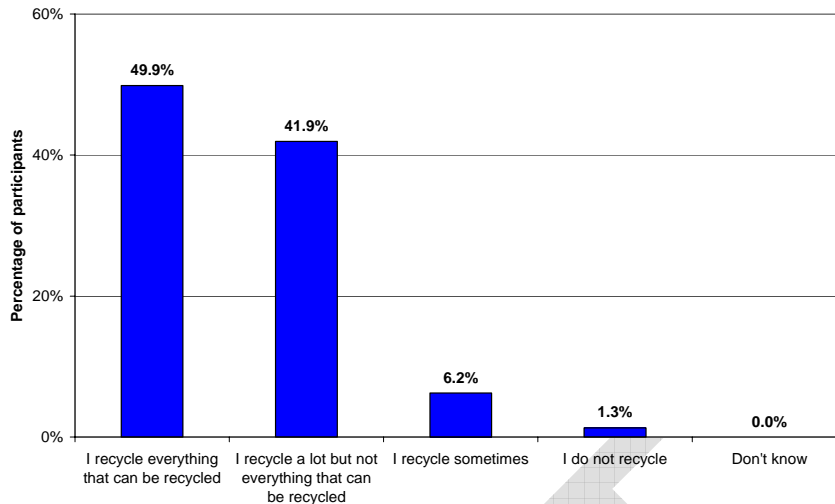
When participants responses to how much they recycle was broken down by age a higher proportion of participants aged 65 and over (56%) recycled everything that can be recycled compared to just 42% of those aged 15 to 44 (overall 50% of participants recycled everything).

It also emerged that participants aged 15-24 and 35-44 were more likely to indicate that they recycle a lot but not everything that can be recycled (50% compared to 42% overall). Again those aged 35-44 were most likely to say the do not recycle (4% compared to 1% overall).

When broken down by ethnicity higher proportions of participants from Mixed or Asian groups recycle everything that can be recycled (\*64% and 55% respectively) compared to 50% of all participants - \*caution small sample size.

Chart 5

**Which of these statements best describes how much you recycle?**



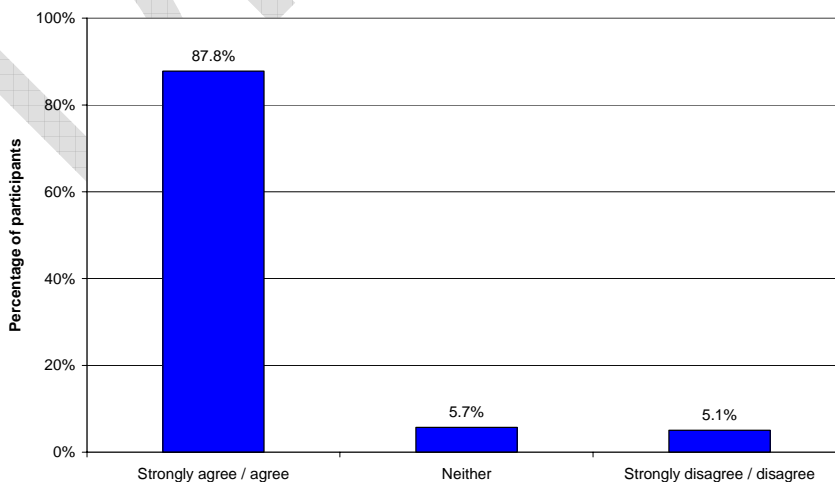
Base 770 participants

As a response to climate change concerns, Brent council is proposing to adhere to the 'Zero Waste' philosophy. This would commit the council to reclaiming, recycling or composting at least 70% of waste by weight, and to send no more than 2% of the boroughs waste to landfill by the year 2020.

Participants were asked to what extent they agreed or disagreed with this approach. Just under nine out of ten participants (88%) agreed that the council should adopt a 'Zero Waste' philosophy, as defined in the 'One Planet Living' approach promoted by the Department for Environment, Food and Rural Affairs (DEFRA) in the Waste Strategy for England 2007.

**Chart 6**

**To what extent do you agree or disagree that Brent council should promote a 'Zero Waste' Philosophy?**



Base 770 participants

There was strong support from participants for the measures the council has proposed it will implement to reduce waste and increase recycling

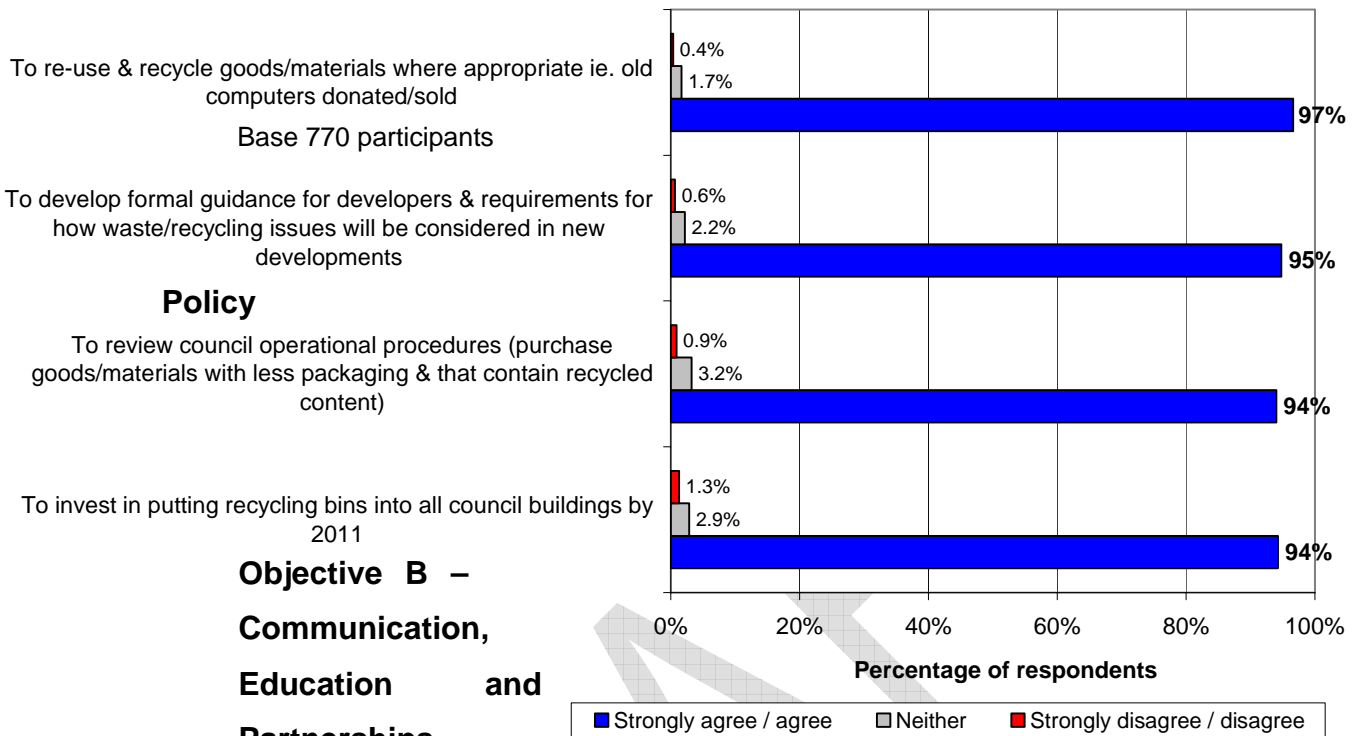
from its offices and operations with the aim of improving its own environmental performance.

