

Merton Council

South London Waste Partnership Joint Committee Agenda

Membership

Councillors:

Councillor Natasha Irons (Chair)
Councillor Billy Christie (Vice-Chair)
Councillor Scott Roche
Councillor Robert Ward
Councillor Noel Hadjimichael
Councillor Tom Reeve
Councillor Barry Lewis
Councillor Christopher Woolmer

Co-opted members:

Substitute Members:

Councillor Jason Cummings
Councillor Alasdair Stewart
Councillor Andreas Kirsch
Councillor Alison Holt
Councillor Andrew Jenner
Councillor Luke Taylor

Date: Thursday 15 June 2023

Time: 6.30 pm

Venue: Committee Room BCDE, Merton Civic Centre

This is a public meeting and attendance by the public is encouraged and welcomed.
For more information about the agenda please contact
democratic.services@merton.gov.uk or telephone [020 8545 3616](tel:02085453616).

All Press contacts: communications@merton.gov.uk, 020 8545 3181

South London Waste Partnership Joint Committee Agenda

15 June 2023

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|---|--|---------|
| 1 | Welcome, Introductions and appointment of Chair and Vice Chair | |
| 2 | Apologies for Absence | |
| 3 | Declarations of Interest | |
| 4 | Minutes of the Previous Meeting | 1 - 4 |
| 5 | Contract Performance Report | 5 - 16 |
| 6 | Partnership Budget Update 22/23 - Final Out-turn | 17 - 18 |
| 7 | Communications Update Report with 2 year communications plan | 19 - 32 |

Note on declarations of interest

Members are advised to declare any Disclosable Pecuniary Interest in any matter to be considered at the meeting. If a pecuniary interest is declared they should withdraw from the meeting room during the whole of the consideration of that matter and must not participate in any vote on that matter. For further advice please speak with the Managing Director, South London Legal Partnership.

Agenda Item 4

All minutes are draft until agreed at the next meeting of the committee/panel. To find out the date of the next meeting please check the calendar of events at your local library or online at www.merton.gov.uk/committee.

SOUTH LONDON WASTE PARTNERSHIP JOINT COMMITTEE

25 APRIL 2023

(6.28 pm - 7.19 pm)

PRESENT Councillors Councillor Natasha Irons (in the Chair),
Councillor Billy Christie,
Councillor Cummings,
Councillor Roche,
Councillor Sweeney and
Councillor Woolmer

ALSO PRESENT Andrea Keys (Partnership Director), Neil Carrett (Head of
Strategy and Commissioning, SLWP), John Haynes
(Communications Adviser), Steve Iles, Amy Dumitrescu.

1 WELCOME AND INTRODUCTIONS (Agenda Item 1)

The Chair welcomed those present.

2 APOLOGIES FOR ABSENCE (Agenda Item 2)

Apologies were received from Councillor Ian Manders.

3 DECLARATIONS OF INTEREST (Agenda Item 3)

There were no declarations of interest.

4 MINUTES OF THE PREVIOUS MEETING (Agenda Item 4)

RESOLVED: That the minutes of the meeting held on 12 January were agreed as an accurate record.

Item 8 on the agenda would be brought to the start of the meeting.

5 CONTRACT PERFORMANCE UPDATE (Agenda Item 5)

The Partnership Director introduced the report, an update covering food and green waste, HRRCs and residual waste treatment services for the period 1 April 22 until 31 December 22. The Partnership Director outlined the current contracts and providers of those contracts. Appendix B provided additional information on aerobic digestion facilities following the request from the previous meeting for further details on this.

There were no operational issues to report, all contracts were performing well.

There was a 16% reduction in green waste and an 11% drop in food waste from kerbside collections, seasonal fluctuations are normal, last year's dry weather is likely to explain the significant drop.

The Partnership continues to undertake customer satisfaction surveys in relation to HRRCs and a summary dashboard is available on the SLWP website, the HRRCs consistently achieve over 80% satisfaction rates. Further analysis shows that all HRRCs have seen a drop in tonnage brought to the site, 22% reduction at Kimpton Park Way, 14% at Fishers, 2% at Garth Road and 1% at Factory Lane.

There has been a significant drop in the amount of green waste brought to HRRCs since 2016, showing a move away from individuals driving to HRRCs and using kerbside collections instead.

Veolia are working on a summer toy giveaway, over 100 games and toys donated and charities invited to sites to collect toys.

There have been 2 exceedences of emissions at the ERF, though the Environment Agency is likely to consider this abnormal operation rather than a breach of permit. The Environment Agency has received over 500 responses to a consultation on permit variation, and are expected to make a decision towards the end of the month.

In response to questions, the Partnership Director confirmed that:

- Veolia provide a range of services, the HRRC contract also comes to an end in 2025, it is not expected to have an impact on HRRC service once the collection service expires, mobilisation and demobilisation plans will be in place.
- SLWP have been doing a lot of campaigns and activities in relation to food waste, the first step is to encourage participation, the second is to highlight the amount of food waste and encourage a reduction in generation of waste. Surveys show that food waste is quite low in comparison to other areas.
- Data suggests that there is no correlation between the introduction of rubble charging and levels of fly tipping
- The trial in using AI to detect gas canisters at Beddington has commenced, if the trial is successful it is hoped it will become a permanent facility.
- There have been indications from the Environment Agency that the permit decision will be made before the end of April, but this is subject to change.
- There is some correlation between policy changes and the reduction in at Kimpton around rubble charging as there is a clear reduction in soil, rubble and wood waste. The same restrictions have not been brought in at Fishers, so the reduction does not correlate to a particular policy, but it is a site with traditionally high volumes of green waste, which has reduced everywhere.

It was RESOLVED that the committee commented on and noted the contents of the report.

The Partnership Director introduced the budget update. The month 11 forecast outturn is just under the £12k against the 2022/23 budget, an underspend per borough of just under £3k. Core budget overspend of £13k on staffing was due to interim staffing positions, there was a small underspend on document management systems.

There was an underspend on contact improvements and savings made against budget forecast on some communications projects.

The draft budget will be brought to the September meeting and agreed at the December committee meeting.

RESOLVED: That the Committee noted the contents of the report.

7 COMMUNICATIONS AND ENGAGEMENT UPDATE (Agenda Item 7)

The Communication Adviser presented an overview of the report, noting the new website is now built and in its final testing stage with plans to launch on 10 May 23.

