

Waste Reduction STRATEGY



OUR STREETS

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Foreword



COUNCILLOR JOHN HOWARD

Cabinet Member for Civic Pride

A warm welcome to the waste reduction strategy for the London Borough of Redbridge.

It is easy to simply throw something in the bin and for our collection crews to come and take it away every week, however, with increased pressure on our finances at home as well as here at the Council, it is important we think about what potential use the our rubbish has. Could it be re-used or recycled? Or more importantly are we wasting things we never needed to buy in the first place?

In 2017/2018 Redbridge produced the fourth largest amount of rubbish of any local authority in the UK, which is not only having a negative impact on the environment in which we live, but also costs us over £18m per year to dispose of, money which could be better invested within our communities.

Within this strategy we have set out how we intend to reduce the amount of rubbish we produce until 2027, changing the way we think about the recycling and the resources we consume.

This strategy comes at an exciting time for recycling and waste management. We are seeing significant changes both nationally and locally, which are forcing everyone, including local councils, to be more ambitious in their approach to how we collect and manage the waste we produce.

We are committed to making the borough as clean and safe as possible for residents and workers. Residents have told us that clean streets are important in making Redbridge a good place to live, and waste and recycling services have a major role to play in this. We will work hard to provide a leading recycling and waste management service that supports the goal of making Redbridge a clean and sustainable borough, and an inviting place to live and work.

Cllr John Howard

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1.0 The Challenges Faced by Redbridge

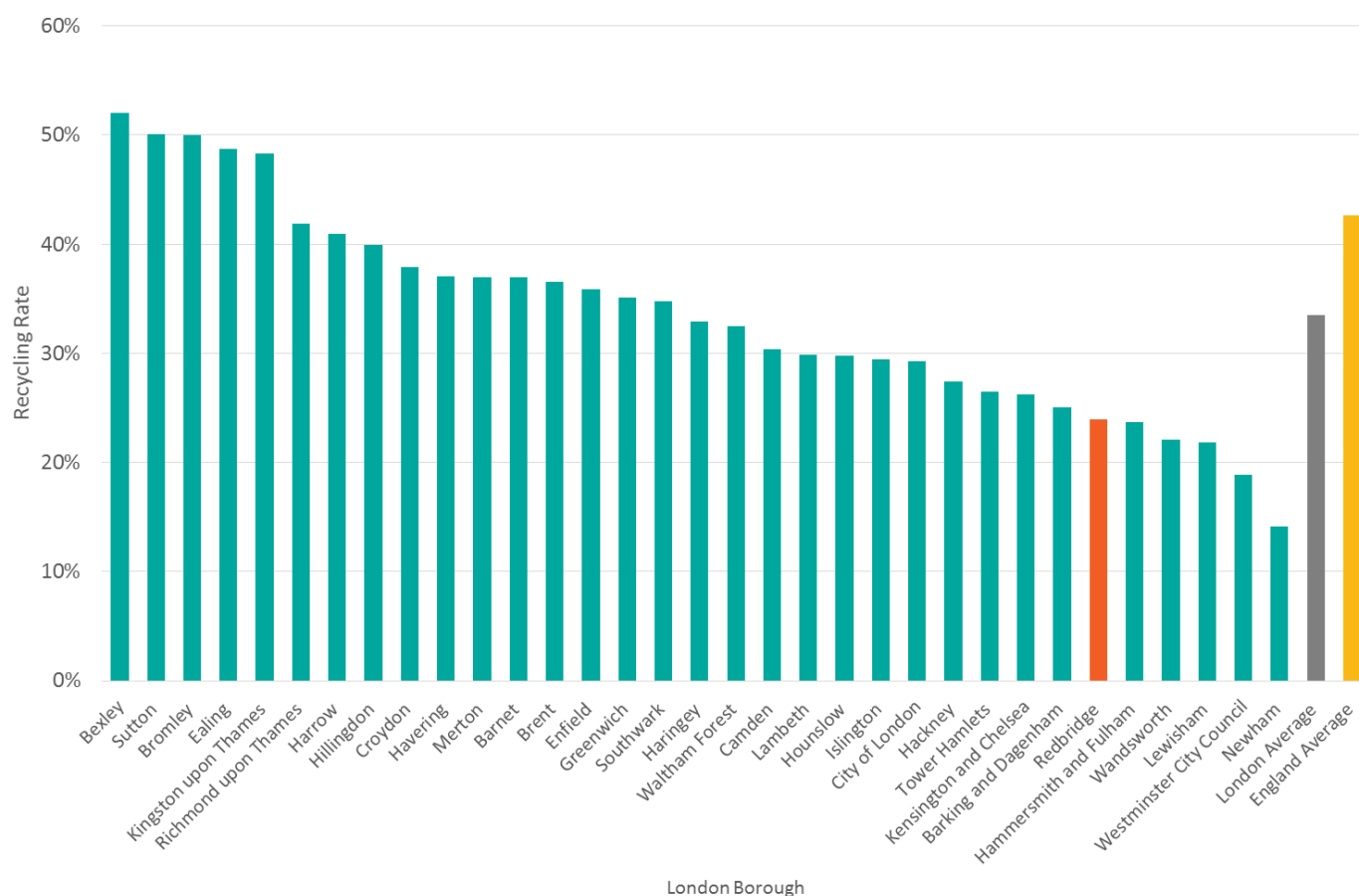
LB Redbridge faces a number of challenges in the way we manage the waste we produce, however, the biggest of these is the amount of ‘rubbish’ we throw away on a daily, weekly and yearly basis.

