



Essex Recycling Partnership Monitoring Report



Essex Recycling Partnership

Quarter 2 – 2016-17

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Essex Recycling Partnership- Q2 2016/17 report

Summary

This report outlines the progress made by the Essex Recycling Partnership to achieve the project objectives and commitments made within the project bid submitted to the Department for Communities and Local Government (DCLG) in November 2014.

Contained herein is an evaluation of the outputs delivered following the sixth reporting quarter (Q2 2016-17) of the scheme's implementation between July and September 2016. This report seeks to provide a comparative analysis of the Partnership's performance implementing the Essex Recycling Rewards Scheme, evaluating the data reported by the partnership against performance commitments made within the bid.

During this period, the Partnership aimed to continue to build upon previous reported successes, with both Epping Forest and Harlow aiming to overcome the existing issues that were blocking progress.

Background to the scheme

In March 2015 a partnership of four Essex District Council's secured £896,468 of funding from the Department for Communities and Local Government to develop and implement "Recycling Reward Schemes" in the districts of Braintree, Epping Forest, Harlow and Tendring. The four District Councils are working together as part of the coordinated scheme which will reward residents for reducing and recycling their waste.

The outcome for this partnership is to maximise participation, increase capture rates of recycled materials and enhance customer satisfaction. Over the lifetime of the project the scheme will be delivered to 114,500 properties and 97 schools through targeted education initiatives and an incentivised rewards scheme.

Summary of Q2 progress

Braintree District Council

During Q2 most of Braintree's activities were focussed on developing and implementing the rewards element of their scheme, which is to be run at all participating schools and blocks of flats in the district. To this end, the schools feedback and input has been sought and plans have been put in place, and services procured for canvassing of the selected flat blocks. This is to ensure that the rewards provide suitable incentive and all residents are aware and engaged in the scheme.

Epping Forest District Council

Upon the conclusion of Q2, Epping have reported significant progress with their contribution to the scheme. Moving forward into Q3, they will now have two new dedicated members of staff leading on delivery, and plans for rollout are underway.

Epping are optimistic that they can deliver the scheme effectively by utilising the lessons learnt from Braintree and Tendring, and remain committed to meeting the outcomes set out in the original bid.

Harlow District Council

In August 2016, after experiencing little progress with finding suitable sites for their remaining four Greenredeem kiosks, Harlow were given permission by the DCLG to use their remaining allocation of the award to implement another scheme.

Harlow now aims to replace existing recycling receptacles at targeted flat blocks with recycling units and housings in order to reduce contamination rates at these locations. Having consulted with Braintree and Tendring, feedback about the successes they have experienced so far has influenced this decision, and they have decided that this would likely be the most effective way to spend their remaining allocation.

Throughout Harlow there are a considerable number of small blocks of flats that Harlow Council has provided recycling facilities to for a number of years. Analysis of residual waste from these flat blocks has shown that there remains a significant amount of dry recyclable waste in the residual waste stream. Approximately 20% of this residual waste is made up of material that could have been recycled.

Initial research has suggested there is a strong sense of anonymity surrounding waste management, and as such residents feel little obligation to recycle. There is also a suggestion that some residents wish to keep their interaction with waste container lids to a minimum due to hygiene concerns. Although this attitude does not apply to every flat block, and most produce good quality dry recyclate, a number of poorer performing blocks have been identified where significant progress can be made.

Harlow therefore will provide a number of these blocks with housings for the recycling bins, designed to allow residents to 'post' their recycling with little contact with the waste containers.

It is hoped that these changes will provide a practical solution to the issues raised by residents.

Tendring District Council

The sale of food caddy liners has continued, and has now begun at all libraries in the Tendring area.

Where progress rolling out to flat blocks had slowed in the previous quarter owing to a lack of staffing resources, Tendring now have a new member of staff in post and hope that progress will begin to speed up again.

The larger flatted developments have now all been surveyed for suitability, and Tendring will begin to examine smaller sites to see if they have the capacity to house new recycling bins. This has largely been influenced by the improved contamination and recycling rates reported at the large sites where new bins are currently in use.