The Communications Adviser shared videos about the reuse shop at Sutton and the garden waste service.

January brought phase 2 of Viridor's 'Leave it Out' campaign, Sky News attended the Beddington site earlier in the year. Some school, community and industry group had visited the ERF.

Properties that repeatedly have contaminated waste are being visited to see what issues exist for them, and helping them to resolve them.

In response to questions, the Communication Adviser confirmed that:

- There are 3 phases of monitoring food waste, the base line before the campaign, second phase at 3 weeks, so homes received a free roll of 12 liners, third phase at 6 weeks, to see if the liners have run out and if homes need to buy their own liners.
- The new website will provide an opportunity to add content such as the Sky News report. We are the front of seeking to resolve the gas bottle issue and if we can we will advertise our successes.
- 16-34 age group is a challenge in engaging with recycling, this may be lifestyle, they are busy, live in HMOs/flatshares, there is a study that shows they know they need to do better! The Partnership does run campaigns with that age group in mind.

RESOLVED: That the Committee commented on and noted the contents of the report.

8 REVIEW OF JOINT COMMITTEE MEETING PROCEDURES (Agenda Item 8)

Councillor Woolmer proposed a deferral of this matter to a future meeting to allow members to have more time to review the suggestions and for further discussion. The proposal was seconded by Councillor Sweeney.

RESOLVED: That the item would be deferred to a future meeting.



Report to: South London Waste Partnership (SLWP) Joint Committee
Date: 15th June 2023
Author(s): Andrea Keys, Partnership Director
Report title: Contract Performance Report

Summary

This report provides the Joint Committee with an update on the performance of the transfer, treatment, recycling and disposal services that are procured and managed by the South London Waste Partnership on behalf of the four London boroughs of Croydon, Kingston, Merton and Sutton. The services covered are as follows:

- I. Food and green waste services
- II. Household Reuse and Recycling Centre (HRRC) services, and
- III. Residual waste treatment services.

This report provides the full year performance data for the period 1st April 2022 to 31st March 2023.

Recommendations

The Joint Committee is asked to;

- note the contents of this report, and
- comment on any aspects of the performance of the Partnership's transfer, treatment, recycling and disposal contracts

Background Documents

Contract Performance Monitoring Reports have been presented to the SLWP Joint Committee since 22 July 2010. The most recent reports was presented at the meeting in April 2023 by the Partnership Director, Andrea Keys.

1. BACKGROUND

- 1.1. **Food and green** - The following food and green contracts have been in operation since 1st September 2022 and will continue until no later than the 31st

March 2030. The food and green services are delivered via four contracts which are summarised as follows:

- I. Bio Collectors Ltd – receipt and treatment of food waste
- II. Olleco – collection and treatment of food waste
- III. Countrystyle Recycling – collection and treatment of green waste
- IV. SUEZ Recycling and Recovery UK (SUEZ) – receipt, bulking, transportation and treatment of green and food waste

- 1.2. **Household Reuse and Recycling Centre (HRRC) services** - the HRRC service is operated by Veolia (ES) (UK) Ltd. The contract commenced on the 1st October 2015 and includes the management of the six HRRC sites in the SLWP region, the operation of the waste transfer station at Villiers Road, and the marketing of the recyclates collected at each of the HRRC sites. This service operates until the 31st March 2025. The Contract includes the option to extend these services up to the Long Stop Date of 15th September 2030.
- 1.3. **Residual waste treatment contract** - Viridor South London Limited ('Viridor SL') was awarded a contract for the treatment and disposal of residual waste in November 2012. To deliver the contract, Viridor designed, built and now operates an Energy Recovery Facility (ERF) at the Beddington Lane site in Sutton. Following the construction and commissioning period, the ERF became fully operational in March 2019. The Contract has an initial term of 25 years and so will operate until the 3rd March 2044, with the potential to extend until a Long Stop Date of 5th November 2047.

2. Performance detail - Food and green

- 2.1. **Food and green waste receipt** - Under the SUEZ food and green waste contracts, the London Boroughs of Croydon, Merton and Sutton deliver kerbside-collected green waste and food waste into the SUEZ owned and operated waste transfer station located in Merton. There is also the option for the three boroughs to deliver food waste directly to an Anaerobic Digestion (AD) facility located in the London Borough of Merton up to an agreed limit of 5,000 tonnes per year through the Bio Collectors contract.
- 2.2. The Royal Borough of Kingston delivers green and food waste into the Kingston Council owned Villiers Road waste transfer station.
- 2.3. **Food and green waste treatment** - Food waste is treated at three separate Anaerobic Digestion (AD) facilities. Up to 5,000 tonnes of food waste is treated via a direct delivery contract with Bio Collectors Ltd at their Anaerobic Digestion (AD) site in Merton, as detailed above. The food waste bulked at the SUEZ waste transfer station is hauled to and treated at the Severn Trent AD facility located in Surrey, and the food waste bulked at the Villiers Road waste transfer station is hauled to the Olleco AD facility that is located in Aylesbury.

- 2.4. Green waste is collected from the SUEZ transfer station and the Villiers Road transfer station and during the reporting period was hauled to and treated at the Laverstoke Park Farm, located at Overton in Basingstoke.
- 2.5. **Food and Green waste volumes** - Food and green waste tonnes have continued to decrease over the reporting period 1st April 2022 – 31st March 2023 when compared to the same period last year. During the year 2022/23 there was a 16% reduction in the total green waste collected at the kerbside and HRRCs combined, and a 9% drop in food waste collected at the kerbside, when compared with 20221/22. As previously reported, seasonal variations since 2016 have seen green waste tonnes fluctuate up and down by no more than +/-9%, so this reduction is exceptional. Summer 2022 was however exceptionally dry, and a similar trend in green waste tonnes can be seen across London. Warmer weather and dryer summers mean this lower green waste tonnage may become a more frequent trend. A reduction in the volume of food and green waste will impact recycling rates in all boroughs, however, this downward trend supports the waste hierarchy which prioritises waste reduction over recycling.
- 2.6. The following table presents a summary of the total green and food waste collected at both the kerbside and the HRRC sites in the year 22/23 and the difference in tonnes when compared to the year 21/22.