1.1 Current Performance

In 2017/2018 we disposed of 70,172 tonnes of residual (black bag) waste, enough to fill 2,511 London Routemaster double decker buses. This the fourth highest amount per person of any Council in the UK.

In 2016/2017, LB Redbridge spent just under £18m on the disposal of residual waste which will increase in 2017/2018. Therefore, if we can reduce the amount of waste we produce and recycle more, not only can we have a positive impact on the environment, but make significant financial savings for both the Council and our residents. Alongside producing a large amount of residual waste, our recycling performance has gradually declined since 2012, dropping to 24% of what we collect being recycled in 2017/2018. This places us amongst the 10th lowest performing of all local authorities in England.

Figure 1: 2017/2018 Recycling Rates in London





The way we think about waste and how we dispose of it within Redbridge needs to change. We need to drive waste up the hierarchy, firstly preventing what waste we can and then increasing the amount we re-use and recycle with disposal of residual black bag waste being the last resort.

Figure 1: Waste Hierarchy

Prevention	Changing behaviour
Reuse	Reusing materials
Recycling	Recycling and composting materials
Recover	Recovering materials and energy
Disposal	Landfill

The current position is financially and environmentally unsustainable and change is needed for the future of our communities.

1.2 Recycling Targets

Sitting within Greater London, as well as national targets, LB Redbridge is also required to comply with the Mayor of London's Environment Strategy¹, which requires 65% of waste collected from households and businesses within the capital to be recycled by 2030. Although LB Redbridge does not need to achieve a recycling rate of 65% on our own, we will need to contribute to this challenging target, therefore, continuing with our service 'as is' simply isn't an option.

Additionally, the Mayor of London's Strategy also requires us to collect six core materials (paper, card, glass, cans, plastic bottles and plastic pots, tubs and trays) and food waste from all households within the borough. Although we already collect 5 out of 6 of these materials, currently our waste treatment contract with East London Waste Authority (ELWA) prevents the collection of pots, tubs and trays and also separate food waste. Sadly this is unlikely to be something we can change before 2027, when the current contract comes to an end, however, this is an area we will continue to proactively explore with ELWA.

¹ Mayor of London, M. (2018) London Environment Strategy, Report for Greater London Authority, 2018

1.0 The Challenges Faced by Redbridge

1.3 Resources and Waste Strategy

In December 2018, DEFRA published its updated Resources and Waste Strategy entitled 'Our Waste, Our Resources: a strategy for England', which provided some indication regarding direction for local authority waste collections over the coming years.

The strategy is high level, with many issues requiring consultation, however, emerging themes for LB Redbridge to be aware of are:

- Extended Producer Responsibility: The aim of which is to move the cost of recycling and recovery of recyclable packaging (such as plastic) away from local authorities and to the producer of the waste.
- Deposit refund on containers: Meaning that consumers will pay a refundable deposit on containers, with the refund being repaid when this is disposed of at a designated collection point.
- Government to specify a core set of materials to be collected by all local authorities with a commitment to generating high quality recyclable materials.
- Separate collections of food waste by 2023.

1.4 A Growing Population

Alongside challenges with the amount of waste we currently produce, a significant rise in the population of Redbridge is expected over the coming years, with most projected new households expected to be flats. The barriers to recycling in flats are greater compared to households who present recycling out their property, which typically means we see less recycling from these households. Like other boroughs in London and all of the UK's major cities, LB Redbridge also has a large population of people living in the borough for short periods of time. With variations in the waste collection services found across the country, and indeed London, people can struggle to understand and engage with a new system. This can result in a less people recycling and more residual 'black bag' waste being produced.

An increase in the proportion of flat type properties in the borough and engaging new and temporary residents, whilst simultaneously trying to reduce the amount of waste we produce already, will be challenging and will involve a number of changes in what we do and the way we do it.

1.5 Improving Civic Pride

Providing communities with a sense of pride in where they live is essential if we want to improve the way we manage the waste we produce. We need to improve the way we communicate the services we offer, making it clear to residents what can be re-used and recycled and where and how to do this. Where necessary this will also involve us reviewing the service provided by the Council to meet these needs. The challenge for us is how we communicate what is required simply and effectively and then educate and enforce where there are issues.