Virtually all (over 94%) of participants agreed with each of the measures below:

- To invest in putting recycling bins into all council buildings by 2011
- To review council operational procedures (purchase goods/materials with less packaging & that contain recycled content)
- To re-use & recycle goods/materials where appropriate ie. old computers donated/sold
- To develop formal guidance for developers & requirements for how waste/recycling issues will be considered in new developments

Chart 7

**To what extent do you agree or disagree with the following measures the council proposes to implement to reduce waste and increase recycling from its offices and operations?**



**Objective B –  
Communication,  
Education and  
Partnerships**

Participants were asked to prioritise a range of ways the council could work with local people to reduce waste and increase recycling so that the council can target its resources effectively. Participants ranked five options from one to five in order of importance where one is the most important and five is the least.

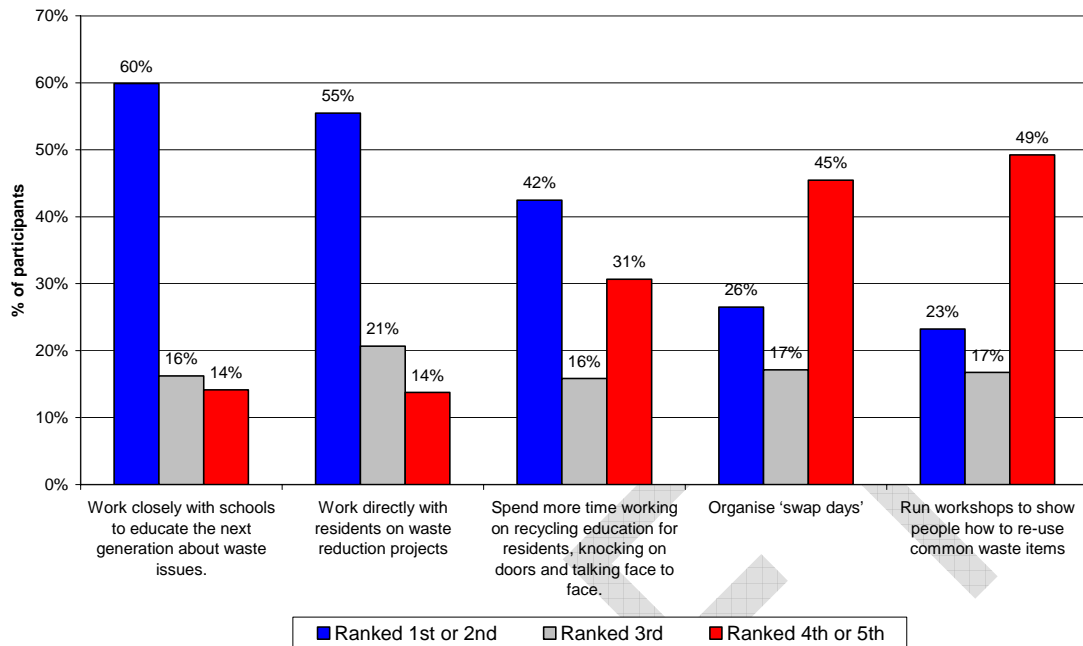
Two options emerged as the clear priorities in terms of how participants felt the council should work with local people. Around 60% of participants ranked working closely with schools to educate the next generation about waste issues as either their first or second priority. While 56% ranked working directly with residents on waste reduction projects, for example by promoting reusable shopping bags, refillable containers or home composting, as their first or second priority.

These two options were followed by spending more time working on recycling education for residents i.e. knocking on doors and talking face to face. Just over four in ten (42%) participants ranked this option as either their first or second priority.

The least popular options included running workshops to show people how to re-use common waste items i.e. old clothes, plastic bottles or furniture and organising ‘swap days’ to allow residents to bring and buy unwanted goods. Just under half of participants ranked these two options as either their fourth or fifth priority (49% and 45% respectively as shown in chart 8).

