

# Appendix 1: Waste Minimisation and Recycling Action Plan 2008-09

Draft – v9

## Introduction

### Background and purpose

This document sets out the council's Waste Minimisation and Recycling Action Plan for 2008/9.

Islington Council is now recycling around 28% of the household waste generated in Islington, with a goal of increasing this to 31% in 2008/9. This plan reflects a commitment to further increase the amount of waste recycled, composted or reused. However, the Plan also reflects a shift in emphasis from recycling to producing less waste in the first place.

### Aims

Provide an excellent recycling collection service that meets the needs of residents, and to reduce the amount of municipal waste disposed of via landfill or incineration.

### Objectives

- Achieve a recycling target of 31% by the end of the year.
- Achieve a year on year reduction on household waste generated per household based on 2007/8 levels.
- Improve customer satisfaction levels, and recycling/reuse rates for the HRRC based on 2007/8 levels.
- Develop and implement at least three IC Excellence initiatives to improve the satisfaction ratings for the recycling collection service based on 2007 levels.
- Maintain 100% recycling coverage by proactively introducing the service to new properties and re-developed properties.
- Facilitate reliable and affordable trade waste collection services for (as a minimum) paper, cardboard, glass and food waste for businesses in Islington Town Centres.

### Waste Minimisation and the Waste Hierarchy

Waste prevention is at the top of the waste minimisation hierarchy, followed by recycling and composting and energy recovery. Landfilling is the least desirable option.

The definition of waste prevention is to minimise the quantity and hazardousness of municipal waste so as to avoid the environmental impacts and costs of disposal as well as those associated with recycling services and processes.

Prevention of waste includes:

**Avoidance:** not producing the waste in the first place e.g. buying only the food you need, buying unpackaged products.

**Reduction:** reducing the amount of waste produced, e.g. lighter/thinner retail packaging, composting left-over food scraps.

**Reuse:** reusing a product in its original form, e.g. refilling a bottle.

Waste Reduction is something that everybody can contribute towards. While most of the actions within this plan are 'owned' by Street Environment Services, a number of partners will be involved in delivering many of the actions. These partners include other Islington Council departments, contractors, voluntary organisations, other statutory bodies such as HMIP, businesses, the Islington Strategic Partnership and, of course, residents.

## Future Challenges and Costs

Islington's population is predicted to grow by approximately 1% per year over the next 5 years. The average household size is also expected to decrease (research shows that smaller households produce more waste per person than larger households). Together, it is anticipated that these changes will lead to an overall growth in household waste of 2% in 2008 and 2009, and 1% thereafter until 2013.

Should we be unable to stem this increase, the **total cost** of disposal of the added waste could total an **additional £1.35 million**.

|  | 2007       | 2008       | 2009       | 2010       | 2011       | 2012       | 2013       |
|--|------------|------------|------------|------------|------------|------------|------------|
| <b>Population (est. to grow by 1% per year)</b>        | 190,480    | 193,060    | 195,640    | 198,220    | 200,800    | 202,280    | 203,760    |
| <b>Average household size (person/HH)</b>              | 2.12       | 2.11       | 2.10       | 2.10       | 2.09       | 2.08       | 2.07       |
| <b>Number of households</b>                            | 89,860     | 91,420     | 92,980     | 94,540     | 96,100     | 97,180     | 98,260     |
| <b>Household growth</b>                                | 1.77%      | 1.74%      | 1.71%      | 1.68%      | 1.65%      | 1.12%      | 1.11%      |
| <b>Growth per household</b>                            | 0.23%      | 0.26%      | 0.29%      | -0.67%     | -0.64%     | -0.12%     | -0.11%     |
| <b>Islington overall growth rate (household waste)</b> | 2.00%      | 2.00%      | 2.00%      | 1.00%      | 1.00%      | 1.00%      | 1.00%      |
| <b>Total household waste (tonnes)</b>                  | 82,378     | 82,581     | 84,232     | 85,074     | 85,925     | 86,784     | 87,652     |
| <b>Total cost collection</b>                           | £6,807,170 | £7,026,518 | £7,562,690 | £7,810,200 | £7,998,080 | £8,147,632 | £8,377,908 |

Source: Islington AEA data, NLWA

## Current Initiatives

### Household Reuse and Recycling Centre

The Household Reuse and Recycling Centre accepts a variety of materials for reuse. The potential to add materials is reviewed on a regular basis.