Work carried out recently within Redbridge by Keep Britain Tidy indicates that the amount of bagged waste left out on the streets is a real issue in terms of street cleanliness. It is therefore essential that all residents and businesses understand where to put their waste and when it will be collected.

Any communication and engagement activity with residents needs to be supported by a clear and transparent approach to enforcement, as it is unfair for environmental crimes to be committed with thin the borough, cleared up at a cost to residents with minimal consequences for the perpetrators.



1.6 Budget Constraints

With the increasing requirement for councils to 'do more with less', our Waste Reduction Strategy must bring about financial savings for Redbridge, whilst improving the quality of the service we deliver to residents and businesses. Between 2017/2018 and 2022/2023 Redbridge will need to save an additional £42.6 million, whilst protecting frontline services². The waste management landscape has seen significant changes in recent years, and we need a service that can accommodate these while remaining adaptable to future changes.

The council's budget has an impact on the nature of waste and recycling service that we can offer residents. Our contract with ELWA for the recycling and disposal of our waste is in place until 2027, and although officers are working proactively with ELWA and our neighbouring boroughs to reduce costs as much as possible, this contract will define what we can deliver in terms of cashable savings to the borough. Therefore, if we cannot easily reduce the cost of recycling and disposing of waste our focus needs to be on producing less waste than we currently do, therefore, not paying to collect or dispose of this material and collecting what we do as efficiently as possible.

1.7 Summary

Redbridge faces a number of significant challenges and pressures from within the borough but also externally, all of which require the borough to improve the way its deals with waste in the future, reducing the amount that is not re-used or recycled. To deliver this, the waste reduction strategy will focus on the following interventions:

Interventions	Impact
<p>Supporting householders to reduce the amount of waste they produce;</p> <p>Providing opportunities for residents and business to re-use as many of their un-wanted items as possible;</p> <p>Improve communication with householders and businesses regarding waste and recycling collection services and opportunities to reduce waste.</p> <p>Review the waste and recycling collection services offered to residents and businesses to provide services which support positive environmental and social behaviour; and</p> <p>Enforce our waste management policies to reduce environmental crime within the borough, improving the cleanliness and safety of our neighbourhoods.</p>	<p>Reduction in the amount of residual waste produced and associated increased recycling performance.</p> <p>Increased participation in and effective use of services.</p> <p>Lower cost of residual waste disposal.</p> <p>Improvement in appearance of street scene within the borough.</p>

² <https://www.redbridge.gov.uk/redbridge-news/redbridge-budget-proposals-balance-the-books/>

2.0 Interventions

The following sections provide further details regarding each of the interventions designed to reduce the amount of waste produced within Redbridge.

2.1 Supporting Householders to Reduce the Amount of Waste They Produce

There are many ways householders can reduce the waste the amount of they produce, including buying items with less packaging, mending or fixing broken items and re-purposing and up-cycling. Waste prevention activities focus on how we can reduce the amount of waste we produce and will have the greatest financial impact on residents and the Council.

2.1.1 Food Waste

Food is a major source of waste in Redbridge, making up approximately 50% of the contents of waste currently placed in black bags as rubbish. The Mayor of London's vision for a Zero Waste London, commits to cutting food waste by 20% per person by 2025 and 50% per person by 2030³. In addition to the cost of collecting this for the Council, research by Recycle for London indicates that wasted food costs a family of four £70 per month, which adds up to £840 per year. Therefore, there is a huge incentive for us to work with our communities to tackle these issues.

As a borough, we will work with ELWA, Resource London, Recycle for London and our residents to reduce their food waste through community based communications campaigns promoting Love Food Hate Waste (LFHW)⁴, demonstrating the financial benefits that can personally be achieved by changing the way we think about food. When similar campaigns were introduced in West London, for every £1 invested in the campaign £8 was saved by the Councils, with West Londoners saving a potential £14 million through simply not wasting food⁵.

In addition, we will also look to support local charities and food banks that distribute unwanted food from supermarkets, shops and restaurants, providing meals to people in need of food.

2.1.2 Reduction in Use of Single-Use Items

In October 2018, the European Parliament voted for a ban on a range of single-use plastic items. Although it is not clear how this will impact us in the UK, the use of single –use items is likely to be an issue for Redbridge in the future. As a licensing authority we are able to stipulate that licensed events reduce or eliminate single-use items, and that re-usable ones are provided as an alternative. We will also start this work throughout our own Council offices and buildings reducing the amount of waste as a business we produce.

The government announcement in support of a Deposit Refund System on beverage containers is also a positive step forward in potentially reducing the amount of waste sent for disposal, and we are prepared to support if this is agreed following consultation in 2019.