## Chart 8

Please rank the following ways the council could work with local people to reduce waste and increase recycling



Base 770 Participants

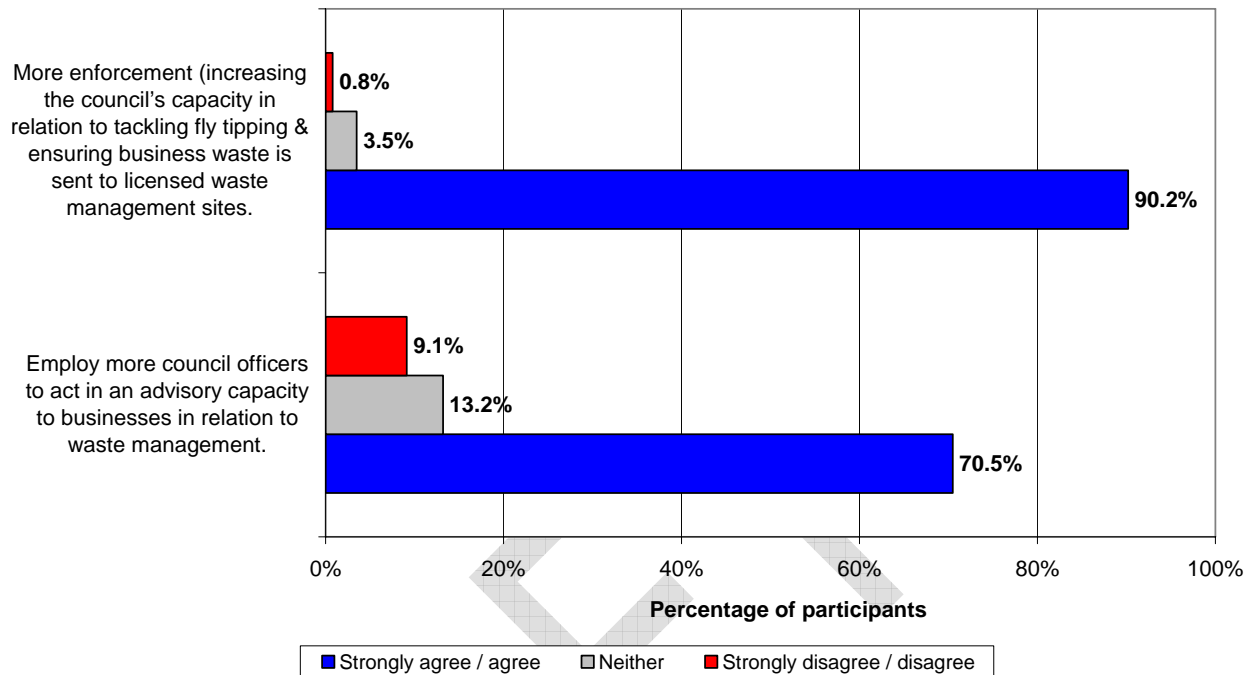
Participants were then asked to comment on any other ways they felt the council could work with local people to reduce waste and increase recycling the.....

The council currently only provides advice and guidance to businesses on how to meet their legal requirements for storing and disposing of waste. Participants were asked to what extent they agreed or disagreed with different ways the council could work in partnership with businesses in relation to waste storage and disposal. The most popular option was more enforcement by increasing the council's capacity in relation to tackling fly tipping and ensuring business waste is sent to licensed waste management sites. Nine out of ten participants (90%) either strongly agreed or agreed with this option.

A smaller proportion but still the majority of participants (70%) agreed that the council should employ more council officers to act in an advisory capacity to businesses in relation to waste management. Around 13% of participants expressed a neutral view on this option and just under 9% disagreed with it.

## Chart 9

**To what extent do you agree or disagree with the following ways the council could work in partnership with businesses in relation to waste storage and disposal?**



Base 770 participants

**Policy Objective C - Regulation**

The council is proposing to introduce a “Compulsory Recycling” scheme. This would require all residents who receive the green box service to recycle (at the moment recycling is voluntary). Participants were asked to what extent they agreed or disagreed with a range of aspects relating to the proposed “Compulsory Recycling” scheme.

The two most popular aspects of the scheme included, that the council will widely publicise and support residents in how to use the recycling service (91% agreed) and that special consideration and support will be provided to vulnerable groups such as older and disabled residents (90% agreed).

Furthermore, 85% of participants supported the proposal that residents who persistently refuse to recycle will be notified and encouraged to participate. Also over three quarters (78%) of participants were in favour of the compulsory element of the scheme that will apply to all residents with a green box. When broken down by age a slightly higher proportion of participants aged 65 or over (85%) supported the compulsory element of the scheme while a larger proportion of participants aged 25-34 did not support it (18% compared to 12% overall). Also a slightly higher proportion of Asian participants supported the compulsory element of the scheme (88%) compared to 78% overall.

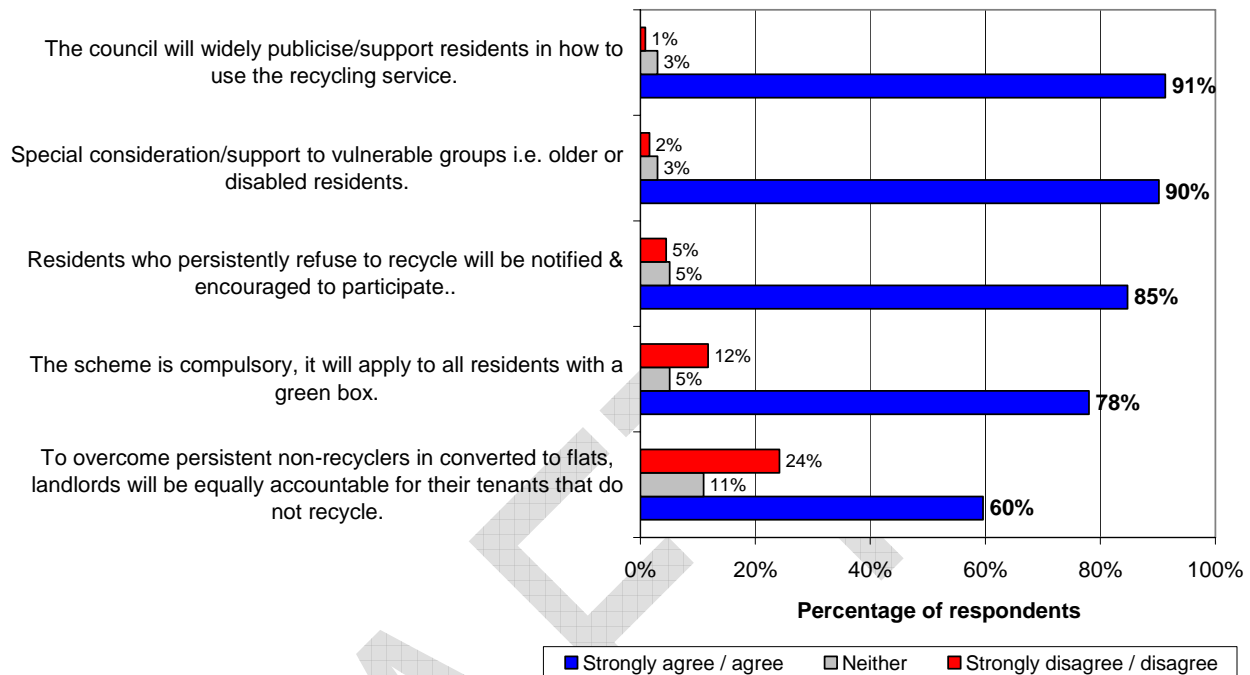
There was more of a mixed response to the suggestion that to overcome difficulties of persistent non-recyclers in houses converted to flats, that landlords could be made equally accountable for tenants in their properties that do not recycle. Just under 60% of participants supported this option while 24% did not (as shown in chart 10).