Progress towards meeting our key commitments

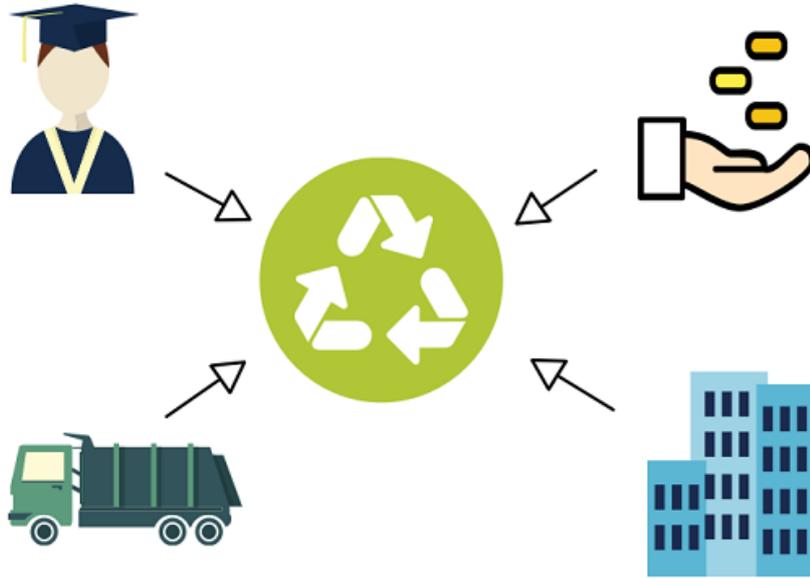
The bid set out a number of key commitments the partnership would aim to achieve with this scheme. These are:

- 97 schools adopting weekly food recycling.
- 11,000 properties in flat blocks receiving a new recycling service.
- Total projected financial benefits of £396,757 over the course of the scheme.
- A projected total reduction in landfill waste of 9154 tonnes.

The below graphics highlights the key achievements of the partnership against these commitments to date:

51 out of 97 schools adopting food waste scheme

Negligible cost benefit - Q2 2016-17 data showing signs of improvement



Negligible reduction in residual waste to landfill - results remain consistent with 2014/15 and 2015/16 figures

2745 out of 11000 properties in flats blocks receiving new recycling service

Harlow's progress to meeting five Greenredeem sites:



Passmores Academy collection split
- 15.07.2016 – 30.09.2016

Bottle @ approx. 50g = **4.3kg**
 Cans @ approx. 15g = **0.85kg**

Note: Harlow will no longer seek to place additional kiosks.

■ Bottles (60.14%) ■ Cans (39.86%)

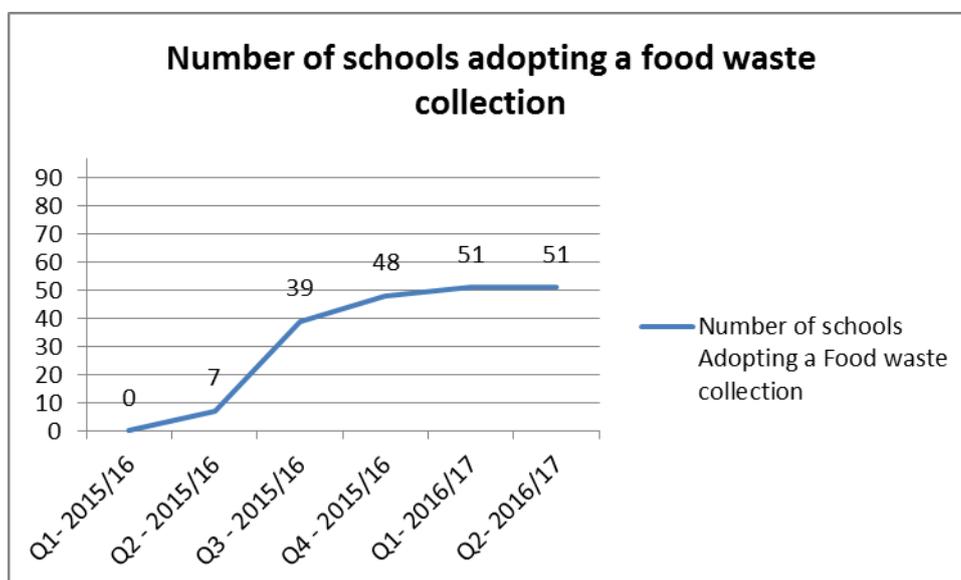
The latest report from Greenredeem details the performance of the kiosk located at Passmores Academy for the period 15th July to 30th September. This period

