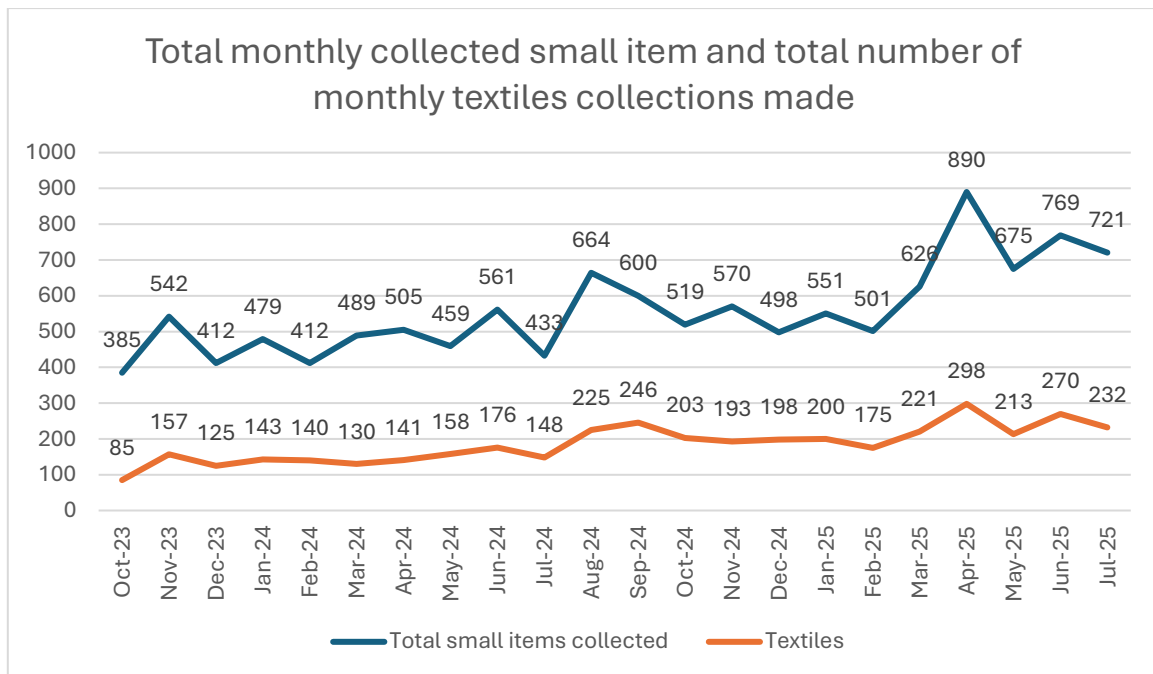


Update on Recycling in Brent – Information Requests

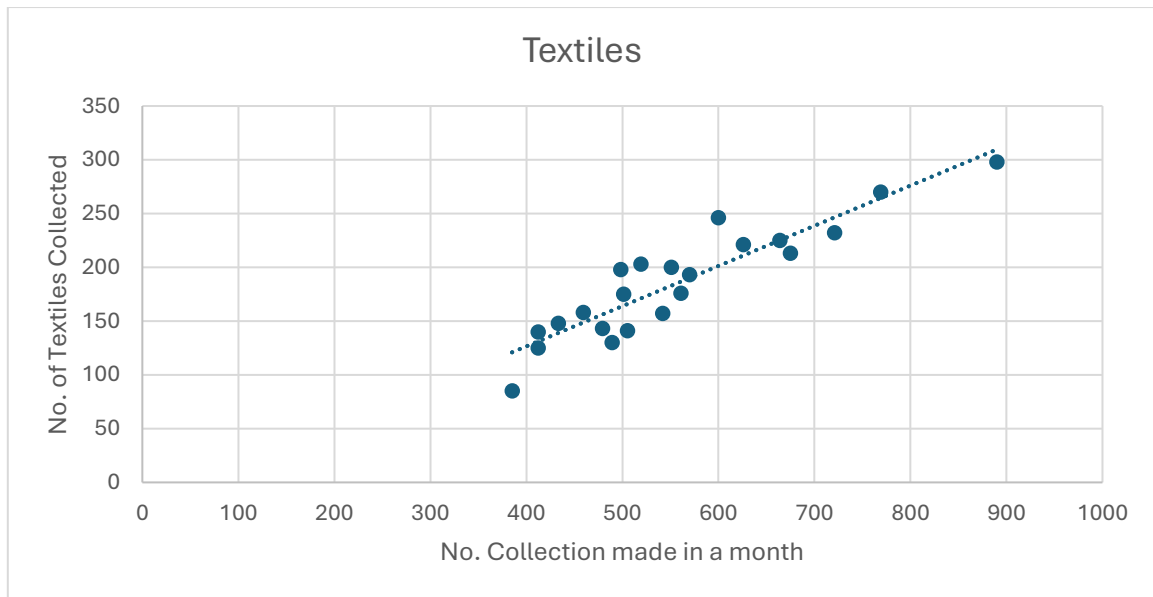
1. Provide an analysis of the effectiveness of current initiatives aimed at reducing textile contamination in recycling, including any lessons learned and adaptations to the approach that have been made to improve efforts.

