LONDON BOROUGH OF BRENT

Household Waste Collection Strategy 2010-14

FOREWORD

The Council's Household Waste Collection Strategy sets bold and ambitious plans to improve the collection and treatment of waste in Brent over the next five years. This will be an improved service, allowing residents to recycle and compost more materials more efficiently than ever before. But to really make a difference we must all rethink our attitudes to waste. For this reason, the strategy introduces a new focus on the importance of creating less waste.

Waste is a resource which should be valued, there is very little that can honestly be called 'rubbish' these days. Much of what we throw away at present can be recycled, reused or composted.

Simply landfilling more and more waste in holes in the ground cannot go on. It is too expensive for councils to do this. But landfills also release damaging greenhouse gases that cause climate change and have long term environmental consequences that can already be seen here and around the world. Now and in the future landfill should be the last resort.

Climate change is influencing the way we think about waste. Recycling is increasing but waste management in Brent needs to become more of a shared responsibility. Our vision is that over the next five years residents will work with the Council to reduce the amount of waste produced first, then reuse, then recycle and compost a greater variety of materials.

In this document we set out our plans for a modern waste collection service that is cost effective and better for the environment. It is informed by existing successful schemes in other parts of the UK, where some of the changes we want to introduce in Brent are already working well. But above all this is a strategy for Brent and includes services that residents have told us they want.

Together I hope we can change the way we all think about waste - for the benefit of the economy, the environment and for future generations.

Councillor James Powney
Lead Member for Environment, Planning and Culture

EXECUTIVE SUMMARY

Rubbish or resource?

Waste is a valuable resource that is largely underutilised. As a society, we are living beyond our environmental means and consuming natural resources at an unsustainable rate. If every country consumed natural resources at the rate the UK does, we would need three planets to support us.

The most crucial threat from exceeding environmental limits is from climate change. What we do about waste is a significant part of how we treat our environment.

Climate change has recently become a key driver for the development of waste management policy. Biodegradable materials (such as food and garden waste) sent to landfill degrade slowly and produce methane, a greenhouse gas[1] much more potent than carbon dioxide[2]. Emissions from landfill contribute to 40 per cent of the UK's methane emissions and 3 per cent of all of the UK's greenhouse gas emissions.

The Council has invested significant resources in its recycling and composting services in recent years. The recycling and composting rate has risen from 14.3 per cent in 2004/05 to 28.20 per cent in 2008/09.

Between 2004/05 and 2008/09:

- the total tonnage of household waste collected decreased from 117,410t to 106,619t
- the total tonnage of household waste collected for recycling increased from 10,658t to 16,744t
- the total tonnage of household waste collected for composting increased from 6,108t to 13,330t
- the total tonnage of household waste sent to landfill decreased from 100,644t to 76,545t.

The introduction of the compulsory recycling policy in August 2008 resulted in the recycling and composting rate increasing from 22.20 per cent in 2007/08 to 28.20 per cent in 2008/09.

The Household Waste Collection Strategy 2010-14 sets new and challenging targets for the Council.

Historically we have relied on landfill as the main means of disposing of our waste.

However sending waste to landfill is now viewed by everyone as the option of last resort, particularly for biodegradable waste[3], due to drivers such as climate change and EU targets.

There are already a number of methods in place to divert waste from landfill, particularly: the landfill tax[4], the EU Landfill Directive targets for biodegradable municipal waste (BMW), and the Landfill Allowance Trading Scheme (LATS)[5].

The targets in this strategy will only be met if everyone understands that waste is a resource which needs to be fully valued – financially and environmentally.

The waste hierarchy

The waste hierarchy lies at the heart of sustainable waste management and is the guiding principle of waste policy. Each stage of the waste hierarchy provides the optimal method of waste management and has varying degrees of impact on climate change.

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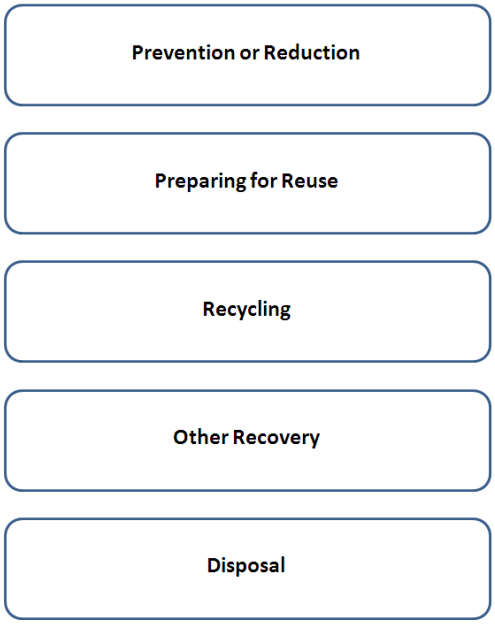
1 Greenhouse gases are gases in an atmosphere that absorb and emit radiation within the thermal infrared range. Increased amounts of anthropogenic greenhouse gases (derived from human activities such as burning fossil fuels and raising farm stock) and deforestation are seen as the fundamental cause of the greenhouse effect causing climate change.

2 Carbon dioxide is a naturally occurring gas comprising 0.04 per cent of the atmosphere. It is essential to photosynthesis in plants and is also a prominent greenhouse gas. The burning of fossil fuels such as coal or gas, and some waste materials including plastics, releases carbon dioxide into the atmosphere. It is currently the predominant scientific opinion that carbon dioxide emissions are the main cause of global warming, contributing to climate change.

3 Biodegradable waste is defined in Council Directive 1999/31/EC on the landfill of waste as meaning any waste that is capable of undergoing anaerobic or aerobic decomposition, such as organic kitchen and green garden waste, and paper and paperboard.

4 The tax stays at £48/tonne in 2010/11. This will increase by £8 per tonne each year until at least 2014, when it will be £80 per tonne.

5 The government's key measure to meet the demands of the European Landfill Directive in England, and began in April 2005. The system set allowances on the amount of biodegradable municipal waste local authorities can send to landfill. In two-tier areas, this refers to waste disposal authorities. These allowances are tradable, so that high landfilling authorities can buy more allowances if they expect to landfill more than the allowances they hold. Similarly, authorities with low landfill rates can sell their surplus allowances.



Waste Hierarchy

Reduction and reuse options should be considered first as they minimise the demand for new resources and energy, and reduce the need (both in terms of costs and environmental impact) for waste treatment and disposal facilities.
Preference should then be given to recycling or composting at source, which avoids emissions that would otherwise have been produced from manufacturing virgin materials. Recycling helps to reduce the amount of waste sent for disposal but it will not solve the problem of the amount of waste that is being produced.
Any waste remaining (residual waste) should be treated to recover as much additional recyclable material as possible. This can be done by giving preference to technologies that treat residual waste to generate both heat and power.
Landfill is the least preferred waste treatment method.

In 2008/09 Brent residents generated nearly 107,000 tonnes of waste of which nearly 77,000 tonnes ended up in landfill. It is evident that the Council and residents are missing out on the potential value of this waste stream, as potential resources are currently being buried and left to rot in landfill.

Changing how we deal with our waste requires action by all of us. Many people in Brent recognise this by engaging in waste reduction and reuse initiatives and taking part in the recycling and composting services available to them, but we need to do more so that new sustainable behaviours are embedded across all aspects of our lives.
We must now recognise the need for a new public consciousness in our attitude to waste.

Brent's Household Waste Collection Strategy

The scope of the Council's Household Waste Collection Strategy is to improve household waste management in Brent over the next five years.

Extensive research and waste modelling were carried out to support the development of the strategy. A number of scenario options were selected and further appraised on their ability to meet the following criteria:

- recycling and composting rates
- landfill diversion
- environmental performance
- efficiency savings.

The preferred waste collection service represents the best balance of the criteria above and it will contribute to:

- meet the targets set in this waste strategy
- achieve the requirements placed on local authorities to both reduce the amount of waste sent to landfill and increase the amount that is recycled or composted
- provide excellent services to Brent residents
- improve the environmental performance of the Council's waste service
- deliver a value-for-money service that reflects the financial constraints in which the Council operates
- reduce the impact of the Council's waste management operations on climate change.

Strategy Vision

Brent Council, residents and communities make the transition towards the goal of "One Planet Living"[6].
Waste is no longer a drag on the economy and the environment, but it is treated as a resource and the damaging impacts of waste management on climate change are minimised.

Sustainable waste management is a shared responsibility in Brent:

- residents understand that responsible waste management is a key part of wider actions to keep within environmental limits:
    - they reduce their own waste, purchase products and services that generate less waste
    - they recognise the value of products that can be repaired or reused
    - they increase the amount of waste that can be separated for recycling and composting as much as possible
- the Council works effectively with communities and local partners to manage household waste more sustainably and prioritises actions higher up the waste hierarchy as is reasonably achievable:
    - opportunities and information for residents about waste reduction and reuse are widely available
    - recycling and composting services are successful and widely used; participation by residents and capture of materials maximised
- WLWA works in partnership with the waste collection authorities to plan and invest in new collection and reprocessing facilities to implement the vision of sending zero waste to landfill. In addition waste management in West London plays an effective role in a sustainable long term energy policy.

Strategy Objectives

- To encourage greater consideration by residents and communities of waste as a resource through emphasis on reduction, reuse, recycling and composting
- To stimulate investment on reduction and reuse initiatives and take maximum advantage of the economic opportunities that such initiatives could represent for Brent residents
- To stimulate investment in recycling and composting collection schemes to deliver better coordinated services on the ground, improve the environmental performance of waste management operations and achieve high recycling and composting targets
- To target action on materials with greatest scope for improving environmental and economic outcomes
- To achieve efficiency savings and deliver value for money services
- To increase the engagement with residents and partners by communicating and supporting the needed behavioural change
- To work with the waste and recycling collection contractor to secure markets for the materials collected for recycling and composting
- To work with WLWA to secure investment in the infrastructure needed to divert waste from landfill.

[6] One Planet Living is a global initiative based on ten principles of sustainability developed by BioRegional and WWF. The guiding ten principles are: zero carbon, zero waste, sustainable transport, local and sustainable materials, local and sustainable food, sustainable water, natural habits and wildlife, culture and heritage, equity and fair trade, health and happiness.

Strategy Targets

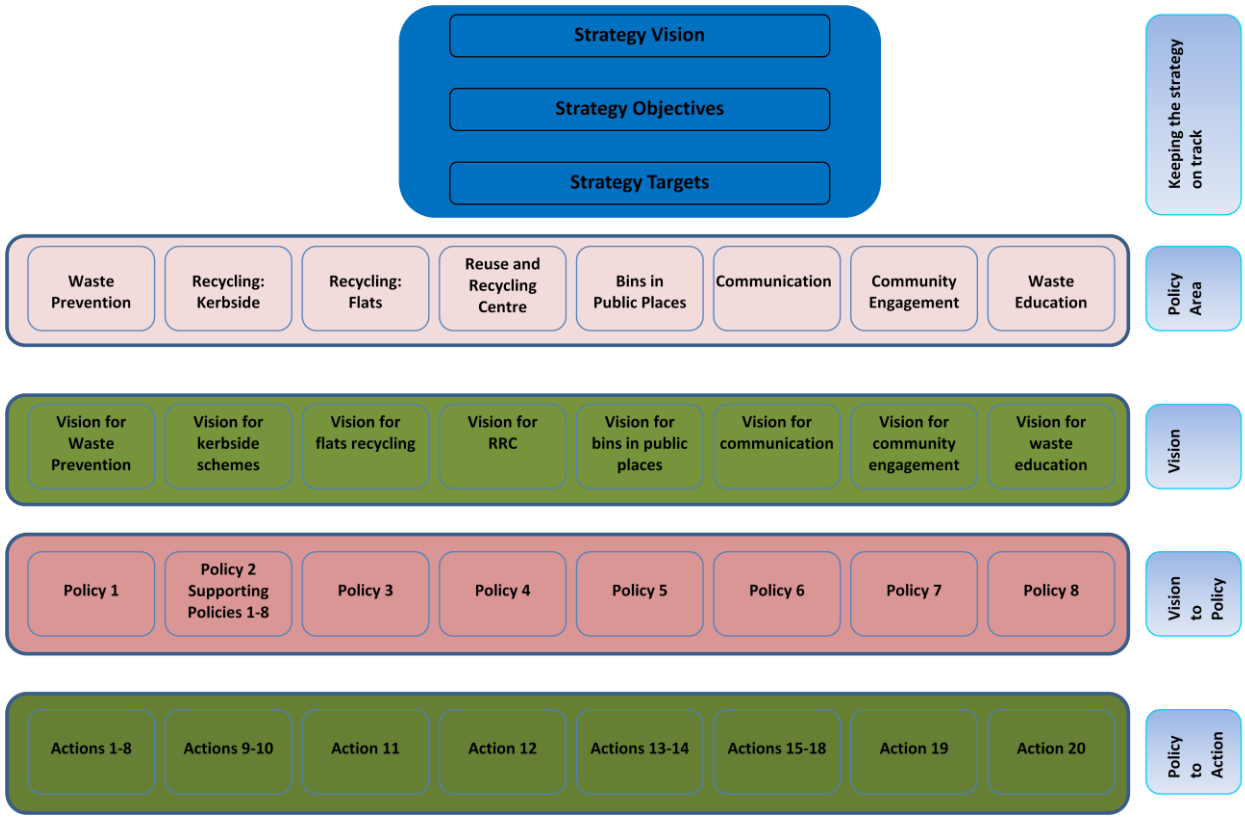
- **Household waste reduction** - There will be no overall increase in total household waste generated in Brent between 2009/10 and 2014/15 despite increases in overall household numbers
- **Household waste reuse, recycling and composting target** – to reuse, recycle and compost 40 per cent of household waste by 2011/12, rising to 50% per cent by 2014/15 and aspiring to 60 per cent by 2019/20
- **Diversion form landfill** – to work with the West London Waste Authority and the constituent waste collection authorities to procure additional treatment facilities to deal with the residual waste which is not collected for recycling and composting and aim to divert 60% of household waste generated by Brent residents from landfill by 2014/15
- **Efficiency savings target** – to achieve annual efficiency savings of at least £500,000 in waste management operations by the first full year of operation of the new waste collection service
- **Residents' satisfaction with residual waste and recycling collection services** – retain the high level of satisfaction achieved in the 2009 Brent Customer Satisfaction Survey.

Structure of the Household Waste Collection Strategy

The Household Waste Collection Strategy focuses on eight policy areas.
The chapters introducing each of the policy areas are structured as follows:

- vision – explaining what the Council aims to achieve in a particular policy area
- vision to policy – explaining the Council's overarching policy which will achieve the vision
- policy to action – explaining the specific actions that the Council will take to achieve the policy.

The following diagram provides a graphic representation of the structure of the strategy and shows how the eight policy areas and associated actions are linked to the overarching vision, objectives and targets.



Policy area – Waste prevention

Policy 1

The Council will develop and implement annual waste reduction and reuse plans. The first plan will be developed by April 2011.

The Council will aim to:

- improve its understanding of the nature of household waste and the elements of this waste that can be influenced through regular waste composition analyses
- support waste prevention activities and initiatives that have a demonstrable effect on reducing the amount of waste produced and contribute to the delivery of the objectives and targets in this strategy
- identify activities where the necessary supporting infrastructure is still under developed and where additional research is needed before successful implementation in Brent would be granted
- help create behavioural change amongst local residents through the development of effective communications campaigns which support waste prevention initiatives
- ensure a joined up approach to partnership working with other public, private and third sector organisations
- make best use of future funding opportunities which will help the Council implement waste prevention initiatives.

Policy area – Recycling: street level properties

Policy 2

The Council is committed to ensuring that residents continue to be provided with a weekly collection service with different types of waste collected on different frequencies.

The Council will introduce a new and improved waste collection service for all street level properties which will increase the range of materials accepted for recycling, improve diversion of materials away from landfill and maximise the value of resources.

The introduction of the new service will be supported by comprehensive communications, so that residents understand what materials can be recycled and composted, where they can be recycled and what happens to the materials once they are collected.

- Kerbside Dry Recycling Scheme
  The 44l green box will be replaced with a new 240l wheeled bin and additional materials will be collected for recycling. The new recycling scheme will be fully co-mingled and the bin will be collected on alternate weeks with the residual waste bin. The following materials will be collected for recycling:
  - paper, metal tins and cans, glass bottles and jars, plastic bottles, aluminium foil and aerosols
  - mixed plastic containers, cardboard and food and beverage cartons will be added to the recycling scheme
  - textiles, shoes, household and car batteries and engine oil will also be collected. Residents will present these materials next to the recycling bin and contained in clear plastic bags.

- Kerbside Organic Recycling Scheme
  All residents in street level properties will now be able to separate organic materials for composting. The improved scheme that the Council will introduce will be as follows:
  - residents already using the 240l green wheeled bin will continue to use the service to separate food and garden waste. Cardboard will no longer be collected as part of the new service, instead it will be included in the new kerbside dry co-mingled collection. The bins will be collected on a weekly basis
  - all other street level properties will be provided with a new 23l kerbside container to separate food waste which will be collected weekly. Residents will also receive a new 5l kitchen caddy for internal storage of food waste
  - the current on request biodegradable sack scheme for garden waste will be retained.

- Kerbside Residual Waste Scheme

Residents will continue to use the existing 240l grey wheeled bin to contain residual waste that cannot be recycled or composted. The Council's improvements to the recycling and composting schemes will result in an overall reduction in waste arisings. As the materials collected in the new kerbside dry and organic recycling schemes make up the majority of waste, the residual waste bin will be collected fortnightly.

Policy area – Recycling: flats

Policy 3

Brent Council, working with residents, voluntary organisations, housing associations, managing agents and the waste and recycling collection contractor will introduce a new and more convenient recycling service for residents living in blocks of flats. The current separated bring scheme will be replaced with a fully co-mingled (mixed) scheme to encourage residents to recycle more materials more often. The new scheme will be easier, more convenient and less time consuming for residents, as they will only need to use one bin which will accept all materials for recycling.

The following materials will be collected for recycling:

- paper, glass bottles and jars, metal tins and cans, plastic bottles, aluminium foil and aerosols
- additional materials will be added to the recycling scheme such as beverage and food cartons and mixed plastics containers.

In addition suitable blocks of flats will receive a new communal food waste collection service.

The introduction of the new service will be supported by comprehensive communications, so that residents understand what materials can be recycled and composted, where they can be recycled and what happens to the materials once they are collected.

Policy area – Reuse and Recycling Centre

Policy 4

The Council will continue to provide a Reuse and Recycling Centre for all residents in Brent.

The Council will work in partnership with WLWA and the other constituent authorities to:

- increase opportunities to reuse, recycle and compost additional material streams as markets develop
- enhance partnership opportunities to share markets, expertise and aim to introduce a common and consistent branding across all sites.

Policy area – Recycling bins in public places

Policy 5

The Council will replace the existing scheme in favour of a new fully co-mingled (mixed) network of recycling bins in public places, whilst maintaining the same number of materials collected for recycling. The Council will explore the opportunity to expand the range of materials collected taking into account value for money and market demands.

The Council will continue to support the recycling facilities provided by voluntary organisations and aim to explore opportunities to increase the number and the range of materials collected by the organisations.

Policy area – Communications

Policy 6

Communications plans will be developed annually. The first plan will be developed by April 2011 to support the improvements to the waste collection service, along with the waste reduction and reuse initiatives.

The plans will be delivered through creative and engaging campaigns which will include SMART[7] objectives, monitoring and evaluation activities and budget requirement. Communications plans will also include a plan for community engagement and events to ensure that residents not only have information about the services available to them, but can also influence the type of initiatives that the Council will deliver in the future.

Policy area – Community engagement and events

Policy 7

The Council will:

7 Specific, measurable, achievable, relevant, time-bound

- develop annual community engagement plans to coincide with and as part of the communications plans (refer to section 8)
- ensure that the engagement activities are equitable, accessible, promoted clearly and in good time
- strengthen the relationship with local partners and residents to promote waste related information
- develop community engagement plans that incorporate a variety of formats, so that engaging with Brent Council on waste issues is as convenient for residents as possible.

Policy area – Waste education in Brent

Policy 8

The Council will continue to build on the success of the existing waste education activities by:

- providing free recycling facilities to all schools in Brent, as well as the supporting information on how to use the services available
- providing free compost bins to all schools in Brent as well as the advice and guidance needed from schools on actions they can take to manage organic waste
- delivering meaningful activities in schools by developing, delivering, monitoring and reviewing at regular intervals the waste education project to establish it as a showcase example of good practice in London.

1. WHERE ARE WE TODAY?

1.1. Brent in context

The London borough of Brent (Brent) is situated in north-west London, covering an area of approximately 43 km^2, and is divided into 21 wards, as shown in map 1. The current population is over 254,500[8] living in approximately 110,000 properties.

Map 1: Wards in Brent

The Audit Commission identifies Brent as an outer London borough that faces inner London issues.

1.1.1. Diversity

Brent is one of only two local authorities serving a population where the majority of people are from ethnic minorities. In fact, Brent has the largest proportion of ethnic minorities in London. In particular:

- 54.7 per cent of the population are from black and minority ethnic groups (BME), this is double the outer London average
- the largest minority group is Indian (18 per cent), followed by Black Caribbean (ten per cent) and Black African (nine per cent)
- 71 per cent of the population are from an ethnic group other than white British
- 48 per cent of the population were born outside of the UK
- 34 per cent of local residents say that English is not their main language
- 130 different languages are spoken in Brent schools with Gujarati, Hindi, Punjabi, Somali and Urdu being the most widely spoken.

Brent is defined and enriched by the diversity of its population and this unique quality is celebrated locally. The Household Waste Collection Strategy was developed within this context and aims to meet the needs of a diverse population. The Council is committed to working with local communities in delivering waste collection services and communications campaigns which recognise and value the diversity of local residents. This approach will enable residents to participate in the new services effectively.

1.1.2. Deprivation

Many residents in Brent still experience high levels of deprivation. Brent is ranked 53rd out of 354[9] boroughs in the Index of Multiple Deprivation (IMD)[10] 2007, which represents a drop of 28 places since 2004. This

8 Mid-Year Estimates released by the Office of National Statistics in 2010

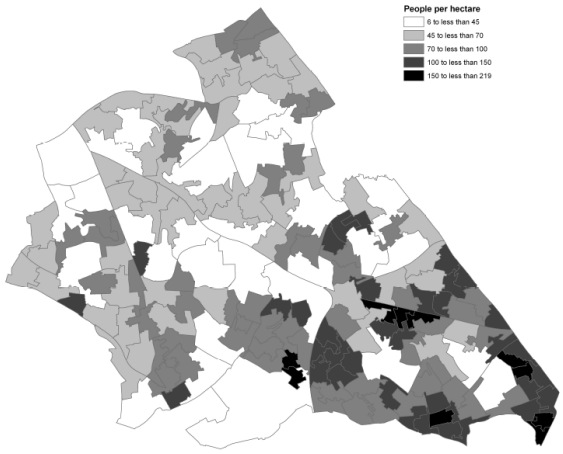
9 1 = Most Deprived, 354 = Least Deprived.

moves Brent from being within the 25% most deprived local authorities in the country to be within the 15% most deprived. Changes in Brent's deprivation level can be seen across the area, where the majority of neighbourhoods have become more deprived. In particular:

- only two of Brent's 21 wards have become less deprived compared with their deprivation levels in IMD 2004 (Harlesden and Queens Park)
- deprivation levels in the south of the borough have worsened
- new pockets of deprivation have also appeared in the north of the borough in historically affluent areas.

1.1.3. Density and household size

Brent is one of the most densely populated outer London boroughs with an average density of 61 people per hectare (pph), with the highest densities in the south east of the borough, as can been in map 2.
Brent has one of the largest average household size in the country and overcrowding is a problem. According to the 2001 census Brent has 2.62 persons per household. This is the third highest in England and Wales.



Map 2: Population density in Brent, 2001 Census
Source: London borough of Brent

1.1.4. Household tenure

The 2008/09 Place Survey[11] concluded that household tenure in Brent is consistent with the 2001 Census, although increases can be seen regarding households which rent from private landlords. Conversely there has been a slight drop in the percentage of people renting from the Council, as shown in table 1.