coincided with the school summer holiday and as such the kiosk reported a significant reduction in usage, which was to be expected.

Breakdown by key commitment

From the data provided by partners we are able to make the following conclusions on the progress being made to meeting the key commitments as set out in the Recycling Rewards Scheme bid. For a more detailed view of the Partnership's performance, please see 'Table 1' in the Appendix at the end of this report.

97 schools adopting weekly food recycling



Upon completion of Q2, the partnership is at 52% of their target of 97 schools adopting a new food waste initiative. The partnership has reported continued progress with this aspect of the scheme. Despite no additional schools signing up to the scheme in this quarter (and no more currently planned), significant progress has been made.

Braintree has visited the majority of schools taking part in the scheme as of the completion of Q2. They can report that teachers and children have responded very positively to the assemblies they have delivered, and although at this stage this impact is difficult to quantify, it is hoped that a strong outcome of Braintree's activities in schools will be a legacy of recycling behaviours that will be seen in years to come. The work being undertaken in schools will be closely monitored as if the successes in this area of the scheme continue as predicted, some thought can be given as to

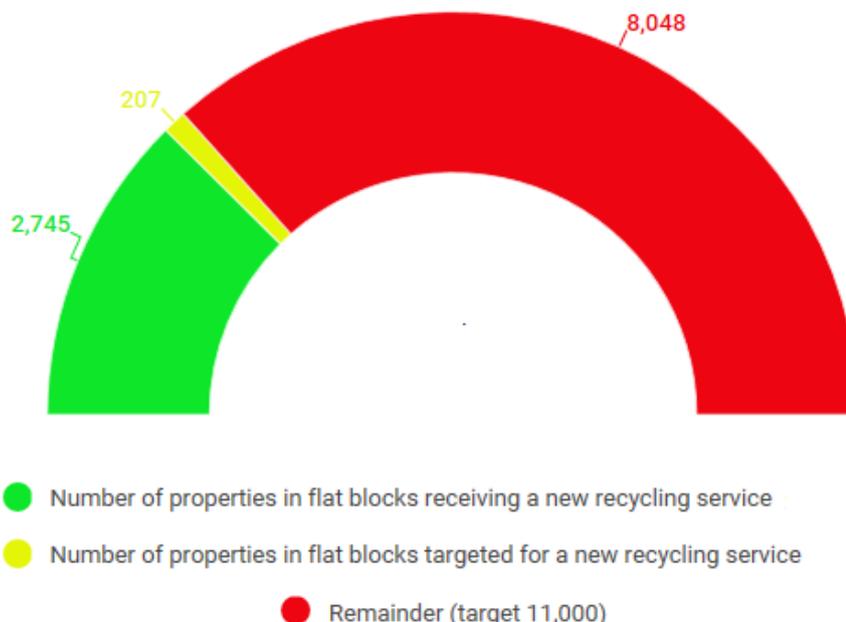
how best to replicate this model across the district and stimulate recycling behaviours in children and young people.

The rewards element has been refined with feedback from the schools taking part, but Braintree are currently experiencing minor delays as the procurement and marketing processes are taking slightly longer than anticipated. The availability of schools during this reporting quarter was also limited due to the summer holidays, which also contributed to slight delays.

Although Tendring will not be implementing any rewards schemes associated with food waste services at their participating schools, they can report that all 19 schools continue to make use of the service effectively and food waste collection in the district has increased by approximately 5% when compared with the same quarter in the year prior.