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Chart 10

**To what extent do you agree or disagree with the following aspects of the proposed 'compulsory recycling' scheme?**

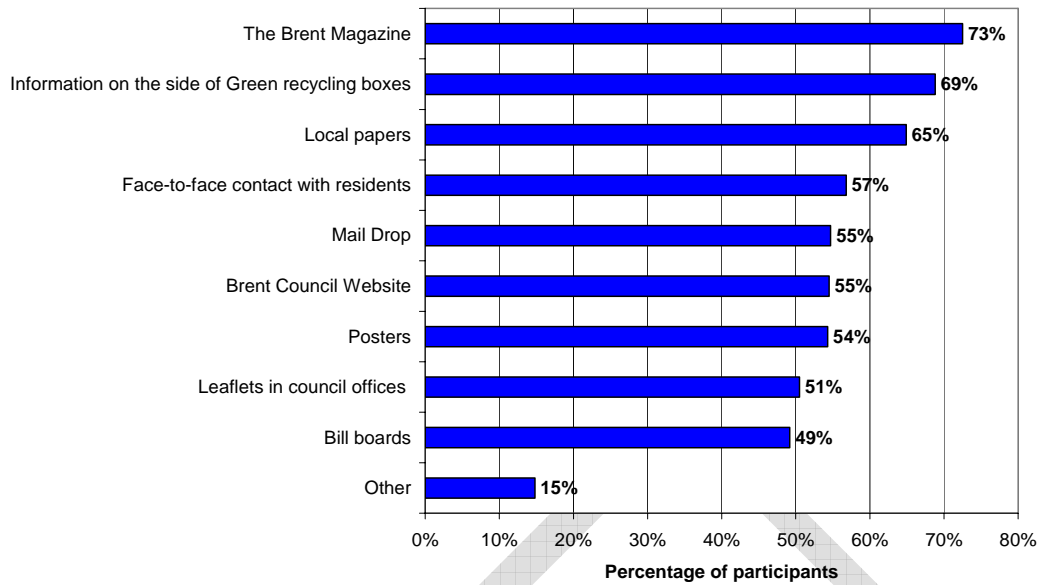


Base 770 participants

Participants were also asked how they felt the council should raise awareness of the “Compulsory Recycling“ scheme if it is implemented. Nearly three quarters of participants (73%) felt the council should raise awareness of the scheme through the Brent Magazine. This was followed by information on the side of Green recycling boxes (69%), local papers (65%) and face to face contact with local residents i.e. on door steps, at shopping centre etc (57%).

Chart 11

**How do you think the council should raise awareness of the 'compulsory recycling scheme if it is implemented?**

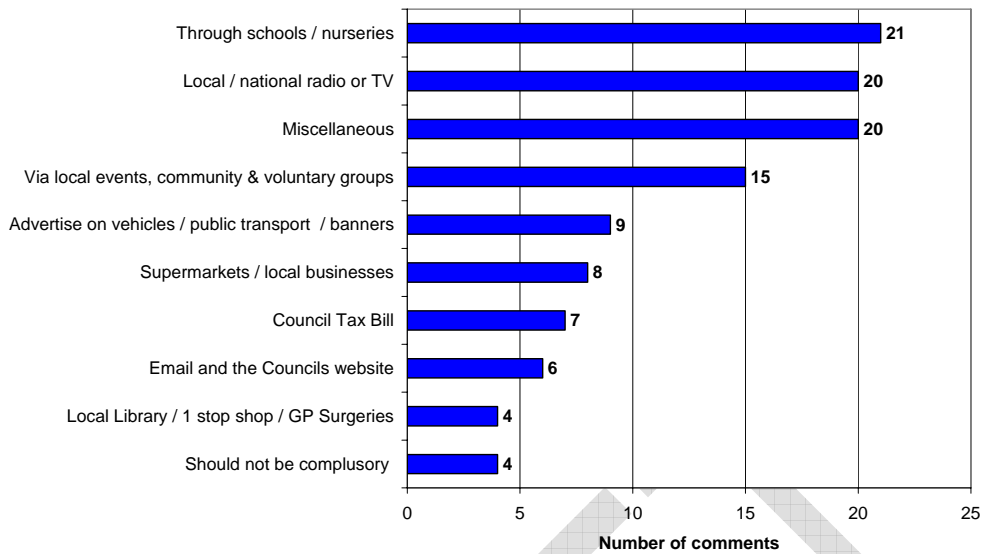


Base 770 participants

Participants were given the opportunity to outline 'other' ways they felt the council should raise awareness of the 'compulsory' recycling scheme, if it is implemented. These suggests are highlighted in chart 12 below. The most frequent suggestion related to raising awareness through local schools and nurseries, this was followed by adverts on local / national radio or TV (within this group local radio was mentioned numerous times). Other popular suggestions included raising awareness through local events, community and voluntary groups or through advertisements or information on council vehicles, public transport or .banners.