The small items collection service, which collects textiles - below data shows the service and textiles increase throughout the time the service has been in place since October 2023.

From our small items collection service which commenced from October 2023 over 12,000 items have been collected. Over 33% of all items collected via this service, textiles is currently the most collected item (4,077).

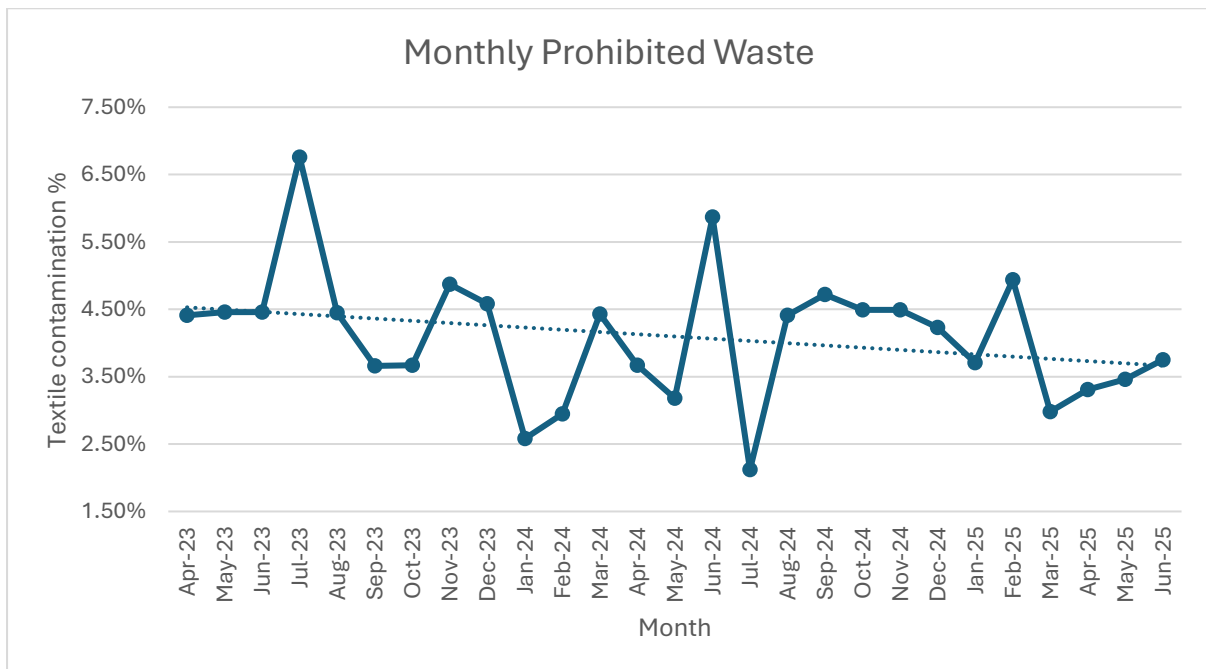


The above highlights the steady increase in both the total number of collections and the number of textile collections.



The above graph shows there is close relationship between the number of textiles and total collections made in a month. This statistically proves that as more people use the service more textiles are being collected, highlighting that residents are trying to recycle their textiles through the small items collection.

In terms of reduced textiles within the prohibitive waste, when reviewing the top 5 contaminants monthly from April 2023 to June 2025, textiles has decreased but not at a significant rate as shown in the graph below.