³ See reference 3 (P296)

⁴ <https://www.lovefoodhatewaste.com/>

⁵ http://www.wrap.org.uk/sites/files/wrap/West%20London%20LFHW%20Impact%20case%20study_0.pdf



2.1.3 Love Your Clothes

Every year an estimated 300,000 tonnes of used clothing goes to landfill in the UK⁶. Love Your Clothes was launched in 2014 to address this issue and help inspire and influence consumers to make small conscious changes to reduce the impact of clothes on the environment. In the average UK household, nearly a third of clothes (worth over £1,000 per household, £30 billion in total) haven't been worn in the last year. There is huge potential for consumers to get more from what they already have. We all need to think 'do I need it' before we buy a new item of clothing, to be better informed when we purchase clothing thinking about its longevity of use, to choose pre-owned options more frequently, to learn long lost repair and fixing skill and to get creative with clothing and to share and donate unwanted clothing. We will work closely with ELWA, Resource London and the Love Your Clothes campaign to set up and promote events focussed on reduce the amount of clothing disposed of within the borough with the aim of reducing the impact on our environment and the cost burden on our residents.

2.1.4 Real Nappies

More than 58,800 disposable nappies are sent to landfill in Redbridge every day⁷, washable nappies, also known as 'real nappies', are an easy to use alternative to disposable nappies with many benefits for parents, babies and our environment. We currently offer a real nappy trial pack, worth over £25, for just £5 to residents with children under 18 months. Not only does the use of real nappies reduce the amount of waste we produce, but can save up to £500 per child. LB Redbridge are committed to continue to support the use of real nappies within the borough, re-communicating and promoting their use within communities.

2.2 Increasing Opportunities For Re-Use Within the Borough

Research by Re-use network shows that 10million household items are disposed of every year in the UK, with 3 million of these suitable for re-use to support people in crisis⁸.

Re-use is the second tier of the waste hierarchy, and as such, we will make efforts to promote re-use wherever possible. Where items are of good quality and fit for re-use, Redbridge already divert customers to local charities such as TCL Reuse in Ilford⁹. However, much of what is collected by Redbridge's large goods collections are likely to be of good enough quality to re-use in partnership with a local charity or be recycled and are currently disposed of as rubbish. In 2017 LB Redbridge carried out 16,916 large goods collections. By focusing on maintaining the quality of the furniture, white goods, and other bulky items collected, these can be re-used by those in most need within our communities. To do this we will need to re-think the way we organise and carry out the collections of large goods from properties maximising the segregation of items that have a value. This will involve working more closely with local charities and ELWA to understand how we can do this as efficiently as possible both at the kerbside and at Chigwell Road RRC.

⁶ <https://www.loveyourclothes.org.uk/about/why-love-your-clothes>

⁷ <https://www.redbridge.gov.uk/bins-waste-and-recycling/real-nappies/>

⁸ <https://reuse-network.org.uk/>

⁹ <http://www.tclreuse.org.uk/>

2.0 Interventions

2.3 Improve Communication With Householders and Businesses Regarding Waste and Recycling Collection Services

For residents to be able to participate in their waste and recycling services properly, it is essential that they understand what is required of them, what services the LB Redbridge offers and how to access and use these properly.

2.3.1 Waste and Recycling Charter

We recognise that it is difficult for residents to engage with services if it is not clear what is expected of them and what they can expect from us as a Council. Therefore, we will develop a Waste and Recycling Charter which clearly sets out the level of service residents can expect us to provide in relation to waste collections, which will also act as a benchmark by which to monitor our performance. The charter will be supported by a number of policies and procedures to help residents access the support and information they need to use our services effectively.

To work, the charter will however need to be reciprocal and detail what is required of the resident in order for us to meet our commitments. This is likely to include items such as when and where to place recycling and rubbish for collection and what to do if you have excess or large amounts of waste.

Currently, not every householder places their waste out for collection as required, meaning our crews have to enter private property. However, by working with residents to make sure that all waste is left at the kerbside on the day of collection, we could save hundreds of thousands of pounds per year, through a reduction in collecting times and man-hours. Simple changes such as this, can make a significant difference to our budgets and the equality of service we provide.

Cutting edge technology will also be used to support these services, which will streamline responses to any missed collections and thus reduce the administrative and collection man-hours burden and most importantly help us to resolve issues quickly. Compliance is an important element of this, as multiple non-compliances will have a negative impact on any savings made, and reduce the value of the service to the tax-payer.

2.3.2 Improving Communication for Recycling Services

In October 2018, LB Redbridge launched their waste and recycling consultation, with early results demonstrating that although residents see the importance of the kerbside recycling services, there is confusion about how to use these. This is inevitably impacting on the amount of residents using the service, how much waste can be recycled and the quality of the material collected.

Therefore, we need to re-think how we communicate our services most effectively, developing a bespoke waste and recycling communications plan, focussing on providing clear and simple instructions for residents to follow.