Items collected for reuse include:

- Books
- DVDs, CDs and Videos
- Furniture
- Shoes
- Textiles
- Toner and Printer Cartridges

### **Organic waste**

Compost Bins and Wormeries: Islington actively encourages home composting through subsidised compost bins, workshops and its Master Composter Network. The council also makes reduced-price wormeries available. The wormeries offer a viable alternative for homes without gardens.

Garden waste collection: Residents are currently advised not to place garden waste in their domestic waste. A free garden waste collection is provided on the same day as the weekly refuse collection.

### **Swapxchange website ([www.islington.gov.uk/swapxchange](http://www.islington.gov.uk/swapxchange))**

Swapxchange Islington was the first swap site in London, and the second nationally. Since going live in December 2005, over ten tonnes of materials have been placed with new owners, which 95% of site users said they would have otherwise thrown away. The site has had over 2,900 visitors and has 583 registered users.

Swapxchange fills the gap between commercial sites like Ebay®, and charity shops. Swapxchange also results in fewer bulky waste collections.

### **Real Nappies**

Parents in Islington have diverted 102 tonnes of nappies from landfill since January 2005 with the help of the council's cloth nappy scheme. The "Get real!" initiative promotes a fair choice for parents and carers by providing complete information, and rewarding parents with a £54.15 rebate per child for using cloth nappies (representing the avoided cost of landfilling disposables). Three nurseries also use cloth nappies.

### **Furniture reuse collections**

The council operates a pilot scheme in partnership with the charity **HomeStore** to collect good quality household furniture. All street properties in Islington are eligible to participate in the free service. The charities pass on the furniture to people in need, and also provide training and work experience for young people who are long term unemployed.

### **Halls of residence reuse events**

There are over 3,800 students living in seventeen halls of residence in Islington, and many of these move out at the end of the term. An estimated three quarters of a tonne of material is sent for reuse from each of the halls each year as a result of the scheme operated in partnership with CRISP.

CRISP distributes the items to charities such as TR Aid, Crisis, St Mungo's and Battersea Dogs Home.

#### **Give and Take days**

The council organises 'give and take days,' allowing residents to bring items they no longer want and swap them or give them away. At an event held in February at Ambler Primary School, two tonnes of items were diverted from landfill.

#### **Cotton bags for life**

Islington gives out free, specially designed cotton shopping bags at the i-recycle centre and at public events, festivals and shopping centres throughout the year.

#### **i-recycle centre**

The i-recycle centre is Islington Council's award-winning educational facility. Structure lessons are provided to schools in Islington and beyond, and is also the centre for outreach work to schools and the community.

### **Waste Minimisation Initiatives – 2008-09**

| Item  | Proposed Actions   | Q1 | Q2 | Q3 | Q4 | Communications Channels                           | Performance Measurement   | Target  |
|---|--|----|----|----|----|---|---|---|
| <b>Household waste minimisation initiatives</b> |  |    |    |    |    |   |   |   |
| Household Reuse and Recycling Centre (HRRC)     | Investigate introduction of new items for reuse at the HRRC. |    |    |    |    | Website<br>Press release<br>Residents' newsletter | Recycling & reuse rate<br><br>Customer satisfaction survey results<br><br>Customer throughput | 60% each month<br><br>Improvement on 2007 survey results<br><br>Increase on 2007/8 monthly average from September onwards |
| Community RePaint Scheme                        | Introduce a Community RePaint scheme at the                  |    |    |    |    | Website<br>Press release                          | Tonnage of paint diverted per month   | 0.5 tonnes diverted per month from  |

| Item                     | Proposed Actions   | Q1 | Q2 | Q3 | Q4 | Communications Channels                      | Performance Measurement                            | Target   |
|--------------------------|--|----|----|----|----|--|--|--|
|                          | HRRC. Investigate the potential for holding mobile paint giveaways around the borough.   |    |    |    |    | Residents' newsletter                        |  | January onwards  |
| Composting and Wormeries | Subsidise compost bins and wormeries.<br>Give away compost at community events.  |    |    |    |    | Leaflets<br>Website<br>Roadshows             | Number of composting containers sold               | 10% increase in compost and wormeries distributed during 2008/9 compared to 2007/8 total     |
|                          | Deliver leaflets to all residents receiving green waste collections informing them of the compost bins on offer.                                       |    |    |    |    | Leaflet drop                                 |  |  |
| Swapxchange website      | Explore the opportunities for developing Swapxchange to include Business reuse and Equipment loans   |    |    |    |    | Website<br>Business outreach                 | Number of registered users                         | 10% increase in number of registered users by 31/3/09  |
|                          |  |    |    |    |    |  | Weight of items swapped via the site.              | 10% increase in weight of items swapped between Sep 08 and Mar 09 over same period in 2007/8 |
| Community networks       | Work with London Sustainability Exchange and other community partners to expand the Green Ambassadors scheme (community-based environmental champions) |    |    |    |    | Refer to SLA and workplan                    | Refer to SLA                                       |  |
| Real Nappies             | Promote the use of real nappies through roadshows, peer promotion  |    |    |    |    | £54 voucher promotion<br>Leaflets<br>Website | Number of vouchers distributed throughout the year | 10% increase over 2007/8 levels by 31/3/09   |