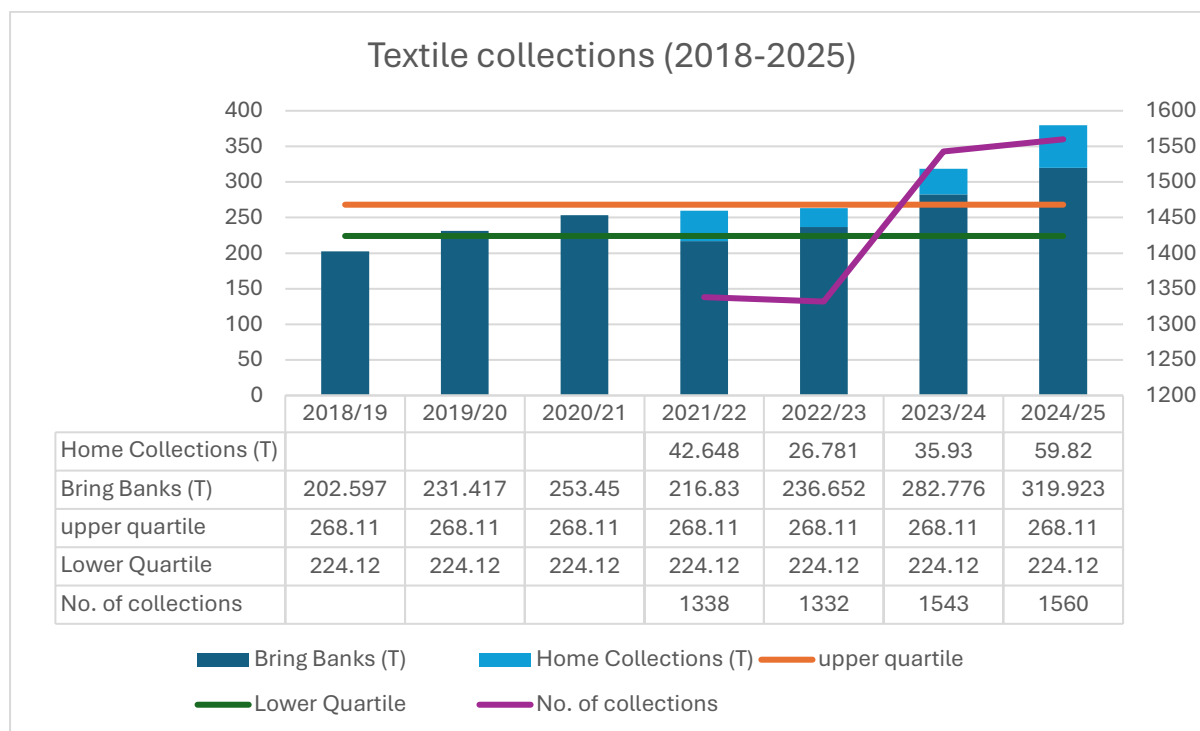
The negative correlation shown in the graph above (blue dotted line) is displaying a downward trend over a two-year period.

A 1% decrease over 2 years although not statistically significant is a modest reduction highlighting our current efforts are working to phase textiles from our prohibited waste, but at a slow pace.

One other observation on textiles contamination in the recycling bins is that it is often bedding and duvets which are difficult to recycle as there isn't a market for it. Our small items collection and textiles banks do not accept duvets. We need more movement in the industry on these items, which our communication strategies can then reflect. Our West London Waste colleagues are aware of this challenge and are exploring options for recycling of larger textile items.

Textiles monster had a paid spend behind it on social media ([Textile Monster ad campaign](#)) which had over 33,000 views.

Our TRAID textile bank collections have shown increased tonnage collected year on year.



From our analysis of the Bring Bank data, we can conclude that there has been a steady increase in both Bring Banks and Home Collection tonnage on annual basis. This is highlighted by a year-on-year correlation of 0.83 suggesting a high consistency rate.

Bring Banks

Through the figures for Bring Banks show a range of 117.3 tonnes as well as the upper and lower quartile not being too far apart (43.9 tonnes) highlights high consistency levels. Based on the graph above and the annual increase we should see further improvements of collection.

