



Overview & Scrutiny Committee
13th October 2009

**Report from the Director of
Policy & Regeneration**

For Action

Wards Affected:
ALL

Increasing Participation in Recycling in Flats

1.0 Summary

- 1.1 To present the final report of the Overview & Scrutiny Committee task group on increasing participation in recycling in flats.

2.0 Recommendations

- 2.1 That the Overview & Scrutiny Committee agrees the recommendations of the Increasing Participation in recycling in flats task group.
- 2.2 That the report is forwarded to the Executive.

3.0 Detail

- 3.1 The task group was set up by the Overview & Scrutiny Committee to investigate ways of increasing participation in recycling in flats in Brent. The task group members are:

Councillor HB Patel (Chair)
Councillor Clues
Councillor Thomas

- 3.2 In order to complete its work and produce a set of recommendations that benefit local communities the task group undertook the following activities:
- Reviewed research on increasing participation in recycling, particularly research related to flats. This included Beacon Council information

- Talked to a number of witnesses. These included:
 - Keith Balmer, Director of Streetcare, Brent Council
 - Chris Whyte, Head of Environment Management, Brent Council
 - David Pietropaoli, Waste Policy Manager, Brent Council
 - Tanya O'Rourke, Waste Education and Environment Officer, Brent Council
 - Edward Yendluri Westminster Council
 - Matthew Homer Islington Council
 - Tenants & Landlords from the following:
 - Brent Housing Partnership
 - Stadium Housing Association
 - ASRA Housing Association
 - Paddington Churches Housing Association
 - Fortungate Housing Association
 - Hillside Housing Association

- Reviewed the technical memo for *Estates Recycling Services in Brent* produced by London Remade for WRAP 2007
- Reviewed *Recycling Collections for Flats* produced by WRAP in August 2009
- Undertook a tour of sites in Brent
- Visited the London Boroughs of Westminster and Islington to identify best practice
- Held a meeting with local RSL's including BHP and with local residents to identify the barriers to recycling and what would need to happen to increase participation.
- Used a Mosaic profiling report produced by the Street Care team

3.3 The council's Local Area Agreement includes a target of 40% of domestic waste to be recycled by 2011. This target is unlikely to be reached without finding a solution for flats particularly as only around fifty per cent of flats in Brent currently receive a recycling service. The task group therefore views this issue as not just about reaching a target but also about equality of service provision.

3.4 In considering how to increase participation in recycling in flats the task groups focussed on the following:

- Understanding our local population to raise the profile of recycling
- Resources available for recycling from flats
- Making recycling easy
- Communication education and involving residents

4.0 Financial Implications

4.1 None

5.0 Legal Implications

5.1 None

6.0 Diversity Implications

6.1 None

7.0 Staffing/Accommodation Implications (if appropriate)

7.1 None

Background Papers

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