

RECYCLING WITHIN HILLINGDON

Committee name	Environment, Housing & Regeneration Select Committee
Officer reporting	Cathy Knubley, Waste Services
Papers with report	None
Ward	All

HEADLINES

Following a request for information on recycling within Hillingdon, this report provides a general summary of the work Hillingdon has carried out as part of the Council's recycling services over the last year.

RECOMMENDATION

That the Committee:

- 1. Notes the content of the report.**

SUPPORTING INFORMATION

Food waste service roll out

After three successful weeks rolling out the segregated food waste service from the 10 May, there will be a proactive food waste campaign promoting the two segregated services from Monday 24 May, with the videos going live from 7.30am. During the first three weeks there were no issues with our Contact Centre experiencing any change in phone calls from residents confused with service changes.


This introduction has been a great experience for using Alloy, which will be rolled out for future services.

The food waste communication campaign has been shortlisted for a national recycling award to be announced on the 8 December 2021.

Confirmed food truck names

There has been a great response to our request for naming our food waste vehicles and with 3,809 public votes the winners are:

▼ Happy Scrappy"I enjoy looking out my window and seeing the van and how happy the people are"	7.04%	268
▼ R2 Bin 2"Star Wars has a robot and he is helpful, so our trucks that collect all of the food are helpful"	7.35%	280
▼ Sir Recyclelot"Everyone should recycle a lot"	8.03%	306
▼ The Green Gobbler"It is green waste and the truck will gobble it up"	10.19%	388
▼ Scrappy Dappy Food"Scooby Doo inspired me"	33.03%	1,258




London Borough of Hillingdon

10 May · 🌐

⋮

Coming to a street near you! 📍

- 👉 Five new food waste trucks
- 👉 Each collect up to 5 tonnes of food waste... See more



00:29

10,857

People reached

1,454

Engagements

Boost Unavailable

👍❤️ 49
6 Comments 19 shares

Performance for your post

10,857 People Reached

5,979 3-second video views

164 Reactions, comments & shares ⓘ

122	49	73
👍 Like	On post	On shares
2	1	1
❤️ Love	On post	On shares
1	0	1
😲 Wow	On post	On shares
20	10	10
Comments	On Post	On Shares
19	19	0
Shares	On Post	On Shares

1,290 Post Clicks

101	191	998
Clicks to Play ⓘ	Link clicks ⓘ	Other Clicks ⓘ

London Borough of Hillingdon 2d · 🌐

Meet Matty, Peter and Martin – one of our crews collecting your #foodwaste.

From the very early hours they empty thousands of caddies every week. Thanks to everyone recycling their food waste, our separate collection means food waste can be turned into electricity as well as liquid fertiliser.

From now on, you should not mix food waste with your garden waste. Find out more at www.hillingdon.gov.uk/food-waste




Performance for your post

3,739 People Reached		
102 Reactions, comments & shares ⓘ		
68 Like	59 On post	9 On shares
3 Love	3 On post	0 On shares
1 Haha	1 On post	0 On shares
29 Comments	25 On Post	4 On Shares
3 Shares	2 On Post	1 On Shares
374 Post Clicks		
57 Photo views	20 Link clicks ⓘ	297 Other Clicks ⓘ

London Borough of Hillingdon 4d · 🌐

Thousands of households use our food waste service. Less mess, less hassle – and keeps the smell and rodents away. We are now collecting food waste separately to garden waste.

If you haven't already – sign up today, it's free!
www.hillingdon.gov.uk/food-waste



1,418 People reached **190** Engagements Boost Unavailable

Performance for your post

1,418 People Reached		
526 3-second video views		
28 Likes, Comments & Shares ⓘ		
16 Likes	16 On Post	0 On Shares
10 Comments	10 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares
164 Post Clicks		
25 Clicks to Play ⓘ	14 Link clicks ⓘ	125 Other Clicks ⓘ
NEGATIVE FEEDBACK		
1 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		

DEFRA 2020/21 Recycling Rates

These figures were released at the beginning of July and shows the increase or decrease in recycling percentage for the April – June period last year. Hounslow have stated that their data is incorrect and will be queried, so it is likely that Hillingdon had the largest increase of the six West London boroughs.