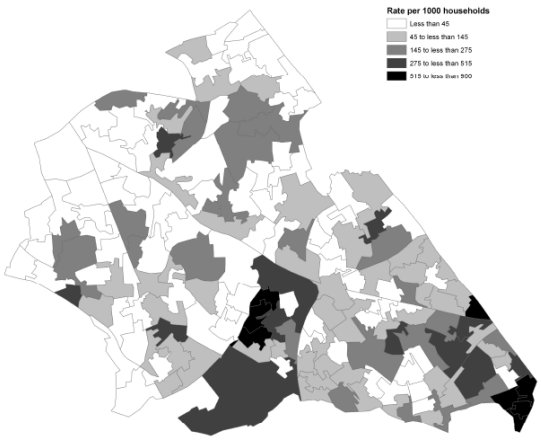
	2008/09 Place Survey (%)	2001 Census (%)
Owned outright	25	23
Buying on mortgage	31	31
Rent from council	9	11
Rent from Housing Association/Trust	12	13
Rented from private landlord	20	18

Table 1: Housing tenure
Source: London borough of Brent

10 The Department for Communities and Local Government (CLG) publishes the Index of Multiple Deprivation. The Index of Multiple Deprivation (IMD 2007) is made up of the following domains: Income, Employment, Health Deprivation and Disability, Education, Skills and Training, Barriers to Housing and Services, Crime, Living Environment.

11 The National Indicator Set launched by the previous government in April 2008 contained a number of indicators which were informed by citizens' views and perspectives. A number of these indicators were collected through a single Place Survey administered by each local authority. The new coalition government announced the abolition of the Place Survey in August 2010. In October 2010 the coalition government announced the abolition of the National Indicator Set which will be replaced from April 2011 with a single list of government data requirements.

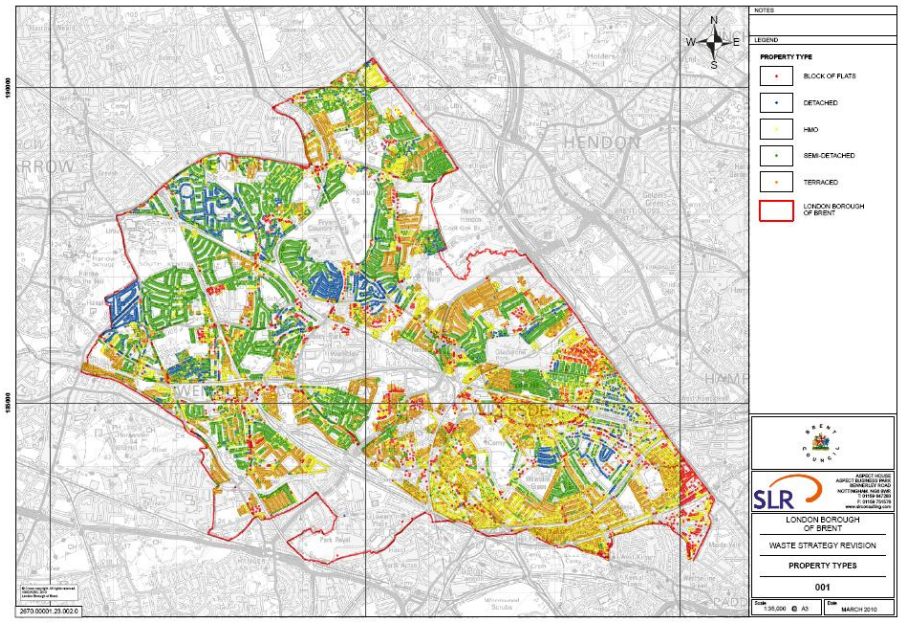
Map 3 shows the distribution of social rented accommodation in Brent. The map highlights that the majority of social rented accommodation is in the south of the borough.



Map 3: Social rented accommodation
Source: London borough of Brent

1.1.5. Housing type

Map 4 shows the distribution of different housing types in Brent and table 2 shows how the Houses in Multiple Occupation (HMO) housing type (shown in yellow in the map) is proportioned in Brent.



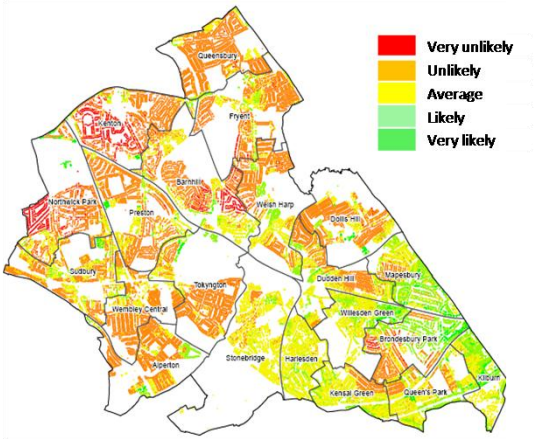
Map 4: Distribution of different housing types in Brent

Households per HMO housing type	Households living in HMO housing type in Brent	Proportion of HMOs of overall housing stock in Brent*
2	20,004	55%
3	4,812	13%
4	3,384	9%
5	1,635	4%
6	3,144	9%
7	868	2%
8	2,504	7%

Table 2: Proportion of HMO housing stock in Brent
Source: London borough of Brent
* Please note that the total may not equate to 100% due to approximate values

1.1.6. Population change and Migration

Brent is affected by high levels of population change and migration. Map 5 shows that residents who live in the south-east of the borough have a higher likelihood of having only lived in Brent for less than one year.



Map 5: Residents likely to have lived in the borough less than one year

Source: London borough of Brent

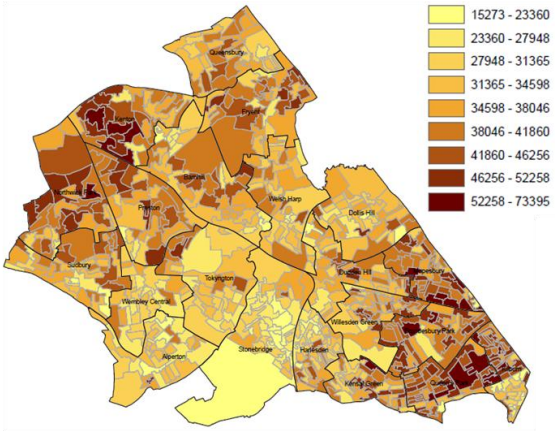
Residents who have not lived in the borough for a long period of time may feel less attached to the local area and are also likely to be less aware of the services they are entitled to receive.

The Council will aim to deliver regular communications with residents so that their awareness about waste services is enhanced.

1.1.7. Income and Unemployment

Brent has the 4th lowest average income levels in London (only Barking & Dagenham, Newham, and Hackney have lower levels than Brent). There is a £17,000 difference in mean annual income between the wealthiest and least well-off wards within Brent (Queen's Park and Stonebridge respectively). Map 6 shows the 2008 mean annual income across the borough.

Brent has high rates of unemployment compared to Great Britain and London averages. One in four residents is long-term unemployed.



Map 6: Mean annual income in Brent 2008

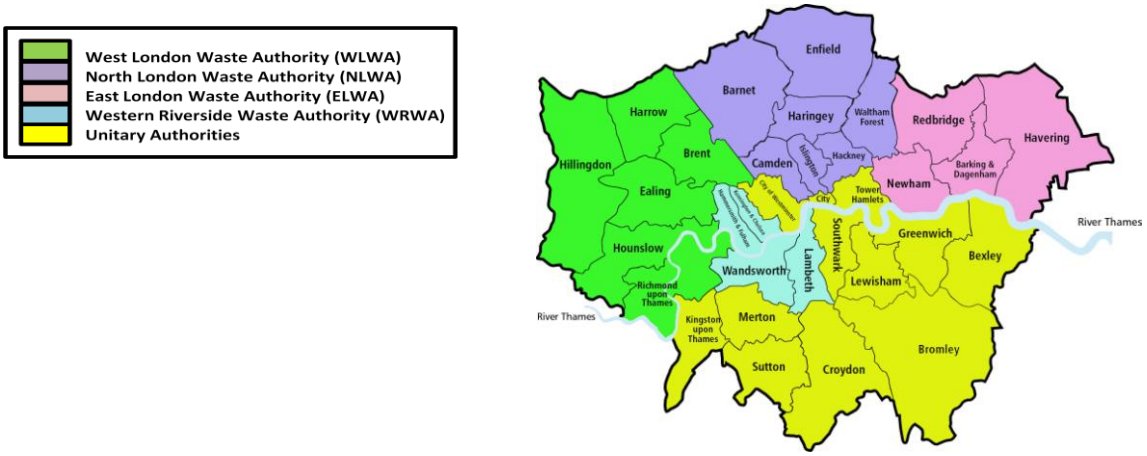
Source: London borough of Brent

1.2. Waste Governance in London

The responsibility for collecting waste in London lies with the boroughs. Since the abolition of the Greater London Council (GLC) in 1986, the responsibility for disposing of waste has been dispersed. The current waste governance in London is shown in map 7 and is as follows:

- there are 33 waste collection authorities (which are also waste planning authorities)
- there are 12 boroughs that are responsible for both collection and disposal of waste (known as unitary authorities)

- the remaining 21 London boroughs are two-tier authorities (the boroughs are responsible for the collection of waste, but waste disposal operations are arranged across four statutory waste disposal authorities).



Map 7: Waste governance in London

1.3. Waste Performance in London

In April 2008 Government introduced a set of 198 National Indicators (NIs) to reflect national priority outcomes for local authorities. The NIs replaced Best Value Performance Indicators (BVPIs) previously set for local authorities. Three NIs directly relate to waste:

- NI 191 – Number of kilograms of residual waste (waste not reused, recycled or composted) collected per household
- NI 192 – Percentage of household waste sent for reuse, recycling, composting or anaerobic digestion
- NI 193 – Percentage of municipal waste sent to landfill

Table 3 shows the national indicator NI192 performance for all waste authorities in London.
In October 2010 the coalition government announced the abolition of the National Indicator Set which will be replaced from April 2011 with a single list of government data requirements.

Authority	NI192 applies from 2008/09 onwards. Earlier years for broad comparison only*						Defra returns
	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09
Barking and Dagenham LB	2.18	6.67	14.00	16.60	21.08	20.41	24.91
Barnet LB	12.12	16.71	19.87	27.94	29.96	30.76	31.18
Brent LB	6.64	8.50	13.95	20.01	21.52	20.98	28.20
Bromley LB	15.38	20.07	23.26	27.25	31.85	34.44	36.36
Camden LB	16.06	19.10	25.21	27.14	28.05	27.09	28.27
City of London LB	14.50	20.00	14.30	18.08	28.19	33.39	34.19
City of Westminster LB	11.50	13.50	15.30	18.29	20.38	22.73	23.04
Croydon LB	13.10	14.05	13.00	16.17	20.11	22.72	27.71
Ealing LB	10.63	12.16	15.21	19.35	24.98	28.97	35.09
Enfield LB	11.70	15.60	23.63	27.29	29.65	27.31	27.16
Greenwich LB	9.37	12.00	19.01	21.66	23.61	29.35	42.09
Hackney LB	2.60	6.93	12.20	16.21	19.81	22.64	22.71
Hammersmith & Fulham LB	8.46	15.28	19.59	21.49	23.63	-**	27.84
Haringey LB	4.44	8.74	14.34	19.24	24.96	21.96	22.13
Harrow LB	9.40	13.20	18.80	26.70	27.70	39.55	43.11
Havering LB	6.71	9.85	15.51	17.91	20.56	24.06	27.40
Hillingdon LB	19.50	23.85	27.20	27.70	30.64	33.76	35.32
Hounslow LB	15.10	15.80	17.40	19.25	19.62	21.75	23.60
Islington LB	5.81	8.11	11.04	18.35	23.54	26.24	28.26
Kensington & Chelsea RB	7.88	16.47	18.08	19.94	24.28	-	30.21
Kingston upon Thames RB	19.06	18.54	8.25	23.97	23.91	25.63	35.36
Lambeth LB	10.93	10.51	16.46	22.15	23.10	-	25.51
Lewisham LB	7.30	8.40	10.20	12.47	15.86	22.26	20.55
Merton LB	15.01	14.81	20.29	22.59	25.05	27.10	30.37
Newham LB	4.16	5.51	6.23	10.13	13.58	14.40	15.40
Redbridge LB	9.97	12.26	15.54	17.37	18.60	22.38	26.25
Richmond LB	20.50	22.04	23.80	28.75	31.80	37.56	41.73
Southwark LB	4.66	7.08	10.84	15.07	18.61	20.01	20.89
Sutton LB	19.31	25.42	27.86	29.07	30.26	31.99	32.00
Tower Hamlets LB	3.36	5.09	7.35	9.06	11.87	13.15	19.33
Waltham Forest LB	10.16	11.71	18.14	21.85	27.73	29.21	27.84
Wandsworth LB	10.51	17.48	17.15	20.96	22.87	-	26.57

* National Indicators have been used by local authorities from 2008/09 onwards. The performance for the year 2002/03 to 2007/08 derives from estimates produced by the Department for Environment, Food and Rural Affairs' (Defra) waste statistics team and provides an indication of what local authority performance would have been against the NI192 if this indicator had been in operation during the previous years.

** Data was not available for the constituent authorities of the Western Riverside Waste Authority

Table 3: NI192 performance for all waste authorities in London

Source: www.wastedataflow.org

Table 4 shows the recycling and composting performance across London in 2008/09.

Authority	Percentage of household waste sent for recycling (%)	Percentage of household waste sent for composting or anaerobic digestion (%)
Barking and Dagenham LB	17.00	7.91
Barnet LB	17.86	13.28
Bexley LB	27.74	22.96
Brent LB	15.70	12.50
Bromley LB	28.64	7.73
Camden LB	22.37	5.87
City of London	33.88	0.62
Croydon LB	18.53	9.17
Ealing LB	22.69	12.37
East London Waste Authority	16.73	6.42
Enfield LB	16.18	10.94
Greenwich LB	22.39	19.38
Hackney LB	16.68	5.69
Hammersmith and Fulham LB	26.09	1.75
Haringey LB	16.47	5.98
Harrow LB	21.50	21.61
Havering LB	17.19	10.11
Hillingdon LB	21.59	13.73
Hounslow LB	17.82	5.70
Islington LB	22.91	5.29
Kensington and Chelsea RB	28.95	1.29
Kingston upon Thames RB	24.01	11.17
Lambeth LB	22.75	2.76
Lewisham LB	19.96	0.52
Merton LB	25.40	4.96
Newham LB	13.99	1.41
North London Waste Authority	17.88	8.85
Redbridge LB	19.11	7.14
Richmond upon Thames LB	27.87	12.77
Southwark LB	16.18	4.56
Sutton LB	25.52	6.86
Tower Hamlets LB	17.75	1.31
Waltham Forest LB	17.34	10.43
Wandsworth LB	26.06	0.50
West London Waste Authority	20.77	12.50
Western Riverside Waste Authority	25.22	2.37
Westminster City Council	21.80	1.24

Table 4: Comparing recycling and composting performance in London
Source: www.wastedataflow.org

1.4. Current waste management in Brent

Household waste management is the responsibility of the Council. It includes the following services:

- residual waste collections
- recycling and composting collections
- bulky waste collections
- street cleansing.

Brent is a Waste Collection Authority (WCA). Household waste collected in Brent is delivered to the Waste Disposal Authority (WDA), West London Waste Authority (WLWA).

WLWA is the waste disposal authority for the six London boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames, as shown in Map 8.

Map 8: Constituent boroughs of the WLWA

As a waste disposal authority, WLWA is responsible for the treatment and disposal of household and municipal waste arisings from the boroughs' activities.

Residual waste and recycling collections are undertaken in Brent by the waste and recycling collection contractor, Veolia Environmental Services (VES). The current contract started in April 2007 and is a seven year contract, due for renewal in 2014.

1.5. Waste arisings in Brent

Brent has invested heavily in its recycling service in recent years. The recycling rate has risen from 14.3 per cent in 2004/05 to 28.20 per cent in 2008/09. The chart in figure 1 shows the total tonnage of household waste collected in Brent over the period 2004/05 to 2008/09, indicating the tonnage recycled, composted, and disposed of during each year.

The results show that between 2004/05 and 2008/09:

- the total tonnage of household waste collected decreased from 117,410t to 106,619t
- the total tonnage of household waste collected for recycling increased from 10,658t to 16,744t
- the total tonnage of household waste collected for composting increased from 6,108t to 13,330t
- the total tonnage of household waste sent to landfill decreased from 100,644t to 76,545t.

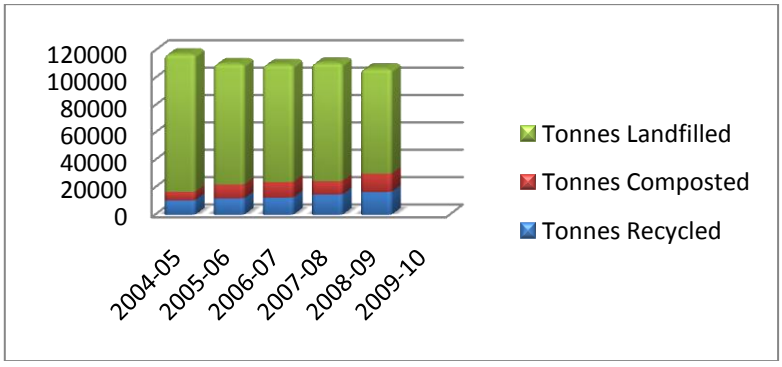


Figure 1: Total tonnage of household waste collected in Brent over the period 2004/05 to 2008/09

Source: London borough of Brent

1.6. Brent residents satisfaction

The Council has conducted a Residents' Attitude Survey (RAS) at least once every three years since 1990 and this is regarded as Brent's key mechanism for measuring residents' perception of the Council.
The last RAS was carried out in Brent in 2009.
Table 5 shows the results of the last RAS for some of the key waste services and provides a comparison to past trends.

How satisfied or dissatisfied are you with the quality of each of the following services in your local area?	**2009**	**2005**	**Difference in satisfaction 2005 to 2009**
	% satisfied		
Residual waste collection	86	80	+6
Recycling facilities	81	65	+16
Street sweeping	79	63	+16

Table 5: Brent RAS
Source: London borough of Brent

2. WHERE DO WE WANT TO GET TO?

2.1. Background

As a society, we are living beyond our environmental means and consuming natural resources at an unsustainable rate. If every country consumed natural resources at the rate the UK does, we would need three planets to support us. Everyone in the UK needs to make the transition towards the goal of "One Planet Living"[12].

The most crucial threat from exceeding environmental limits is from climate change. What we do about waste is a significant part of how we treat our environment.

Climate change has recently become a key driver for the development of waste management policy. Biodegradable municipal waste (BMW) sent to landfill results in emissions of methane, a greenhouse gas[13] 21 times more powerful than carbon dioxide[14], which adds to global warming and climate change. Emissions from landfill contribute to 40 per cent of the UK's methane emissions and 3 per cent of all of the UK's greenhouse gas emissions.

The waste hierarchy lies at the heart of sustainable waste management and is the guiding principle of waste policy. Each stage of the waste hierarchy provides the optimal method of waste management and has varying degrees of impact on climate change. The waste hierarchy is shown in figure 2.

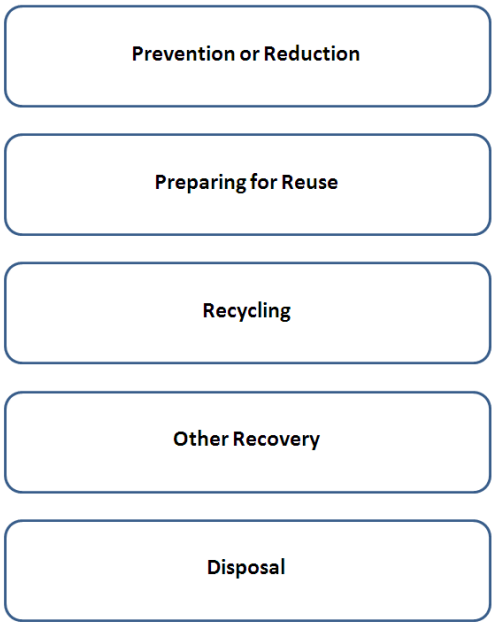


Figure 2: Waste Hierarchy

Reduction and reuse options should be considered first as they minimise the demand for new resources and energy, and reduce the need (both in terms of financial costs and environmental impact) for waste treatment and disposal facilities.

Preference should then be given to recycling or composting at source, which avoids emissions that would otherwise have been produced from manufacturing virgin materials.

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12 One Planet Living is a global initiative based on ten principles of sustainability developed by BioRegional and WWF. The guiding ten principles are: zero carbon, zero waste, sustainable transport, local and sustainable materials, local and sustainable food, sustainable water, natural habits and wildlife, culture and heritage, equity and fair trade, health and happiness

13 Greenhouse gases are gases in an atmosphere that absorb and emit radiation within the thermal infrared range. Increased amounts of anthropogenic greenhouse gases (derived from human activities such as burning fossil fuels and raising farm stock) and deforestation are seen as the fundamental cause of the greenhouse effect causing climate change.

14 Carbon dioxide is a naturally occurring gas comprising 0.04 per cent of the atmosphere. It is essential to photosynthesis in plants and is also a prominent greenhouse gas. The burning of fossil fuels such as coal or gas, and some waste materials including plastics, releases carbon dioxide into the atmosphere. It is currently the predominant scientific opinion that carbon dioxide emissions are the main cause of global warming, contributing to climate change

Any waste remaining (residual waste) should be treated to recover as much additional recyclable material as possible. This can be done by giving preference to technologies that treat residual waste to generate both heat and power.
Landfill is the least preferred waste treatment method.
Reducing and reusing waste, recycling materials and recovering the energy from waste that cannot be recycled preserves virgin materials and reduces the use of fossil fuels, thus moving us towards one planet living.

Changing how we deal with our waste requires action by all of us. Many people in Brent recognise this by engaging in waste reduction and reuse initiatives and taking part in the recycling and composting services available to them, but we need to do more so that new sustainable behaviours are embedded across all aspects of our lives.
We must now recognise the need for a new public consciousness in our attitude to waste.

2.2. Principal waste management strategies

Waste management policy is guided by national and European legislation.
The Household Waste Collection Strategy was developed taking account of the three following waste management strategies:

- Waste Strategy for England (2007)
- Mayor of London's draft Municipal Waste Management Strategy (2010)
- West London Waste Authority's Joint Municipal Waste Management Strategy (2006).

In June 2010, the coalition government announced a review of all aspects of waste policy and delivery in England. Key elements of the review of waste policies include:

- the effect of waste policies on local communities and individual households, and how local authorities can best work with people to make the best decisions
- maximising the contribution of the waste and recycling industries to the UK economically and environmentally
- how the UK can work towards the "zero waste economy"[15] and drastically reduce the amount of waste created and valuable resources sent to landfill
- new approaches to dealing with commercial waste and promoting "responsibility deals", reducing the amount of waste generated by production and retail.

It is envisaged that Government will produce a new national waste strategy by spring 2011.

The Household Waste Collection Strategy for Brent is intended as a live document and future national and regional waste policies will be taken into account during the delivery and implementation of the vision, objectives and policies for Brent.

15 The Government envisages that amongst others, the zero waste economy will have the following characteristics:

- resources are fully valued – financially and environmentally
- one person's waste is another's resource
- over time, we get as close as we possibly can to zero landfill
- a new public consciousness in our attitude to waste

2.2.1. Waste Strategy for England (2007)

The following box summarises the vision, objectives and targets of the Waste Strategy for England (WS2007).

Vision

All parts of society will have to share responsibility:

- producers will have to make products using more recycled materials and less newly extracted raw materials. They will have to design products that are less wasteful and take responsibility for the environmental impact of their products throughout their life
- retailers will have to reduce packaging, source and market products that are less wasteful, and help their consumers to be less wasteful
- consumers – both business and individual households – will have the opportunity to reduce their own waste, purchase products and services that generate less waste and reduce environmental impacts, and separate their waste for recycling
- 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
- the waste management industry will have to invest in facilities to recycle and recover waste, and provide convenient waste services to their customers to recycle and recover their waste.