Alongside the messages we want to convey, we also need to reassess how we communicate. Redbridge has a rich and varied multi-cultural population and therefore all communications need to be pictorial with additional information being made available via the Council website. We will work with our communities to understand the best way to deliver communications, using traditional methods such as leaflets and stickers and also more innovative use of web apps and social media.

As part of this communications planning work, we will also review the information provided on our website in line with WRAP best practice communication guidance for recycling and waste¹¹ to make sure this is as easy as possible for residents to access.

2.4 Review of Waste and Recycling Services

To really improve our recycling performance and reduce the amount of waste we dispose of, we need to change the way in which our waste and recycling is collected.

2.4.1 Residual Waste Restriction

Currently residents in Redbridge can place out an unlimited amount of residual waste every week for collection, meaning that there is no systematic incentive for residents to reduce the amount they dispose of without recycling it. Additionally, as many residents store their waste outside in sacks during the week, these can cause issues with foxes, vermin and have a generally negative impact on the street scene.

Residual waste restriction is common across the UK and in London, with two thirds London Boroughs restricting the amount of waste collected through the use of wheeled bins and/or by collecting waste on a fortnightly basis. The aim of these policies is to increase the amount of waste sent for recycling, whilst also decreasing the cost of residual waste disposal. It is however, essential that these restrictions are accompanied by a comprehensive recycling service, meaning that residents are not inconvenienced by these changes and they are easy to make. For LB Redbridge, introducing a restriction and incentivising recycling is one of the easiest ways we can change the way we think about rubbish. Of course any changes such as these need to be accompanied by clear policies for additional/side waste to ensure compliance and also a way for large families and people who genuinely require an enhanced service to be able to access this.

Continuing to use sacks for residual waste can be complex and difficult to enforce to ensure that all residents are receiving an equal service. The most common and effective way to introduce this restriction is through the use of wheeled bins.

As part of the LB Redbridge's 2018 waste consultation, residents were asked about their feelings towards the use of wheeled bins, 61.38% of respondents reported they thought wheeled bins would be beneficial to them, which is encouraging for the success of this service. This service will be trailed in 2019.

¹⁰ https://www.redbridge.gov.uk/media/2319/draft-redbridge-borough-profile_reduced.pdf

¹¹ <http://www.wrap.org.uk/sites/files/wrap/2012%2004%2013%20Website%20Guidance%20FINAL.pdf>

2.0 Interventions

Clearly not all houses in the borough are suitable for wheeled bins, so a change of this type would be supported by a detailed analysis of housing types. However, to ensure that residents in one area are not restricted more than in another, a restriction on the number of sacks placed out for collection would also need to be introduced.

2.4.2 Further Development of Collection Services

If LB Redbridge are to really reduce the amount of rubbish we produce, a significant step change in what we do is needed. However, we appreciate that services need time to establish themselves, therefore significant changes in our services need to be tested and introduced in a controlled way, minimising the potential impact on residents.

We have analysed the types of changes we could make, ensuring that any changes under consideration are supported by a good evidence base, could be tailored to meet the needs of our communities, and are easy to understand and use.

By analysing the London Boroughs with the highest recycling performance, we see that four of the top five performing boroughs all provide fortnightly refuse collections to residents who receive individual doorstop collections. In addition, nine of the top ten performing boroughs offer weekly separate collections of food waste. This trend is also mirrored in national performance.

This evidence is supported by WRAP research¹², which concludes that separate food waste collections are associated with higher recycling performance and also that the effective weekly residual waste containment capacity a significant factor in recycling performance. With larger amounts of residual capacity, decreasing recycling performance.

Both WRAP research and recycling data supports the logic that with more opportunity to separate and recycle materials and less space within which to dispose of residual waste, people will start to recycle more.

Unfortunately for Redbridge, the current ELWA contract does not allow the collection of any plastics apart from plastic bottles and separate food waste collections are also not possible due to the technology used to treat Redbridge's residual waste. Therefore, there is currently no opportunity to add these to the recycling service and meet the Mayor of London's commitment that all residents should receive a minimum level of service¹³ collecting paper, card, cans, glass, plastic bottles, plastic packaging and food). We do currently have 62 bring sites across the borough which are operated by ELWA and this provision will be maintained for residents. LB Redbridge will continue to work in developing services with ELWA and introducing these where possible.