Material Treated	Volumes Treated In 22/23	Variance against 21/22	Variance expressed in Tonnes
Green waste	27,446	-16%	5,176
Food Waste	25,190	-9%	2,511

3. Performance detail - Household Reuse and Recycling Centres (HRRCs)

- 3.1. **HRRC Contract Performance Review:** The scope of the HRRC services can be summarised in three parts: the general management of the sites (including staffing, plant, equipment and site layouts); the transportation of materials; and the recycling, treatment and/or disposal of waste collected at the HRRC sites (excluding green and residual waste).
- 3.2. The contract specification focuses on three key performance categories; site user experience, health and safety, and material recycling.
- 3.3. **Site user experience** - Veolia started customer satisfaction surveys in July 2016 in order to monitor site user experience. Customer satisfaction questionnaires are undertaken at the six HRRC sites for two weeks in turn for each round. Surveys have continued since that date, with only a brief suspension and some precautionary measures adopted during the COVID pandemic. Questions were updated in January 2022 in order to seek feedback on booking forms introduced at three of the six sites and the fair use policies introduced at two of the sites. The Contract continues to achieve a high customer satisfaction rate. A summary dashboard is available to download from the SLWP website.

- 3.4. **Recycling Performance** – Each month the SLWP looks at materials recycled, recycling markets and the impact of the wider SLWP recycling services in order to better understand HRRC recycling rates and assess the Contractor’s performance. At the end of the reporting year 1st April 2022 to 31st March 2023, the combined performance at the SLWP HRRC sites was 64%. Table 2a in Appendix A details the recycling performance by site and by month (please note the year end performance figure is based on the raw tonnage data, not an average of the recycling performance per month).
- 3.5. **Recycling Performance analysis** – Some examples of tonnage changes by material type when compared to the previous year are as follows:

HRRC Material	Tonnes Collected 2022/23	Variance against 2021/22	Variance In Tonnes
Green	6,036	-19%	-1,174
Residual	11,283	-7%	-744
Wood	8,976	-2%	-223
Soil	1,771	-2%	-44
WEEE	1,881	-8%	-153
Ferrous scrap metal	1,769	-3%	-54
Books	112	255%	285
Glass	91	27%	25
Paper	118	10%	11
Card	1,393	5%	65
Total Tonnes collected	41,079	-7%	-2,854

- 3.6. Factory lane saw a 1% increase in the amount of materials brought to the site by residents, with all other sites seeing a drop in total tonnes.
- 3.7. Green Waste - There was a 19% drop in green waste tonnes collected across the HRRC sites during the reporting period, slightly higher than the 16% overall reduction in green waste reported above at 2.5. Fishers Farm in Croydon reported a 26% drop in green waste, Kimpton Park Way Sutton 23%, Purley Way Croydon 22%, Garth 18%, with Villiers and Factory showing a 14% drop in green waste. This has resulted in a percentage point reduction of just over 1% for the SLWP recycling rate. As reported to the April 2023 Joint Committee, taking a longer view on the green waste trend, green waste tonnes at the HRRC have reduced by 64% since 2016/17 and there has been a steady increase in tonnage collected at the kerbside since this date.
- 3.8. The table below shows how each material contributes to the HRRC recycling rate, and highlights the five key materials which are the largest contributors to that recycling rate.

HRRC Material	Tonnes Collected	Recycling Rate
Green	6,036	26%
Wood	8,976	38%
Soil	1,771	8%
WEEE	1,881	8%
Ferrous scrap metal	1,769	8%
Books	112	0.5%
Glass	91	0.4%
Paper	118	1%
Card	1,393	6%
Bricabrac	412	2%
Textiles	187	1%
OTHER RECYCLED	574	2%
Total Recycled	23,320	100%

3.9. Table 2b in Appendix A uses data from the last three years in order to compare performance from April 2022 to March 2023 with the same period from the previous two years. The blue bars show the recycling performance to date for this reporting. The yellow and blue bars show recycling performance for the same period in the previous two years.

3.10. Reuse and Recycling Projects at the HRRCs

3.11. Soil separation and recycling – The soil separation activity increases recycling rates as staff encourage and support residents to split out soil from rubble. The subsequent soil fraction is kept clean enough to be recycled and reused. In the reporting period a total of 1,771 tonnes of soil have been diverted at the six HRRC sites.

3.12. Reuse Shops – The reuse shop at Kimpton Park Way HRRC (Sutton) has been in operation since the HRRC contract first started in 2015 and the Fishers Farm HRRC Community Reuse Shop opened in November 2021. Both shops sell items that our residents no longer want or need. Residents bring unwanted items to any one of our Household Reuse and Recycling Centres and the operatives at each of the sites will collect and store anything that can be reused, including electrical items, bikes, bric-a-brac, furniture and toys. The Community Reuse Shop team will then collect suitable items and take them back to the reuse shops where they are fully checked to ensure they work properly and safely, and meet any legal requirements, such as fire labels.

3.13. Social Value – In December 2022 Veolia and their Community Reuse Shop partners hosted a free Xmas toy giveaway. Toys which had been donated by residents across the six SLWP HRRCs were checked to ensure they were complete and in safe working condition and were offered free of charge to residents across the partnership. The scheme was very well received and Veolia are now working on a summer-club toy giveaway project and other initiatives so this can function as a year round reuse project. In addition, Veolia have donated over 100 games toys and books to the Rotary Food Bank, and have invited a number of charities to the sites to collect presents and toys, including The Golden Hearted Charity. Veolia continue to work with a number of social enterprises on an ad hoc basis to find outlets for reusable items.