Objectives

- decouple waste growth from economic growth and put more emphasis on waste prevention and re-use
- meet and exceed the Landfill Directive diversion targets for biodegradable municipal waste
- secure the investment in infrastructure needed to divert waste from landfill
- get the most environmental benefit from that investment, through increased recycling of resources and recovery of energy from residual waste using a mix of technologies.

Targets

- annual greenhouse gas emission – reduction of 10 million tonnes of CO2 equivalent[16] by 2020. This equates to annual net reductions in global greenhouse gas emissions from waste management of at least 9.3 million tonnes of CO2 equivalent per year compared to 2006
- household residual waste - reduce the amount of household waste not re-used, recycled or composted from over 22.2 million tonnes in 2000 by 29 per cent to 15.8 million tonnes in 2010 with an aspiration to reduce it to 12.2 million tonnes in 2020 – a reduction of 45 per cent. This is equivalent to a fall of 50 per cent per person (from 450 kg per person in 2000 to 225 kg in 2020)
- household waste recycling - at least 40 per cent by 2010, 45 per cent by 2015 and 50 per cent by 2020
- municipal waste recovery – 53 per cent by 2010, 67 per cent by 2015 and 75 per cent by 2020.

WS2007 targets key materials with the greatest scope for improving the environmental and economic outcomes of waste management.

Priority waste materials have been identified on the basis of the evidence on potential reduction of greenhouse gas emissions resulting from diversion from landfill, greater segregation and sorting by households and increased recovery. The key materials are: paper, food, glass, aluminium, wood, plastic and textiles.

2.2.2. The Mayor of London's Draft Municipal Waste Management Strategy[17]

The GLA Act 1999 gives the Mayor of London responsibility to produce a Municipal Waste Strategy for London. The Mayor of London published the draft Municipal Waste Management Strategy, "London's Wasted Resource" for public consultation in October 2010. It is expected that the final strategy will be published in late 2010/early 2011.

16 CO2 equivalent is a metric measure used to compare the emissions from various greenhouse gases (GHG) based upon their global warming potential (GWP). CO2 equivalents are commonly expressed as "million metric tonnes of carbon dioxide equivalents (MtCO2e)". The CO2 equivalent for a gas is derived by multiplying the tonnes of the gas by the associated GWP. MtCO2e = (million metric tonnes of a gas) x (GWP of the gas). For example, the GWP for methane (CH4) is 25 and for nitrous oxide (N2O) 298. This means that emissions of 1MtCH4 and 1MtN2O respectively is equivalent to emissions of 25 and 298 MtCO2e [definition source: EEA]

17 The GLA Act 1999, as amended, places a requirement on the Mayor of London to produce a municipal waste management strategy. The GLA 2007 amended the previous Act and places a requirement on London boroughs to act in general conformity with the Mayor's Waste Strategy.

The following box summarises the Mayor's proposed vision, objectives and targets for municipal waste management in London.

Vision
To become a world leader in municipal waste management

Objectives

- To provide Londoners with the knowledge, infrastructure and incentives to change the way we manage municipal waste: to reduce the amount of waste generated, encourage the reuse of items that are currently thrown away, and to recycle or compost as much material as possible
- To minimise the impact of municipal waste management on our environment including reducing the carbon footprint of London's municipal waste
- To unlock the massive economic value of London's municipal waste through increased levels of reuse, recycling, composting and the generation of clean energy from waste
- To manage the bulk of London's municipal waste within London's boundary, through investment in new waste infrastructure.

Targets

- To achieve zero municipal waste direct to landfill by 2025
- To reduce the amount of household waste produced in 2008/09 from 970kg per household to 790kg per household by 2031. This is equivalent to a 20 per cent reduction per household. This equates to a one per cent per year reduction, in line with recent trends. There will be no overall increase in total household waste generated in 2008/09 by 2031
- To increase London's capacity to reuse or repair municipal waste from approximately 6,000 tonnes each year in 2008 to 40,000 tonnes a year in 2012 and 120,000 tonnes a year in 2031
- To recycle or compost at least 45 per cent of municipal waste by 2015, 50 per cent by 2020 and 60 per cent by 2031
- The management of London's municipal waste to achieve annual greenhouse gas emissions savings of approximately: 1.2 million tonnes of CO2eq in 2015, 1.4 million tonnes of CO2eq in 2020 and 1.6 million tonnes of CO2eq in 2031
- To generate as much energy as possible from London's organic and non-recyclable waste in a way that is no more polluting in carbon terms than the energy source it is replacing. This is estimated to be possible for about 40 per cent of London's municipal waste after recycling or composting targets are achieved by 2031.

To achieve the Mayor's objectives and targets, the strategy identifies six policy areas, each containing a number of proposals. A selection of the proposals relevant to the Council's Household Waste Collection Strategy are summarised in the following box.

Policy One: Inform producers and consumers of the value of reducing, reusing and recycling municipal waste

- The Mayor will work with local authorities, the third sector, businesses and the waste industry to promote the reduction, reuse and recycling of municipal waste, with the aim of decreasing the amount of municipal waste produced.
- Setting waste reduction and reuse targets
- Supporting London-wide communications campaigns and initiatives to promote municipal waste reduction, reuse and recycling
- Reducing the amount of municipal waste entering the waste stream
- Tackling barriers to providing effective reuse services

Policy Two: Setting a CO2eq standard for municipal waste management activities to reduce their impact on climate change.

- The Mayor will set a minimum lifecycle CO2eq emissions performance standard (EPS) for the management of London's municipal waste. This EPS will inform the way waste authorities perform their role in managing municipal waste, as they will need to make sure the collection, treatment, energy generation and final disposal of municipal waste collectively meets the EPS, or demonstrate that they have steps in place to meet it in the near future.
- The Mayor will work with waste authorities o apply the Mayor's waste hierarchy in delivering their municipal

waste management functions in a way that achieves the greatest possible CO2eq savings

- Using Defra's Waste and Resources Assessment Tool for the Environment (WRATE), the Mayor will set a lifecycle CO2eq EPS for the management of London's municipal waste.
- The Mayor will set a minimum CO2eq performance for energy generation from London's residual municipal waste. The minimum CO2eq performance will ensure energy generated from this waste will be no more polluting than the new base load energy generation it replaces.
- The Mayor will work with the Environment Agency to develop a web-based "ready reckoner" tool that waste authorities can use to determine the CO2eq performance of their municipal waste management activities easily, and compare them against the EPS and minimum CO2eq performance for energy generation.

Policy Three: Capturing the economic benefits of municipal waste management

- The Mayor will work with waste authorities and third sector organisations to ensure that London is taking steps to maximise the economic benefits to London from its waste management.
- The Mayor will, through the London Waste and Recycling Board establish a framework of waste collection contracts from which waste collection authorities can draw down services.
- The Mayor will, through the London Waste and Recycling Board seek to provide investment to help waste authorities and the private sector establish waste management facilities that achieve the greatest reductions in greenhouse gas emissions including facilities for reuse, upcycling and closed loop recycling.

Policy Four: Achieving high municipal waste recycling and composting rates.

- The Mayor will work with London's waste authorities, the London Waste and Recycling Board, and the private sector, to provide municipal waste recycling and composting collection services that are accessible and as consistent as possible across London, and provide an incentive for households and businesses to utilise these services.
- The Mayor will set recycling and composting targets for London's municipal waste of 45 per cent by 2015, 50 per cent by 2020 and 60 per cent by 2031
- The Mayor, through the London Waste and Recycling Board, has allocated £5 million to fund infrastructure measures to increase recycling or composting rates from flats, particularly those offering social housing.
- The Mayor will work with waste authorities to increase recycling and composting at local Reuse and Recycling Centres.
- The Mayor will work with waste authorities to provide incentives for Londoners to recycle and compost.
- The Mayor will work with waste authorities, TfL and the private sector to provide "on-the-go" recycling bins across London.
- The Mayor will ask government to consider implementing a national deposit system for cans and bottles.

Policy Five: Catalysing municipal waste infrastructure in London, particularly low carbon

- The Mayor, through the London Waste and Recycling Board, will work with waste authorities, businesses and other stakeholders to develop municipal waste infrastructure in London.
- The Mayor, through the London Waste and Recycling Board, will catalyse waste infrastructure in London, particularly those using low-carbon technologies:
- The Mayor will, through the board, work with waste authorities and the private sector to develop new facilities and improve existing facilities for reuse, recycling, composting and renewable energy in London.
- The Mayor will work with waste authorities to manage as much of London's waste as possible within London to achieve regional self-sufficiency targets as set out in the London Plan

Policy Six: Achieving a high level of street cleanliness

- The Mayor will work with London boroughs, businesses and public transport providers to develop and implement a programme of work to make London a clean and pleasant city to live in and visit.
- The Mayor will work with local authorities to improve enforcement of environmental crimes, including litter and graffiti.
- The Mayor will encourage boroughs to recycle or compost their street cleaning waste where practicable.
- The Mayor will work with a range of partners, including London boroughs and the private sector, to provide on-street recycling opportunities and to recycle waste from London's events.

2.2.3. West London Waste Authority Joint Municipal Waste Management Strategy

The West London Waste Authority (WLWA) is the waste disposal authority for the six London boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames.

As a waste disposal authority, it is responsible for the treatment and disposal of household and municipal waste arisings from the six boroughs' activities.

In two tier waste authority areas, there is a statutory duty on waste disposal authorities under section 32 of the Waste and Emissions Trading (WET) 2003 Act to produce a Joint Municipal Waste Management Strategy[18] (JMWMS) for their area.

WLWA and its constituent boroughs produced and adopted the JMWMS in 2006.

The following box summarises the eight policies included in the strategy, which represent the framework for waste management in West London.

Policy 1: Compliance with national legislation

Current and future policy development will have regard to the National and Mayor of London's Municipal Waste Management Strategies and other relevant national, regional and local guidance.

Policy 2: Waste reduction and reuse

West London Waste Authority and its constituent Boroughs will prioritise waste reduction and waste reuse.

Policy 3: Recycling and composting

Jointly, the West London Waste Authority and constituent Boroughs will aim to recycle and compost at least:

- 28% of municipal waste by 2006/7
- 40% of municipal waste by 2010
- 50% of municipal waste by 2020

Policy 4: Recycling and composting

The collection authorities will serve all households with recycling collections of at least four materials by 2008.

Policy 5: Landfill

West London Waste Authority and its constituent boroughs will reduce biodegradable municipal waste landfilled with regard to the Landfill Allowance Trading Scheme.

Policy 6: Residual waste management

West London Waste Authority and constituent boroughs will seek a residual waste management solution in accordance with the waste hierarchy, that presents value for money and that offers reliability in the long term.

Policy 7: Other waste management services and streams[19]

The West London Waste Authority and constituent boroughs will seek to provide waste management services that offer good value, that provide customer satisfaction and that meet and exceed legislative requirements.

Policy 8: Sharing burdens

The West London Waste Authority and constituent boroughs will work together to achieve the aims of this strategy and are committed to share equitably the costs and rewards of achieving its aims.

18 Sections 32 and 33 of the Waste and Emissions Trading (WET) Act require authorities in two-tier areas to develop joint municipal waste management strategies, subject to the exemptions set out in section 33. Authorities are required to have in place a joint strategy for their municipal waste, review and keep any strategy up to date, send a statement of the joint strategy to the secretary of State and the Environment Agency. Authorities in Greater London should also send their statement of strategy to the Mayor of London.

19 Other waste management services include street cleansing, bulky waste management and trade waste collections. Other waste management streams include hazardous waste, electronic equipment, abandoned vehicles and clinical waste.

2.2.3.1. Addendum to the JMWMS

Section 32 of the WET Act requires waste authorities to keep their strategies up to date. In 2009 WLWA produced and adopted an addendum to the JMWMS. The addendum identified that the following aspects need to be considered in the WLWA JMWMS:

- **Impact of changes to national legislation since adoption of the JMWMS in 2006**
  - WS2007 was published after the WLWA JMWMS. The overall objectives of the JMWMS are broadly consistent with those of the national Waste Strategy. However, WS2007 includes some additional key themes which will need to be considered when a formal review of the JMWMS is undertaken and new action plans are developed
- **Target for reducing residual waste**
  - WS2007 contains a national target for reducing the amount of residual waste produced per person to 225kg per year in 2020. The JMWMS does not include a target for reducing residual waste
- **Recycling, composting and recovery targets**
  - The targets in the JMWMS for recycling and composting are broadly in line with WS2007. However, there is currently no target for 2015 in the JMWMS whereas this is specified as a 45 per cent target for England as a whole in WS2007.
  - Similarly, there is no recovery target set in the JMWMS. However, the recovery targets set in WS2007 are closely linked to the LATS allowances allocated to WLWA.
- **Carbon implications of the strategy**
  - In WS2007 there is a considerable focus on climate change and the carbon impacts of waste management operations. A key outcome of the WS2007 is to seek the reduction of net greenhouse gas emissions from waste management operations.
  - The JMWMS does not specifically identify any carbon-related targets and CO_2 impacts need to be developed into specific policy objectives.

2.2.3.2. A New Vision for WLWA

In 2009 WLWA and its constituent waste collection authorities agreed “in principle” a new vision for JMWMS. The new vision is set out as follows:

- to establish a better partnership with constituent boroughs
- to take a lead role in delivering the boroughs’ climate change and carbon management agendas on waste management issues
- to become a resource management authority rather than a waste disposal authority
- to champion waste reduction and minimisation in West London
- to reuse, recycle, compost or recover 70 per cent of municipal waste
- to send zero waste to landfill
- to be London’s exemplar Resource Management Partnership.

The vision is expected to strengthen the focus on partnership working and managing waste as a resource. Further work needs to be undertaken to ensure that any new targets and objectives can be implemented efficiently and effectively. Therefore new action plans will need to be developed to implement the vision and the objectives of the JMWMS.

This does not exclude that the JMWMS and its policies will undergo a formal review in the near future, which this strategy will need to consider.

2.3. Brent’s Corporate Strategy 2010 – 2014: Brent Our Future

2.3.1. Our Vision

Brent will be a thriving, vibrant place, where our diverse community lives in an environment that is safe, sustainable and well maintained. All our services will enable local people to fulfil their potential and improve their quality of life. Public resources will be used creatively and wisely to produce lasting benefits for our residents and the borough. Our commitment to reducing poverty, redressing inequality and preventing exclusion will be at the heart of all our actions.

2.3.2. Our Strategic Objectives

- **One borough** – Creating a sustainable built environment that drives economic regeneration and reduces poverty, inequality and exclusion
- **One community** – Providing excellent public services which enable people to achieve their full potential, promote community cohesions and improve our quality of life.
- **One council** – Improving services for residents by working with our partners to deliver local priorities more effectively and achieve grater value for money from public services.

2.4. Scope of the Household Waste Collection Strategy

The Household Waste Collection Strategy covers household waste only and focuses on the following aspects of the waste hierarchy: reduction, reuse, recycling and composting.
The WLWA's JMWMS is the statutory strategy developed by WLWA working in partnership with the waste collection authorities. The scope of the JMWMS is to identify the most appropriate management route for all municipal waste arising in the WLWA region. The JMWMS covers all aspects of waste management, including reduction, reuse, recycling, composting, the management and treatment of residual waste and final disposal to landfill.

2.5. Overarching Vision for waste management in Brent

Brent Council, residents and communities make the transition towards the goal of "One Planet Living".
Waste is no longer a drag on the economy and the environment, but it is treated as a resource and the damaging impacts of waste management on climate change are minimised.

Sustainable waste management is a shared responsibility in Brent:

- residents understand that responsible waste management is a key part of wider actions to keep within environmental limits:
    - they reduce their own waste, purchase products and services that generate less waste
    - they recognise the value of products that can be repaired or reused
    - they increase the amount of waste that can be separated for recycling and composting as much as possible
- the Council works effectively with communities and local partners to manage household waste more sustainably and prioritises actions higher up the waste hierarchy as is reasonably achievable:
    - opportunities and information for residents about waste reduction and reuse are widely available
    - recycling and composting services are successful and widely used; participation by residents and capture of materials maximised
- WLWA works in partnership with the waste collection authorities to plan and invest in new collection and reprocessing facilities to implement the vision of sending zero waste to landfill. In addition waste management in West London plays an effective role in a sustainable long term energy policy.

2.6. Strategy Objectives

- To encourage greater consideration by residents and communities of waste as a resource through emphasis on reduction, reuse, recycling and composting
- To stimulate investment on reduction and reuse initiatives and take maximum advantage of the economic opportunities that such initiatives could represent for Brent residents
- To stimulate investment in recycling and composting collection schemes to deliver better coordinated services on the ground, improve the environmental performance of waste management operations and achieve high recycling and composting targets
- To target action on materials with greatest scope for improving environmental and economic outcomes
- To achieve efficiency savings and deliver value for money services
- To increase the engagement with residents and partners by communicating and supporting the needed behavioural change

- To work with the waste and recycling collection contractor to secure markets for the materials collected for recycling and composting
- To work with WLWA to secure investment in the infrastructure needed to divert waste from landfill.

2.7. Strategy Targets

The Household Waste Collection Strategy is developed in an evolving policy context.

- At national level, the future policy landscape for waste management is uncertain, as the coalition Government announced a full review of national waste policy in June 2010
- At regional level, the Mayor of London has published a draft Municipal Waste Management Strategy in October 2010, which will not be adopted until spring 2011.
- At sub-regional level, WLWA's JMWMS was adopted in 2006. In 2009 an addendum and a new vision for the strategy were produced and adopted. This does not exclude that the JMWMS and its policies will undergo a formal review in the near future.

The targets identified in this strategy reflect the policy context described above. The Council is proposing to set the following overarching targets for the strategy:

- **Household waste reduction** - There will be no overall increase in total household waste generated in Brent between 2009/10 and 2014/15 despite increases in overall household numbers
- **Household waste reuse, recycling and composting target** – to reuse, recycle and compost 40 per cent of household waste by 2011/12, rising to 50% per cent by 2014/15 and aspiring to 60 per cent by 2019/20
- **Diversion form landfill** – to work with the West London Waste Authority and the constituent waste collection authorities to procure additional treatment facilities to deal with the residual waste which is not collected for recycling and composting and aim to divert 60% of household waste generated by Brent residents from landfill by 2014/15
- **Efficiency savings target** – to achieve annual efficiency savings of at least £500,000 in waste management operations by the first full year of operation of the new waste collection service
- **Residents' satisfaction with residual waste and recycling collection services** – retain the high level of satisfaction achieved in the 2009 Brent Customer Satisfaction Survey.

Further work needs to be undertaken to ensure that any additional targets and objectives can be implemented efficiently and effectively in Brent.

The Council has not set at this stage a specific reduction target for greenhouse gas emissions. The Mayor of London is currently undertaking detailed waste modelling and will set a minimum level of CO_2eq emissions performance standard (EPS) for the management of London's municipal waste The WLWA's JMWMS does not specifically identify any carbon-related targets and it is anticipated that new targets will be set as part of future reviews of the JMWMS.

2.8. How will the Council keep the Household Waste Collection Strategy on track?

The Council will publish regular monitoring reports to:

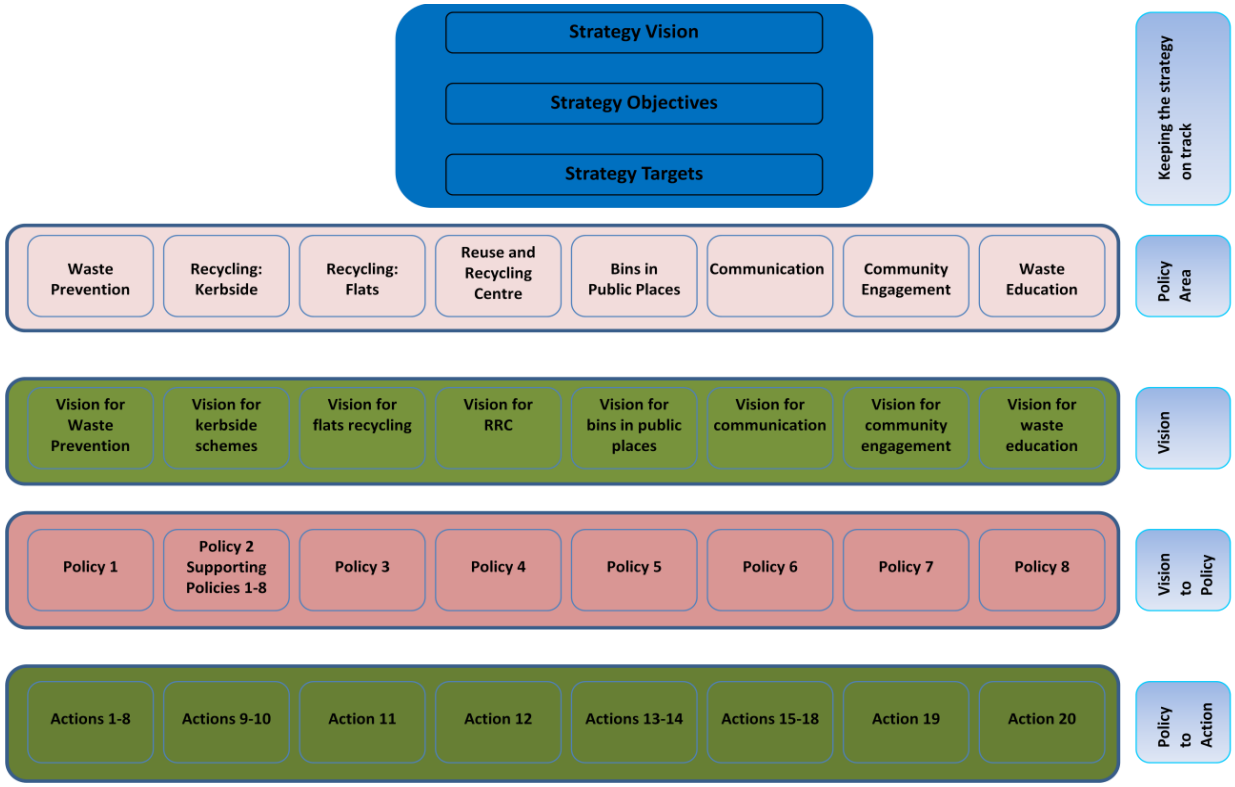
- outline the progress made against strategy targets
- make sure that the strategy and its policies adapt to external developments, as new policy, legislation and evidence base become available
- provide a route map for how the strategy's objectives, targets, policies and proposals will be achieved
- demonstrate how successful engagement with Brent's communities has delivered on the priorities of the strategy

2.9. Structure of the Household Waste Collection Strategy

The remaining chapters of the strategy introduce new policies and actions which will allow the Council to meet the overall targets set in this chapter. Each of the following chapters is structured as follows:

- a vision – explaining what the Council aims to achieve in a particular policy area
- vision to policy – explaining the Council's overarching policy which will achieve the vision
- policy to action – explaining the specific actions that the Council will take to achieve the policy.

The following diagram provides a graphic representation of the structure of the strategy and shows how the specific policies and actions are linked to the overarching vision, objectives and targets.



3. HOUSEHOLD WASTE PREVENTION

3.1 Background

Figure 3 shows the elements of the waste hierarchy as defined by the European Environment Agency[20] that fall within the scope of waste prevention activities.

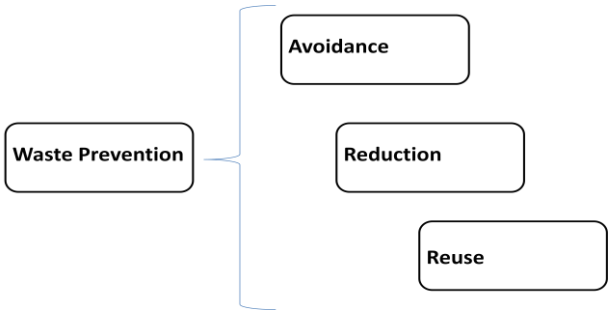


Figure 3: Scope of waste prevention activities

The activities and initiatives included in this chapter focus mainly on reduction and reuse, as avoidance often includes activities like product design and production of goods which fall outside of the scope and control of individual local authorities and are subject to national and European initiatives.