Home Collections

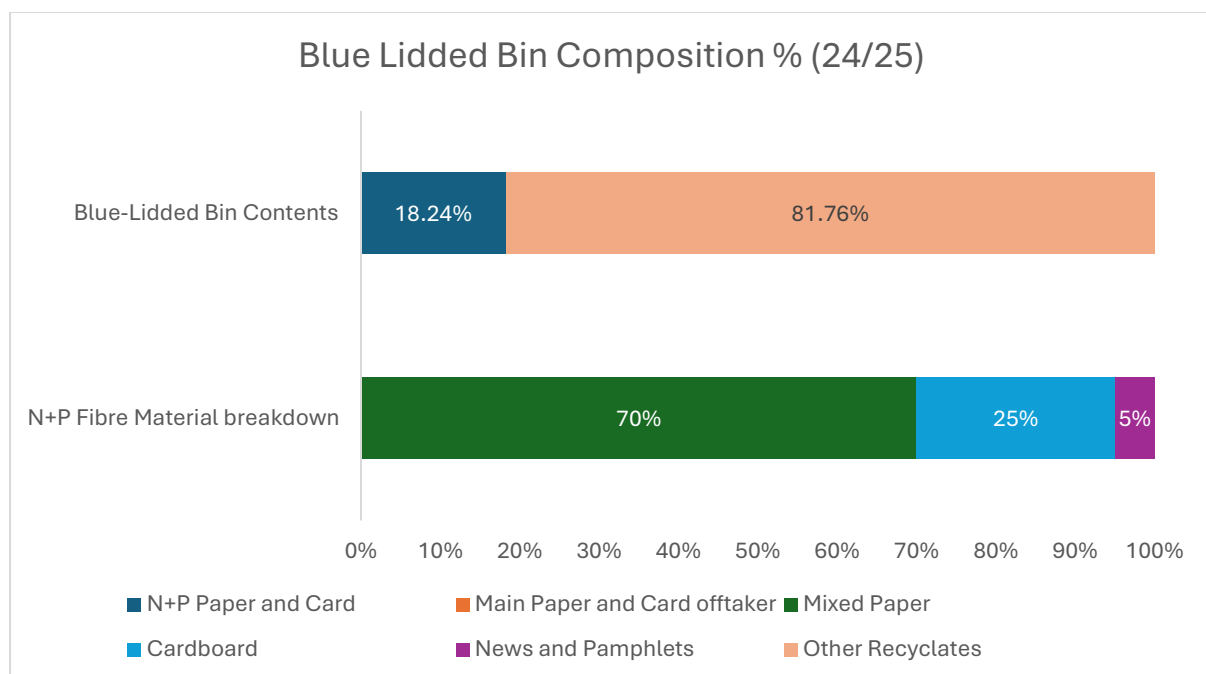
Home Collections began in April 2021. Despite the dip in service output after the launch year, the last financial year has seen a great improvement in tonnage (59.82), highlighting the positive effect of our recycling campaign and increased public engagement.

Similar to Bring Banks we can see that this service has steadily increased in terms of the number of collections made and tonnages. Although the home collection tonnage is low, the previous financial year has seen an uptake in the collection service. In the previous year home collection made up 15% of TRAID textile tonnage in 2024/25. In the above

data we can see there is a moderate correlation between collection numbers and home collection tonnage of 0.59.

2. Provide data on the extent to which exempt households contribute to the average monthly 14–18% of paper and card incorrectly placed in blue-lidded recycling bins instead of blue sacks. The point was made that there are exempt households and households that do not have the space/facilities to use the blue sack e.g. small kerbside blocks of flats.

Currently, there are 50,800 kerbside properties. 107 properties are exempt from using the paper and card blue sacks with the main reason of non-participation due to age related/ health mobility, space issues etc. Those exempted would only equate to 0.21% of the kerbside properties, suggesting that residents are abstaining from using the blue sacks for other reasons.