- 3.14. 'Upcycle Workshops' – An Upcycle Classroom is located at the Kimpton Park HRRC site and the unit is being upgraded ready for public use. Veolia and the SLWP continue to work with local groups that can offer upcycling and reuse projects at this facility.
- 3.15. **Booking Forms** – A booking form system has been in place at the HRRC sites in Kingston, Merton and Sutton since 13th May 2020. Initially introduced to help manage visitor numbers at the sites and comply with Covid-19 restrictions, the booking forms proved popular with site staff and site users, so have been retained. Following feedback from residents and Joint Committee members, the SLWP procured a new online booking system that, amongst other features, this system sends a reminder text message or email to the customer ahead of their booked time slot, and enables customers to amend or cancel their booking slot, book multiple slots on the same day, and view the number of bookings that they have made to date. The new system delivered by Pentagul has been in use since early 2022 and has received positive feedback from residents.
- 3.16. **Assisted Tipping** – The site parking arrangements have been reconfigured at all sites to enable a larger bay to accommodate assisted tipping so that anyone needing help from site staff or a carer has plenty of room. When not in use for assisted tipping this larger parking bay can also be used for residents with bulky items or side access vehicles. For those sites operating a booking system, a new section has been added to the booking forms to enable customers to book assistance at the larger bay in advance.
- 3.17. **Rubble Charging at Kimpton Park Way (Sutton)** – The introduction of a charge for the disposal of rubble at Kimpton Park Way (Sutton) commenced in July 2021. This charge was introduced to recover the costs associated with the disposal of this waste type and to deter potential site abuse from trade and commercial businesses. Residents are advised of the rubble charge via the booking form, which also provides alternative options for disposal, such as via the trade person completing the work (if applicable) or via a bag disposal system, mini skip, grab lorry or other commercial waste service if completing the work themselves. A list of trade waste disposal sites is also available on the council website. Rubble tonnages fell by 78.2% in 2022/23. This significant reduction is believed to be due to deterring trade visitors posing as residents and disposing of this waste free of charge. To date, there is no evidence to suggest there is a correlation between the implementation of this charge and a rise in fly tipping.
- 3.18. **Fair Use Policy** – Fair use policies have been introduced at the Kingston and Sutton HRRCs. The aim of these policies is to ensure that these HRRC sites are reserved for Kingston and Sutton residents, and only receive, process and pay for the recycling and disposal of household waste.
- 3.19. In Kingston, the fair use policy allows Kingston households, travelling by car, to book up to 20 visits per year. The fair use policy was introduced in April 2021 and, based on 2019/20 usage data, only impacts 3.2% of site users.

3.20. In Sutton the fair use policy allows Sutton households, travelling by car, to book up to 24 visits per year. The policy was introduced in July 2021 and reviewed in June 2022, and historical data indicates that for 99.9% of Sutton residents, the fair use policy will have no impact on their annual visits to the site.

4. **Residual Waste treatment Contract (Viridor South London Limited)**

4.1. Viridor South London has been delivering the services under the Residual Waste Treatment contract since 4th March 2019.

4.2. In the reporting period, 1st April 2022 to 31st March 2023, the SLWP boroughs delivered 195,239 tonnes of residual waste to the Viridor residual waste treatment contract. This is 11,274 tonnes (6%) less than the same period last year. To note, this is the lowest annual tonnage generated by the boroughs since 2010 when contract performance monitoring reporting to the Joint Committee commenced. Please see Appendix A table 1a for further details on residual waste tonnes.

4.3. **Landfill Diversion** - In the reporting period, 100% of the residual waste delivered by SLWP partner boroughs was diverted away from landfill. Please see Appendix A table 1b for further diversion data. A planned maintenance shutdown took place during April and May 2023 and so this diversion rate will vary for 2023/24.

4.4. **Emissions** – The emissions from the Beddington ERF are sampled every 10 seconds, 7 days a week, 365 days a year. The results are fed back to the ERF Control Room, so any potential issues are known about immediately and appropriate action can be taken. The results from the continuous emissions monitoring systems (CEMS) are reported to the Environment Agency (EA - the regulator for the facility) and uploaded by Viridor to a publicly-accessible website (www.beddingonterf.info). The EA sets limits (based on 10-minute, 30-minute, and daily averages) for different types of emissions. The Beddington ERF has been designed to operate at the very highest international standards and, during normal operating conditions, emissions are well below the limits set by the EA.

4.5. The last Joint Committee reviewed the permit exceedances in the table below as reported by Viridor. Viridor have indicated that the likely cause of a number of exceedances are gas bottles going through the facility which, if they explode, can result in a spike in emissions. As discussed at recent committees, the increase in large nitrous oxide canisters has been particularly challenging and it is a national issue. Operational measures have been implemented, including; driver training, loader training, and waste 'blend' training to ensure a more homogeneous waste.

4.6. Artificial intelligence - A trial into the use of artificial intelligence in the bunker in order to detect gas bottles has now started. Cameras were installed in the tipping hall in April 2023. These are positioned over each bay and are designed to detect bottles as they are tipped into the bunker, this will alert the plant operator of the presence of gas bottles in the waste. The AI is linked to an

ANPR system which will allow Viridor to determine the source of these bottles and target the customers/rounds. The process of 'training' the AI system is ongoing. This involves putting bottles within the waste whilst a human operator shows the system what to look for. To date, the system has been trained with around 700 bottles and it is now starting to correctly identify the bottles.

4.7. The installation of the system in the shredder building is programmed for autumn 2023. Exact timings are still to be determined but Viridor have stated that they are examining the options to install the cameras with minimum disruption.

4.8. Exceedances resulting in a permit breach between the dates of 1st April 2022 until 31st March 2023 are summarised as follows:

Date	Emission	Daily or half-hourly limit	Limit	Reading	Cause submitted by Viridor
03.05.22	Hydrogen Chloride (HCL)	Half-hourly	60mg/m ³	60.2mg/m ³	Technical issue with lime dosing equipment
16.05.22	Carbon Monoxide	Daily	50mg/m ³	77mg/m ³	Gas bottle
21.05.22	Carbon Monoxide	Daily	50mg/m ³	51mg/m ³	Over-fire in the boiler
21.05.22	Volatile Organic Compounds	Half-hourly	20mg/m ³	29.4mg/m ³	Gas bottle
13.06.22	Volatile Organic Compounds	Half-hourly	20mg/m ³	22.48mg/Nm ³	Over-fire in the boiler
27.06.2022	Volatile Organic Compounds	Half-hourly	20mg/m ⁴	35.28 mg/Nm ³	Overfire on the grate due to waste and explosion
15.09.2022	Volatile Organic Compounds	Half-hourly	20mg/m ⁴	22.32mg/Nm ³	Waste Feed temporarily stopped
23.12.2022	Hydrogen Chloride (HCL)	Half-hourly	60mg/m ³	76.60mg/m ³	Waste composition caused high HCl peak, despite the maximum lime dosing
09.03.2023	Volatile Organic Compounds (VOC)	Half-hourly	20mg/m ⁴	20.38 mg/Nm ³	Discharge on Line 1 was partly blocked on one side. Poor combustion and operation of one out of two burner resulted in VOC levels that went just over the ELV.