| Item                                   | Proposed Actions  | Q1 | Q2 | Q3 | Q4 | Communications Channels  | Performance Measurement  | Target  |
|--|---|----|----|----|----|--|--|---|
|  | (Nappaccino, Nappy Natter Play Days)<br>Increase the number of nurseries participating.     |    |    |    |    | Roadshows  | Number of nurseries participating  | Recruit ten additional nurseries in 2008/9  |
| Mainstream furniture reuse collections | Formalise agreement<br>Finalise arrangements with Contact Islington for collection bookings |    |    |    |    | 'Soft' launch via web site to manage demand<br>Leaflets<br>Residents' newsletter | Tonnes diverted<br><br>Number of service requests<br><br>Number of service complaints                            | Divert 50 tonnes during 2008/9  |
| Halls of residence reuse days          | Partner with CRISP to hold reuse events for students at the end of the summer term          |    |    |    |    | CRISP – direct communication with halls  | Number of events held<br><br>Tonnes diverted   |   |
| Give or take days                      | Hold four Give and Take days in 2008/09   |    |    |    |    | Website<br>Press release<br>Posters<br>Leaflet drop<br>Post/email list           | Customer satisfaction with event<br><br>Number of events held<br><br>Number of attendees<br><br>Tonnage diverted | Average rating at least 'good' for each event<br><br>Four events during 2008/9<br><br>Note: No weight target as type of items and weight will vary by demographic |
| Cotton bags for life                   | Give out free cotton shopping bags at the i-recycle centre and at public                    |    |    |    |    | Events publicity<br>Website<br>Retail promotion                                  | Number of bags distributed   |   |

| Item   | Proposed Actions   | Q1 | Q2 | Q3 | Q4 | Communications Channels  | Performance Measurement  | Target |
|--|--|----|----|----|----|--|--|--------|
|  | events, festivals and shopping centres.  |    |    |    |    |  |  |        |
| Plastic bag free Newington Green               | Participate in the plastic bag-free Newington Green event.   |    |    |    |    | Events publicity<br>Website<br>Retail promotion  |  |        |
| Scrutiny Review – Zero Waste Strategy          | Consider and implement where appropriate the recommendations of the Scrutiny Review Committee.                       |    |    |    |    |  |  |        |
| <b>Business waste minimisation initiatives</b> |  |    |    |    |    |  |  |        |
| Business Waste Awareness Officer               | Contact with Islington businesses to Provide advice and assistance to businesses on waste minimisation and recycling |    |    |    |    | Website<br>Contact Islington<br>Presentations to business forums (Pubwatch, Town Centre Manager workshops, Chamber of Commerce, Islington Training Network)<br>Business Waste Minimisation Guide | Number of businesses taking up the service.<br><br>Customer satisfaction   |        |
| Business waste recycling services              | Working with Enterprise and Angel BID – develop, market and implement a business waste recycling service             |    |    |    |    | Enterprise Commercial Recycling Team<br><br>Business Waste Awareness Officer<br><br>Website<br><br>Angel BID   | Number of businesses with trade waste recycling contracts with Enterprise<br><br>Customer satisfaction<br><br>Municipal waste recycling rate |        |