¹² http://www.wrap.org.uk/sites/files/wrap/priv_download/Analysis_of_recycling_performance_and_waste_arisings%20in%20the%20UK%202012%2013.pdf

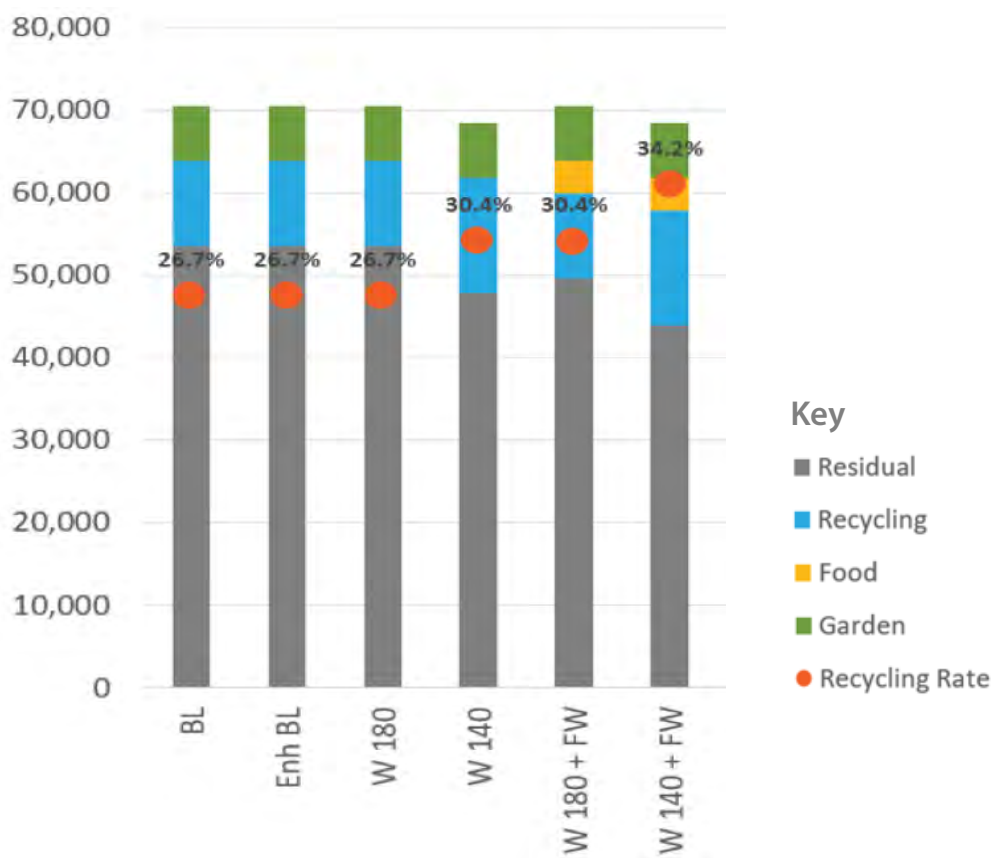
¹³ See reference 3 (P297)



To understand the financial and recycling performance impacts of introducing food waste and restricting the amount of residual waste placed out for collection by residents, collections modelling has been undertaken.

It is important that we recognise the unique challenges facing our borough. Therefore, to understand how LB Redbridge may perform in each scenario, we have used performance data from demographically similar authorities who have made similar changes and applied this to what we know about waste arisings and the communities of Redbridge.

Figure 8: Redbridge Future Collection Option Modelling



As Figure 8 shows, without changing what we separate for collection and the way we collect it Redbridge's recycling rate cannot increase significantly from where it is now.

Many of the future options come at an increased cost, this is a situation quite unique to Redbridge. As discussed previously, as part of the ELWA Contract it costs the same for Redbridge to recycle more as it does to dispose of residual waste, this is unusual and unique to East London. For all other authorities the savings made by recycling more, offsets the additional costs of collections, normally generating significant savings. Therefore, if we are going to make changes to the way we collect waste (remembering food waste collections are likely to be legally required by 2023), these will have to be done with ELWA to ensure there is a financial business case for change.

2.0 Interventions

2.4.2.1 Collections From Flats

Changes in the way we collect waste cannot simply focus on households who receive collections for the kerbside, with Redbridge committed to building 17,500 new homes by 2030¹⁴ and many of these likely to be flats, how waste is separated for recycling and collected is a key consideration, not only for existing properties but also in the future.

To continue to increase recycling from flats we will need to review our provision to existing properties, making sure that as far as possible it is the same as that offered to residents receiving a kerbside collections. Services will need to be extended and provision improved where needed.

In preparation for these changes, the authority has undertaken some recent trials with flats that are above shops, with the aim of reducing the amount of residual waste produced from these properties. The trials focussed on providing dedicated coloured sacks for these properties, with conventional black sacks not being accepted for collection. The results of these trials indicate a 90% drop in the number of sacks placed out for collection. The reason for this change could be two fold, firstly the restriction on residual waste meant that less waste was produced and more recycled and secondly that waste from businesses was not leaking into the system and being collected free of charge.

2.4.3 Working with Businesses

Alongside working with households, as part of our future options we also need to explore how we improve our engagement with businesses within the borough. Firstly, we need to ensure that all businesses in Redbridge are legally disposing of and paying for the waste they produce, ensuring it is not a burden upon council tax payers. This will help us reduce the amount of waste produced per household, increase our recycling performance as well as reducing disposal and collection costs for Redbridge.