Authority	Percentage of household waste sent for reuse, recycling or composting (Ex NI192)			Difference 2019-20 to 20-21
	2018-19	2019-20	2020-21	
Brent LB	0.376	36.5%	34.3%	-2.2%
Ealing LB	0.549	47.7%	48.7%	1.0%
Harrow LB	0.416	41.7%	34.2%	-7.5%
Hillingdon LB	0.428	39.9%	41.9%	2.0%
Hounslow LB	0.303	31.2%	35.9%	4.7%
Richmond	0.422	42.5%	38.9%	-3.6%

NYGL Signage and Reuse Centre update

The new signs have been installed at NYGL to improve recycling. A reuse facility has been introduced at this site with all donations going towards the Mayors charity.





Recycling Roadshows

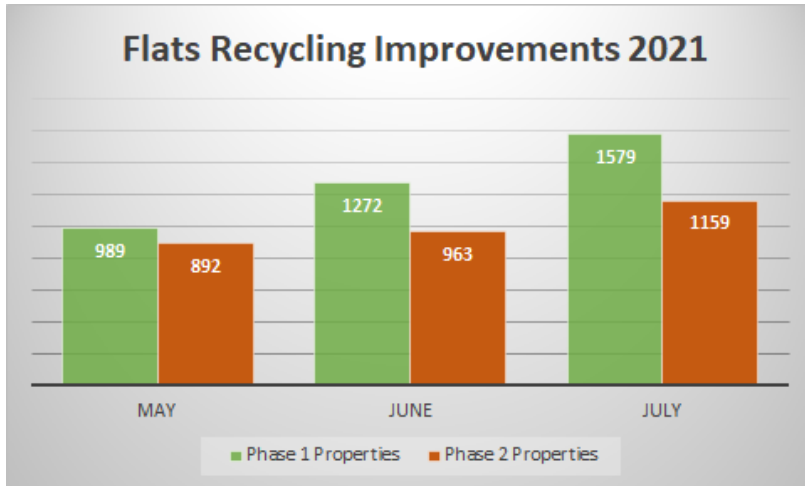
The team promoted food waste to encourage residents to sign up on the day. Many food waste liners, dry mixed recycling clear sacks and garden waste sacks were given out and plenty of information on Hillingdon's recycling service. Over 4500 residents were spoken to and over 800 residents signed up for our new food waste service.



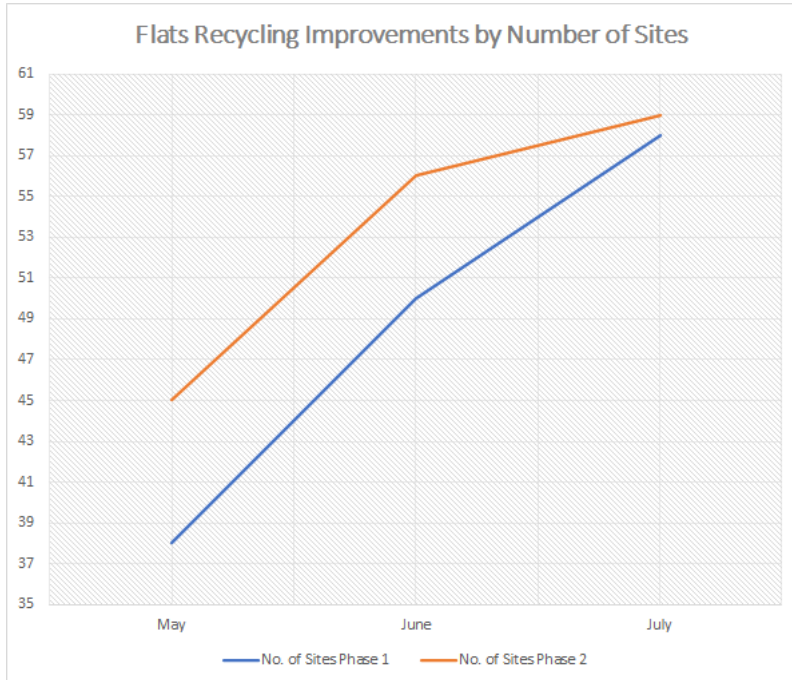
Recycling rollout to our flats

Progress of this project since May 2021 can be seen from the charts below. The first chart

shows the number of properties that have had recycling improvements and engagement.