Waste reduction[21] and reuse[22] are activities at the top of the waste hierarchy. They represent the most sustainable way of not producing waste that might have to go to landfill and are therefore favoured in most circumstances. The waste hierarchy demonstrates that by not generating waste in the first place, we can also reduce the demand for new resources as well as the associated costs and environmental impact of managing waste through recycling, energy recovery and disposal.

The environmental benefits of producing less waste far outweigh the benefits of collecting materials for recycling. Recycling helps to reduce the amount of waste sent for disposal but it will not solve the problem of the amount of waste that is being produced. If waste is recycled it is necessary for it to be collected and reprocessed, which involves transportation, energy use and consumption of water.
Waste reduction not only reduces this requirement but also saves on the use of valuable raw materials.

3.2 The Council's Vision for waste prevention

Waste reduction and reuse are high priorities for Brent residents. The Council has increased the provision of prevention activities and initiatives in the local area. Brent residents understand the environmental, legislative, social and economic advantages of waste prevention activities. Residents are aware of the impact that their individual decisions have on the amount of waste produced and understand that their behaviour has an effect on the cost of waste management. Brent residents take actions to reduce the amount of waste produced and reuse as much of the waste that cannot be prevented as possible.

3.3 From Vision to Policy

There are numerous interventions that local authorities can put in place to promote waste prevention.

The selection of waste prevention initiatives is influenced by various factors, particularly:

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20 www.eea.europa.eu/

21 Waste reduction involves action taken by consumers to avoid waste and by local authorities to discourage waste generation through promoting initiatives like home composting, unwanted mail as well as controlling how waste services are accessed.

22 Waste reuse involves the repair, refurbishment or other reuse of materials that have become waste but they do not require immediate recycling, recovery or disposal. Waste reuse therefore either reduces or delays waste generation but does not necessarily prevent waste in all cases, and is therefore lower in the waste hierarchy than waste reduction.

- different waste prevention activities tend to influence different waste streams and can therefore contribute in various degrees to the amount of diversion that can be achieved through their implementation
- different waste prevention initiatives influence different behaviours, therefore there is a need to consider the balance between reach and effectiveness and to focus resources where the most impact will be achieved
- research indicates that there is a difference between encouraging recycling and the more complex behaviour change required for waste prevention
- waste reduction can be hard to measure - it is often difficult to demonstrate the direct link between specific interventions and initiatives introduced by the local authority to reduce the amount of waste produced and the measurable waste reduction achievements
- waste reuse is still under developed in London and it may be some time before local initiatives can be developed in Brent.

3.3.1 Policy 1

The Council will develop and implement annual waste reduction and reuse plans. The first plan will be developed by April 2011.
The Council will aim to:

- improve its understanding of the nature of household waste and the elements of this waste that can be influenced through regular waste composition analyses
- support waste prevention activities and initiatives that have a demonstrable effect on reducing the amount of waste produced and contribute to the delivery of the objectives and targets in this strategy
- identify activities where the necessary supporting infrastructure is still under developed and where additional research is needed before successful implementation in Brent would be granted
- help create behavioural change amongst local residents through the development of effective communications campaigns which support waste prevention initiatives
- ensure a joined up approach to partnership working with other public, private and third sector organisations
- make best use of future funding opportunities which will help the Council implement waste prevention initiatives.

3.4 From Policy to Action

3.4.1 What needs to be done

The following section provides an overview of the most common waste prevention activities and initiatives used by local authorities.
The decision to include the following activities and initiatives in the Council's waste reduction and reuse plans will be assessed using the following criteria:

- potential impact on reducing the overall amount of waste collected by the Council
- contribution to waste prevention and recycling targets
- ease of behaviour change associated with the initiative
- cost of running the scheme
- fit with other projects run by the Council
- ease of implementation and longevity of the initiative
- other environmental benefits.

3.4.1.1 Home Composting

The most popular method of composting is the decomposition of biodegradable waste in open-bottomed containers. Home composting is beneficial in that it enables householders to put organic value back in to their soil without loss of natural habitat (such as through peat extraction), without use of artificial fertilisers which contribute to climate change. Home composting improves soil composition, improves biodiversity and helps gardens retain moisture.

Waste Strategy 2007 states that 20 per cent of household waste is made up of garden waste, 17 per cent kitchen waste and 18 per cent paper and board, as shown in figure 4.

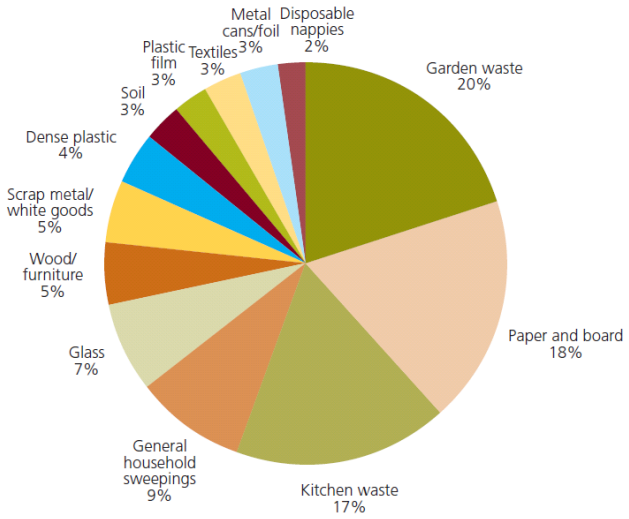

Figure 4: Household waste Composition in England (2000/01)

Source: Waste Strategy for England 2007 (figures rounded)

Home composting specifically tackles those elements of the household waste stream that make the largest contributions to landfill both in terms of weight and carbon impacts. In addition, the material streams that can be home composted – garden waste and food waste – have been predicted to be two of the three fastest growing components of household waste in the future, making home composting a key waste prevention initiative.

The Waste and Resources Action Programme (WRAP)[23] estimates that residents using home compost bins can compost up to 150kg/hh/year[24] (equivalent to 2.88kg/hh/week).

The home composting initiative started in Brent in 2001. Since then over 4,750 (updated October 2010) home compost bins have been distributed

Home compost bins, made from recycled plastics, are available to households with access to a private garden in 220 or 330 litre sizes at a subsidised rate of £5. Each home compost bin is also accompanied by a booklet with provides information on how to produce compost.

The Council offers free home compost bins to schools and other educational institutions.

3.4.1.2 Action 1 – Home composting

Aim

- To continue with the provision of subsidised home compost bins to residents with access to a garden To provide residents with up-to-date information and guidance as to how they can maximise the benefits of home composting.

Targets

- The Council has not set specific targets for the home composting project in the strategy document as this activity will be covered in the annual waste reduction and reuse plans

Target audience

- Brent residents with access to a private garden.

Behaviour change needed

23 www.wrap.org.uk

24 The diversion figure is mostly relevant to home composting schemes which offer additional support to participants

- To buy a home compost bin and consistently use the bin for uncooked compostable food and garden waste
- To put aside compostable food in the kitchen for deposit in the compost bin.

3.4.1.3 Community composting

Community composting takes place where organic materials are collected by a group of residents and taken to be composted locally. The advantages of community composting over large scale centralised composting are reduced environmental impacts and costs, and the social benefits to the community. Community composting would benefit residents living in purpose-built and multi-occupancy dwellings with no access to private gardens.

3.4.1.4 Action 2 – Community composting

Aim

- To carry out research to establish opportunities for facilitating the introduction of community composting projects in Brent by providing advice to housing associations, landlords and residents
- To facilitate the provision of a service which suits the requirements of different housing types and meets the variety of needs of Brent's residents.

Targets

- To carry out research to highlight the cost benefits of setting up community composting projects in Brent. This research will also complement the Council's proposal to identify suitable blocks of flats where food waste collection schemes will be piloted (refer to chapter 5)
- To attend/facilitate events and workshops with community groups and residents associations to establish the level of interest in community composting projects in Brent.

Target audience

- Brent residents living in purpose-built and multi-occupancy dwellings with no access to private gardens.

Behaviour change needed

- To put aside compostable waste for deposit in communal bins to be used for communal grounds and allotments.

3.4.1.5 Food Waste

Waste Strategy 2007 identifies food waste as one of the key waste materials with greatest scope for improving environmental and economic outcomes and upon which concerted action by all sectors of society is required. Food waste is a very important component of the household waste stream to focus on, because it makes up such a large proportion of household waste and it is expected to be one of the fastest growing household waste streams in future.
In addition, disposal of food waste in landfill is a major contributor to the production of greenhouse gases in the UK. Food waste prevention therefore represents a big win in terms of carbon reduction.

We throw away food for various reasons: we cook or prepare too much, and we let food go off either completely unopened or opened and started but not finished. WRAP's Love Food Hate Waste campaign[25] encourages behavioural change and enables action by promoting understanding of how much food is wasted by households. The campaign estimates that:

- we throw away around one third of the food we buy. Total food waste is calculated to be 5.3kg/hh/week which equates to 270kg/hh/year
- 61 per cent of this food waste could have been eaten making this waste avoidable
- the most common reason for food being wasted is that it's left unused
- a typical household wastes food worth £480 each year.

25 www.lovefoodhatewaste.com

WRAP estimates that avoiding food waste is nine times better for the environment than the best collection and treatment option and that a household committed to reducing food waste throws away 78kg per year less than one that is not committed.

Since 2007 the Council has promoted the Love Food Hate Waste campaign in local supermarkets and the local press.

3.4.1.6 Action 3 – Food waste

Aim

- To expand the Love Food Hate Waste awareness campaign locally
- To work in partnership with WRAP, Recycle for London[26] and WLWA to identify opportunities to deliver joint communications campaigns to make residents aware of the significant savings to be made through food waste prevention, in terms of landfill tonnage, carbon impacts and household expenditure (refer to chapter 8)
- To provide a better integration between the Love Food Hate Waste awareness campaign and the introduction of the new food waste collection scheme for all street level properties and suitable blocks of flats (refer to chapters 4 and 5) so that residents become more aware of the amount of food wasted.

Targets

- The Council has not set specific targets for the project in the strategy document, as this initiative will be this activity will be covered in the annual waste reduction and reuse plans.

Target audience

- All Brent residents.

Behaviour change needed

- To provide tips to buy and cook only what is needed, store food correctly and plan for food to be eaten before it goes off
- To increase residents awareness of the impacts of food waste on climate change.

3.4.1.7 Actions against Unwanted Mail

Approximately 3 per cent of waste generated by UK households each year is a result of unwanted mail. This approximately amounts to 18 kg per household per year.
It is estimated that free newspapers could account for more than 40 per cent of this amount, whilst more than 30 per cent comes from organisations that households already have dealings with such as banks, insurers and charities. Less than 30 per cent comes from other direct marketing such as flyers and leaflets.
Unwanted mail encompasses the following:

- Addressed direct marketing mail – resulting from mailing lists that are purchased for direct mailing by companies such as banks, insurers, retail chains and charities. This is advertising that targets potential new customers and advertising that targets existing customers offering new or extended services and/or products. The Mailing Preference Service (MPS) is a free service, funded by the Direct Marketing Industry to enable UK consumers to have their names and home addresses removed from lists used by the industry. The MPS can remove the registered person's name from up to 95% of direct mail lists stopping up to one-third of unwanted mail
- Unaddressed mail – door to door material posted by hand usually addressed "to the occupier". Volumes of unaddressed mail (including inserts in magazines and newspapers) appear to be increasing at a rate of 1–2 per cent per year and registration with the MPS does not prevent delivery of unaddressed mail. The Direct Marketing association (DMA), which is the trade association for the Direct Marketing Industry, has developed a service for unaddressed mail on a voluntary basis. This service, known as the Your Choice Preference Scheme, is an opt-out scheme for door drop mail. However, only DMA member distributors will be subject to the scheme (meaning leaflets dropped by

26 Recycle for London is a communications programme jointly delivered by the GLA and WRAP

the majority of local businesses will continue). In addition residents can be encouraged to contact the Royal Mail's Door to Door Service to reduce letters delivered by the Royal Mail addressed "to the occupier"

- Flyers and newspapers, including advertising materials, business cards, local newspapers and magazines that are not delivered through Royal Mail. This could be reduced through providing "no junk mail" stickers for householders mail boxes
- other services offered by the MPS, which could be investigated and tied in with other waste prevention initiatives include:
    - the Baby Mailing Preference Service, which helps reduce the number of baby-related mailings
    - the Fax Preference Service, where businesses have the opportunity to register fax numbers on which they do not wish to receive direct marketing faxes.

There is limited data available to calculate diversion from the wide range of options to reduce unwanted mail but WRAP estimates that around 4kg/hh/yr could be diverted when households sign up to the MPS.

Brent Council already encourages resident to take action to reduce unwanted mail.
The Council introduced a "no junk mail" sticker for residents' mail boxes in 2006 and has since distributed over 19,000 of these to local residents. The Council recently worked in partnership with the Metropolitan Police and the community safety team to distribute no junk mail stickers.
The Council also promotes the services of the MPS.

3.4.1.8 Action 4 – Actions against unwanted mail

Aim

- To carry out research to better understand what type of unwanted mail can be tackled successfully by the Council
- To aim to deliver a campaign which moves the focus away from activities which merely concentrate on the recycling of unwanted mail by the householder to preventing delivery in the first place.

Targets

The Council has not set specific targets for this initiative at this stage as it intends to carry out additional research before the first waste reduction and reuse plan is produced, aiming to:

- gather baseline information on how many Brent residents have signed up to:
    - the MPS to reduce addressed direct marketing mail
    - Your Choice Preference Scheme and the Royal Mail's Door to Door Service to reduce unaddressed mail
- develop further the relationship with Brent's partners to identify opportunities for future joint campaigns to distribute "no junk mail" stickers.

Target audience

- Brent residents.

Behaviour change needed

- Sign up to diversion services such as the MPS or Royal Mail equivalent and use a "no junk mail" sticker.

3.4.1.9 Waste aware shopping

Waste Aware Shopping (WAS) involves encouraging consumers to think about the goods that they purchase and the associated packaging from a waste perspective. A WAS campaign can assist consumers when making purchasing decisions including consideration for:

- the durability of goods
- whether single use goods (such as disposable cameras, barbeques and nappies) should be purchased
- the amount of packaging used
- whether purchasing reused / second hand / hired goods is a better alternative.

Work is already in place at national level to reduce the amount of packaging we buy through the Courtauld Commitment, a voluntary agreement between WRAP and major UK grocery organisations, which is resulting in new packaging solutions and technologies aiming to reduce the amount of packaging produced in the first place.

The Mayor of London has stated in his draft Municipal Waste Management Strategy (2010) that he believes that reducing the amount of unnecessary packaging through better product design and smarter purchasing habits is the most effective way to cut down on London's unnecessary waste and that he will seek to work with London's businesses and manufacturers to reduce unnecessary packaging.

3.4.1.10 Action 5 – Waste aware shopping

Aim

- To deliver ad hoc and seasonal communications messages to increase residents' awareness and understanding of the consequences of their purchasing decisions as part of the annual communications plans and to tie this message with the Love Food Hate Waste campaign (refer to chapter 8)
- To work in partnership with WLWA, the Mayor of London and Recycle for London to support regional and national campaigns to promote waste aware shopping messages.

Targets

- Despite being unable to challenge and influence the types of products supplied in national chain stores, Brent Council wishes to establish a working relationship with local retailers on waste related issues. The Council will therefore explore opportunities to promote waste aware shopping campaigns by establishing working relationships with town centre managers and local retailers toraise residents' awareness of WAS.

Target audience

- Brent residents.

Behaviour change needed

- Choose products with less packaging where appropriate, hire products instead of buying them, purchase reusable and long life products and avoid disposable products.

3.4.1.11 Reusable nappy schemes

Reusable nappy schemes aim to encourage the use of washable nappies and reduce dependency on disposable nappies. Nappies can be readily washed at home or using nappy laundering services which collect used nappies and launder these to NHS standards. These are then returned to the parents.
The Real Nappies for London[27] (RNfL) project is a London-wide scheme coordinated by the London Community Resource Network (LCRN). There are also other local authorities in London that promote the scheme but are not part of the RNfL project. Brent Council encourages the use of reusable nappies as an alternative to disposable nappies. However the Council does not provide financial incentives to residents in the form of vouchers or free samples as a means to increase the use of reusable nappies.
Experience from other local authorities suggests that parents who use reusable nappies would do so for environmental reasons not for the financial incentive.

3.4.1.12 Action 6 – Reusable nappy schemes

Aim

The Council proposes that a reusable nappy scheme is not introduced in Brent as part of the first waste reduction and reuse plan. Factors that need to be further researched and assessed include:

- establishing the balance between reach and effectiveness of the initiative in Brent
- cost of running the scheme
- ease of behaviour change

27 www.realnappiesforlondon.org.uk

- ease of implementation and longevity of the scheme.

However the Council will continue to promote and raise awareness about the use of reusable nappies as an alternative to disposal nappies by providing information about their use and dispel myth.

Targets

The Council proposes that the following research activities on reusable nappies be carried out to:

- gain a better understanding of the amount of disposable nappies in Brent as part of waste composition analyses which will be carried out in 2010/11 and 2011/12.
- gather information from other local authorities in London about their experiences of providing financial support to residents
- assess budget implications of providing financial incentives for parents and the resources needed to deliver the scheme in Brent
- work with WLWA and the constituent authorities to assess the financial implications of introducing the subsidy at regional level
- engage with community groups, local residents and entrepreneurs wishing to start up a new nappy laundering service in Brent
- consider what methods would increase the uptake of the scheme in Brent, including working with partners such as the NHS and nappy laundering services.

Target audience

- Prospective and new mothers and fathers.

Behaviour change needed

- Purchase reusable nappies and ideally wash them at home or use laundry services.

3.4.1.13 Reuse

By repairing or reusing goods which still retain some operational value there are financial and environmental benefits in comparison to producing a brand new product[28]. There are also additional benefits such as:

- increasing local training and development
- developing skills to repair equipment
- providing goods to members of the community who may not otherwise be able to afford them
- creating jobs and alleviating poverty.

Reuse opportunities in London and in Brent are limited. Some key barriers that need to be addressed include:

- the need for large scale communications campaigns to increase the visibility of reuse options
- the creation of an integrated reuse collection infrastructure that joins up third sector organisations with local authority bulky waste collections
- the need to join up the supply and demand aspects of the reuse system especially for furniture and appliances.

In addition there are barriers to reuse which are associated with our behaviour as consumers, particularly the entrenched disposal habits and the fact that reuse activities are often perceived as time consuming.
Some of these barriers will be tackled in London over the next few years through the following initiatives:

- Recycle for London will deliver London-wide communications campaigns to tackle the lack of visibility of reuse options
- the London Waste and Recycling Board (LWarB)[29] has allocated funds to support the development of reuse infrastructure in London between 2010 and 2013

28 It is important to note that for some electrical goods it may be better to recycle the items than reuse them as older items are likely to be less energy efficient than new ones

29 The Greater London Authority (GLA) Act 2007 enabled the establishment of a statutory Board to facilitate waste management across London - the London Waste and Recycling Board. At the end of 2007, government confirmed its intention to proceed with setting up the board in 2008. The objective of the Board is to promote and encourage the production of less waste, an increase in the proportion of waste that is re-used or recycled and the use of methods of collection, treatment and disposal of waste which are more

- the Mayor of London states in his draft Municipal Waste Management Strategy that he will work with London boroughs, the London Waste and Recycling Board and the London Community Resource Network to develop a London Reuse Network. The Mayor estimates that a well resourced, co-ordinated and publicised London Reuse Network could divert up to 1.7 million reusable household items from landfill each year
- the Mayor of London is also proposing to set a target to increase the amount of London's municipal waste that could be reused or repaired from 6,000 tonnes each year in 2008 to 40,000 tonnes a year in 2012 and 120,000 tonnes a year in 2031.

The main opportunities for reuse in Brent include material separation at the Reuse and Recycling Centre (refer to chapter 6), charity shops, facilitation of give and take days and web based forums (e.g. Freecycle[30], Ecomodo[31]). However the Council recognises that the biggest scope for increasing reuse is in improving the bulky household waste management procedure and working in partnership with other organisations.
WRAP research suggests that if 20 per cent to 40 per cent of bulky waste produced by households could be sent to community reuse schemes the total household waste arisings could be reduced by 1 per cent to 2 per cent.

3.4.1.13.1 Furniture reuse

Give and Take Days[32] and Internet Exchanges currently represent the main opportunities for Brent residents to reuse furniture.

3.4.1.13.2 Action 7 – Furniture reuse

Aim

- To secure investment to increase the amount of furniture that is reused in Brent and identify opportunities to work with local community groups
- To make best use of future funding opportunities from the London Waste and Recycling Board to support the development of the London Reuse Network to benefit Brent residents
- To work with the London Community Resource Network to identify opportunities for new ways of managing the separation of items for reuse from the bulky household waste collections and increase access for Brent residents to reuse opportunities[33]
- To expand the range of reuse opportunities at the Reuse and Recycling Centre
- To work in partnership with Recycle for London to support regional communications campaigns locally.

Targets

The Council proposes that the following activities are carried out as part of the waste reduction and reuse plan:

- deliver ad hoc and seasonal communications campaigns to increase residents' awareness of the environmental and social benefits of reuse and increase their knowledge about services available

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beneficial to the environment. Part of the LWaRB's remit is be the allocation of up to £84 million funding starting 2008/09 (the London Waste and Recycling Fund). The Board's primary provisions are set out in Section 356A and 356B of the Greater London Authorities Act 1999 (GLA Act) (as amended by the GLA Act 2007 s. 38(1)). Its membership and constitution are set out in the London Waste and Recycling Board Order 2008.

30 Internet exchange activities divert items from landfill by providing a free portal for the reuse of unwanted items. Freecycle is a global online network which offers individuals and non-profit organisations the opportunity to exchange unwanted reusable items within their local community. Freecycle was set up in 2003 in order to prevent reusable but unwanted items from entering the waste stream. Brent Freecycle group has over 7,700 members.

31 www.ecomodo.com

32 Give and Take Days are usually led by local community groups and in some cases facilitated by the local authority. The idea is that residents bring their unwanted items to a central point and swap it with other people's items without the exchange of money. In Brent two give and take days have been organised in the past. The first took place in July 2007. The event was organised with the South Kilburn New Deals for Communities (SKNDC). The second event took place in March 2009 and was organised in partnership with Camden Council.

33 There is no clear data on the amount of diversion that can be achieved but research by the Furniture Recycling Network (FRN) indicates that around 30% of bulky waste collected from householders can be reused and 20% recycled.

- carry out a research project to better understand the material streams that could be collected for reuse from the existing bulky household waste collection service. The research will also include engagement with local community groups with an interest in delivering waste reuse schemes locally.

Target audience

- Brent residents, community groups.

Behaviour change needed

- Dispel myth associated with reuse, take items suitable for reuse to the Reuse and Recycling Centre, to give and take days or use internet exchange forums.

3.4.1.13.3 Textiles reuse

Charity shops, on street textile banks, give and take days and internet exchange forums represent the main opportunities for Brent residents to reuse textiles.

3.4.1.13.4 Action 8 – Textile reuse

Aim

- To provide Brent residents with a network of on street facilities to reuse textiles
- To work in partnership with charity shops to promote their services, to encourage donations of good quality goods that can be reused and encourage residents to buy items.

Targets

The Council proposes that the following activities be carried out:

- undertake a review of the on street recycling facilities to gather baseline data and work in partnership with local community groups to expand the network of on street textile facilities starting from 2011/12
- deliver ad hoc and seasonal communications campaigns to increase residents' awareness of the environmental benefits of textile reuse and increase their knowledge about services available. Specific targets will be developed as part of the annual communications plans (refer to chapter 8).

Target audience

- Brent residents.

Behaviour change needed

- Donate to a charity, take items to the bring sites, to give and take days or use internet exchange forums.

4 RECYCLING: STREET LEVEL PROPERTIES

4.1 Background

Waste is a valuable resource that is largely underutilised. In 2009/10 Brent residents recycled and composted nearly 30 per cent of the household waste produced and the rest was sent to landfill. It is evident that the Council and residents are missing out on the potential value of this waste stream, as resources are currently being buried and left to rot in landfill.