11,000 properties in flat blocks receiving a new recycling service

The graphic below represents the rollout to flats to date. Currently a new recycling service has been rolled out to 2745 flats. An additional 207 flats have been deemed suitable sites for further roll outs after a thorough investigation of sites by the partnership.



Since the reporting presented in Q1, the number of sites targeted for rollout has greatly reduced. This is a result of inspections not deeming the sites suitable enough for new recycling receptacles.

In addition, Epping have yet to rollout to flat blocks, but work is now underway to select suitable sites. It is expected that over the next quarter that the number of properties in flat blocks deemed suitable for a new recycling service will increase markedly as Epping's activity begins to have an impact.

Braintree have continued to implement their rewards element of the scheme during Q2, and every participating flat block has been monitored to obtain the baseline recycling figures to use to evaluate improvements in performance.

An external company has been procured to start door-stepping in order to enrol residents into the Recycling Rewards Scheme. This should be completed by end of November, aiming for a 33% engagement rate.

Tendring can also report that Installation of recycling receptacles at flats have continued, albeit at a slightly slower rate due to available resources. They have also identified an additional need for more bins at a number of sites, and will purchase more with their remaining allocation.

Total financial benefits of £396,757 over the course of the scheme

The financial benefits are proving difficult to quantify. This is due to a lack of partnership-wide data reporting as a result of Epping and Harlow falling slightly behind Braintree and Tendring in terms of delivery. A full partnership financial analysis is planned upon completion of Q4.

A total reduction in landfill waste of 9154 tonnes

The amount of residual waste to landfill has remained largely consistent with historic reporting by the partnership.

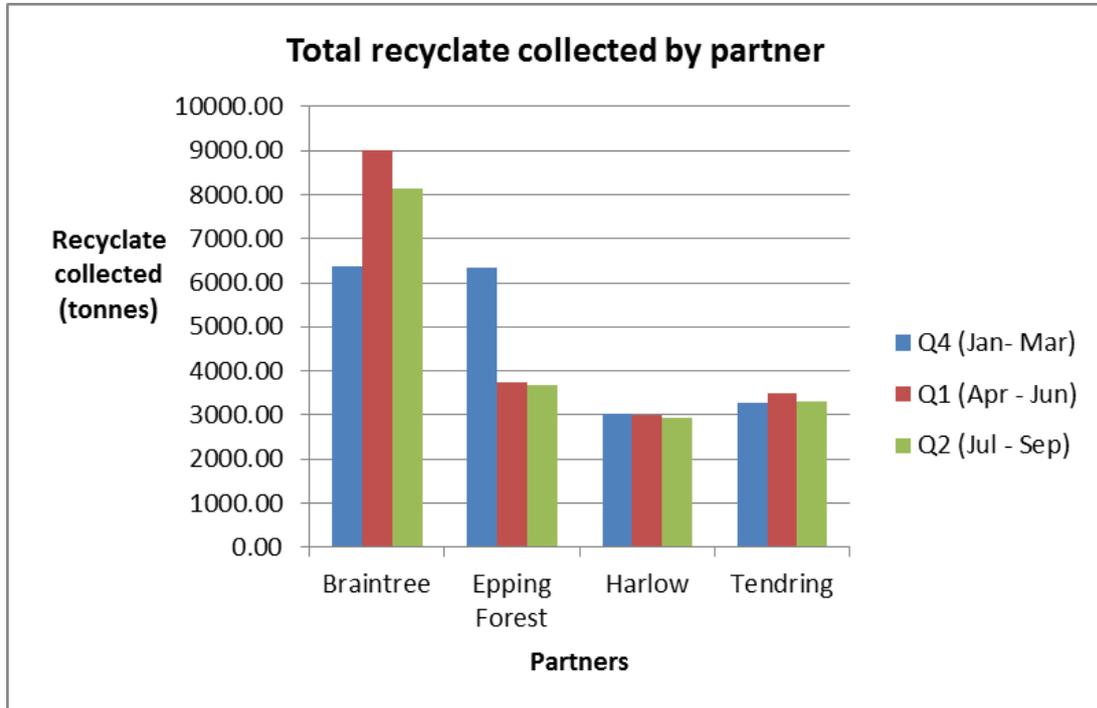
However, Braintree and Tendring can report that the methods they have implemented to date are resulting in increased quality recyclate being collected.