This second chart shows an increase in the number of sites with recycling improvements.



During these summer months, the recycling team have been rolling out this project, carrying out recycling roadshows and organising bins for projects and trade waste, as well as manufacturing signs and working closely with comms to promote the food waste service. The team have also been working closely with the caretakers for recycling and waste improvements on the estates.

Before

After



Working in partnership with the NHS



Clinical waste found in dry mixed recycling is both detrimental to the recycling process and dangerous for our collection crews and staff at the sorting facility. Following reports from Biffa, our MRF supplier, of needles in the dry mixed recycling, the team has been working with the NHS to advertise the correct method of disposing of clinical waste and sharps through our dedicated, free to use clinical waste service. Posters are now being displayed and leaflets are being distributed to residents in:

Hospitals

- 48 GPs
- 62 Pharmacies

work has been shortlisted for two separate awards to be announced in October and December.

Promoting a circular economy

On 9th August, the recycling and comms team will meet with a volunteer from the Dr Bike scheme to record a set of videos to be released on social media and on our website about bicycle maintenance.

This is the first project that the team will be involved in to support a more circular economy by promoting re-use and repair over dispose and replace in order to reduce waste entering

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the system and to keep products and materials in use for longer. The short clips will detail the following topics:

- Demo of quick safety (or ABC) check.
- Discuss flat tyres and types of valves, etc.
- Brakes adjusting and checking.
- Looking at chain for wear, and brief talk about drive train.
- Check steering for looseness and play.
- General check for loose or worn components.

DMR processing costs

Contamination rates continue to be lower than previous years and the market for resale of materials continues to improve. The Council is now paying the lowest rates for many years for processing its dry mixed recycling. Should contamination in our material reduce further, we could be in a position whereby processing this material becomes an income stream.

The below table details the cost comparison to last year. The gate fee has increased by £7.50 this year as a new contract was introduced in June 2021.

	Cost per tonne	Tonnes collected	Total cost	Contamination rate
Jul-20	£73.26	1848	£136,777	16.74%
Jul-21	£26.45	1867	£48,866	9.51%

The latest waste stats

1. Refuse: 5,871 tonnes collected - 633 tonnes more than last year
2. Recycling: 2,321 tonnes collected - 593 tonnes more than last year
3. Garden & kitchen: 2,357 tonnes collected – 237 more tonnes less than last year
4. Trade customer's card income at NYGL: £55,039.42
5. Kerbside recycling contamination rate: 9.51 %
6. Income from materials collected at NYGL:
 - a. Metal – 54.55 tonnes - £10,738.58

Diversion from waste rate: 44.3%

Household recycling rate: 43.9%

(Household recycling rate July '20 = 42.4%)

Update on social media comms

The team have reviewed a summary report of social media posts over the last 6 months. The report shows how many people each post has reached with 87 posts being made in total.

- 25 posts advertised the recycling roadshows
- 22 posts promoted the food waste service

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- 21 posts promoted what is and isn't acceptable in dry mixed recycling

The most popular post was a video about the launch of the new food waste vehicles which reached more than 11,000 people and was clicked on by nearly 1300 people.

The recycling service has received great comments that have been shared by residents on local Facebook groups.

Implications on related Council policies

A role of the Policy Overview Committees is to make recommendations on service changes and improvements to the Cabinet who are responsible for the Council's policy and direction.

How this report benefits Hillingdon residents

None at this stage.

Financial Implications

None at this stage.

Legal Implications

None at this stage.

BACKGROUND PAPERS

NIL.