4.9. As reported by SLWP at the April 2023 Joint Committee, there was an exceedance of the 30-minute average Emission Limit Value (ELV) for Sulphur Dioxide (SO₂) on 17th March 2023. This was caused by a failure of the ERF's lime dosing equipment. The failure was rectified quickly, but it did result in a single 30-minute average reading of 209mg/m³ (the 30-minute average ELV for SO₂ is 200mg/m³). Viridor have notified the Environment Agency (EA), as required by their Permit. It is likely that the EA will consider this exceedance to have taken place during a period of 'abnormal operation' and it will therefore not consider it to be a breach of the Permit.

4.10. **Transparency of Emissions data** - Viridor publish detailed emissions reports on the Beddington ERF Virtual Visitor Centre on a regular basis (<https://www.beddingtonerf.info/>). A link to the 'emissions data' can be found in the top right corner of the site's home page. An archive of reports dating back to 2019 is available for the public to view here. This is done to ensure local residents have access to detailed information about the performance of the plant. A detailed 'Guidance Note' is provided to help residents interpret the emissions reports accurately. We are not aware of any other energy from waste facility in the country that provides this level of openness and transparency.

- 4.11. It is important to note that the facility must operate in accordance with its Environmental Permit which is issued and regulated by the Environment Agency (EA). The site cannot operate without its permit from the EA and if the site is not compliant with its permit, the EA has the power to serve both enforcement and suspension notices. The SLWP will continue to work closely with Viridor and the EA to ensure the Beddington ERF is operating safely.
- 4.12. **Environmental Permit variation** – Viridor submitted an application to the Environment Agency (EA) seeking to increase the amount of waste that can be processed at the Beddington ERF. The application was duly made by the EA on the 10th November 2022 and a six week public consultation was launched. During the consultation period, local residents and stakeholders were able to review the technical information submitted by Viridor in support of the application (including newly modelled Air Quality Assessment and Human Health Risk Assessment), and share feedback with the EA directly. More than 500 responses to the consultation were received by the EA.
- 4.13. Next Steps – The EA have stated that they will consider all comments and feedback made in the consultation, and will summarise the key issues in a decision document explaining how and why a decision is reached. If the EA does decide to issue the permit variation, a second phase of consultation called "minded to issue" will be launched.
- 4.14. The SLWP has requested an update from the EA on the likely timescales for a decision to be made on the application. There is no further update since the last Joint Committee.

5. **RECOMMENDATIONS**

- 5.1. It is recommended that the Joint Waste Committee:
- a) Note the contents of this report, and
 - b) comment on any aspects of the performance of the Partnership's transfer, treatment, recycling and disposal contracts

6. **IMPACTS AND IMPLICATIONS**

- 6.1. LEGAL -There are no legal considerations arising directly out of the recommendation in this report.
- 6.2. FINANCE - There are no financial considerations arising directly out of the recommendation in this report.

7. **Appendices**

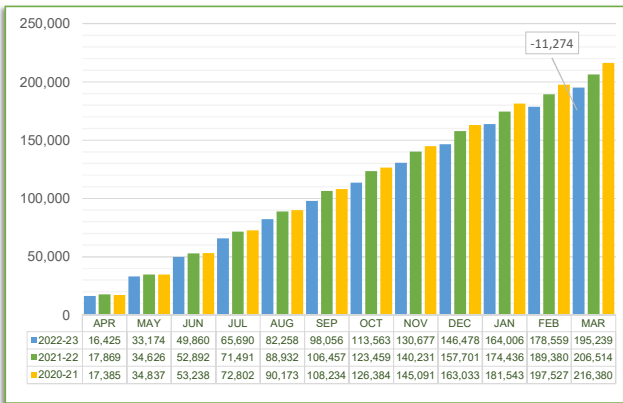
- 7.1. Appendix A provides data on the performance of the five jointly procured treatment and disposal contracts for the reporting period 1st April 2022 to the 31st March 2023.