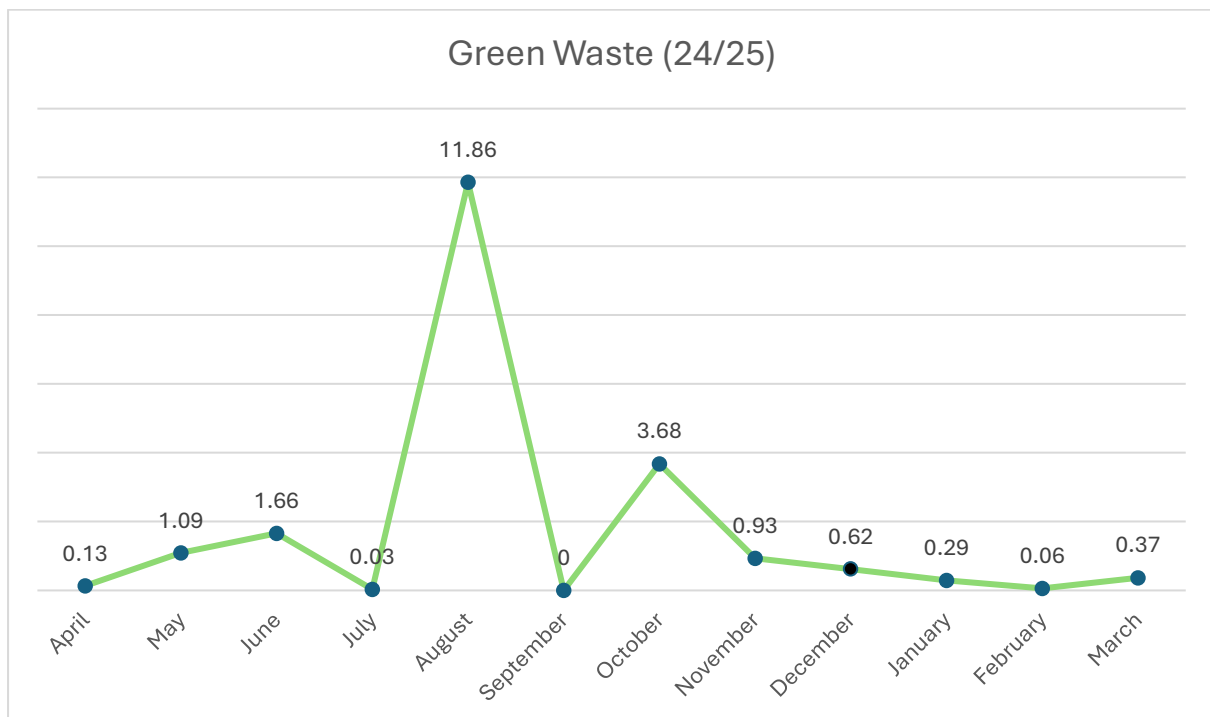
The top line of the graph (Blue-Lidded Bin Contents) displays a percentage composition of our blue lidded bin contents. As we can see 18.24% of all recycled material sent to N+P is actually paper and card. When we focus on that 18.24% we can see a further breakdown of what makes up our paper and card going to N+P.

When reviewing the data on paper and card being sent to N+P we can see newspaper and pamphlets is nominal making up on a monthly average of 5%. Cardboard accounts for a monthly average of 25%, with mixed paper making up 70%. We can deduce from this that more cardboard is placed in the blue sacks correctly. Where materials are mixed (e.g. paper and plastic bread packets, envelopes, wrapping paper with plastic coating etc.), it indicates that residents considering those materials are not sure as to where they should go, and instead of using the blue sacks end up using the blue recycling bins.

Additionally, communal recycling is still all comingled and any communal recycling that is deemed good enough quality to process is added to the same recycling from kerbside to go

to the same processor. Therefore, there are several factors contributing to the level of paper and cardboard in the recycling mix to N+P. We have a comingled contract with our recycling processor, N+P and the paper and cardboard here is still recycled and we receive a rebate for it. We will never be in a position to remove all paper and cardboard from the recycling mix to N+P due to the factors listed above. Overall, there is an indication that the levels of paper and cardboard in the blue sacks has increased and stabilised.

3. Provide a detailed breakdown of recycling contamination specifically attributed to garden waste over the last year (2024/25).



Total green waste tonnage in the N+P data for 2024/25 was 20.72 tonnes. This was a slight improvement on the contamination level as compared to the previous financial year (2023/2024) which was 24.53 tonnes. We can see a monthly average of 1.7 tonnes being found in our blue lidded recycling bins.

The sharp spike seen in August could be due to seasonality and could also be considered as an anomaly, as this was far out of normal trend. Although the tonnage in August seems high, this represents 2.54% of the total collected green waste in August 2024/2025.