This chapter sets out the Council's plans to make the most of household waste in Brent through a well-designed recycling and composting service for street level properties.

The Council carried out extensive research and waste modelling to support the development of the Household Waste Collection Strategy. Appendix A provides additional information on the waste collection options that were considered. A number of scenario options were selected and further appraised on their ability to meet the following criteria:

- recycling and composting rates
- landfill diversion
- efficiency savings
- carbon emissions
- environmental performance.

The preferred waste collection service represents the best balance of the following criteria:

- **environmental standards**: the preferred option decreases the impact of the borough's waste management operations on climate change
- **cost efficiency and cost effectiveness**: the preferred option delivers efficiency savings both in terms of minimising the increasing cost of sending materials to landfill and maximising the diversion and recovery of valuable materials
- **ease of use for Brent residents**: the preferred option is convenient for residents to use and will lead to high degree of material separation and recycling rates.

The new waste collection service will contribute to:

- meet the overall targets set in this waste strategy
- achieve the requirements placed by European and national legislation on local authorities to both reduce the amount of waste sent to landfill and increase the amount that is recycled or composted
- provide excellent services to Brent residents
- deliver value-for-money services that reflect the financial constraints in which the Council operates and its commitment to reduce the impact of its operations on climate change.

4.2 Kerbside recycling schemes

4.2.1 Kerbside dry recycling schemes

Kerbside dry recycling schemes are usually grouped as follows:

- kerbside sort – involves the sorting of materials at the kerbside into different compartments of the collection vehicle
- fully co-mingled or mixed – involves the collection of materials in a single compartment vehicle with the sorting of these materials occurring at a Materials Recovery Facility (MRF)
- twin stream (including multiple containers for different materials) – residents are provided with multiple recycling containers and are asked to place different materials in a specified container, typically paper/card in one and all other materials in the other.

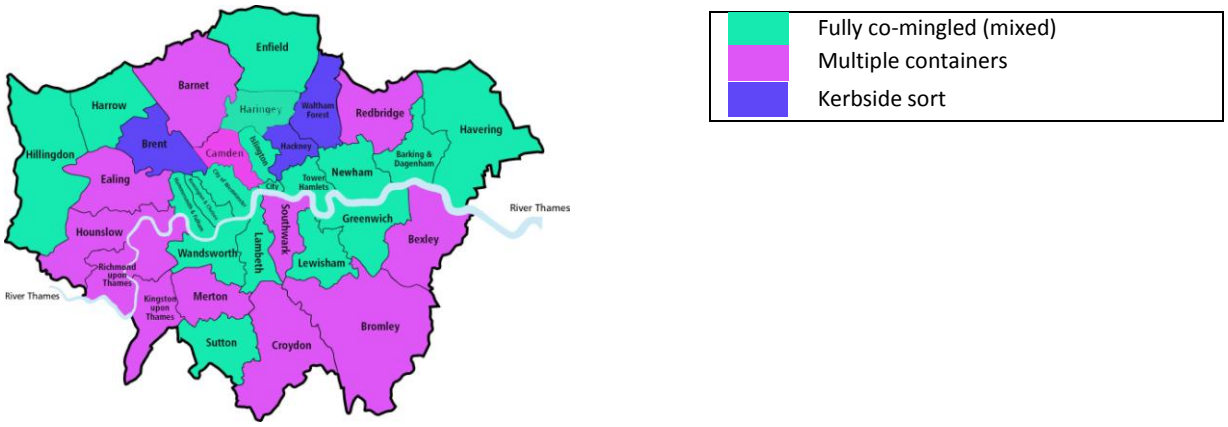
Table 6 provides a summary of some of the typical advantages and disadvantages associated with each of the collection schemes.

Kerbside sort system	
Advantages	**Disadvantages**
• Easy for householders to use	• Generally incurs greater collection costs
• The collection crews are able to reject contaminants which are found in the recycling container (e.g. using contrary cards)	• No compaction is undertaken during collection, therefore a high number of stillage vehicles and collection crews is required
• Public confidence is increased as householders can observe the materials being sorted	• New materials can only be added to the scheme by altering the operations of the service
• Materials only need to be bulked up and delivered directly to the reprocessor, without the need for further sorting, providing they meets the reprocessor's specifications	• Items like plastic bottles and cardboard pose capacity issues, as they are bulky items and no compaction is used for collection
• Income is received from the sale of recyclate collected	• Kerbside sort schemes usually use boxes, which create capacity issues
	• The scheme is labour intensive, with concerns around manual handling and working times
Twin stream system	
Advantages	**Disadvantages**
• The segregation of paper from the other streams achieves higher revenue due to its increased quality	• Higher processing costs than kerbside sort due to the need to sort the co-mingled materials at a MRF
• Additional materials can be added in the co-mingled box without altering operations	• There is more likelihood of contamination than a scheme where full sorting takes place at the kerbside
• Split body vehicles are normally used to collect paper in one compartment and all other materials in the other compartment. Fewer vehicles and collection crews than kerbside sort systems are usually required, as materials can be compacted during collection, hence increasing the collection productivity	• Some materials (e.g. textiles, shoes, motor oil and batteries) would not be accepted by the new scheme, as the MRF would not be able to process them and alternative arrangements would need to be identified (e.g. increase the density of bring sites which accept these materials or ask residents to present them separately)
• Paper can be bulked up and delivered directly to the reprocessor, without the need for further sorting, providing it meets the reprocessor's specifications	• Less convenient for householders to use than other schemes
Single stream co-mingled	
Advantages	**Disadvantages**
• Compaction vehicles can be used, therefore the efficiency of the service is enhanced. Reduction in number of vehicles reduces carbon footprint of waste management. There is no need for specialised collection vehicles	• There is more likelihood of contamination than a scheme where sorting takes place at the kerbside, therefore additional investment in communications may be required
• Additional materials can be added to the recycling service without altering operations	• Higher processing costs due to the need to sort the co-mingled materials at a MRF
• Can achieve higher diversion rates than other schemes (even allowing for contamination)	• Paper would be fully co-mingled with the rest of the material streams and this would incur a loss of quality
• Wheeled bins can be used as recycling containers, therefore this type of scheme increases significantly the capacity available for householders to recycle. This scheme also reduces health and safety concerns associated with manual handling if wheeled bins are used as containers	• Some materials would not be accepted by the scheme, as the MRF would not be able to process them and alternative arrangements for these materials would need to be identified
• Easy for householders to use	

Table 6: Typical advantages and disadvantages of kerbside recycling collection systems

4.2.1.1 Current situation in London

Map 9 shows the different collection schemes currently used by local authorities in London as part of their kerbside dry recycling schemes.



* Note that local authorities currently using multiple containers can use a combination of fully co-mingled (mixed) or kerbside sort systems. The purpose of this grouping is to show how many local authorities in London currently use more than one container to collect different materials for recycling.

Map 9: London waste authorities – type of recycling collection system

4.2.1.2 Evidence Base

Evidence base suggests that there is no one size fits all in terms of the best collection system for collecting materials from street level properties. There are indeed many factors that local authorities need to consider as part of the selection of the most appropriate collection system for their residents. WRAP recognises that: "ultimately, the choice of collection system remains a matter for local authorities to decide"[34].

WRAP also carried out extensive analysis of local authority kerbside dry recycling performance[35]. The conclusion of the analysis was that the best performing services are those using:

- fortnightly wheeled bin recycling schemes with fortnightly residual waste collection
- weekly box recycling schemes with fortnightly residual waste collection

WRAP identified a number of different factors that influence and impact upon kerbside dry recycling collection performance, namely:

- socio-economic factors[36]
- service related factors such as:
    - type of collection system
    - material types collected
    - container types and capacity[37]
    - frequency of collections and relationships with other services
    - communications.

In May 2010, WYG published a report[38] based on waste data flow (WDF) analysis for 2008/09. The conclusions of the report were that:

- 26 of the top 30 performing councils in England for dry recycling diversion rates operate a co-mingled (mixed) collection service

34 "Choosing the right collection system", WRAP, 2009

35 "Kerbside Dry Recycling Performance in England 2007/08", WRAP, 2009

36 WRAP has identified that demographic and socio-economic factors and the prevailing 'characteristics' of an area have a significant influence on recycling performance - just over a quarter of the variation in local authority dry recycling performance can be explained by the characteristics of the local area and population. Some local authorities typically those in high density areas with high levels of deprivation face a series of additional challenges or barriers that others do not

37 WRAP concluded that residents would recycle more if they had more and/or bigger containers. The study found that there is a correlation between available capacity and performance, where increased provision of capacity leads to higher yields

38 "Review of Kerbside Recycling Collection Schemes Operated by Local Authorities", WYG, May 2010

- analysis of WDF 2008/09 data for dry recycling collected at the kerbside, revealed that, on average, local authorities operating 100 per cent co-mingled (mixed) collections[39] (i.e. no other kerbside recycling scheme offered) collected 25 per cent more materials for recycling than local authorities operating 100 per cent kerbside sort systems[40]
- WYG also carried out analysis of the top twenty performing local authorities in England in 2008/09. The conclusion was that both kerbside sort and co-mingled recycling schemes have been adopted in more or less equal measure (9 kerbside sort; 10 co-mingled, one twin stream). However, when considering dry recycling performance alone for these authorities it can be seen that the top eight authorities (for dry recycling) all operate a co-mingled system.

A study[41] carried out to support the development of the Mayor of London's Municipal Waste Management Strategy carried out analysis of waste data flow (WDF) for 2008/09 and concluded that the highest average yields are achieved by fortnightly co-mingled collections.
Table 7 compares the average yields for the different dry recycling collection systems used by local authorities in London. The conclusion is that the highest yield is achieved by fortnightly co-mingled collections which use wheeled bins to contain the recycling materials.

Dry recycling collection system	Number of authorities	Kg/hh/yr
Kerbside sort weekly	6	130
Co-mingled weekly	19	132
Co-mingled fortnightly	2	205
Multi-stream weekly	4	160
Multi-stream fortnightly	2	142

Table 7: Performance of London's kerbside collections by collection method 2008/09 (Waste Data Flow)

4.2.2 Kerbside organic recycling schemes

The following methods of collections are used by local authorities to collect organic materials:

- garden waste only
- food waste only
- food and garden waste collected separate
- food and garden waste collected mixed
- food, garden waste and cardboard collected mixed

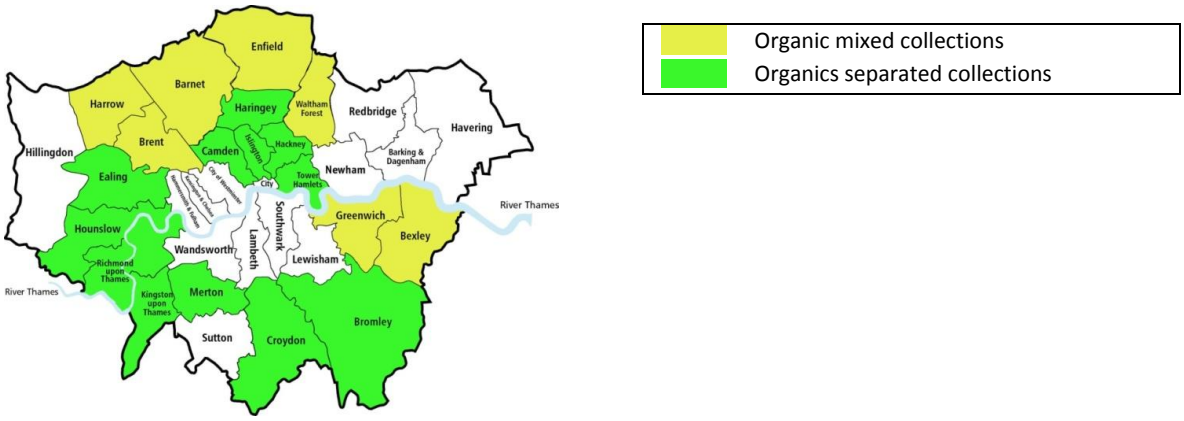
4.2.2.1 Current situation in London

Map 10 shows the number of local authorities in London currently collecting both food and garden waste. The map shows whether local authorities collect these materials mixed or separated.

39 The data was adjusted to take account of rejects at the MRF

40 Local authorities operating 100% kerbside sort systems achieved a maximum of 239kg/hh/yr (Melton BC), with a weighted average of 131kg/hh/yr. Local authorities operating 100% co-mingled (mixed) systems achieved a maximum of 285kg/hh/yr (North Kesteven DC), with a weighted average of 163kg/hh/yr

41 "The Performance of London's Municipal Recycling Collection Services", Hyder Consulting, 2010



* Some local authorities in the map only run pilot schemes. Other local authorities provide residents with separate containers for food waste and garden waste, but the materials are then collected co-mingled and taken to an in-vessel composting facility, therefore although residents are provided with separate containers, the materials are collected mixed.

Map 10: Kerbside organic collections in London

4.2.2.2 Evidence Base

WRAP has carried out extensive research at national level to compare the benefits of separate and mixed kerbside organic collection systems.

The evidence base gathered by the organisation concluded that separate collections of food waste tend to achieve higher yields than mixed collections and that the diversion of food waste is enhanced when the frequency of collection of residual waste decreases from weekly to fortnightly, as residents with fortnightly collections of residual waste:

- divert more food waste from landfill
- produce significantly less residual waste overall.

4.2.3 Limiting the growth of residual waste

The Council's target is to have no overall increase in total household waste generated in Brent despite increases in overall household numbers.

The main drivers behind this target are:

- the increasing costs associated with disposing of waste to landfill
- the untapped value of waste currently sent to landfill
- the need to plan for adequate long term waste treatment facilities to treat the residual fraction of waste which is not reused, recycled or composted by working in partnership with WLWA.

The Council's target for limiting household waste growth will only be achieved if residents:

- are fully aware of the amount of unnecessary waste that is currently being produced
- understand the economic and environmental threats of the current behaviours which are unsustainable in the long term.

4.2.3.1 Evidence Base

There are many factors affecting waste growth. Many of these are inter-related:

- lifestyle behaviour
- socio-demographic make up of local authorities
- consumer spending
- purchasing and product packaging trends
- materials drawn in from non-household sources (e.g. trade waste abuse).

Local authorities have recently introduced waste policies and changes to waste management services to limit household waste growth, such as: reducing the frequency of collection of residual waste, no side waste policies, closed lid policies, reduced container capacity, controls at Reuse and Recycling Centres, charging for

garden waste collections, charging for bulky waste collections, waste prevention initiatives and activities, communications and community engagement.

The experience from local authorities shows that reducing the frequency of residual waste collections is a positive means in order to:

- reduce the rate of growth in household waste
- control the amount of residual waste collected at the kerbside
- encourage waste reduction and reuse
- increase participation in recycling schemes
- increase the recycling performance
- increase collection efficiency
- lower the cost of this service and free up resources to fund investment in recycling services.

4.2.3.2 Current situation in London

There are currently three local authorities in London collecting residual waste (general household waste) with a frequency less than weekly: Harrow, Bexley and Kingston-upon-Thames. Figure 5 provides information on the waste collection services used by these local authorities.

Figure 5: Waste collection services used by Harrow, Bexley and Kingston-upon-Thames

4.3 The Council's Vision for waste collections from street level properties

Brent residents living in street level properties are provided with a new environmentally sound, economically efficient and user-friendly waste collection service. Residents appreciate the new service, understand the full value of waste and work with the Council to ensure that this value is not left untapped. The new waste collection service is a hassle-free part of Brent's residents' lives and the Council achieves high rates of

household waste recycling and composting. The satisfaction of Brent's residents has increased through access to a service which is equitable, well communicated, efficient and accessible to all.

4.4 From Vision to Policy

4.4.1 Policy 2

The Council is committed to ensuring that residents continue to be provided with a weekly collection service with different types of waste collected on different frequencies.

The Council will introduce a new and improved waste collection service for all street level properties which will increase the range of materials accepted for recycling, improve diversion of materials away from landfill and maximise the value of resources.

The introduction of the new service will be supported by comprehensive communications, so that residents understand what materials can be recycled and composted, where they can be recycled and what happens to the materials once they are collected.

4.4.2 Action 9

- Kerbside Dry Recycling Scheme
  The 44l green box will be replaced with a new 240l wheeled bin and additional materials will be collected for recycling. The new recycling scheme will be fully co-mingled and the bin will be collected on alternate weeks with the residual waste bin. The following materials will be collected for recycling:
  - paper, metal tins and cans, glass bottles and jars, plastic bottles, aluminium foil and aerosols
  - mixed plastic containers[42], cardboard and food and beverage cartons will be added to the recycling scheme
  - textiles, shoes, household and car batteries and engine oil will also be collected. Residents will present these materials next to the recycling bin and contained in clear plastic bags.

- Kerbside Organic Recycling Scheme
  All residents in street level properties will now be able to separate organic materials for composting. The improved scheme that the Council will introduce will be as follows:
  - residents already using the 240l green wheeled bin will continue to use the service to separate food and garden waste. Cardboard[43] will no longer be collected as part of the new service, instead it will be included in the new kerbside dry co-mingled collection. The bins will be collected on a weekly basis
  - all other street level properties will be provided with a new 23l kerbside container to separate food waste which will be collected weekly. Residents will also receive a new 5l kitchen caddy for internal storage of food waste
  - the current on request biodegradable sack scheme for garden waste will be retained.

- Kerbside Residual Waste Scheme
  Residents will continue to use the existing 240l grey wheeled bin to contain residual waste that cannot be recycled or composted. The Council's improvements to the recycling and composting schemes will result in an overall reduction in waste arisings. As the materials collected in the new kerbside dry and organic recycling schemes make up the majority of waste, the residual waste bin will be collected fortnightly.

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42 The term 'mixed plastics' includes the range of rigid and flexible non-bottle plastic packaging typically found in the household waste bin such as trays, tubs, and pots. Mixed plastics packaging is made from a wide range of polymers and comes in various colours. Plastics packaging makes up an average 9% of household waste by weight. There is general acceptance that that packaging waste arisings are growing at between 2% and 5% each year

43 Removal of cardboard is considered important as it can present significant problems at the in-vessel composting facility particularly when it becomes the dominant component of the collected waste stream for example in winter when the quantity of garden waste will be much lower. One of the main problems associated with cardboard at in vessel composting facilities is that it degrades very slowly and is thus often still present as visible contamination in the final product which has implications on being able to achieve quality standard for the resultant output.

4.4.3 Supporting Policies

4.4.3.1 Supporting policy 1 – No side waste and closed lid policy for the residual waste collection service

To reinforce the Council's messages about reducing and preventing waste, a "no side waste" and "closed lid" policy will be adopted. A closed lid and no side waste policy means that the collection crews will not collect any waste left next to the residual bin and bins which are so full that the lid can't be shut will not be emptied. Detailed procedures on the implementation of the new policy will be developed before the new service commences.

Unlike residual waste, residents will be able to place out for collection textiles and clothes, household and car batteries and engine oil contained in clear plastic bags and left next to the new recycling bin.

This policy is designed to encourage waste reduction and reuse and increase participation in recycling. This will ultimately reduce the overall waste produced in Brent. The introduction of this supporting policy will also increase staff efficiency and reduce occupational health and safety risks. The closed lid policy will ensure that waste is contained within the residual wheeled bin to reduce littering, odour and vermin issues.

4.4.3.2 Supporting Policy 2 – Compulsory recycling

The Council introduced a compulsory recycling policy in August 2008 for residents using the green box recycling service. Figure 6 shows the number of local authorities in London currently adopting a compulsory recycling policy.

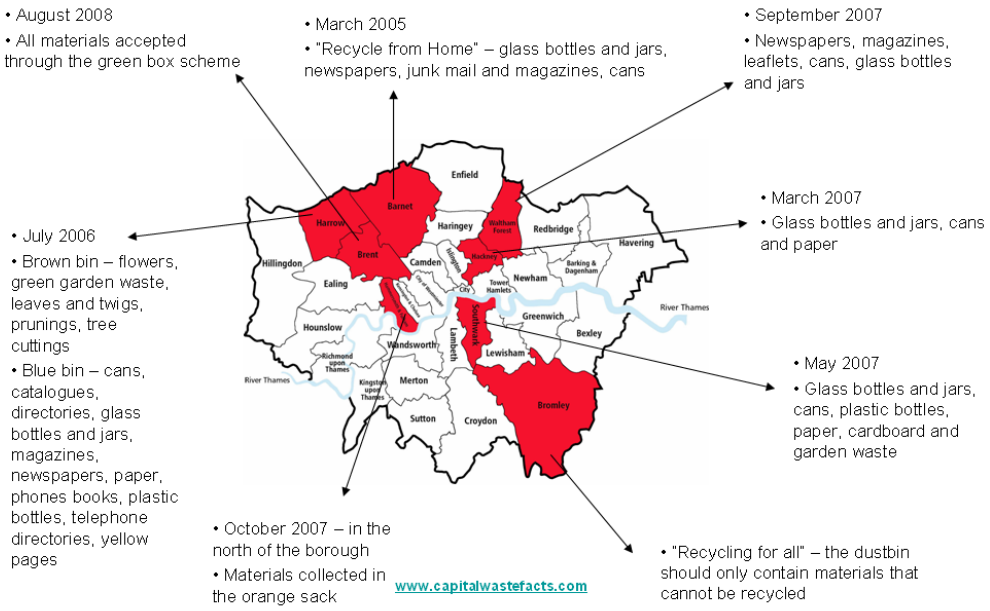

Figure 6: Compulsory recycling policy in London

The Council will retain the compulsory recycling policy and expand it to cover both the kerbside dry and organic recycling services.

4.4.3.3 Supporting Policy 3 – Assisted collections

An assisted collection service is currently available to residents who, because of a disability or health condition, find it difficult to put their containers at the front of their property. Special arrangements are made for the waste and recycling crews to collect from a specified location (subject to agreement) and return the containers to the same location after they have been emptied. The Council will retain the assisted collection

policy, although ad hoc reviews will be carried out to ensure that the list of residents benefitting from an assisted collection stays up to date.

4.4.3.4 Supporting Policy 4 – Assessing the needs of difficult to serve housing types

The Council will survey and assess houses in the borough to ensure that the service needs of all properties are understood and the introduction of the new service is planned accordingly. The Council's aim will be to keep the new service as simple and uniform as possible as it believes that the new scheme will be suitable for almost every street level property in Brent.

However it is also the Council's aim to adopt a flexible approach for some housing types, in particular areas of the borough where access for collection vehicles or storage of containers may be an issue. The Council will survey difficult to serve housing types and establish if alterations to the proposed service are necessary. Careful consideration will be given to:

- houses in multiple occupancy
- terraced properties with limited space to store bins either at the front or the rear of the property.

Detailed procedure to assess the needs of difficult to serve housing types will be developed as part of the strategy's implementation plan.

4.4.3.5 Supporting Policy 5 – Household size

The Council intends to issue a standard bin size to all street level properties. Residents who require a different size of the bins (increased or reduced capacity) will need to contact the Council. Each request will be assessed on a case by case basis before a decision is made.
Households with six or more people may qualify to receive additional capacity.
Detailed procedure to deal with requests for a different size of bin will be developed as part of the strategy's implementation plan.

4.4.3.6 Supporting Policy 6 – Contamination

The Council recognises that the new kerbside waste and recycling collection schemes represent a significant change and that some residents may find it difficult to adjust to the new service during the first weeks of implementation. The Council will aim provide the necessary information and practical advice. This will be supported by a comprehensive communications plan (refer to chapter 8) which will be developed in good time before the new service is introduced. Where residents struggle to adjust to the new kerbside service, house visits could be arranged to educate residents about the correct use of the new service. However the Council will reject contaminated bins whilst ensuring that residents are informed about which materials are responsible for the bin not being collected.
Detailed procedure to deal with contamination will be developed as part of the strategy's implementation plan.

