



Compulsory Recycling Brent Case Study

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The starting point – Brent 2007

- 100,000 tonnes landfilled each year
- > £8million disposal cost
- > £17million by 2020?
- Recycling Rate – 21%,
- 30% target by 2009/10
- Underperforming Green Box / kerbside service
- Low participation – no box or not interested



The Challenge



**Reduce Landfill
by
Reducing Waste Arisings
and
Increasing Recycling**

Promoting Recycling



- Regular publicity
- Brent Magazine Green Pages
- Street Sweeping Recycling
- Bulky Waste Recycling
- Town Centre Recycling
- Estates Expansion
- Incentives

Compulsion



- **Section 46 EPA**
- **Barnet, Hackney, H & F, Southwark, Harrow, Waltham Forest, Bromley**
- **Barnet Results:**
- **24,000 new box requests**
- **Participation rose from 40% - 81%**
- **28% increase in tonnage collected**
- **Recycling Rate increase from 19% - 29% in 2 years**

Compulsion



- **Additional resources**
- **Support from Waste Watch**
- **Letters / leaflets / stickers**
- **More collection vehicles**
- **> 40,000 additional boxes**
- **Temporary Monitoring Staff**
- **Additional Admin Staff**
- **Reprioritisation of Work**

Compulsion



- 80,000 h/h split into 2 phases
- Wks 1 - 4 :Letters / Leaflets to all residents
- Green Boxes delivered on request
- Wks 5 - 7: Participation monitoring in Phase 1
- Wks 8 - 9: Door-knocking in Phase 1
- Non-compliance list drawn up
- Wks 10 - 14: Repeat for Phase 2
- Wks 15 - 24 - targeted door-knocking aimed at those on Non-compliance list
- Approach - Education & Persuasion

Compulsion



- **Monitoring officers to visit households who do not regularly recycle to explain the scheme and encourage residents to participate.**
- **Residents who continue not to recycle may receive warnings and formal notices. As a last resort, the Council may prosecute the most persistent offenders.**

The Challenges



- **Delivery of boxes**
- **Coping with additional tonnage**
- **Collecting on time**
- **Attracts publicity**
- **Unpopular?**
- **Needs to work**

Timetable



- **Consultation – October 2007**
- **Exec decision – January 2008**
- **Plan with Veolia**
- **Information Roll-out – July 7**
- **Live – August 4**
- **Completion – December - with continued monitoring thereafter**

The Results



- ❑ **Participation above 90%**
- ❑ **25,000 new boxes ordered**
- ❑ **5,000 additional tonnes recycled**
- ❑ **10,000 fewer tonnes landfilled**
- ❑ **Disposal saving of £700K**
- ❑ **Increase in recycling rate from 21% to 30%**