Chart 12

**'Other' ways the council should raise awareness of the 'compulsory recycling scheme if it is implemented?**



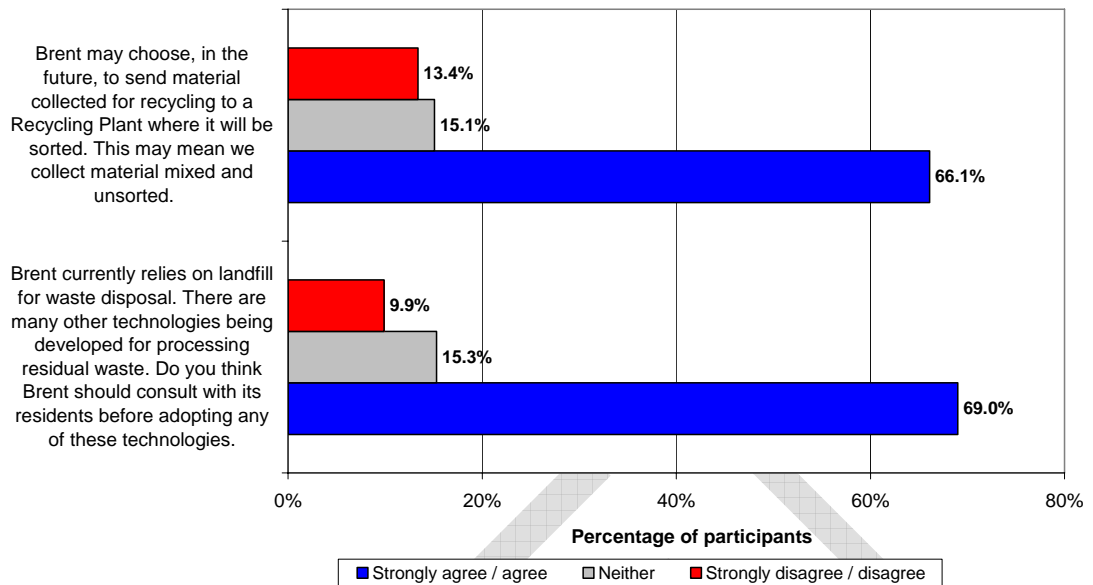
**Policy Objective D – Waste Management Technologies**

Through the new Waste Policy the council wants to ensure waste is treated and managed in the most environmentally sustainable manner possible. Participants were asked to what extent they agreed or disagreed with a number of options for dealing with waste that is generally not recycled.

Just under seven in ten participants (69%) felt that the council should consult with residents before adopting any new technologies that are being developed for processing residual waste. Also around two thirds (66%) agreed with the statement that Brent may choose, in the future, to send material collected for recycling to a recycling plant where it will be sorted. And that this may mean the council collects material mixed and unsorted. Around 15% of participants were unsure and a further 13% disagreed with this statement.

Chart 13

**To what extent do you agree or disagree with the following options for dealing with waste that is generally not recycled?**

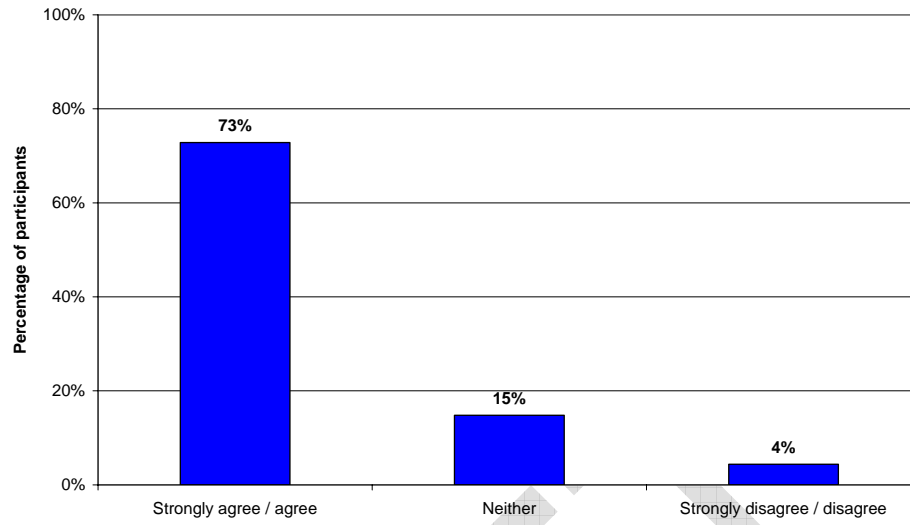


Base 770 participants

There was an extremely positive response by participants when they were asked if they felt the council's draft waste policy shows leadership and ambition in tackling waste and recycling issues. Nearly three quarters of participants agreed with this statement while only 4% disagreed.

Chart 14

To what extent do you agree or disagree that the council's draft waste policy shows leadership and ambition in tackling waste and recycling issues?



Base 770 participants

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## APPENDIX 1 - Summary Analysis (Based on 770 responses)

### POLICY OBJECTIVE A: GENERAL ISSUES

1. Thinking about recycling household waste, which of these statements best describes how important recycling is to you personally?

<i>Base: 770</i>	Count	Percentage
Very Important	566	73.5%
Quite important	180	23.4%
Not very important	19	2.5%
Not at all important	2	0.3%
Don't know	0	0.0%
No reply	3	0.4%

2. Which of these statements best describes your attitude to recycling?

<i>Base: 770</i>	Count	Percentage
I recycle even if it requires additional effort	614	79.70%
I recycle if it does not require additional effort	140	18.20%
I do not recycle	11	1.40%
Don't know	4	0.50%
No reply	1	0.10%

3. Which of these statements best describes how much you recycle?

<i>Base: 770</i>	Count	Percentage
I recycle everything that can be recycled	384	49.90%
I recycle a lot but not everything that can be recycled	323	41.90%
I recycle sometimes	48	6.20%
I do not recycle	10	1.30%
Don't know	0	0
No reply	5	0.60%

4. To what extent do you agree or disagree that Brent council should promote a 'Zero Waste' philosophy? [tick one box only]