4.4.3.7 Supporting Policy 7 – Enforcement

The Council recognises that the new waste and recycling collection schemes represent a significant change for residents. The Council will develop a comprehensive communications plan (refer to chapter 8) to ensure a smooth transition to the new service and may also provide house visits for those residents who are struggling to adjust to the new service so that help and advice can be provided on how to manage waste and recycling more effectively.
For the minority of residents that are unwilling to co-operate, the Council will enforce the compulsory recycling policy. The Council's primary objective is to engage with residents and undertake education activities with the use of legal action as the very last resort.
The Council will also aim to eliminate the amount of business waste entering illegally the household waste stream and use enforcement powers accordingly.
Detailed procedure to deal with enforcement activities will be developed as part of the strategy's implementation plan.

4.4.3.8 Supporting Policy 8 – Rewarding residents for recycling

The Council will investigate opportunities to introduce schemes to reward residents for recycling.
This will depend on future developments of national, regional and local waste policy.
The Council will aim to gather information from local authorities running similar schemes before new policies are considered. Some of the main drivers behind the introduction of a scheme to reward residents for recycling would be:

- evidence of the positive impact that such initiatives have on recycling and composting rates
- increased diversion of materials from landfill
- cost neutrality to the Council.

Pilot schemes may also be considered before borough-wide implementation is proposed.

4.5 From Policy to Action

4.5.1 What needs to be done

The Council will aim to introduce the new waste collection service in late 2011 and will therefore carry out the following activities before the new service is introduced:

- develop a robust procurement plan to purchase and distribute new containers and to realise the best value for money for residents
- work closely with the waste and recycling collection contractor to introduce new collection vehicles
- work closely with the waste and recycling collection contractor and WLWA to secure outlets for the increased recycling materials that will be collected from Brent residents
- develop a waste reduction and reuse plan to further contribute to the need to reduce household waste growth
- develop a comprehensive communications plan to enable residents to understand how the new waste collection service will be implemented, make the most of their new service, achieve greater understanding of waste and recycling issues, placate misconceptions and fears that residents may hold with regard to the new service and explain what happens to the materials collected
- allocate resources to monitor the implementation of the new service and offer face to face advice during the first weeks of the project
- carry out a comprehensive review of other waste services provided by the Council, such as recycling facilities in public places and the reuse and recycling centre to monitor what change in yields will be experienced as a result of the new waste collection service.

4.6 Difficult to serve properties (i.e. properties along the North Circular Road)

Properties along the North Circular Road currently receive a daily collection of residual waste. Residents are provided with a single use sack. Currently there is no provision for a recycling service.

4.6.1 Action 10 – Properties along the North Circular Road

The Council will:

- retain the existing daily single use sack collection for residual waste (or general household waste)
- introduce a new dry recycling scheme. Residents will be provided with an additional single use sack which will be collected together with the residual waste sack. The following materials will be collected for recycling: paper, glass bottles and jars, plastic bottles and mixed plastics, metal tins and cans, food and beverage cartons, aluminium foil and aerosols.

5 RECYCLING: BLOCKS OF FLATS

5.1 Background

Key to the success of recycling schemes in flats is to ensure recycling is as easy and convenient for residents to use as waste disposal. This tends to encourage participation in recycling and increase the amount of materials collected.

Recycling services for flats can be more difficult to implement than for street level properties for the following reasons:

- flats and communal areas are subject to more legislation and policies than street level properties. These regulations can affect the time needed for planning and implementation, design requirements and cost of providing recycling services
- there are multiple stakeholders (e.g. managing agents, landlords, housing associations, residents) that need to be consulted and this can impact on expense and time requirements
- many blocks of flats in London were built at a time when the disposal of waste was the only planning consideration. This makes it challenging for local authorities to retrospectively introduce recycling and composting services which are both cost-effective and convenient for residents.

Although Brent is an outer London borough, it faces many of the challenges of inner city living such as high density flats. Approximately 20 per cent of the borough's population lives in flats, equating to over 23,000 properties. Therefore the social and environmental benefits of providing a recycling service for flats in Brent are far reaching.

A block of flats is defined as a building within which there is more than one self-contained household.

Several blocks of flats in close proximity, usually managed by the same organisation, are often referred to as an estate. Flats are usually categorised into the following building types:

- purpose built blocks
- flats in converted properties, usually a house, also known as HMO
- flats in commercial buildings (e.g. flats above shops).

This section of the strategy covers purpose built blocks of flats and flats in converted properties with more than eight households. The Council's procedure is that purpose built blocks or HMOs with eight or less properties have access to the same service as street level properties (although there are a few exceptions, primarily due to building features or management arrangements).

Finding an innovative way to attain high levels of recycling from flats is fundamental to achieving the targets set out in this strategy.

The Mayor of London recognises in his draft Municipal Waste Management Strategy (2010) that improving recycling rates from flats is essential to increasing London's recycling rates. The Mayor is working with the London Waste and Recycling Board to introduce a programme of infrastructure improvement to boost recycling rates from flats, in particular from social housing estates.

The Council will work closely with the Mayor of London, London Waste and Recycling Board and WLWA to maximise the benefits of this proposal for Brent's residents.

There are a variety of collection schemes which can be used to collect recycling from blocks of flats.

In 2009 WRAP published guidance[44] for local authorities on recycling collections from flats and provided the typical performance that different collection schemes can achieve for both dry recycling and food waste.

Table 8 highlights some of the advantages and disadvantages of the various collection schemes and also summarises the typical performance levels provided by WRAP.

44 "Recycling collections for flats", WRAP, 2009

Collection scheme type	Description	Advantages	Disadvantages	Materials collected	Scheme type	Average yield (kg/hh/wk) [45]	Source of data	Commentary
Kerbside collection scheme	• Same collection as street level properties • In Brent blocks of flats with 8 households or less can be included in the kerbside scheme as long as the building features of the block are suitable for this type of collection	• The scheme is as convenient as the service received by street level properties • It can be an efficient way of increasing the amount of recycling collected • Relatively cheap to provide as this can be added to an existing round	• The suitability of blocks need to be assessed carefully • The collection scheme may not be properly used in blocks with a high proportion of residents' turnover • It is not possible to monitor residents participation	Dry recycling and organics	n/a	n/a	n/a	• Not covered in the WRAP report. Similar capture rates and participation rates to street level properties can be expected
Bring recycling scheme	• Residents bring their recyclables to the recycling bins • This is the type of scheme that we use in Brent, specifically the dry recycling scheme (weekly separated)	• The scheme tends to be more successful if recycling and waste bins are located in close proximity • It has relatively low capital and revenue costs • It can capture large amounts of material and achieve high participation rates • Residents are able to recycle as often as they wish • It tends to be simple and easy to communicate	• It can attract fly tipping and use by commercial users • Sites located away from entrances and/or waste bins do not act as a reminder to residents to recycle • It can be difficult to monitor participation	Dry recycling	Weekly - separated	1.75	Bin weighing	• Factors affecting performance could be: • frequency of collection • size of block • chutes for residual stream • internal container provision – residents provided with an internal receptacle to store their recyclables (ie reusable sack) recycle more
				Dry recycling	Weekly – partial separation	2.51	Bin weighing	
				Dry recycling	Weekly – co-mingled (mixed)	2.54	Bin weighing	
				Food waste	Twice weekly	0.29	WRAP food waste trials	

45 It should be noted that contamination was not taken into account during the bin weighing exercise

Collection scheme type	Description	Advantages	Disadvantages	Materials collected	Scheme type	Average yield (kg/hh/wk) [45]	Source of data	Commentary
Door to door collection scheme	• Collections are made from residents' doorsteps • In Brent this type of collection scheme is not used. There are no plans to introduce it borough-wide. Small scale pilots in suitable blocks may be introduced in the future	• This type of collection often makes recycling easier and more convenient than disposal of waste • There are opportunities for on-site staff to be involved in recycling	• Containers need to be set out in corridors, which can increase fire risk and may inhibit wheelchair access • Manual handling and transport of materials to ground level can pose health and safety risks • It can have relatively high operational costs • Many flats have little storage space to hold waste for a week.	Dry recycling	weekly	1.83	Bin weighing	• Average collections are lower where a bring site is also provided near to the block of flats • High-rise properties (over five floors) tend to recycle more on door to door collections than low-rise properties
				Food waste	weekly	0.50	Two WRAP trials	
Chute recycling	• There can be dedicated or mechanical chute recycling schemes • This type of scheme is not widely used in the UK • We currently do not use this type of collection scheme in Brent due to the building features of the majority of our blocks of flats • Small scale pilots in suitable blocks may be introduced in the future	• It requires minimal manual handling • Residents can dispose of their waste and recycling in the same location • It is most suited to co-mingled recycling • High participation and high recycling rates	• Mechanical chute schemes are relatively untested in UK and require ongoing maintenance • Dedicated chute schemes can be difficult to introduce as multiple chutes side by side are rare in existing buildings • It can be difficult to monitor participation	Dedicated chute recycling - Dry recycling	weekly	3.69	Three small scale trials in three London boroughs	• There is little data and information available on the performance of this type of schemes • The performance recorded shows that this could be the highest performing collection system for flats. However as this is not a wide-scale service it may not provide a clear indication of a typical performance.
				Dedicated chute recycling - Food waste	n/a	n/a	No known schemes operating	
Collection point from each floor of a block scheme	• Residents bring their recyclable materials to small bins or boxes located on each floor • We currently do not use this type of collection	• This type of collection scheme allows residents to easily dispose of their recycling as often as they need to • Containers can be	• Manual handling and transport of materials to ground level can pose health and safety risks • Finding appropriate space for recycling	Dry recycling	Weekly, co-mingled (mixed)	2.52	Two small scale trials in two London boroughs	• There is little data and information available on their performance, as they are not yet widely used in the UK. • The data provided is

Collection scheme type	Description	Advantages	Disadvantages	Materials collected	Scheme type	Average yield (kg/hh/wk) [45]	Source of data	Commentary
	scheme in Brent. There are no plans to introduce it borough-wide. Small scale pilots in suitable blocks may be introduced in the future	located next to waste chutes to make recycling as easy as waste disposal • Capital costs can be relatively low	containers can be difficult for flats where corridor space is limited • It can be difficult to monitor participation	Food waste	n/a	n/a	No known schemes operating	not a wide-scale service, therefore it may not be a clear indication of a typical performance
Vacuum system (Envac)	• Underground pipes are used to transport waste to a reception centre on the outskirts of the area using air • This system reduces the number of heavy waste collection vehicles in the area • This scheme is used in Brent in the Wembley Stadium development, where underground waste and recycling systems have been installed, processing three different waste fractions (dry recycling, organic waste and refuse).	• Collections are made from one central point saving time and resources • Residents are able to recycle as often as they wish • Fewer vehicle movements needed	• The introduction of this type of collection scheme tends to have high capital costs • It is most suitable for new development • It can be difficult to monitor participation	Dry recycling / food waste	Co-mingled (mixed) bring chute system	n/a	Envac @ Wembley City site	Currently the average yields are not available

Table 8: Flats recycling –advantages and disadvantages of various collection schemes and typical performance

5.2 Why we need change

The current recycling service for flats was initially introduced in Brent in 2004.
The recycling scheme is a weekly separated bring scheme (the typical performance of this type of collection scheme is shown in table 8). There are over 430 site locations serving blocks of flats. The Council uses communal bins of different capacity (either 1,100 litre euro bins or 240 litre wheeled bins) depending on the capacity needs of the block served and space available.

The following materials are collected for recycling: paper, glass bottles and jars, metal tins and cans, aluminium foil, aerosols and plastic bottles. The Council does not currently offer a collection service for food waste.
However approximately half of the purpose built blocks still do not benefit from a recycling service.

5.3 The Council's Vision for flats

Brent residents living in blocks of flats are provided with a new recycling service which is convenient, efficient and easy to use. Brent residents take full advantage of the new service, share with the Council the responsibility for meeting recycling targets, reducing the cost of landfill and they understand the contribution that recycling brings to improving the local environment.
The satisfaction of Brent's residents has increased through access to a service which is equitable, well communicated, efficient and accessible.

5.4 From Vision to Policy

5.4.1 Policy 3

Brent Council, working with residents, voluntary organisations, housing associations, managing agents and the waste and recycling collection contractor will introduce a new and more convenient recycling service for residents living in blocks of flats. The current separated bring scheme will be replaced with a fully co-mingled (mixed) scheme to encourage residents to recycle more materials more often. The new scheme will be easier, more convenient and less time consuming for residents, as they will only need to use one bin which will accept all materials for recycling.
The following materials will be collected for recycling:

- paper, glass bottles and jars, metal tins and cans, plastic bottles, aluminium foil and aerosols
- additional materials will be added to the recycling scheme such as beverage and food cartons and mixed plastics containers.

In addition suitable blocks of flats will receive a new communal food waste collection service.
The introduction of the new service will be supported by comprehensive communications, so that residents understand what materials can be recycled and composted, where they can be recycled and what happens to the materials once they are collected.

5.5 From Policy to Action

Good practice research and practical experience from other local authorities suggests that key to the success of recycling schemes for blocks of flats is to make recycling collections as easy and convenient for residents as possible.

5.5.1 Action 11

The Council will:

- introduce a new fully co-mingled (mixed) dry recycling service in all suitable blocks of flats as part of a rolling programme starting from 2011/12. The new dry recycling service will:
    - reduce the time and effort required of residents to participate in recycling
    - reduce the amount of space needed to accommodate recycling facilities
    - increase the convenience and ease of use of the service by locating recycling facilities close to waste facilities wherever possible
- introduce a new scheme for the collection of food waste using communal bins for suitable blocks as part of a rolling programme starting from 2011/12

- retain the existing on request biodegradable sack service for garden waste
- devise a communications campaign specifically tailored to residents living in flats aimed at increasing their understanding of the new service
- explore opportunities to increase the number of materials which can be collected for recycling
- work with other waste authorities in London to share experiences and good practice
- ensure that all stakeholders are engaged and fully involved when new schemes are introduced and consulted when necessary.

5.5.2 What this will achieve

5.5.2.1 Location of bins

The separated collection scheme takes up space as the number of containers required is dictated by the number of materials collected rather than the amount collected. For this reason, it is often not possible to co-locate recycling bins and waste bins. Introducing a fully co-mingled (mixed) collection for dry recycling will:

- reduce the amount of space needed to accommodate recycling facilities for many blocks of flats. The new recycling scheme will require less recycling bins for most blocks of flats
- increase the number of blocks of flats where recycling and waste facilities are located in close proximity
- reduce the costs related to purchasing the recycling bins for the different material streams
- meet the needs of Brent residents, as it will be easier, more convenient and less time consuming for residents to use recycling facilities, as they will only need to use one bin which will accept all materials for recycling.

The Council will also introduce bins for the collection of food waste in suitable blocks of flats. Detailed procedure and assessment criteria will be developed as part of the strategy's implementation plan.

5.5.2.2 Tonnage collected

Table 8 shows the typical performance of various recycling collection schemes for flats and it shows that the fully co-mingled (mixed) dry recycling scheme can achieve the highest yield of all bring schemes when collected on a weekly basis.

Introducing a fully co-mingled collection scheme in Brent will:

- enable the diversion of more materials away from landfill, therefore reducing the overall cost of waste disposal and lead to reduced carbon emissions
- contribute to the environmental benefits of recycling. Collecting more materials for recycling will reduce the need to use virgin materials to produce new products.

5.5.2.3 Introducing new materials for recycling

It will be easier to introduce new materials for recycling with the fully co-mingled option, as this may not require space for additional bins (unless capacity is the issue).

5.5.3 What needs to be done

The following activities will need to be carried out to ensure that the recycling service for blocks of flats is introduced smoothly in Brent.

5.5.3.1 Assessing suitability of existing blocks of flats

The Council will:

- maximise opportunities for partnership working with residents, housing associations, other council departments and private managing agents to ensure successful expansion of the new recycling scheme
- change the destination of use of dry recycling bins in blocks of flats currently covered by the weekly separated scheme (e.g. this would consist of relabeling containers or relocating them to more suitable locations where possible)
- initiate a rolling programme to introduce new recycling bins for dry recycling in blocks which currently do not have a recycling service

- assess the suitability of blocks of flats to receive a new food waste collection service
- explore opportunities to take maximum advantage of external funding opportunities (e.g. London Waste and Recycling Board's flats recycling programme) to support the introduction of the new service.

5.5.3.2 Introducing recycling facilities in new developments

In August 2008 the Council produced its first waste planning guidance for new developments within Brent. The guidance is designed for developers and architects and explains what waste management systems are available in Brent and indicates the Council's requirements for waste and recycling capacity. The waste planning guidance has been reviewed and updated and is available in appendix B. The Council will work closely with the planning department, developers and architects to ensure that the requirements for the provision of recycling facilities are considered in all applications and are satisfactory before planning permission is granted for new developments.

5.5.3.3 Exploring opportunities to introduce other types of collection schemes

Table 8 shows the types of collection schemes available in flats. The Council will seek opportunities to support a programme of infrastructure improvement in flats so that pilot schemes to collect recycling using alternative methods of collection to bring schemes (i.e. collection points on each storey, door to door collections, chute systems) can be introduced in Brent where this is possible.

5.5.3.4 Internal container provision

Common barriers to achieving high recycling or composting in blocks of flats include the lack of internal space for recycling storage and the difficulty of transporting materials to the collection point. WRAP has identified that average collections are higher in blocks of flats where local authorities provide an internal container for residents to store their recycling.

The Council will:

- provide residents living in blocks of flats where the new communal food waste collection scheme will be introduced with 5l kitchen caddies to store food waste in the kitchen
- explore opportunities to provide residents with internal receptacles (e.g. reusable sack) to store dry recycling materials before these are transported to the communal recycling bin. The effect of the container provision on the performance and the use of the bring sites will also be assessed[46].

46 WRAP, 2009. WRAP concluded that sites where residents are provided with internal receptacles for dry recycling materials collected an average of 2.26 kg/hh/wk while those without internal receptacles collected an average of 1.18 kg/hh/wk.

6 REUSE AND RECYCLING CENTRE

6.1 Background

Brent's Reuse and Recycling Centre[47] (RRC) plays an important role in achieving the borough's waste management targets. The RRC provides a drop-off facility for a range of household waste materials which can then be prepared for reuse, recycling, composting or responsible disposal. A strict "no van" policy is in operation at the site so as to prevent abuse by deposit of trade waste.

Recycling containers or storage areas for 31 different materials are provided at the site.

Tonnage recycled and diverted from landfill has steadily increased since the RRC was opened in June 2004.

Table 9 shows the full list of materials collected together with the destinations where they are taken to.

Material	Reprocessor
Aluminium (mixed)	EMR
Batteries (household and car)	G & P Batteries
Books	TRAID
Cans	VES
Cardboard	Total Waste
Cartridges	Environmental Business Products
Chipboard	Eco-Dorset
Clear glass	VES
Clothes	TRAID and LMB
Fire extinguisher	CHUBB
Florescent tubes	Wiser Recycling
Fridge	EMR
Gas bottles	FLO Gas for FLO bottles, CALOR for CALOR bottles
General Waste	West London Waste Authority
Green Waste	Country Gas
Mattress	West London Waste Authority
Metal	EMR
Oil (engine)	Brent Oil Contractors
Oil (cooking)	Edible Oil Services
Paper	Total Waste
Plasterboard	Powerday
Rubble/Hardcore	Powerday
Shoes	European Recycling Limited
Soil	McGovern
TV/Monitors	SWEEP
Tetra pak	BYWATERS
Textiles/Shoes	TRAID and LMB
Tyres	Powerday
WEEE (large)	EMR
WEEE (small)	ASM
Wood	Eco-Dorset

Table 9: Materials collected at the Reuse and Recycling Centre and destinations

In October 2010 the Council started a six-month pilot scheme in partnership with local community groups to reuse suitable furniture and electric and electronic equipment.

Nine RRC's are provided by the constituent authorities in the WLWA region. Some sites are run by the Councils' Direct Services Organisation (DSO), others managed by external contractors, others are managed by

47 The RRC is located at Abbey Road, London NW10 7TJ and is open to the public from 8am to 4pm seven days a week except Christmas day, Boxing day and News Year's day.

WLWA staff as part of agency arrangements. Brent's RRC is operated by WLWA staff under an agency agreement.
Residents in the WLWA region can access the most convenient RRC to them, irrespective of their borough of residence. The performance in terms of reuse, recycling and composting varies significantly across the sites.
Brent's RRC currently achieves an overall recycling rate of over 80 per cent and this is the highest diversion from landfill in West London.
WLWA and the constituent authorities recently started a review of RRC provision in West London. The objectives of the review were to:

- achieve a minimum of 80 per cent diversion from landfill from all sites
- reduce operating costs and improve efficiencies
- enhance economies of scale and maximise investment opportunities.

6.2 The Council's Vision for the Reuse and Recycling Centre

Brent's RRC continues to be an exemplar site in London showing innovation in site management and achieving the highest diversion of material streams from landfill. Residents recognise the importance of the RRC and use the facilities provided to reuse, recycle and compost as much of their waste as possible.

6.3 From Vision to Policy

6.3.1 Policy 4

The Council will continue to provide a Reuse and Recycling Centre for all residents in Brent.
The Council will work in partnership with WLWA and the other constituent authorities to:

- increase opportunities to reuse, recycle and compost additional material streams as markets develop
- enhance partnership opportunities to share markets, expertise and aim to introduce a common and consistent branding across all sites.

6.4 From Policy to Action

6.4.1 Action 12

The Council will deliver the policy for the Reuse and Recycling Centre by carrying out the following initiatives:

- explore opportunities to increase the range of materials collected for recycling
- explore opportunities to increase the range of materials that can be diverted for reuse
- seek investment to improve communication with residents to increase their awareness and usage of the RRC.

6.4.2 What needs to be done

- **Explore opportunities to increase the range of materials collected for recycling**. Brent residents can already recycle over 30 materials at the site. The Council will work in partnership with WLWA and the constituent authorities to identify markets for new materials. In addition to price considerations, markets require good quality materials at the right frequency and presented in the right form. Therefore whilst the introduction of recycling facilities for some new materials may be relatively straight-forward to implement, other materials will need in depth market research analysis before new facilities are provided.
- **Explore opportunities to increase the range of materials that can be diverted for reuse**. Reuse tackles waste in a more sustainable way than recycling and has the potential to provide wider community benefits. However reuse options are currently the least developed in London. The Council is keen to introduce new ways of managing the separation of items for reuse. Increased levels of reuse and repair could also have many social benefits, such as creating jobs and increasing local training and development.
- **Seek investment to improve communication with residents to increase their awareness and usage of the RRC**. Residents need to be provided with clear information and be encouraged to use the reuse and recycling facilities at the RRC correctly.

- Signage - the Council will seek investment to review the branding and signage at the site and follow best practice guidance for clear signage and communications
- Interaction with other recycling schemes – It will be necessary to review the performance of the RRC after the recycling and composting schemes for street level properties and flats have been introduced to establish the interaction and effect of these schemes on the site, particularly in terms of usage and tonnage throughput
- Working with schools – waste education officers already organise site visits for Brent schools to the RRC (refer to chapter 10). The Council will continue to provide this service to increase awareness and overall usage of the RRC
- Open days – the Council will explore opportunities to increase both the frequency and the type of activities that can be delivered at the RRC
- Increase the overall tonnage throughput – the Council is committed to further increase residents' awareness and usage of the site. There are other factors which need to considered and evaluated as they affect the amounts of waste materials brought to the site such as: interaction with other collection systems, average garden sizes, car ownership and the location of the site.

7 RECYCLING BINS IN PUBLIC PLACES

7.1 Background

Recycling bins in public places, also known as bring sites or "on-the go" facilities, represented the first type of recycling facilities provided by local authorities in the UK. They were first introduced in Brent in 1993 and there are currently 97 bring sites.

Some recycling bins in public places are provided and serviced by community/voluntary organisations or external companies,[48] but the majority of bins are provided by the Council working in partnership with the waste and recycling collection contractor. Recycling bins in public places are provided in strategic locations, such as outside train stations, on high streets, in town centres and parks, as well as the major supermarkets' car parks.

Table 10 shows the number of recycling bins in public places in Brent and the materials collected.