| Item  | Proposed Actions  | Q1 | Q2 | Q3 | Q4 | Communications Channels | Performance Measurement                                     | Target                           |
|---|---|----|----|----|----|-------------------------|---|----------------------------------|
| Packaging initiative with trading standards                                       | Partner with Trading Standards to take action against excess packaging.   |    |    |    |    | TBD                     | TBD   |                                  |
|   | Investigate the potential for working with local takeaway shops to provide customers reusable containers.                                   |    |    |    |    | TBD                     | TBD   |                                  |
| Scrutiny Review – ‘Using our regulatory powers to achieve our environmental aims’ | Consider and implement where appropriate the recommendations of the Scrutiny Review Committee.  |    |    |    |    | TBD                     | TBD   |                                  |
| Scrutiny Review - Business Recycling  | Consider and implement where appropriate the recommendations of the Scrutiny Review Committee.  |    |    |    |    | TBD                     | TBD   |                                  |
| Workplace promotion of recycling  | Promote recycling at offices and other workplaces in Islington.   |    |    |    |    | TBD                     | TBD   |                                  |
| <b>Communications and education</b>   |   |    |    |    |    |                         |   |                                  |
| I-recycle centre (irc) and education initiatives                                  | Educational programmes for 1 and 2 schools.<br>Irc running outreach to schools and assemblies<br>Great waste debate with secondary schools. |    |    |    |    |                         | Number of pupils participating in irc sessions or outreach. |                                  |
|   | ELP – support schools with sustainable schools framework (in support of DCSF initiative).   |    |    |    |    |                         |   |                                  |
|   | Organise visits to key waste reprocessing facilities and organise community events  |    |    |    |    |                         | Number of visits to waste facilities.                       | Three visits to waste facilities |



| Item   | Proposed Actions  | Q1 | Q2 | Q3 | Q4 | Communications Channels                      | Performance Measurement   | Target   |
|--|---|----|----|----|----|--|---|--|
|  | and workshops   |    |    |    |    |  | Number of workshops carried out.<br><br>Number of attendees to workshops.                             |  |
|  | New sustainability division will result in integration of services provided by the irc, the Green Living Centre and the Ecology Centre.   |    |    |    |    |  | Further performance measures and targets will be developed following completion of the restructure.   |  |
| Schools recycling services                     | Improve existing recycling infrastructure with education sessions to back up services   |    |    |    |    |  | Number of schools with recycling and food waste collection service.<br><br>Recycling rate for schools | Establish a baseline data set for schools recycling rate by Jan 09 |
| North London Waste Authority 'Zero Waste' Week | See table below   |    |    |    |    |  |   |  |
| Waste Minimisation "How To" guides and pledges | Design and print pocket-sized Waste Minimisation guides with attached pledge card similar to Islington's energy saving booklet and pledge |    |    |    |    |  |   |  |
| Junk mail                                      | Printing and distribution of "No Junk Mail" stickers  |    |    |    |    | Distribution via: Islington Now Event stalls | Numbers of stickers distributed   | 5,000 distributed by September 2008                                |

| Item                                  | Proposed Actions  | Q1 | Q2 | Q3 | Q4 | Communications Channels  | Performance Measurement | Target |
|---------------------------------------|---|----|----|----|----|--|-------------------------|--------|
| Roadshow boards and exhibits          | Design waste minimisation boards for our roadshows, and develop interactive exhibits showing how easy it is to reduce waste, and how it can save money too.   |    |    |    |    | Roadshows  |                         |        |
| Bottled water campaign                | Promote tap water and reusable water bottles in summer  |    |    |    |    |  |                         |        |
| Improved feedback to residents        | Provide ongoing feedback to residents on the amount recycled<br>Inform residents of how to minimise contamination<br>Provide frequent reminders of what can be recycled and how to recycle<br>Continue to provide information on what happens to our recycling and at MRFs (and the potential to visit one)<br>Partner with Veolia to improve communications on what happens to recycling and to target information to reduce contamination<br>Maximise use of Residents' newsletter; publish regular stories and blurbs on recycling |    |    |    |    | Website<br>Residents' newsletter<br>Events<br>Leaflets<br>i-recycle centre |                         |        |
| Green Champions                       | T.b.c.  |    |    |    |    |  |                         |        |
| Waste Campaign                        | t.b.c.  |    |    |    |    |  |                         |        |
| <b>Recycling Service Improvements</b> |   |    |    |    |    |  |                         |        |