<i>Base: 770</i>	Count	Percentage
Strongly agree	422	54.80%
Agree	254	33.00%
Neither	44	5.70%
Disagree	27	3.50%
Strongly disagree	12	1.60%
No reply	11	1.40%

**5. To what extent do you agree or disagree with the following measures the council proposes it will implement to reduce waste and increase recycling from its offices and operations?**

<i>Base: 770 (count)</i>	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) To invest in putting recycling bins into all council buildings by 2011.	529	197	22	6	4	12
b) To review council operational procedures i.e. purchase goods / materials with less packaging and that contain some recycled content.	526	198	25	6	1	14
c) To re-use and recycle goods and materials where appropriate i.e. old computers are wiped and donated / sold to local charities / schools / organisations.	577	167	13	2	1	10
d) To develop formal guidance for developers, setting out our requirements for how waste and recycling issues will be considered in new developments.	527	203	17	2	3	18

**5. To what extent do you agree or disagree with the following measures the council proposes it will implement to reduce waste and increase recycling from its offices and operations?**

<i>Base: 770 (percentage)</i>	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) To invest in putting recycling bins into all council buildings by 2011.	68.70%	25.60%	2.90%	0.80%	0.50%	1.60%
b) To review council operational procedures i.e. purchase goods / materials with less packaging and that contain some recycled content.	68.30%	25.70%	3.20%	0.80%	0.10%	1.80%
c) To re-use and recycle goods and materials where appropriate i.e. old computers are wiped and donated / sold to local charities / schools / organisations.	74.90%	21.70%	1.70%	0.30%	0.10%	1.30%
d) To develop formal guidance for developers, setting out our requirements for how waste and recycling issues will be considered in new developments.	68.40%	26.40%	2.20%	0.30%	0.40%	2.30%

**POLICY OBJECTIVE B: COMMUNICATION, EDUCATION AND PARTNERSHIPS**

Listed below are a range of ways the council could work with local people to reduce waste and increase recycling. However, we would like to know where you think we should prioritise our resources.

**6. Please rank the following from 1 to 5 in order of importance. Where 1 is the most important and 5 is the least important.**

<i>Base: 770 (count)</i>	Rank					No reply
	1	2	3	4	5	
Work directly with residents on waste reduction projects for example by promoting reusable shopping bags, refillable containers that can be used in local shops, promote home composting.	284	143	159	64	42	78
Run workshops to show people how to re-use common waste items, like old clothes, plastic bottles, furniture.	84	95	129	191	188	83
Organise 'swap days' to allow residents to bring and buy unwanted goods.	95	109	132	155	195	84
Spend more time working on recycling education for residents, knocking on doors and talking face to face.	165	162	122	122	114	85
Work closely with schools to educate the next generation about waste issues.	284	177	125	58	51	75

**6. Please rank the following from 1 to 5 in order of importance. Where 1 is the most important and 5 is the least important.**

<i>Base: 770 (percentage)</i>	Rank					No reply
	1	2	3	4	5	
Work directly with residents on waste reduction projects for example by promoting reusable shopping bags, refillable containers that can be used in local shops, promote home composting.	37%	19%	21%	8%	5%	10%
Run workshops to show people how to re-use common waste items, like old clothes, plastic bottles, furniture.	11%	12%	17%	25%	24%	11%
Organise 'swap days' to allow residents to bring and buy unwanted goods.	12%	14%	17%	20%	25%	11%
Spend more time working on recycling education for residents, knocking on doors and talking face to face.	21%	21%	16%	16%	15%	11%
Work closely with schools to educate the next generation about waste issues.	37%	23%	16%	8%	7%	10%

**7. Are there any other ways you think the council could work with local people to reduce waste and increase recycling?**



**8. To what extent do you agree or disagree with the following ways the council could work in partnership with businesses in relation to waste storage and disposal?**

<i>Base: 770 (count)</i>	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) More enforcement – increasing the council's capacity in relation to tackling fly tipping and ensuring business waste is sent to licensed waste management sites.	547	148	27	4	2	42
b) Employ more council officers to act in an advisory capacity to businesses in relation to waste management.	245	298	102	49	21	55

**8. To what extent do you agree or disagree with the following ways the council could work in partnership with businesses in relation to waste storage and disposal?**

<i>Base: 770 (percentage)</i>	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) More enforcement – increasing the council's capacity in relation to tackling fly tipping and ensuring business waste is sent to licensed waste management sites.	71.00%	19.20%	3.50%	0.50%	0.30%	5.50%
b) Employ more council officers to act in an advisory capacity to businesses in relation to waste management.	31.80%	38.70%	13.20%	6.40%	2.70%	7.10%

**Please state below, any other ways you feel the council could work in partnership with businesses in relation to waste storage and disposal?**

**POLICY OBJECTIVE C: REGULATION**

We wish to introduce a "Compulsory Recycling" scheme. This would require all residents who receive the green box service to recycle (at the moment recycling is voluntary).

**9. To what extent do you agree or disagree with the following aspects of the proposed “Compulsory Recycling” scheme?**

<i>Base: 770 (count)</i>	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) The scheme is compulsory, it will apply to all residents with a green box.	374	226	39	55	36	40
b) Residents who persistently refuse to recycle will be notified and encouraged to participate.	415	237	39	18	17	44
c) To overcome difficulties of persistent non-recyclers in houses converted to flats, landlords will be made equally accountable for tenants in their properties that do not recycle.	285	174	85	103	83	40
d) The council will widely publicise and support residents in how to use the recycling service	459	244	23	3	4	37
e) Special consideration and support will be provided to vulnerable groups such as older people and disabled residents.	521	173	23	3	9	41