Material collected	**Number of sites**
Books	3
Brown Glass	1
Brown & Green Glass	1
Cans	2
Cartons	4
Clear Glass	2
Low Energy Bulbs	3
Mixed Glass	51
Music CD/cassettes	1
Paper	78
Plastic bottles	1
Plastic bottles and Cans/aerosols	68
Plastic Packaging	1
Shoes	14
Textiles	59
Total number of bring sites in Brent	**97**

Table 10: "on-the-go" recycling facilities and materials collected in Brent

Source: London borough of Brent

The provision of recycling bins in public places is a complementary service to the recycling collections from home. They offer recycling opportunities when residents are away from home and are also suited to a number of areas where kerbside collections are not feasible (i.e. flats above shops), thus they enable a wider section of the public to recycle.

Waste Strategy for England 2007 reaffirms the importance of providing recycling facilities in public places. The Strategy encourages local authorities to promote a recycling culture from the home to places where people work and which they visit.

The Mayor of London also recognises the importance of recycling bins in public places. In his draft Municipal Waste Management Strategy (2010), he states that he will work with waste authorities, the GLA group functional bodies[49], and the private sector to provide "on-the-go" recycling bins across London. Research undertaken for the London Assembly showed that more than 260 tonnes of waste is produced at lunchtime in London every day, illustrating the need to capture the proportion of that waste that can be recycled when people are away from home.

7.2 The Council's Vision for recycling bins in public places

Brent residents are provided with an effective network of recycling bins in public places located in strategic locations across the borough. Recycling bins in public places stimulate a new wave of public consciousness on

48 Traid, Salvation Army, Variety Club, Valpak, Bywaters

49 The Mayor has responsibility for appointing members to, and setting budgets for, four organisations: Transport for London (TfL), London Development Agency (LDA), London Fire and Emergency Planning Authority (LFEPA), and Metropolitan Police (MPA).

recycling. Residents value the opportunity to recycle during their daily commute and other activities they carry out away from home.
Recycling bins in public places allow residents living in difficult to serve areas (i.e. flats in commercial properties) with improved access to recycling facilities.

7.3 Vision to Policy

7.3.1 Policy 5

The Council will replace the existing scheme in favour of a new fully co-mingled (mixed) network of recycling bins in public places, whilst maintaining the same number of materials collected for recycling. The Council will explore the opportunity to expand the range of materials collected taking into account value for money and market demands.
The Council will continue to support the recycling facilities provided by voluntary organisations and aim to explore opportunities to increase the number and the range of materials collected by the organisations.

7.4 From Policy to Action

7.4.1 Action 13

The Council will:

- discontinue the existing separated collection arrangement and introduce new co-mingled recycling bins
- re label the bins and adopting a standard signage on all recycling bins to make sure that this is integrated with the kerbside recycling service
- carry out monitoring of the performance of the new recycling scheme
- plan the location of recycling bins in public places and to allow access to recycling for "hard to reach"[50] sections of the community (i.e. flats in commercial properties)
- explore opportunities to work in partnership with local community groups to plan the introduction of new recycling bins to collect additional materials, such as textiles, household batteries and small WEEE
- work in partnership with other departments (e.g. parks, town centre managers) to explore opportunities to introduce recycling bins in public places currently not covered by the service.

7.4.2 What this will achieve

The proposals highlighted above will allow the Council to:

- take informed decisions on how and where resources are best used to improve and develop the network of recycling bins in public places
- ensure the standard of service is maintained at a high level
- meet residents' needs and aspirations
- understand the factors which influence the success of recycling bins in public places.

7.4.3 What needs to be done

Following the introduction of the new recycling services for street level properties and flats, the Council will carry out a comprehensive review of the network distribution in the borough to ensure that recycling bins are located in the optimum locations, in the right quantities and are providing value for money.
This will ensure that the new co-mingled collections have the best opportunity to be successful in terms of tonnages collected, material mix, site acceptance as well as ease of installation, operation and servicing.
Performance monitoring of the network of recycling bins in public places will be carried out to:

- ensure that this is still operating at the optimum level
- decrease contamination and overflowing issues
- ensure bins are labelled appropriately
- improve the understanding of the interaction of the scheme with other recycling services.

50 Sections of the population which are 'hard-to-reach' operationally. This may be due to their location or housing type e.g. flats in commercial properties, high rise flats.

7.5 Difficult to serve properties (i.e. flats in commercial properties)

7.5.1 Action 14 – Flats in commercial properties

The Council will review the network of recycling bins in public places to ensure that recycling bins are located in strategic locations across the Council to allow residents living in flats in commercial properties access to recycling.

8 COMMUNICATIONS

The Council's new Household Waste Collection Strategy focuses on delivering well designed services that are accessible to all residents and supported by a programme of communications which promote action and behavioural change. In order to effectively deliver the strategy, the Council will have to commit considerable budget and staff resource. Good communications will be vital to deliver the new Household Waste Collection Strategy .

8.1 The Council's Vision for communications

Communications activities are fully integrated into the Council's waste management operations to actively promote and enable behavioural change. The provision of information to residents encourages and motivates them to take action and adopt sustainable waste management behaviours which become a consistent, embedded every day routine. Communications activities are planned and delivered in a purposeful and proactive way, whilst demonstrating value for money.

The aims for communications are to:

- encourage residents to actively engage and participate in the services through the provision of instructional and motivational information
- determine existing barriers to participation and provide operational solutions to address these
- encourage long term behavioural change with regard to how residents participate in recycling through the provision of ongoing advice and targeted information
- raise awareness of waste reduction and reuse initiatives and activities
- encourage the adoption of waste reduction behaviours and participation in reuse activities.

8.2 From Vision to Policy

8.2.1 Policy 6

Communications plans will be developed annually. The first plan will be developed by April 2011 to support the improvements to the waste collection service, along with the waste reduction and reuse initiatives.

The plans will be delivered through creative and engaging campaigns which will include SMART[51] objectives, monitoring and evaluation activities and budget requirement. Communications plans will also include a plan for community engagement and events to ensure that residents not only have information about the services available to them, but can also influence the type of initiatives that the Council will deliver in the future (refer to chapter 9).

The Council's approach to the development of communications plans will be to:

- review previous communication materials and activities delivered to assess what worked, successes and lessons learnt
- make best use of available good practice on developing communications plans
- work closely with waste communication experts to ensure the initiatives promoted are fully maximised
- review audience profiles using Brent's Evidence Base[52], MOSAIC[53] customer segmentation (already used by the Council for developing previous communication plans) and other available research to gain a better understanding of residents

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51 Specific, measurable, achievable, relevant, time-bound

52 Brent's Evidence Base was launched in July 2009. It is a collection of key data sets that officers use for strategy and project development. The Council and its partners use the evidence base to:

- develop their understanding of the needs and issues affecting Brent residents
- shape future service delivery

53 Mosaic Public sector is a customer segmentation model developed by a company called Experian utilised alongside other data sources to aid the Council's understanding of the characteristics of the borough. This model segments the population according to similar socio-demographic characteristics (lifestyle choices, income, education etc) as well as by geography. Based on the model inferences can be made about the characteristics and needs of households living within a given area and is a useful tool to better understand the needs and the characteristics of households within Brent.

- determine barriers to recycling participation and how these can be overcome by ensuring recycling services are easily accessible. This will be specifically relevant for hard to reach[54] and hard to engage[55] sections of the population which are often associated with low participation areas[56]
- develop consistent, simple and action focused messages to support communication activities
- regularly monitor and evaluate the performance of the services and review communication methods to establish whether changes are needed to make them more effective.

8.3 From Policy to Action

8.3.1 What this till achieve

The Council will:

- seek adequate investment in communications[57]
- deliver a programme of communications to ensure residents understand the benefits of the new waste and recycling collection service and encourage them to take action and participate
- deliver a programme of communications on waste reduction and reuse to enable residents to take part in these activities and initiatives
- measure the success of the communication activities and initiatives. This information will be used to shape future communications and ensure communications are delivered in a cost effective way
- ensure all sections of the community have equal access to services (where operationally feasible) and information about them through equitable communications.

8.3.2 What needs to be done

8.3.2.1 Joined up approach to communications

There is a major commitment through the Mayor of London's draft Municipal Waste Management Strategy (2010) to support communications campaigns and initiatives to promote waste reduction, reuse and recycling. The London Waste and Recycling Board recently announced the allocation of funds to Recycle for London to deliver a comprehensive programme of communications on waste reduction, reuse and recycling between 2010 and 2013. The advantages of this centrally managed campaign will be to:

- encourage consistency across London boroughs and nationwide communication initiatives
- enable the sharing of good practice and lessons learnt.

An important element of the Recycle for London programme is that it will split its funds against the waste hierarchy (reduction, reuse, recycling) to deliver:

- London-wide communications campaigns
- borough localisation of London-wide campaigns
- provide communications support and funding to local authorities to deliver communications plans which include targeted activities based on service provision.

8.3.2.2 Action 15

The Council will work closely with Recycle for London, WRAP and the London Waste and Recycling Board to:

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54 'hard-to-reach' residents are often referred to as residents which are difficult to reach operationally. This may be due to their location or housing type e.g. high rise flats. Hard to reach residents are often those unaware of, unable to take advantage of or reluctant to take advantage of services provided by the Council.

55 'hard to engage' residents are often referred to as those with whom it may be difficult to communicate the reason to participate in a recycling service and/or the practicalities of using it. Examples of these 'hard to engage' groups might include transient groups such as students or itinerant or seasonal workers. Language and literacy issues may present specific challenges.

56 The term LPA is applied to geographic areas where there is a concentration of households, which, for whatever reason, participate less in the recycling service provided than households in other areas of the same authority. Low participation can cover a number of specific issues:

- Low levels of participation in recycling services overall resulting in low tonnages collected
- Low levels of participation in terms of the range of materials collected resulting in low tonnages captured for some materials
- Incorrect participation resulting in the wrong materials being presented and poor quality of recyclate collected which can lead to rejection of entire loads if contamination levels are high

57 WRAP's experience of working with a large number of local authorities, suggests that a realistic expectation for effective communications budgets when the launch of a brand new service is proposed should be of up to £3.00 per household.

- take maximum advantage of external funding opportunities to support the delivery of local communications campaigns
- consider the benefits of 'piggy backing' on other regional and national communication activities which seek to generate media and public interest and use these messages at a local level.

8.4 Communications plan deliverables

The Council's communications plan will specifically focus on the proposed waste and recycling collection service, waste reduction and reuse initiatives and include a mix of communication activities.

8.4.1 Recycling

Chapters 4 and 5 outline the Council's new waste and recycling collection service in Brent. The new service aims to:

- increase the Council's recycling performance
- deliver an effective and efficient collection service
- enhance the environmental performance of the service
- help mitigate the negative effects of waste management on climate change.

The success of the new waste and recycling collection service in Brent will depend on the delivery of an effective programme of targeted communications to actively encourage residents to recycle more materials and participate on a regular basis. The level of engagement will depend on the budget allocated to communications.

8.4.1.1 Action 16

The Council will aim to achieve the following:

- inform all residents about the service changes and how to get the most out of the new waste and recycling collection service
- develop targeted communications using audience profile data to learn about residents' needs and find out what stops them recycling with the long term aim of changing behaviour
- carry out monitoring and evaluation activities during campaigns' periods.

8.4.2 Waste Reduction and Reuse

The waste reduction and reuse plans (see chapter 3) that the Council will develop annually will include the details of initiatives, which:

- have a demonstrable effect on reducing the amount of waste produced and will therefore be introduced (or expanded) in Brent
- require additional research and evidence before successful implementation is possible (e.g. there is not enough evidence to demonstrate the reduction in waste that their implementation would bring; there are not enough resources in Brent to introduce the initiatives).

8.4.2.1 Action 17

The Council will work closely with the Recycle for London programme, which has recognised the need to increase Londoners' awareness and understanding of waste reduction and reuse, to encourage behavioural change amongst residents. Where possible the Council will:

- support London-wide messages on waste reduction and reuse, particularly where there is a tangible benefit for Brent residents
- maximise funding opportunities to deliver local waste reduction and reuse communications campaigns
- work closely with WLWA waste minimisation co-ordinator to implement the WLWA's waste minimisation plan and share the benefit from the effective pooling of resources and expertise within neighbouring authorities.

8.4.3 The Waste Collection Commitment

In August 2009, WRAP published the Waste Collection commitment[58], a document developed to set out, through a number of key principles, the standard of service that every household in England should expect from their waste collection authority and provide councils with advice on how to improve their services.
The Waste Collection Commitment is a voluntary, service-level agreement. By signing up to the Commitment, a local authority is committing to ensuring that the needs of its residents are central to the design and delivery of their waste and recycling collection services[59].

8.4.3.1 Action 18

The Council will ensure that the new waste and recycling service meets the principles of the Waste Collection Commitment. The Council will work with WRAP to sign up to the voluntary agreement so that the following benefits can be achieved:

- provide better waste and recycling services to residents
- improve communications with residents and ensure that residents are clear on the level of service that they can expect to receive
- improve satisfaction and participation in recycling services
- reduce the cost of landfill
- reduce the carbon footprint of waste management operations.

58 The commitment flows from the recommendations made by the Communities and Local Government Select Committee's Fifth Report of Session 2006-7. The Committee said that: "There is a strong case for moving towards a basic understood standard, if not for collection methods or timings or frequency or type, at least for what the householder who pays, at least in part, for refuse collection through his or her council tax should be able to expect from the local authority."
In their response to the Select Committee the Department for Environment, Food and Rural Affairs invited WRAP and the Local Government Association to develop a set of principles for a good collection system. The Commitment has been developed from the findings of comprehensive market research which was undertaken in the autumn of 2008. The purpose of the market research was to better understand the aspects of waste collection services that English householders considered most important. The key themes that emerged from the market research were developed into a number of principles that define a good collection system.

59 The principles are as follows: "We are committed to providing waste and recycling services which are good value for money and which meet the needs of our residents. This means we will:

1. Explain clearly what services you can expect to receive
2. Provide regular collections
3. Provide a reliable collection service
4. Consider any special requests that individual households may have
5. Design our services and carry out collections in a way that doesn't produce litter
6. Collect as many materials for recycling as we can and explain to you what happens to them
7. Explain clearly what our service rules are and the reasons for them
8. Tell you in good time if we have to make changes to your services, even temporarily
9. Respond to complaints we receive about our services
10. Tell all our residents about this commitment to collecting waste".

9 COMMUNITY ENGAGEMENT AND EVENTS

9.1 Background

Brent has one of the most diverse communities in the country with distinctive strengths and needs. Although this is a great asset to the borough, it also poses challenges. This makes the action of engaging with communities all the more important.

Community engagement covers many different activities carried out for and with residents and communities in Brent. Understanding and meeting the needs of Brent's residents is at the heart of community engagement. The Council's commitment is about:

- widening and deepening the involvement of Brent's residents and communities in waste-related activities and initiatives
- ensuring residents in Brent have enough information about the activities that the Council delivers and can access the resources available to them
- empowering residents and understanding that communities become stronger only if local people are effectively engaged.

The Council is confident that the new Household Waste Collection Strategy will introduce more efficient and effective services. Conveying the new vision, policies and proposals contained within this strategy is of the utmost importance and the Council is committed to do so in a manner which is accessible and inclusive.

9.2 Where we are today

The Council already actively engages with Brent's residents and communities. Engagement activities regularly carried out include:

- delivery of an education programme for primary and secondary schools in Brent (refer to chapter 10)
- attendance at events and festivals to provide information and increase awareness on waste reduction, reuse and recycling
- attendance at residents' group meetings, area housing board meetings and residents' walkabouts
- engagement with communities of interest, including Street Watchers[60], older people and their carers, disabled people and BME groups
- engagement with the Brent Multi Faith Forum[61] to offer advice on recycling and promote the Council's services.

The Council is committed to understand, work with and meet the needs of all residents so that Brent becomes an even better place to live, work, study and visit.

9.3 The Council's Vision for community engagement

Community engagement activities carried out by the Council enable active, effective and inclusive participation by residents. Residents feel that they have a positive influence on waste management in Brent. Residents develop the knowledge, skills and confidence to work with the Council to take action to reduce, reuse and recycle. Residents feel comfortable about changing their attitude and pre-conception to waste, recognise that waste is a valuable resource and manage it in a more sustainable way.

9.4 From Vision to Policy

9.4.1 Policy 7

The Council will:

- develop annual community engagement plans to coincide with and as part of the communications plans (refer to section 8)
- ensure that the engagement activities are equitable, accessible, promoted clearly and in good time

60 The Street Watcher scheme consists of residents who volunteer to work with the council to fight environmental crime in their local neighbourhoods.

61 Brent Multi Faith Forum aims to develop shared objectives for discussion to establish key issues for Brent Faith Communities and a plan of action to make strategic interventions. It influences strategic policies by incorporating multi-faith perspectives by securing representation on Brent Statutory and Voluntary Boards.

- strengthen the relationship with local partners and residents to promote waste related information
- develop community engagement plans that incorporate a variety of formats, so that engaging with Brent Council on waste issues is as convenient for residents as possible.

9.5 From Policy to Action

The aim of the community engagement plans will be to enable and encourage residents to participate in waste related activities and initiatives and take maximum advantage of the services available to them.
Residents will be able to access opportunities to participate in waste related activities and feel confident to do so.

9.5.1 Action 19

Community engagement plans will be developed in conjunction with communications plans. The plans will:

- contain the details of individual activities that the Council proposes to carry out for the year ahead
- give opportunities to residents and communities to influence the types of engagement activities that will be delivered and contribute to decision making.

10WASTE EDUCATION IN BRENT

10.1 Background

Schools and young people have a vital role in securing the future of Brent. Almost a quarter of residents are under 19 years old and 74 per cent of children in Brent schools are from ethnic minorities, where over 130 languages are spoken.

The next generation will be living with the effects of climate change and it is important to influence their behaviour now. Schools have the opportunity to become role models for their pupils and communities by putting waste prevention and recycling into practice.

The Council started a programme of waste education across primary and secondary schools in 2003. A dedicated team delivers engaging activities designed to introduce pupils to various aspects of waste, from anti-littering education to the global impact of waste on climate change and the international community. The team also works with youth groups, scout groups, libraries and faith groups.

Information stalls and activities for children and young people are regularly offered at Brent's festivals and events.

The overall aim of the waste education activities in schools is to change the attitude towards waste in the 5 to 16 year old age group and support schools to reduce waste to landfill.

The Council offers a range of waste education activities, such as:

- recycling facilities to recycle paper, metal tins and cans, plastic bottles and glass bottles to all education establishments in Brent. Facilities to recycle food waste and garden waste are also offered to schools. Table 11 shows the number of schools currently covered by the recycling scheme
- waste education project – the team provides assemblies, classroom activities and workshops, waste audits, interactive games, story readings and educational visits
- composting – all schools in Brent are eligible to receive free compost bins and the Council has so far distributed compost bins to 47 schools.

Primary schools		
Number of schools	Number of schools provided with dry recycling facilities[62]	Number of schools provided with organics recycling facilities
64	63	44
Secondary schools		
Number of schools	Number of schools provided with dry recycling facilities[63]	Number of schools provided with organics recycling facilities
20	19	7

Table 11: Recycling facilities in schools (April 2010)

Source: London borough of Brent

10.2 The Council's Vision for waste education in schools

Brent schools are a model of resource efficiency as they embed sustainable development within their everyday activities and routine. Brent pupils are aware of and engaged in sustainable waste management, at school and at home. Brent's waste development officers work closely with teachers and young people to cultivate the knowledge, values and skills needed to address waste issues in Brent. Many schools in Brent have achieved the green flag award of the Eco-schools programme[64]. Brent schools are leaders in London as they reduce, reuse and recycle as much as possible.

62 Note that not all primary schools currently receive a recycling collection for the full range of materials offered. In addition some schools may receive recycling collections from private contractors.

63 Note that not all secondary schools currently receive a recycling collection for the full range of materials offered. In addition some schools may receive recycling collections from private contractors.

64 Eco-schools is an international environmental education award programme that guides schools on their sustainable journey, run by the Foundation for Environmental Education (FEE). Once registered, schools follow a seven-step process which helps them to address a variety of environmental themes, ranging from litter and waste to healthy living and biodiversity. Schools work towards gaining three awards – bronze, silver and the prestigious green flag award, which symbolises excellence in the field of environmental activity.

10.3 From vision to policy

10.3.1 Policy 8

The Council will continue to build on the success of the existing waste education activities by:

- providing free recycling facilities to all schools in Brent, as well as the supporting information on how to use the services available
- providing free compost bins to all schools in Brent as well as the advice and guidance needed from schools on actions they can take to manage organic waste
- delivering meaningful activities in schools by developing, delivering, monitoring and reviewing at regular intervals the waste education project to establish it as a showcase example of good practice in London.

10.4 From Policy to Action

The above policy will be delivered by achieving the targets set in the following proposal.

10.4.1 Action 20

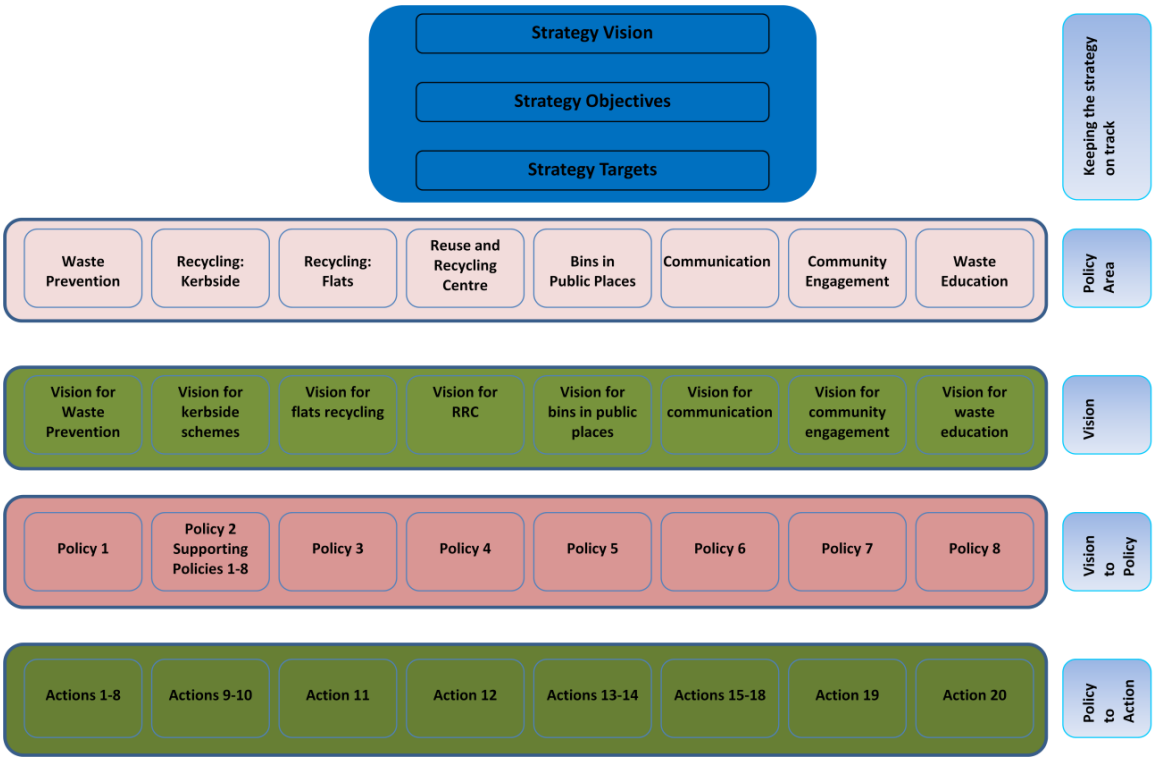
The Council is committed to expanding the existing waste education activities to achieve the following objectives:

- increase the provision of recycling facilities. This will be achieved by setting the following targets:
    - 100% of schools in Brent have dry recycling facilities and 80% of schools have recycling facilities which collect the full range of materials by 2014
    - 70% of schools in Brent have organics recycling facilities by 2014
    - 50% of schools in Brent have compost bins and produce compost for their grounds by 2014.
- introduce activities to support schools in their journey to achieve one of the three awards of the Eco-schools programme.