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SECTION 1: CONTRACT 1 - RESIDUAL WASTE DISPOSAL

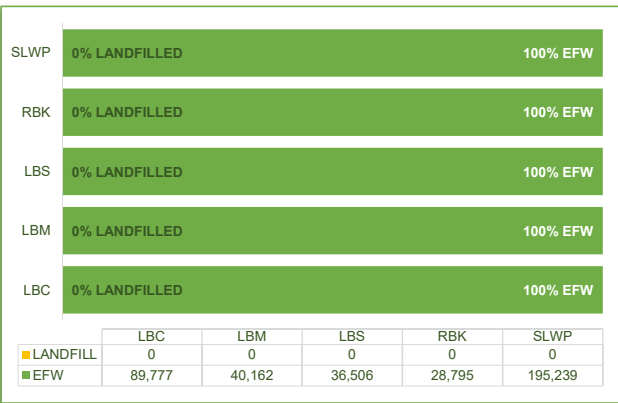
1a - TOTAL RESIDUAL WASTE GROWTH

CULMULATIVE RESIDUAL WASTE - CURRENT YEAR AGAINST 2 PREVIOUS YEARS



1b - DIVERSION FROM LANDFILL

TOTAL TONNES AND % OF WASTE SENT TO ENERGY RECOVERY



SECTION 2: HRRC RECYCLING PERFORMANCE

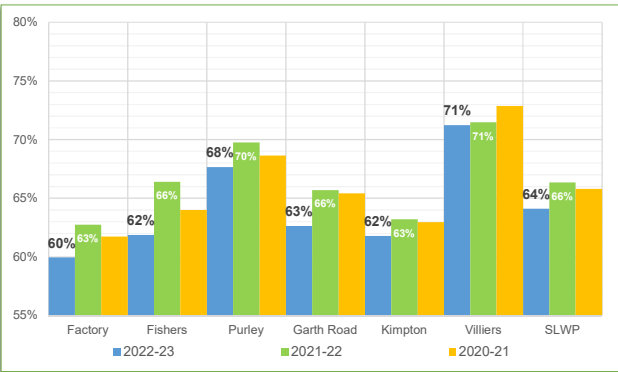
2a: HRRC RECYCLING PERFORMANCE

MONTHLY PERFORMANCE FOR EACH SITE AND SLWP AVERAGE

	FACTORY LANE	FISHERS FARM	PURLEY OAKS	GARTH ROAD	KIMPTON PARK WAY	VILLIERS ROAD	SLWP
APR	64%	63%	71%	65%	64%	73%	66%
MAY	64%	66%	71%	68%	63%	74%	68%
JUN	64%	66%	72%	64%	65%	75%	67%
JUL	61%	65%	71%	64%	67%	70%	66%
AUG	58%	64%	66%	61%	62%	72%	63%
SEP	63%	61%	70%	63%	65%	72%	66%
OCT	58%	65%	67%	61%	61%	71%	63%
NOV	61%	57%	66%	61%	61%	71%	63%
DEC	54%	55%	59%	60%	57%	66%	59%
JAN	55%	53%	59%	57%	57%	66%	58%
FEB	57%	59%	68%	64%	58%	69%	62%
MAR	54%	59%	63%	59%	59%	71%	61%
YTD	60%	62%	68%	63%	62%	71%	64%

2b: YEAR TO DATE RECYCLING PERFORMANCE

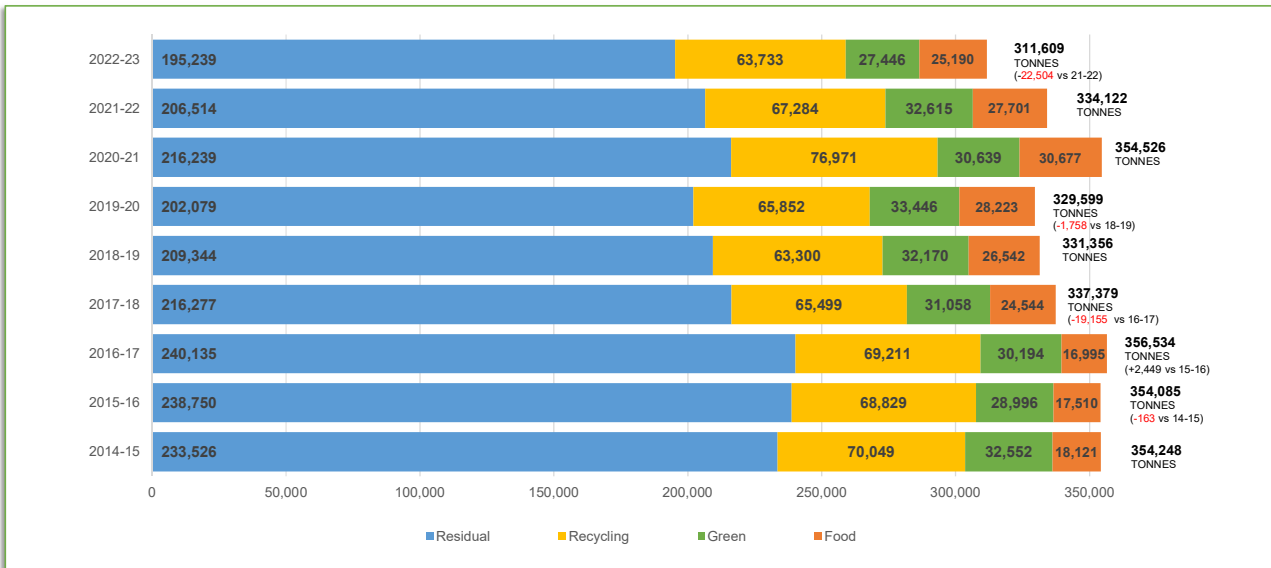
PERFORMANCE COMPARED TO LAST 2 YEARS



SECTION 3: WASTE ARISING

3a: TOTAL ANNUAL WASTE ARISING (INC. NON HOUSEHOLD WASTE)

2022-23 AND PREVIOUS LAST 8 YEARS



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Report to: South London Waste Partnership (SLWP) Joint Waste Committee
Date: 15th June 2023
Author(s): Francesco Grieco, Head of Finance & Business Intelligence
Report title: South London Waste Partnership Budget Update 2022/23 Out turn

1. Summary

- 1.1 This paper provides an outturn position on the Partnership’s budget for the 2022/23 financial year.
- 1.2 At month 12, the final outturn is an underspend of £11,787 against the total 2022/23 budget.

	Budget	Forecast	Variance
TOTAL	£1,329,000	£1,317,213	-£11,787
COST PER BOROUGH	£332,250	£329,303	-£2,947

2. Background

- 2.1 The Partnership sets its budget in December each year for the forthcoming financial year. Spend against budget is monitored monthly in order to respond to pressures and to allow budgets to be flexed where appropriate.

3. Financial Position commentary – 2022/23

- 3.1 **Core Budget** - The table below refers to the budget position for the Core Partnership Team activities for the 2022/23 financial year. This budget covers core staff salaries, ad hoc advisor support on contract issues and / or variations and document management functions. The core staff activities include contract management and finance administration.

	Budget	Forecast	Variance
Core Partnership Team Activity	£792,000	£805,411	£13,411
Advisors and Corporate Support	£64,400	£65,389	-£11
Core Staff Resources	£708,000	£721,112	£13,112
Document Management	£19,600	£19,910	£310

- 3.2 The budget for the ‘Core Partnership Team Activity’ reported an overspend of £13,411. This is primarily due to an overspend of £13,112 in relation to interim

staffing and a small overspend in relation to the SLWP document management systems.

3.3 **Improvement Projects** - The table below refers to the position of the 'Improvement Projects' budget for the 2022/23 financial year. Communication and contract improvement projects reported an overall underspend of £31,993.

	Budget	Forecast	Variance
Communications and Improvement Projects	£167,000	£135,007	-£31,993
Contract Improvements	£20,000	£3,647	-£16,353
Communication Projects	£147,000	£131,360	-£15,640

3.4 **Strategy and Commissioning** - The table below refers to the budget position for the 'Strategy Development and Service Commissioning' budget for the 2022/23 financial year.