An increase in recycling rate by 5%

One of the core outcomes of the project is to increase the rates of recycling in flats and schools by up to 5%. The partnership are currently trying to establish the best means to record this accurately, however both Braintree and Tendring have reported marked reductions in contamination rates, owing largely to better recycling habits helped by more user-friendly, practical bins.

Meeting the Objectives set out in the Bid

Change in volume of recyclate collected:

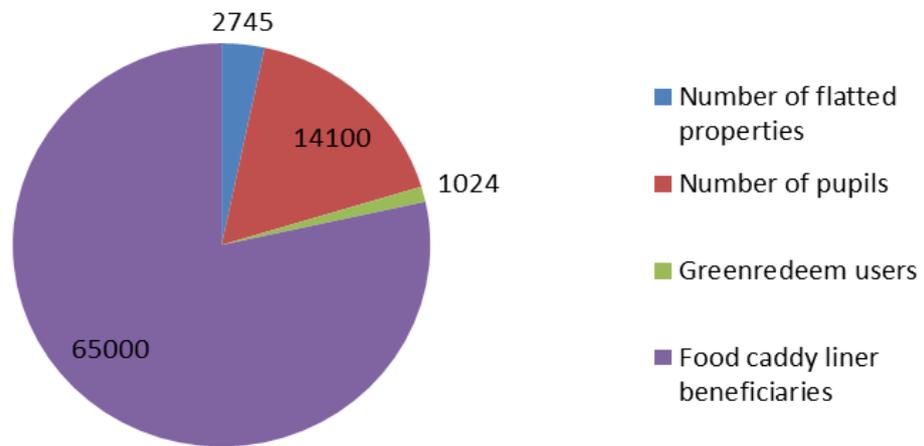


All districts have reported a slight drop in recyclate collected, however this is consistent with annual drops between Q1 and Q2 from previous years. It is also important to note that in Braintree and Tendring where the schemes have been implemented, their performances are improved from the same quarter in the year previous.

Total households benefitting from the scheme:

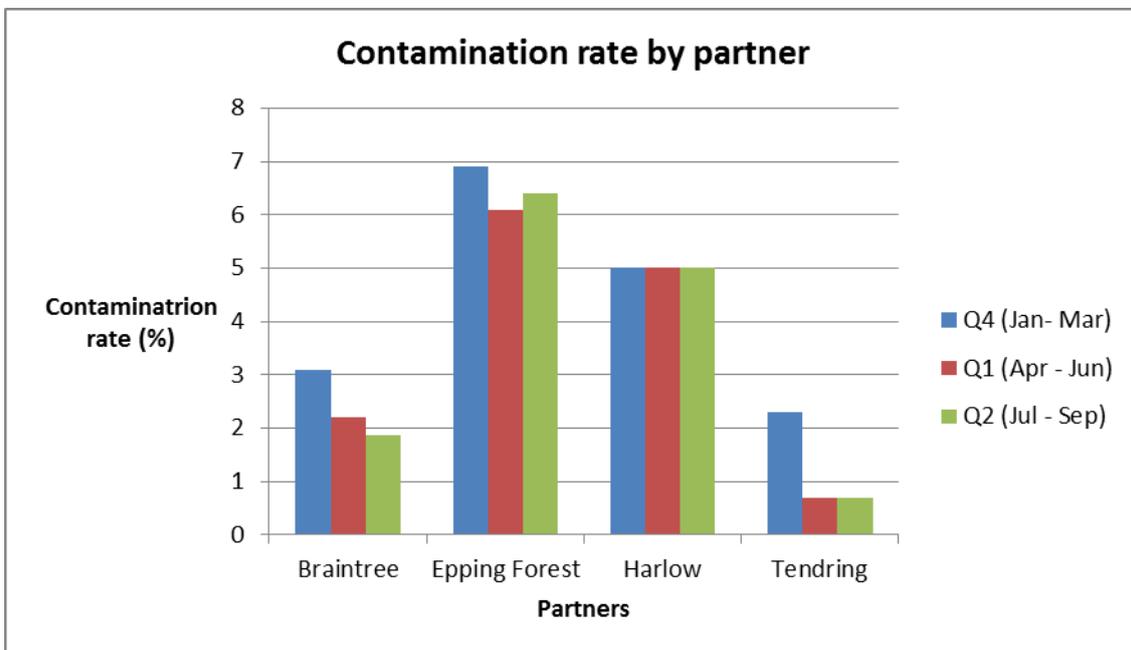
The total households benefitting from the scheme has been defined as the sum total of the number of participating flatted properties, the number of pupils at participating food waste schools, Greenredeem users and households receiving food caddy liners in Tendring. The chart below provides a breakdown of this:

Number of household benefitting from the Essex rewards recycling scheme



- The bid outlined a potential for 114,398 households to benefit from the partnership’s activity over the duration of the scheme. The reach of the scheme currently extends to approximately 82,000 households, with various levels of participation.

Reduction of contamination rate to 3.42%:



- The partnership’s contamination rate as of Q2 2016/17 is currently at 3.47%. The partnership now looks on course to meet this objective. Again, Braintree has reported a continued reduction in their contamination rates, dropping from 2.2% in the previous reporting quarter to 1.8% and Tendring has maintained

its improved rate of 0.7%. After consecutive improvements, it is becoming clear that the new improved recycling receptacles are having the predicted impacts.

- In Epping Forest and Harlow where the schemes are yet to be fully implemented, they have reported results that are still consistent with the previous quarter. As Epping and Harlow will both be rolling out similar schemes to Braintree and Tendring, it is hoped that they will also experience similar degrees of success.

Lessons Learnt

Upon the completion of year one of the scheme, the partnership compiled a list of factors that have impacted the scheme both positively and negatively. This was shared in the Q4 report. In order to bring Epping Forest up to speed as they now begin to implement their part of the scheme, Braintree and Tendring will share their experiences and provide advice and recommendations.

One area that the partnership has identified as pivotal is stakeholder engagement. The partnership has been very keen to gain insight from residents and schools to ensure that the recycling schemes available to them address some of the localised issues as well as meet the outcomes set out in the bid.

Issues Log

- The partnership is still limited by Greenredeem's reporting from the kiosk at Passmores Academy. Harlow's reporting is therefore restricted Greenredeem's capacity to provide information

Appendix

Table 1

	Q1 2016/17 actual	Q2 2016/17 actual	change from previous quarter	%Change
Households benefitting from the scheme*	13857	82869	69012	498.03
Number of flats benefitting from the scheme	2733	2745	12	0.44
Number of flats identified for future rollout **	2732	207	-2525	-92.42
Number of flat blocks receiving a new dry recyclate collection	233	583	350	150.21
Number of schools taking part in the food waste scheme	51	51	0	0.00
Number of pupils benefitting from waste scheme in schools	11124	15124	4000	35.96
Number of schools earmarked for future rollout	0	0	N/A	N/A
Recyclate collected the partnership (t)	20329	17163	-3166	-15.57
Partnership recycling rate (%)	47.2	47.5	0.3	0.64
Food waste collected (t)	7669	7119	-550	-7.17
Dry recyclate collected (t)	10941	10616	-325	-2.97
Value of recyclate collected in district (£/t) (Dry only)	664009	644285	-19724	-2.97
Contamination rate across partnership (%)	3.5	3.4	-0.1	-2.86
Number of Green redeem Kiosks placed	1	1	0	N/A
Total number of quarterly users	Unavailable	Unavailable	N/A	N/A
Total Tonnage collected	0.063	0.0052	-0.0578	-91.75

* This figure is the sum of the total number of households influenced by the scheme. This includes the individual flats, pupils from the schools participating, Greenredeem users and 65000 households in Tendring benefitting from new food caddy liners