| Item   | Proposed Actions  | Q1 | Q2 | Q3 | Q4 | Communications Channels | Performance Measurement  | Target   |
|--|---|----|----|----|----|-------------------------|--|--|
| Review and upgrade recycling services        | Review recycling services to residents, particularly those in flats and on estates and in the South of the Borough and implement improvements where appropriate |    |    |    |    |                         | Recycling rate   | 31% recycling rate by 31/3/09  |
| Bring site review                            | Review bring site service provision   |    |    |    |    |                         | Completion of review   |  |
| Food waste storage pilot scheme              | Pilot in-kitchen recycling storage bins   |    |    |    |    |                         | Completion of pilot  |  |
| Food waste doorstep collections on estates   | Investigate the business case for an expanded estates based food waste door to door recycling serviced, based around EC1 NDC pilot scheme                       |    |    |    |    |                         |  |  |
| Food waste bring site collections on estates | Expansion of the estates food waste bring site pilot scheme   |    |    |    |    |                         | Number of estates or locations<br><br>Number of households serviced<br><br>Tonnage of food waste collected per household | 10 locations by 31/3/09<br><br>2,000 households by 31/3/09<br><br>52 tonnes collected per annum by 31/3/09 |
| <b>Lobbying and influencing policy</b>       |   |    |    |    |    |                         |  |  |
| Government lobbying                          | Work with NLWA to put   |    |    |    |    |                         |  |  |

| Item  | Proposed Actions   | Q1 | Q2 | Q3 | Q4 | Communications Channels | Performance Measurement | Target |
|---|--|----|----|----|----|-------------------------|-------------------------|--------|
| for greater action regarding packaging and disposable shopping bags | pressure on Government to change policies<br>Submit replies to relevant consultations where necessary.                             |    |    |    |    |                         |                         |        |
| <b>North London Waste Authority</b>                                 |  |    |    |    |    |                         |                         |        |
| NLWA Joint Waste Strategy and North London Joint Waste Plan         | Work in partnership with NLWA and constituent Boroughs to take the Joint Waste Strategy and North London Joint Waste Plan forward. |    |    |    |    |                         |                         |        |

## Zero Waste Week: 4-12 October 2008

| Initiative   | Proposed Actions   | Communications Channels  | KPI / Target   |
|--|--|--|--|
| Give and Take day                                  | Hold one Give and Take day during the week, possibly in conjunction with a neighbouring borough.   | Islington Council website<br>Islington Now<br>Press release<br>Give and Take day contact list  | KPI - Quantity of items swapped<br><br>KPI – number of attendees                                       |
| Islington Now                                      | Get a large feature (double page spread or more) about waste minimisation and the up coming events.  | Islington Now  | Not applicable   |
| Waste Minimisation roadshows                       | Hold roadshows on major shopping streets on both weekends, handing out free bags and waste minimisation “How To” guides, with pledges.   | Islington Council website<br>Islington Now   | KPI – number of pledges signed   |
| Waste Free Lunch / Day                             | Ask local schools – and possibly open it up to a wider audience – to have a waste free lunch / day. Tips on how to do could be on the council webpage.   | Islington Council website<br>Islington Now   | KPI – number of schools and children involved  |
| Zero waste challenge                               | Sign up families to take part in a zero waste challenge for the week, measuring how much waste they produce compared to the week before.<br><br>Will try and find families who are happy to be covered by the local press, or encourage a local journalist to take part. | Drumming up interest:<br>Website<br>Roadshows over the summer<br>Give and Take day contact list<br>Real nappies contact list<br>Freecycle members<br>SwapXchange members<br>GLOs | KPI – number of people involved<br><br>KPI – percentage change in waste produced during the challenge. |
| Zero waste challenge blog                          | Get one of the families, a councillor or an officer to write a blog of their experiences during the week.  | Islington Council website  | KPI – Number of times the page is viewed.  |
| Green Living Centre - info and features and events | A series of events and talks to be held at the GLC on a wide range of waste minimisation topics<br>Real nappies nappaccino<br>Composting masterclass<br>Waste Minimisation – Question and Answer session   | Islington Council website<br>Islington Now   | KPI – number of people attending.  |
| Green Living Centre - Plastic bag amnesty          | Same format as before.   | Islington Council website<br>Islington Now   | KPI – number of bags donated.  |
| Compost giveaway / workshop                        | Provide residents with a location from which they can pick up compost and learn about how to make their own.   | Islington Council website<br>Islington Now   | KPI – number of people attending.  |
| Waste Minimisation advice (internal)               | Utilise the GLOs to inform council employees about the many easy ways that employees can reduce their waste, and inform them about the events taking place during the week.  | Email to be drafted and sent to GLOs for distribution<br>Intranet feature – links to “Reduce and reuse at Work” website section  |  |
| Support your local library                         | Zero Waste Week is during the same week as National Book Week. Libraries are a prime example of reuse and therefore  | Internet<br>Libraries  |  |

|  |   |  |  |
|--|---|--|--|
|  | we could take advantage of this week to encourage people to use them. |  |  |
|--|---|--|--|