**9. To what extent do you agree or disagree with the following aspects of the proposed “Compulsory Recycling” scheme?**

<i>Base: 770 (percentage)</i>	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) The scheme is compulsory, it will apply to all residents with a green box.	48.60%	29.40%	5.10%	7.10%	4.70%	5.20%
b) Residents who persistently refuse to recycle will be notified and encouraged to participate.	53.90%	30.80%	5.10%	2.30%	2.20%	5.70%
c) To overcome difficulties of persistent non-recyclers in houses converted to flats, landlords will be made equally accountable for tenants in their properties that do not recycle.	37.00%	22.60%	11.00%	13.40%	10.80%	5.20%
d) The council will widely publicise and support residents in how to use the recycling service	59.60%	31.70%	3.00%	0.40%	0.50%	4.80%
e) Special consideration and support will be provided to vulnerable groups such as older people and disabled residents.	67.70%	22.50%	3.00%	0.40%	1.20%	5.30%

**10. How do you think the council should raise awareness of the “Compulsory Recycling” scheme if it is implemented? [please tick all that apply]**

<i>Base: 770</i>	Count	%
The Brent Magazine	558	72.50%
Local papers	500	64.90%
Bill boards	379	49.20%
Mail Drop	421	54.70%
Posters	418	54.30%
Information on the side of Green recycling boxes	530	68.80%
Brent Council Website	420	54.50%
Face-to-face contact with residents on the doorstep, at shopping centres	437	56.80%
Other	114	14.80%
No reply	42	5.50%

**POLICY OBJECTIVE D: WASTE MANAGEMENT TECHNOLOGIES**

**11. To what extent do you agree or disagree with the following options for dealing with waste that is generally not recycled?**

Base 770 (count)	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) Brent may choose, in the future, to send material collected for recycling to a Recycling Plant where it will be sorted. This may mean we collect material mixed and unsorted.	223	286	116	76	27	42
b) Brent currently relies on landfill for waste disposal. There are many other technologies being developed for processing residual waste. Do you think Brent should consult with its residents before adopting any of these technologies.	221	310	118	57	19	45

**11. To what extent do you agree or disagree with the following options for dealing with waste that is generally not recycled?**

Base 770 (percentage)	Strongly agree	Agree	Neither	Disagree	Strongly disagree	No reply
a) Brent may choose, in the future, to send material collected for recycling to a Recycling Plant where it will be sorted. This may mean we collect material mixed and unsorted.	29.00%	37.10%	15.10%	9.90%	3.50%	5.50%
b) Brent currently relies on landfill for waste disposal. There are many other technologies being developed for processing residual waste. Do you think Brent should consult with its residents before adopting any of these technologies.	28.70%	40.30%	15.30%	7.40%	2.50%	5.80%

Please state any other ways you feel that un-recycled waste can be dealt with.

12. To what extent do you agree or disagree that the council's draft waste policy shows leadership and ambition in tackling waste and recycling issues? [tick one box]

Base 770	Count	Percentage
Strongly agree	173	22.50%
Agree	387	50.30%
Neither	114	14.80%
Disagree	23	3.00%
Strongly Disagree	11	1.40%

13. Please comment on any ways you feel the waste policy could be improved?

#### DEMOGRAPHIC INFORMATION

By answering the following questions, you will help us ensure that we deliver a fair service to all our community. You do not have to give us this information, but we hope you will. All information will be treated in the strictest of confidence and will only be used to monitor and improve Brent Council services.

14. Ethnicity [tick one box]

Base 770	Count	Percentage
White British	344	44.7%
White Irish	47	6.1%
White Other	75	9.7%
Asian Indian	95	12.3%
Asian Pakistani	14	1.8%
Asian Bangladeshi	0	0.0%
Asian Other	12	1.6%
Chinese	5	0.6%
Other Ethnic Group	10	1.3%
Black Caribbean	37	4.8%
Black African	23	3.0%
Black Other	1	0.1%
Mixed White and Black Caribbean	6	0.8%
Mixed White and Black African	3	0.4%
Mixed White and Asian	1	0.1%
Mixed Other	7	0.9%
No reply	90	11.7%
Total	770	100.0%

**15. How old are you?**

Age Group	Count	Percentage
15-24	12	2%
25-34	71	9%
35-44	119	15%
45-54	166	22%
55-64	148	19%
65-74	100	13%
75-84	59	8%
85+	9	1%
No reply	86	11%
Base 770		

**16. Disability – Do you consider yourself to have a long standing illness or disability?**

Base 770	Count	Percentage
Yes	107	13.90%
No	578	75.10%
No reply	85	11.00%

**17. Gender [tick one box]**

Base 770	Count	Percentage
Male	345	44.80%
Female	356	46.20%
No reply	69	9.00%

**CROSS TABULATIONS**

**Question 2 x age**

**Which of these statements best describes your attitude to recycling?**

Base 770 (count)	15-24	25-34	35-44	45-54	55-64	65-74	75+	No reply	Total
No reply	0	0	0	0	0	0	0	1	1
I recycle even if it requires additional effort	9	47	95	128	119	86	60	70	614
I recycle if it does not require additional effort	3	23	20	36	24	13	7	13	139
I do not recycle	0	1	3	1	3	1	1	1	11
Don't know	0	0	1	1	2	0	0	1	5
	12	71	119	166	148	100	68	86	770

### Question 2 x age

Which of these statements best describes your attitude to recycling?

Base 770 (percentage)	*15-24	25-34	35-44	45-54	55-64	65-74	75+	No reply	Total
No reply	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%
I recycle even if it requires additional effort	75.0%	66.2%	79.8%	77.1%	80.4%	86.0%	88.2%	81.4%	79.7%
I recycle if it does not require additional effort	25.0%	32.4%	16.8%	21.7%	16.2%	13.0%	10.3%	15.1%	18.1%
I do not recycle	0.0%	1.4%	2.5%	0.6%	2.0%	1.0%	1.5%	1.2%	1.4%
Don't know	0.0%	0.0%	0.8%	0.6%	1.4%	0.0%	0.0%	1.2%	0.6%

\*caution small sample size

### Question 2 x ethnicity

Which of these statements best describes your attitude to recycling?