Secondly, Redbridge offers low cost business waste collections for businesses within the borough. Therefore, it is important we do not just enforce against businesses who have failed to meet their legal requirements, but offer them a low cost and competitive solution to meet their needs. Currently this service covers refuse collection only, however in line with the Mayor of London's Environment Strategy, we will look to extend collections to include a recycling service, supporting the target of achieving 75% of business waste being recycled by 2030¹⁵.

¹⁴ <https://www.redbridge.gov.uk/media/4620/regeneration-strategy-2017.pdf>

¹⁵ See reference 3 P317



2.5 Enforcement of Waste Policies and Procedures

Not only do we need to improve the performance of our services we need to focus on a 'right first time approach' for residents. However, this isn't simply about us providing higher quality services, it is about developing a reciprocal arrangement with residents and businesses, understanding what they can expect from their recycling and waste collections and also what they need to do to support us in delivering these (e.g. waste should be placed out for collection by 7am on the scheduled day of collection). This will be underpinned by the Waste and Recycling Charter (see Section 2.3.1).

Developing a clear and coherent set of policies and procedures and working to enforce these are key to us delivering our strategic priorities.

We will work hard with communities to engage them in waste management. The focus groups that took part in the development of the 'Our Streets' Strategy made very clear that flytipping and litter is a major concern. Additionally, early results of the 2018 consultation regarding waste and recycling services indicates 88% of respondents see environmental crime as an issue and a further 97% believe that LB Redbridge should take a proactive approach to enforce against this.

Where fly-tipping does occur we will set targets for swift removal, and we will provide greater support for enforcement officers in dealing with Streetscene offences. We are keen to ensure that those causing issues will be penalised, and not have a negative impact on those who use our services correctly.

Alongside changes to how we operationally deliver services, we will also introduce new technology that allows issues to be reported by our crews in 'real time' meaning that if you contact us with a problem about your collection, we can provide live information via our website or customer services team.

3.0 Our Action Plan

The following tables provide our commitments and Action Plan to deliver these interventions

3.1 Supporting Householders to Reduce the Amount of Waste they Produce

Objective	Implementation Plan	Predicted Impact	Measures of Success
By the end of 2021 to have developed and integrated waste reduction plan for the borough	<p>The plan should include Love Food Hate Waste activities alongside approaches to clothing (Love Your Clothes), nappies, home composting etc.</p> <p>The plan will focus on developing a self-funding business case for investment in community based activities and communications.</p>	Increase in residents participating in waste reduction activities during the life of the plan.	<p>Engagement with residents in activities.</p> <p>Clearer focus on waste reduction within the borough.</p>
By end of 2025, to have reduced avoidable food waste disposed of as residual waste by 10% against 2016/17 levels.	Work with ELWA and Resource London to develop a self-funding community based Love Food Hate Waste campaign.	Based on waste composition, the amount of food wasted in the borough is reduced.	<p>Development and implementation of a campaign that is positively received by residents with proactive engagement across communities.</p> <p>The amount of food wasted by residents is reduced.</p>
By 2022 to have eliminated single use items for all LB Redbridge offices and buildings	Work with LB Redbridge procurement and facilities teams to identify use of items and alternative low cost options.	Reduction of avoidable generated by the Council.	Implementation of approach across the Council.
By the end of 2027 to have reduced Redbridge's residual waste arising per household to less than 65kg/hhld/yr.	<p>This is cross cutting objective that includes addressing issues regarding</p> <ul style="list-style-type: none"> • Waste reduction • Re-use • Communications • System design • Enforcement <p>This will therefore be a combined output for all activities carried out up until 2027.</p>	<p>Reduction in residual arisings and associated increase in recycling performance.</p> <p>Reduction in the cost of residual waste disposal.</p>	Tonnage based measurement based on annual waste data flow returns.



3.2 Increase Opportunities For Re-Use Within the Borough

Objective	Implementation Plan	Predicted Impact	Measures of Success
By the end of 2025 to have doubled the amount of large items collected by Redbridge that are sent for re-use.	Identify and work closely with local re-use charities to identify opportunities to re-use more items collected as part of the service. Promote re-use as part of the large item collection processes, ensuring waste is driven up the hierarchy as far as possible. Establish measurement for waste diverted directly to charities from Redbridge large item collection requests.	Reduction in residual waste and increase in re-use. Increased engagement with local re-use organisations increasing support we can provide to residents who need it.	Tonnage based reporting. The number of residents supported each year increases year on year.
To engage with ELWA to understand opportunities for increasing re-use at Chigwell Road RRC	By end of 2019 to have developed an operational plan with ELWA that supports increased re-used activity. Plan to be implemented in 2021.	Reduction in residual waste and increase in re-use.	Tonnage based reporting. The number of residents supported each year increases year on year.