3.5 This budget area reported an overspend of £6,795. The budget exceedance for Intelligence Gathering Projects follows a higher than anticipated cost for all of our intelligence gathering exercises, especially labour intensive projects such as the waste composition analysis and survey work. In addition to a general increase in costs to deliver these projects, the scope of our waste composition analysis project was increased to include food waste sampling, and the scope was also widened for our carbon baseline project. The forecast overspend from Intelligence gathering activities has been managed through a reduction in the commissioning resource activities.

	Budget	Forecast	Variance
Strategy Development and Service Commissioning	£370,000	£376,795	£6,795
Intelligence Gathering	£170,000	£238,412	£68,412
Commissioning Resource	£200,000	£138,383	-£61,617

4. **Recommendations:**

4.1 To note the content of this report.

5. **Impacts and Implications**

5.1 Finance - Contained within report.



PART A REPORT

Report to: South London Waste Partnership (SLWP) Joint Committee

Date: 15th June 2023

Author(s): John Haynes, SLWP Communications Advisor

Report title: **Communications and engagement update**

Summary

This paper provides an update to Members of the South London Waste Partnership Joint Committee on communications and stakeholder engagement activities relating to the Partnership's residual waste treatment services; Household Reuse and Recycling Centre (HRRC) services; food and green waste treatment services; and marketing of recyclates.

This report focuses on activity that has taken place between April and May 2023.

Recommendations

The Committee is asked to:

- Note the contents of this report and comment on any aspects of communications and engagement activities relating to the residual waste treatment services; Household Reuse and Recycling Centre (HRRC) services; food and green waste treatment services; and marketing of recyclates.
- Approve the two-year SLWP Communications Plan (2023/24 - 2024/25) – Appendix A.
- Approve delegation of authority to agree any required minor amendments to the SLWP Communications Plan (2023/24 - 2024/25) to the Chair of the SLWP Joint Committee and Chair of SLWP Strategic Management Group.

1. SLWP COMMUNICATIONS PLAN (2023/24 – 2024/25)

- 1.1 A two-year communications plan covering the period April 2023 - March 2025 has been drafted by the SLWP Communications Advisor, in consultation with the partner boroughs.
- 1.2 In the past, SLWP communications plans have covered three-year periods and have always immediately followed (and been informed by)

the triennial SLWP resident survey. A two-year plan is appropriate given the significant changes coming into effect for the Partnership in April 2025 (with new individual borough arrangements for waste collections and street cleansing).

- 1.3 A copy of the SLWP Communications Plan (2023/24 - 2024/25) can be found at Appendix A. Members of the Committee are asked to review and approve the priority areas set out in the plan.

2. THE SOUTH LONDON WASTE PARTNERSHIP WEBSITE

- 2.1 The new South London Waste Partnership website (www.slwp.org.uk) went live on Wednesday 10 May 2023. The launch and transition from the old to the new site went smoothly, with no significant technical issues.
- 2.2 The new SLWP website:
 - Meets the latest accessibility standards (WCAG 2.1 AA)
 - Features advanced translation tools, enabling the site to be translated at the click of button into more than 100 languages, including 65 'text-to-speech' voices
 - Has been built on a responsive design, so works equally well on desktop, mobile and held-held devices
 - Is hosted on a secure, fully-managed (24/7) and scalable hosting platform
 - Has an updated design and refreshed content, to reflect the current responsibilities and priorities of the Partnership.

3. HOUSEHOLD REUSE AND RECYCLING CENTRES (HRRCS)

- 3.1 This contract is operated by Veolia on behalf of the Partnership boroughs.
- 3.2 Site user satisfaction - Site user satisfaction surveys continue to be conducted at the six HRRC sites on a rolling basis.
- 3.3 A summary of the findings from these surveys is reported to this Committee in the Contract Management Reports, and uploaded to the SLWP website.

4. BEDDINGTON ENERGY RECOVERY FACILITY (ERF)

- 4.1 The Residual Waste Treatment Contract was awarded to Viridor in 2012. In order to fulfil the contract, Viridor has constructed a £205m state-of-the-art Energy Recovery Facility (ERF) in Beddington, Sutton. Household waste from the four Partner boroughs that either cannot be

recycled or has not been sorted for recycling is treated at the facility and used to generate electricity.

- 4.2 The SLWP Communications Advisor continues to work closely with Viridor to:
- Ensure Viridor are meeting their contractual requirements with regards to communications and stakeholder engagement around the operation of the Beddington ERF
 - Ensure local people understand why it is we need an ERF and provide reassurance around the safety of modern, well-run facilities such as this
 - Ensure the Partnership understands the views of local people with regards to waste treatment and ERF technologies in particular.
- 4.3 Permit variation application – The SLWP continues to make regular contact with the Environment Agency (EA) to seek clarification on the timescale for their determination of Viridor’s application to vary the Environmental Permit for the Beddington ERF. To date, no clear timescale has been provided, as the EA continues to review the feedback received from the consultation and liaise with Viridor on clarifications and further evidence to support their application.
- 4.4 A further period of consultation will take place if the EA is ‘minded to issue’ the variation. If approved by the EA, Viridor will be allowed to treat 10% more waste at the Beddington ERF. The SLWP boroughs have made their objection to the application clear and submitted a joint written representation to the EA during the initial consultation period.
- 4.5 Emissions – the environmental performance of the Beddington ERF is reported to this Committee in the Contract Management Report. Viridor uploads Emissions Monitoring Reports to the Beddington ERF Virtual Visitor Centre (www.beddingtonerf.info) twice per month.
- 4.6 The SLWP Communications Advisor continues to work with Viridor to ensure local residents have access to timely and accurate information about the environmental performance of the facility via the Virtual Visitor Centre.
- 4.7 Site visits – Viridor is hosting an open day for local residents to visit and tour the Beddington ERF on Tuesday 20 June. Details are available on the SLWP website (www.slwp.org.uk/visit) and the boroughs have been provided with content to promote the event via their social media and other communications channels.

5. Collections and street cleansing

- 5.1 Communication and engagement activities relating to recycling & waste collections and street cleansing are not formally under the remit of this Joint Committee. Nevertheless, this short summary of recent

activity is provided to Members in order to provide a more complete picture of SLWP communication and engagement efforts.