Base 770 (count)	White	Asian	Chinese / Other	Black	Mixed	No reply	Total
No reply	0	0	0	0	0	1	1
I recycle even if it requires additional effort	376	94	7	49	17	71	614
I recycle if it does not require additional effort	79	25	3	11	5	17	140
I do not recycle	7	2	0	1	0	1	11
Don't know	4	0	0	0	0	0	4
Total	466	121	10	61	22	90	770

### Question 2 x ethnicity

Which of these statements best describes your attitude to recycling?

Base 770 (percentage)	White	Asian	*Chinese / Other	Black	*Mixed	No reply	Total
No reply	0%	0%	0%	0%	0%	1%	0%
I recycle even if it requires additional effort	81%	78%	70%	80%	77%	79%	80%
I recycle if it does not require additional effort	17%	21%	30%	18%	23%	19%	18%
I do not recycle	2%	2%	0%	2%	0%	1%	1%
Don't know	1%	0%	0%	0%	0%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%

\*caution small sample size

**Question 3 x age**

**Which of these statements best describes how much you recycle?**

Base 770 - Count	*15-24	25-34	35-44	45-54	55-64	65-74	75+	No reply	Total
I recycle everything that can be recycled	5	31	49	77	76	54	40	52	384
I recycle a lot but not everything that can be recycled	6	32	60	72	60	42	25	25	322
I recycle sometimes	1	7	5	15	10	3	3	4	48
I do not recycle	0	1	5	1	1	1	0	1	10
Don't know	0	0	0	0	0	0	0	1	1
No reply	0	0	0	1	1	0	0	3	5
Total	12	71	119	166	148	100	68	86	770

**Question 3 x age**

**Which of these statements best describes how much you recycle?**

Base 770 - Percentage	*15-24	25-34	35-44	45-54	55-64	65-74	75+	No reply	Total
I recycle everything that can be recycled	42%	44%	41%	46%	51%	54%	59%	60%	50%
I recycle a lot but not everything that can be recycled	50%	45%	50%	43%	41%	42%	37%	29%	42%
I recycle sometimes	8%	10%	4%	9%	7%	3%	4%	5%	6%
I do not recycle	0%	1%	4%	1%	1%	1%	0%	1%	1%
Don't know	0%	0%	0%	0%	0%	0%	0%	1%	0%
No reply	0%	0%	0%	1%	1%	0%	0%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

\*caution small sample size

**Question 3 x ethnicity**

**Which of these statements best describes how much you recycle?**

Base 770 - Count	White	Asian	*Chinese / Other	Black	*Mixed	No reply	Total
I recycle everything that can be recycled	217	67	2	30	14	54	384
I recycle a lot but not everything that can be recycled	217	44	5	26	6	25	323
I recycle sometimes	23	9	2	4	2	8	48
I do not recycle	7	1	0	1	0	1	10
Don't know	0	0	0	0	0	0	0
No reply	2	0	1	0	0	2	5
	464	121	9	61	22	88	765

### Question 3 x ethnicity

Which of these statements best describes how much you recycle?

Base 770 - Percentage	White	Asian	*Chinese / Other	Black	*Mixed	No reply	Total
I recycle everything that can be recycled	46.6%	55.4%	20.0%	49.2%	63.6%	60.0%	49.9%
I recycle a lot but not everything that can be recycled	46.6%	36.4%	50.0%	42.6%	27.3%	27.8%	41.9%
I recycle sometimes	4.9%	7.4%	20.0%	6.6%	9.1%	8.9%	6.2%
I do not recycle	1.5%	0.8%	0.0%	1.6%	0.0%	1.1%	1.3%
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No reply	0.4%	0.0%	10.0%	0.0%	0.0%	2.2%	0.6%
	100%	100%	100%	100%	100%	100%	100%

\*caution small sample size

### Question 9a x age

To what extent do you agree or disagree with the following aspects of the proposed 'Compulsory Recycling' scheme?

a) The scheme is compulsory, it will apply to all residents, with a green box.

Base 770 - Count	*15-24	25-34	35-44	45-54	55-64	65-74	75+	No reply	Total
Strongly Agree / agree	12	52	98	138	118	85	58	38	599
Neither	0	5	6	7	11	5	1	4	39
Strongly Disagree / disagree	0	13	13	21	18	8	8	11	92
No reply	0	1	2	0	1	2	1	33	40
Total	12	71	119	166	148	100	68	86	770

\*caution small sample size

### Question 9a x age

To what extent do you agree or disagree with the following aspects of the proposed 'Compulsory Recycling' scheme?

a) The scheme is compulsory, it will apply to all residents, with a green box.

Base 770 - Percentage	*15-24	25-34	35-44	45-54	55-64	65-74	75+	No reply	Total
Strongly Agree / agree	100%	73%	82%	83%	80%	85%	85%	44%	78%
Neither	0%	7%	5%	4%	7%	5%	1%	5%	5%
Strongly Disagree / disagree	0%	18%	11%	13%	12%	8%	12%	13%	12%
No reply	0%	1%	2%	0%	1%	2%	1%	38%	5%



**Question 9a x ethnicity**

To what extent do you agree or disagree with the following aspects of the proposed 'Compulsory Recycling' scheme?

a) The scheme is compulsory, it will apply to all residents, with a green box.

Base 770 - Count	White	Asian	Chinese / Other	Black	Mixed	No reply	Total
Strongly agree / agree	379	107	7	51	17	39	600
Neither	22	4	1	3	3	6	39
Strongly disagree / disagree	59	10	2	6	2	12	91
No reply	6	0	0	1	0	33	40
	466	121	10	61	22	90	770

To what extent do you agree or disagree with the following aspects of the proposed 'Compulsory Recycling' scheme?

a) The scheme is compulsory, it will apply to all residents, with a green box.

Base 770 - Percentage	White	Asian	*Chinese / Other	Black	*Mixed	No reply	Total
Strongly agree / agree	81.3%	88.4%	70.0%	83.6%	77.3%	43.3%	77.9%
Neither	4.7%	3.3%	10.0%	4.9%	13.6%	6.7%	5.1%
Strongly disagree / disagree	12.7%	8.3%	20.0%	9.8%	9.1%	13.3%	11.8%
No reply	1.3%	0.0%	0.0%	1.6%	0.0%	36.7%	5.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%