3.3 Improve Communication With Householders and Businesses Regarding Waste and Recycling Collection Services

Objective	Implementation Plan	Predicted Impact	Measures of Success
By the end of 2019 to have developed and implemented a Waste and Recycling Charter for the Borough	Throughout 2019 to work with residents and members to develop a charter that is clear and easy to understand, alongside a robust set of supporting policies which make a clear commitment to service provision. Monitoring and public reporting of performance against the charter from 2020.	Increased engagement with service as commitments and policies are clarified. More effective resolution of complaints and issues with an easily referenceable document. Provision of support to enforcement activity and well as proactive communication with residents.	Improvement of ongoing service performance as measured and monitored.
Development of a detailed waste and recycling communications plan for the period until 2027.	Work to start in 2019 to focus on short and medium term planning to include a review of messaging alongside channels of communication used and a review of the Council webpage.	Increased understanding of and engagement with the recycling services provided.	Survey to ascertain if there has been an increased understanding and engagement in services from current baseline. Reach and impact of campaigns and activities on a case by case basis.

3.0 Our Action Plan

3.4 Review of Waste and Recycling Services

Objective	Implementation Plan	Predicted Impact	Measures of Success
Assuming trials are successful in 2019, By the end of 2020 to have introduced a containerisation or restriction of residual waste for all suitable properties in Redbridge.	By June 2019 to have agreed approach to containerisation, including which properties are eligible for containers, how properties who will remain on sacks will have equivalent restrictions as properties with containers and how larger families will be accommodated. By Summer 2020, to have rolled out new container service and using in cab technology to support the service and identify issues where additional enforcement is required.	Improvement in quality of street scene and reduction in side waste and items not placed at the correct collection point. Improvement in LB Redbridge's ability to enforce against environmental crimes.	Tonnage based reporting and associated cost savings. Reduction in fly tipping and street scene issues.
By the end of 2021 to have maximised recycling provision in flats.	By mid-2019 to have worked with the planning team to have an established process for the inclusion of recycling facilities as part of all new flats developments. By the end of 2019 to have reviewed waste and recycling provision at all flats to understand where services can be improved and extended. By mid-2020 to have developed a service rollout/relaunch and accompanying engagement plan to promote the new improved services.	Improved planning process for future developments. An increased equality in service provided across the borough. Increase in recycling from flats and reduction in contamination from these properties.	Increase in recycling from flats and reduction in contamination from these properties. All flats properties receiving same service provision as street level households and where this is not possible, a clearly documented reason for this.
By end of 2026 to have worked successfully with ELWA to enable the introduction of separate food waste collections to all street level properties in Redbridge	This objective requires there to be a self-funding business case for this change which will need to be established with ELWA.	4,000 reduction in residual waste arisings in the borough (based on weekly food waste collections - weekly 180 litre wheeled bin model).	Successful negotiations with ELWA. Planning and implementing service to maximise food waste capture.



Objective	Implementation Plan	Predicted Impact	Measures of Success
By the end of 2020 to have implemented specific sacks/containers for flats above shops if trials continue to be successful.	Monitor trial data through 2019, to develop a business case for change and associated savings plan.	Reduction in residual waste arisings. Reduction in commercial waste being collected as domestic waste free of charge. More effective control and monitoring of the services. Improvement in quality of street scene.	Successful implementation of the scheme, maintaining performance seen in the trials.
By mid-2020 to have reviewed the income generated and services offered to businesses, with an annual review plan introduced from 2021.	Identify areas where services to businesses could be improved or where other changes in policies have highlighted a need for business waste collections to be provided. Develop a business waste collection policy that defines where, when and how waste should be placed out for collection in order to ensure that waste is on the street for a minimal amount of time and clearly identified as non-household. Develop and implement an annual review process, with the aim of continuously reviewing charges to businesses.	Increase in income generated from business waste collections. Reduction of business waste leaking into domestic waste stream and not being charged for.	Increase in turnover of the business (level to be established following initial review).

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3.5 Enforcement of Waste Policies and Procedures

Objective	Implementation Plan	Predicted Impact	Measures of Success
To increase the level of enforcement carried out by LB Redbridge to combat environmental crimes	Establish a working group of officers and elected members for the development of policies and procedures for the collection and management of recycling and waste. Procedures will include enforcement under Section 46 of the Environmental Protection Act 1990, where reasonable measures have been unsuccessful in addressing residents' failure to adhere to collection and containment policies and such actions have had a negative impact on the street environment.	Improvement in street scene and cleanliness of the borough for residents and visitors. Reduction in flytipping incidents and residual waste arisings.	Reduction in residual waste arisings. Increase in enforcement notices served for environmental crimes. Reduction in flytipping and associated issues over the time period until 2027.



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