10.4.2 What needs to be done

In 2009 the Council initiated a comprehensive review of the waste education activities available to Brent schools. The review was supported by extensive good practice research, discussion with other local authorities in London, as well as organising focus groups with Brent teachers and other colleagues working with schools. The main output of the review was the redevelopment of the waste education project, which will be promoted to all schools in Brent.

11POLICIES AND PROPOSALS



12APPENDICES

Appendix A – Waste collection options

Scenario 1 – Business as usual			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
Kerbside sort 44l green box	88,000	weekly	Paper, glass bottles and jars, metal cans, plastic bottles, textiles and clothes, shoes, batteries, used engine oils
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	60,000	weekly	Mixed collection of food waste, garden waste and cardboard
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Residual waste
Scenario 1B – increase communications spend and expand organics scheme			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
Kerbside sort 44l green box	88,000	weekly	Paper, glass bottles and jars, metal cans, plastic bottles, textiles and clothes, shoes, batteries, used engine oils
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin 23 kerbside container	60,000 28,000	Weekly Weekly	Mixed collection of food waste, garden waste and cardboard Food waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Residual waste
Scenario 2 – twin stream dry collection and expansion of organics scheme			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
Two 44l boxes	88,000	weekly	1 box for paper and cardboard 1 box for glass bottles and jars, metal cans, plastic bottles, textiles and clothes, shoes, batteries, used engine oils
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin 23 kerbside container	60,000 28,000	Weekly Weekly	Mixed collection of food waste and garden waste Food waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	fortnightly	Residual waste
Scenario 3 – dry fully co-mingled and separate food and garden waste			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Paper, cardboard, glass bottles and jars, metal cans, plastic bottles, plastic containers, and cartons. Textiles and

			clothes, shoes, batteries and used engine oils presented separately
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
90l polypropylene sack 23l kerbside container	88,000	weekly	Garden waste Food waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240 l wheeled bin	88,000	weekly	Residual waste
Scenario 4 – same as 3 with reduced residual collection frequency			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Paper, cardboard, glass bottles and jars, metal cans, plastic bottles, plastic containers, and cartons. Textiles and clothes, shoes, batteries and used engine oils presented separately
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
90l polypropylene sack 23l kerbside container	88,000	weekly	Garden waste Food waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	fortnightly	Residual waste
Scenario 5 – same as 4 with reduced dry recycling collection frequency			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	fortnightly	Paper, cardboard, glass bottles and jars, metal cans, plastic bottles, plastic containers, and cartons. Textiles and clothes, shoes, batteries and used engine oils presented separately
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
90l polypropylene sack 23l kerbside container	88,000	weekly	Garden waste Food waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	fortnightly	Residual waste
Scenario 6 – single use bags for residual waste			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	Weekly	Paper, cardboard, glass bottles and jars, metal cans, plastic bottles, plastic containers, and cartons. Textiles and clothes, shoes, batteries and used engine oils presented separately
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected

240 l wheeled bin	88,000	weekly	Food and garden waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
Black bags	88,000	weekly	Residual waste
Scenario 7 – same as 6 with reduced collection frequency for residual waste			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Paper, cardboard, glass bottles and jars, metal cans, plastic bottles, plastic containers, and cartons. Textiles and clothes, shoes, batteries and used engine oils presented separately
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Food waste and garden waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
Black bags	88,000	fortnightly	Residual waste
Scenario 8 – weekly fully co-mingled dry and expansion of organics			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240 l wheeled bin	88,000	weekly	Paper, cardboard, glass bottles and jars, metal cans, plastic bottles, plastic containers, and cartons. Textiles and clothes, shoes, batteries and used engine oils presented separately
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Food and garden waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	fortnightly	Residual waste
Scenario 9 – the preferred option			
Kerbside dry recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
Single stream 240l wheeled bin	88,000	fortnightly	Paper, cardboard, glass bottles and jars, metal cans, plastic bottles, plastic containers, and cartons. Textiles and clothes, shoes, batteries and used engine oils presented separately
Kerbside organic recycling scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	weekly	Food and garden waste
Residual waste collection scheme			
Container	No. of hhlds	Frequency	Materials collected
240l wheeled bin	88,000	fortnightly	Residual waste

Appendix B – Waste and Recycling Storage and Collection Guidance for Residential Properties

Introduction

Brent Council is responsible for the collection of non-recyclable and recyclable waste from all domestic properties within its boundary.

This document provides guidance to architects and developers to use when planning and designing a new development, undertaking refurbishment, modernisation or changing the use of a building so that effective waste and recycling storage and collection is included at the design stage[65].

This guidance applies to residential properties only and does not include commercial properties.

The notes outlined in this document apply to Brent Council only.

Development proposals must comply with all relevant legislation.

Code for Sustainable Homes

For new developments, the Council advises developers and architects to refer to the Code for Sustainable Homes[66] (the Code).

The Code was introduced in England in April 2007 and is a voluntary environmental assessment rating method for the sustainable design and construction of new homes.

The Code measures the sustainability of a new home against nine categories of sustainable design, rating the "whole home" as a complete package.

The design categories are:

- Energy and CO2 Emissions
- Pollution
- Water
- Heath and Wellbeing
- Materials
- Management
- Surface Water Run-off
- Ecology
- Waste

Waste is a design category of the Code. The aim is to recognise and reward the provision of adequate internal and external storage space for non recyclable and recyclable household waste.

The developer will liaise with the planning department for details and approval of their planning application and will inform Brent's Building Control of completion of the new development.

The Council also requires the developer to contact Brent Council's StreetCare Service Unit to organise the delivery of the necessary containers.

Some developments may not fit into the broad categories outlined in this document, in which case advice should be sought from the Planning and Waste departments.

At least one month's notice must be provided.

StreetCare Service Unit contact details

Address:

1st Floor West, Brent House, 349-357, High Road, London, HA9 6BZ

Telephone: 020 8937 5050

E-mail: streetcare@brent.gov.uk

65 This document should be taken as a guide, as individual developments may have specific requirements. Particularly for refurbishment, the storage guidance is designed to be flexible to meet both street design issues, people's needs as well as delivering sustainable waste management practices

66 http://www.communities.gov.uk/planningandbuilding/buildingregulations/legislation/codesustainable/

Please note that in planning applications where:

- commercial waste will also be generated separate storage and collection arrangements are required and must be considered and outlined at the planning stage
- clinical waste is likely to be generated, separate storage and collection arrangements are required and must be considered and outlined at the planning stage.

Rationale

Brent adopted a new Household Waste Collection Strategy in November 2010.
The strategy identifies the following vision, objectives and targets as the guiding principles for waste management in Brent. Architects and developers must take the vision, objectives and targets into consideration at the development stage of any new developments or building conversions.

Strategy Vision

Brent Council, residents and communities make the transition towards the goal of "One Planet Living"[67].
Waste is no longer a drag on the economy and the environment, but it is treated as a resource and the damaging impacts of waste management on climate change are minimised.
Sustainable waste management is a shared responsibility in Brent:

- residents understand that responsible waste management is a key part of wider actions to keep within environmental limits:
    - they reduce their own waste, purchase products and services that generate less waste
    - they recognise the value of products that can be repaired or reused
- they increase the amount of waste that can be separated for recycling and composting as much as possible the Council works effectively with communities and local partners to manage household waste more sustainably and prioritise actions higher up the waste hierarchy as is reasonably achievable:
    - opportunities and information for residents about waste reduction and reuse are widely available
    - recycling and composting services are successful and widely used; participation by residents and capture of materials maximised
- WLWA works in partnership with the waste collection authorities to plan and invest in new collection and reprocessing facilities to implement the vision of sending zero waste to landfill. In addition waste management in West London plays an effective role in a sustainable long term energy policy.

Strategy Objectives

- To encourage greater consideration by residents and communities of waste as a resource through emphasis on reduction, reuse, recycling and composting
- To stimulate investment on reduction and reuse initiatives and take maximum advantage of the economic opportunities that such initiatives could represent for Brent residents
- To stimulate investment in recycling and composting collection schemes to deliver better coordinated services on the ground, improve the environmental performance of waste management operations and achieve high recycling and composting targets
- To target action on materials with greatest scope for improving environmental and economic outcomes
- To achieve efficiency savings and deliver value for money services
- To increase the engagement with residents and partners by communicating and supporting the needed behavioural change
- To work with the waste and recycling collection contractor to secure markets for the materials collected for recycling and composting
- To work with WLWA to secure investment in the infrastructure needed to divert waste from landfill

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[67] One Planet Living is a global initiative based on ten principles of sustainability developed by BioRegional and WWF. The guiding ten principles are: zero carbon, zero waste, sustainable transport, local and sustainable materials, local and sustainable food, sustainable water, natural habits and wildlife, culture and heritage, equity and fair trade, health and happiness

Strategy Targets

- **Household waste reduction** - There will be no overall increase in total household waste generated in Brent between 2009/10 and 2014/15 despite increases in overall household numbers
- **Household waste reuse, recycling and composting target** – to reuse, recycle and compost 40 per cent of household waste by 2011/12, rising to 50% per cent by 2014/15 and aspiring to 60 per cent by 2019/20
- **Diversion form landfill** – to work with the West London Waste Authority and the constituent waste collection authorities to procure additional treatment facilities to deal with the residual waste which is not collected for recycling and composting and aim to divert 60% of household waste from landfill by 2014/15
- **Efficiency savings target** – to achieve annual efficiency savings of at least £500,000 in waste management operations by the first full year of operation of the new waste collection service
- **Residents' satisfaction with residual waste and recycling collection services** – retain the high level of satisfaction achieved in the 2009 Brent Customer Satisfaction Survey.

Brent's waste and recycling schemes

Street level properties and purpose built blocks of less than 8 units

Recycling schemes

Kerbside dry recycling collection scheme

The Council offers a kerbside fully co-mingled recycling scheme. Residents are provided with a 240l wheeled bin to recycle the following materials:

- paper, metal tins and cans, glass bottles and jars, plastic bottles, aluminium foil, mixed plastic containers, food and beverage cartons and cardboard.
- textiles, shoes, household and car batteries and engine oil are also collected and residents present these materials, next to the recycling bin, contained in clear plastic bags
- the collection of the recycling bin is fortnightly and is alternated with the residual bin.

Kerbside organics recycling collection scheme

The Council provides a weekly borough-wide service for all street level properties to collect organic materials.

- The majority of residents are provided with a 240 l wheeled bin to collect food waste and garden waste
- Other street level properties receive a weekly collection of food waste using a 23l kerbside container[68]
- All street level properties in Brent are eligible to receive a separate garden waste collection service. Single use sacks are provided by the Council and are then collected upon request.

Residual waste collection scheme

240l wheeled bins are provided by the Council to contain residual waste that cannot be recycled. Residual waste is collected fortnightly and is alternated with the dry recycling scheme.

Purpose built blocks with 8 units or more

Dry recycling collection scheme

Communal bins of either 240l or 1,100l are provided by the Council to collect the following materials weekly: paper, metal tins and cans, glass bottles and jars, plastic bottles, aluminium foil, mixed plastic containers, food and beverage cartons

Organics recycling collection scheme

The Council also offers a food waste collection scheme for residents living in blocks of flats using 240l communal bins. The Council expects architects and developers to make provision, where possible, for the

[68] StreetCare Service Unit holds a full list of roads where each of the two options for collecting organics materials applies. Developers are required to contact StreetCare to obtain this information.

introduction of a food waste collection scheme for new developments or refurbishments in blocks of flats of 8 units or more.
In addition all residents in Brent are eligible to receive a separate garden waste collection service. Single use sacks are provided by the Council and are then collected upon request

Residual waste collection scheme
Communal bins are provided to contain this fraction of waste.

Waste and recycling storage requirements

The following general principles must be applied to **all developments covered by this guidance**.

- All new residential developments must provide storage space for non-recyclable waste and recyclable materials both internally and externally
- Internal storage space: Refers to indoor space supplied for storing non-recyclable waste and recyclable materials, prior to the transfer of the materials to an external bin. Internal recycling bins should be located in a dedicated non obstructive position. This should be in a cupboard in the kitchen, close to the non-recyclable waste bin, or located adjacent to the kitchen in a utility room or connected garage. Free-standing recycling bins placed directly on the floor or in a cupboard do not comply
- External storage space: Refers to outdoor space supplied for storing non-recyclable waste and recyclable materials. All residential developments must provide storage areas externally to accommodate all receptacles required by Brent Council
- The proposed storage for non-recyclable waste and recycling containers, both internally and externally, must be clearly marked and illustrated in any drawing (or site plan) submitted to the planning department in the planning application
- The calculations made to determine the overall storage allowance should also be submitted.

The following general principles must be applied to all **new houses, house conversions and multi occupancy accommodations of up to eight households**.

- All residential developments falling within the above category must provide the storage space for non-recyclable waste and recyclable materials both internally and externally as indicated in the table in annex 1. In addition, annex 2 outlines the containers' dimensions and floor space required
- Internal storage space: To enable occupants to manage their non-recyclable waste and recyclable materials, developers should provide the necessary internal storage space for the separation of non-recyclable waste and recyclable materials into three separate containers, prior to the transfer of that material to an external bin
- External storage space: A paved or hard standing area of adequate size must be provided within the front boundary of the property for the storage of the necessary number of containers, ensuring that the lids can be fully opened. The storage area must be a minimum height of 1810mm for 240 litre capacity bins or 2390mm for 1100 litre capacity bins
- Container areas must be in a position that makes it convenient for the householder to present all receptacles for collection from the front edge of the property. Bin storage areas should be located to create minimum nuisance to adjoining properties
- For houses with gardens, the Council encourages developers to provide an area for the placement of a home compost bin[69] to compost food and garden waste. Home composting is one of the easiest, most effective and environmentally friendly ways of recycling organic waste. Home compost bins should ideally be positioned in a sunny location and placed directly onto the soil. Such containers should not be sited in close proximity of windows, doors, or ventilation intakes for habitable areas within the dwelling or surrounding dwellings. The council subsidises home compost bins and these are available for residents to buy. Annex 2 shows the home compost bins dimensions

[69] Over 30 per cent of household waste can be diverted from landfill by composting. Compost can be used in the garden as a conditioner and mulch as an alternative to peat based compost extracted from natural wildlife sites

- Adequate provision must be made for the disabled and the elderly, ensuring that enough space is provided to set out all required containers whilst allowing enough room to manoeuvre a wheelchair to and from the property[70]. Additional information is available in the Code of Sustainable Homes.

The following general principles must be applied to **all multi occupancy accommodations of more than eight households** using communal storage containers.

- All residential developments falling within the above category must provide the storage space for non-recyclable waste and recyclable materials both internally and externally as indicated in the table in annex 1. In addition, annex 2 outlines the containers' dimensions and floor space required
- Internal storage - To enable occupants to manage their non-recyclable waste and recyclable materials, developers should provide the necessary internal storage space for the separation of non-recyclable waste and recyclable materials into three separate containers, prior to the transfer of that material to an external bin
- External storage - storage areas for containers for non-recyclable waste and recyclable materials should be co-located (ideally within the same bin storage area) so that both recycling and waste disposal are equally convenient to access. For large developments, several bin storage areas may be appropriate
- The position and design of communal bin storage areas should also consider the impact of noise and smell on the occupants of neighbouring properties, existing and proposed
- The Council requires that signs to inform residents where storage areas for non-recyclable waste and recyclable materials are located be provided, with signs placed in a suitable prominent position to clearly identify the bin storage area. The branding and the message placed on signs must be agreed with the StreetCare Service Unit
- Communal storage areas for residential dwellings should be sited so that residents are not required to carry non-recyclable waste and recyclable materials more than 30 metres from the front of the property (excluding vertical distances)
- Communal storage areas should be sited at ground level within the footprint of the development. External storage areas should have some form of soft landscaping around them (e.g. climbers or other vegetation) to screen the area and make it more aesthetically pleasing
- Communal storage areas must provide enough space to accommodate the required number of bins, allowing access to the bins and ensuring that an individual bin can be removed from the area without the need to move other containers. Enough head height must also be designed into the storage area to allow for the lid of a bin to be lifted comfortably
- Communal storage areas should also be located so as not to interfere with pedestrian or vehicle access to buildings
- Storage areas must have a suitable impermeable hard standing ground covering. Internal areas must be well ventilated, well lit and have a cleanable floor. External areas should also have a cleanable floor. This is important as such design features can help to prevent odour and vermin problems. To facilitate the cleaning of bins suitable drainage should be a feature of waste and recycling storage areas, all run off must flow towards a drainage point. Access to water supply should also be provided
- All residential developments falling within this category should allow additional storage space (preferably lockable) for bulky waste such as, fridges/freezers, washing machines, mattresses, furniture, IT equipment etc. This should be accommodated in a designated dry storage room which should not be part of the communal storage area for non-recyclable waste and recycling materials (however this can be next to or adjoining the storage area). These items are only collected on request by Brent Council
- Where practicable, the Council encourages developers to make arrangements to facilitate communal/community composting to serve the needs of flats or dwellings which do not have access to a private garden and cannot be provided with a home composting bin[71]. The main considerations are that bins are screened, that the area is purpose built and clearly signposted and that ongoing

[70] For example installing a ramp which leads to a platform for people with disabilities to easily place their materials into the bins

[71] Communal or community composting is where a group of people share a composting system. The raw materials are provided by all who take part in the scheme, and the compost is then used in the community, either by individuals in their own gardens, or for use on larger projects within the local environment.

management and maintenance is provided. The distance between the site entrance and the communal / community containers must not usually exceed 30m. In all cases the composting scheme must achieve full compliance with the Animal by-products Regulations (2005). If applicable, the composting scheme must be registered with the Environment Agency to either have a waste management licence, an environmental permit or an exemption from them

- Adequate provision must be made for the disabled and the elderly. Additional information is available in the Code of Sustainable Homes.

Access requirements for waste and recycling operatives

- Waste and recycling storage areas must be in a position which is easily accessible by collection vehicles and collection operatives
- The site plan must show the proposed access and collection routes for collection vehicles as well as distances between vehicle collection points and storage areas
- Waste collection points should be to the front of the premises where practically possible. If this is not possible a separate collection point must be made clear on the site plan submitted. It should also be made clear who will be responsible for transporting waste and recycling containers to this point on collection days. Details for the collection of waste and recycling in these circumstances will need to feature in the management plan of the site
- Communal waste and recycling storage areas should be sited at ground level within the footprint of the development. In developments where the storage area is proposed underground, it should be clearly marked on the site plan where the collection point will be on ground level on collection days. The Council will only collect the containers if they will be transported to ground level. The use of a lift is recommended. The lift must be large enough to comfortably accommodate one waste receptacle of up to 1,100 litre capacity and a porter. The lift doors and the lobby or corridor area must be sized so that the receptacles can be easily manoeuvred. A statement detailing how the containers will be transported to the waste collection point at ground level should feature in management plan of the site
- Collection operatives should not be required to:
    - move wheeled bins of up to 240 litres more than 20 metres in total. This is the maximum distance between the point of collection and the collection vehicle
    - move a 1,100 litre eurobin or a similar wheeled container more than 10 metres in total. This is the maximum distance between the point of collection and the waste collection vehicle
- Wheeled containers should not be wheeled over steps or kerbs. A drop kerb as near as possible to the storage area will be required to allow for the safe movement of such containers to enable collection operatives to collect non-recyclable waste and recyclable materials in accordance with the Health and Safety at Work Regulations
- The access road on the site should be able to safely accommodate collection vehicles. As a safety feature it is preferred that collection vehicles should not be required to reverse to address traffic and public safety issues. If this is not possible the site layout must allow room for the collection vehicle to manoeuvre. A turning assessment should be made with use of the appropriate software (such as Auto Track) and submitted with the planning application
- In cases where the access road has a restricted head height or if the vehicle has to pass through any part of a building, there must be a minimum clearance height of 2920 mm to allow for overhead fixtures and fittings
- Access paths should be a minimum width of two metres; have a reasonably smooth finish and be level. The only exception to this will be if the gradient falls away from the waste and recycling storage area, in which case the gradient should not exceed 1:14.
- If any access points are to be locked, then standard Fire Brigade (FB) locks should be used. If access gates are to be installed then FB1 or FB2 keys should be used. If padlocks are to be used then FB11 or FB14 should be used. Any other access arrangements must be agreed by StreetCare before planning submission.

Annex 1: Waste and recycling storage capacity requirements

Property type[72]	Receptacle position	Residual waste (litres)	Dry recycling (litres)	Organics (litres)
Houses (1 household)	External	1*240l wheeled bin	1*240l wheeled bin	1*240l wheeled bin or 23l kerbside container
	Internal	30l min	30l min	5l kitchen caddy
House conversions and residential developments of up to 8 households[73]	External[74]	120l per household	120l per household	120 l per household or 23l per household
	Internal	30l min per conversion	30l min per conversion	5l per conversion
Residential developments over 8 households	External[75]	60l per bedroom	60l per bedroom	23l per household[76]
	Internal	30l min per household	30l min per household	5l per household

Annex 2: Waste and recycling container dimensions

Wheeled bins for residual waste are supplied at a cost[77]. Only containers specified in this document relating recycling are supplied by the Council.

Wheeled bins for residual waste can be bought in a variety of sizes; 140l, 240l, 360l, 770l or 1100l. The standard sizes used in Brent are generally 240l or 1100l. For the purpose of dry recycling only two varieties are available: 240l or 1100l bins. For the purpose of organic waste recycling only 240l wheeled bins or 23l kerbside containers can be used.

Please note that the dimensions of bins supplied may vary by up to 100mm. Images are not to scale.

[72] Special arrangements on the number of bins provided can be made for households with 6+ persons

[73] For example, a house converted into two flats will need one 240l wheeled bin for waste, one 240 l wheeled bin for dry recycling and either one 240l wheeled bin for organics or two 23l kerbside containers.
A residential development consisting of eight flats will need either four 240l wheeled bins for waste (or one 1,100l bin), four 240l wheeled bins for dry recycling (or one 1,100l bin) and either four 240l wheeled bins for organics or 23l kerbside containers. The 240l wheeled bin accepts food waste and garden waste, whist the 23l kerbside container accepts food waste only, therefore the Council will accepts mixed options, whereby only conversions with access to a private garden receive a wheeled bin.

[74] Waste can only be collected using either 240l or 770l or 1,100l bins

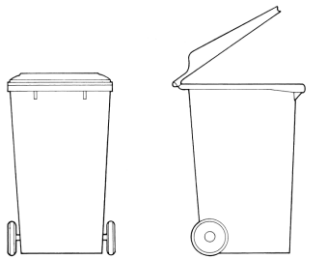
[75] Recycling can only be stored using either 240l or 1,100l bins.

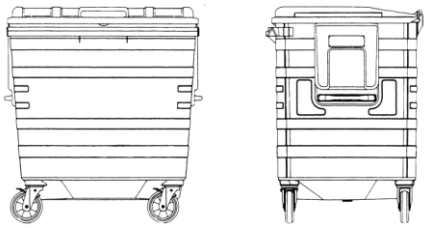
[76] Only 240l wheeled bins can be used for communal organic waste collections. (1 x 240l bin per 10 households is acceptable)

[77] Developers can obtain up to date price lists of containers from Streetcare

Wheeled bins

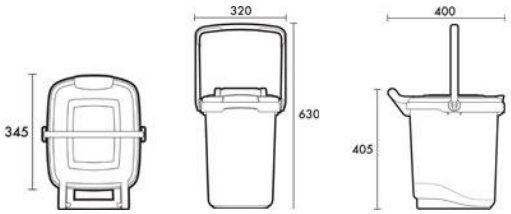
Dimensions (mm)			
Capacity (litres)	**240l**	**1100**	**140**
Width	585	1025	480
Length	730	1370	550
Closed height	1100	1460	1070
Plastic sack equivalent	3	15	2





All images used have been sourced from the City of Westminster Waste and Recycling Storage Requirements booklet.

Kerbside container



Dimensions (mm)	
Capacity (litres)	**23l**
Width	320
Depth	400
Height	405

Image of kerbside container sourced from Straight Plc website,

Home Compost bins

Dimensions (mm)		
Capacity (litres)	**220**	**330**
Height (mm)	900	1000
Diameter (mm)	740	800