5.2 Garden waste collection service promotion – The spring 2023 garden waste collection service promotional campaign is now complete and was delivered successfully:

- A hyper-targeted direct mail campaign saw promotional service information sent to 13,580 properties across the SLWP region. Initial analysis of the data shows that 1,223 of those properties signed up to the subscription service during the campaign period – a conversion rate of 9.0% (against our target of 5%)
- The direct mail campaign was supported by a targeted digital advertising campaign that ran across META (Facebook and Instagram) and Google. A new video-based asset was created for 2023, and this was A/B tested against the static digital creatives used in previous years. The new video asset performed particularly well.
- This year, for the first time, trackers were installed on the Sutton and Kingston Council websites that allowed us to accurately measure the conversion rate from the digital adverts – i.e. what proportion of people who saw the digital adverts went on to subscribe to the service. The following results were achieved:

Kingston

- META – 120 sign-ups / 1.56% conversion rate / £20.55 cost per acquisition
- Google – 115 sign ups / 13.1% conversion rate / £10.69 cost per acquisition

Sutton

- META – 117 sign ups / 1.47% conversion rate / £21.08 cost per acquisition
- Google – 121 sign ups / 10.8% conversion rate / £10.26 cost per acquisition

It is reasonable to assume that similar results were achieved from the digital campaign in Croydon and Merton, given that the assets and implementation were the same.

- This data will be carefully analysed and used to modify and optimise the effectiveness of the spring 2024 campaign.

5.3 Plastic waste and carbon awareness campaign – Working with Veolia, the SLWP plans to run a large-scale campaign in the summer/autumn 2023 raising awareness amongst residents of the direct link between plastic waste and carbon emissions.

5.4 The headline message of the campaign will be **'What's your plastic solution?'** and the call to action: *Change your relationship with plastic to reduce your carbon footprint.*

- 5.5 The photography-led campaign will then use ‘normative messaging’ to highlight four simple steps that residents can take to reduce their plastic waste and in turn drive down their personal carbon footprint:
- 'I use my local refill shop' (*reduce*)
 - 'I reuse my plastic water bottle' (*reuse*)
 - 'I recycle all my plastic pots, tubs and trays' (*recycle – in home*)
 - 'I recycle my crisp packets and other flexible plastics' (*recycle – out of home*)
- 5.6 Residents will be encouraged to engage with the campaign by sharing their hints and tips on social media using the hashtag *#PlasticSolution*.
- 5.7 Finally residents will be directed (via URL and QR code) to a dedicated Plastic Solution campaign page on the new SLWP website where they can find out more about how plastic waste impacts on your personal carbon footprint (and simple steps you can take to reduce it).
- 5.8 More details of the campaign will be provided at the next Committee meeting.
- 5.9 Contamination and Excess waste education programme – As part of our efforts to encourage households to reduce the amount of waste they produce and recycle as much as possible, a robust and well-established contamination and excess waste escalation process has been in place with Veolia for many years.
- 5.10 Through the process, households that repeatedly produce excess waste (i.e. rubbish that does not fit in the wheelie bin) or contaminate their recycling (i.e. put the wrong items in the recycling bins) receive information tags on their bins and advice letters through the door. In the majority of cases, this is sufficient to resolve the issue.
- 5.11 Households that continue to contaminate their recycling or produce excess waste despite receiving the tags and letters are added to a list of addresses to receive a face-to-face visit from a recycling advisor. In the past this ‘door-knocking’ exercise was carried out on a quarterly basis by an external provider. That was put on hold during the Covid pandemic, and since then the external providers who operate in this sector have not been able to offer the service at a reasonable price.
- 5.12 The SLWP boroughs have been clear that reintroducing the door-knocking is a priority. As a result, Veolia agreed that they would utilise in-house resources from their education and outreach team to conduct the visits. This new arrangement commenced in May 2023, with 117 properties across the SLWP region visited.

- 5.13 Recycling advisors spoke to residents about the issues and offered advice and support on how to use the recycling and waste collection service properly. They also audited the bins to ensure the property had all the containers they need. A 'sorry we missed you' postcard and service information booklet was put through the door of any properties where nobody answered the door. Door-knocking will continue on a regular basis going forward with the boroughs provided with update reports.
- 5.14 Facility tours – A number of councillors from Kingston Council visited the Veolia Southwark Material Recycling Facility (MRF) during April and May. This facility is where mixed recycling from communal properties is taken to be sorted by machines and by hand.
- 5.15 Veolia is hosting an open day for local residents to visit and tour the Southwark MRF on Thursday 29 June. Details are available on the SLWP website (www.slwp.org.uk/visit) and the boroughs have been provided with content to promote the event via their social media and other communications channels.

6. Legal impacts and implications

- 6.1 None

7. Communications

- 7.1 This report has been drafted by the Partnership's Communications Advisor, who works closely with the four SLWP boroughs and the partnership's commercial partners to ensure communications and engagements activities support the themes agreed in the SLWP Communications Strategy 2020-2022.

8. Recommendations

- 8.1 The Committee is asked to:
- Note the contents of this report and comment on any aspects of communications and engagement activities relating to the residual waste treatment services; Household Reuse and Recycling Centre (HRRC) services; food and green waste treatment services; and marketing of recyclates.
 - Approve the two-year SLWP Communications Plan (2023/24 - 2024/25) – Appendix A.
 - Approve delegation of authority to agree any required minor amendments to the SLWP Communications Plan (2023/24 - 2024/25) to the Chair of the SLWP Joint Committee and Chair of SLWP Strategic Management Group.



**SOUTH LONDON
WASTE PARTNERSHIP**

Communications and Engagement Plan 2023/24 - 2024/25

Page 25



Working
together
to tackle
waste

CROYDON
www.croydon.gov.uk



This document sets out the high-level communications and engagement priorities for the SLWP over a two-year period (2023/24 -2024/25); supporting the boroughs through a period of significant change as they prepare to deliver waste collection and street cleaning services as individual authorities once again, having done so in partnership since 2017.

A plan based on evidence and feedback

Page 6
Communications and engagement priorities for this two-year plan have been identified using evidence and intelligence gathered through the following sources:

2022 SLWP Triennial Resident Survey (DJS Research)

Survey conducted with a representative sample of 1,377 residents. Comparative historical data going back to 2010, providing a rich and robust insight into the views of residents on a wide range of environmental services issues.

2022 Waste composition analysis (Resource Futures)

35 tonnes of waste and recycling analysed from a representative sample of 1,469 properties across the SLWP region.

2022/2023 Co-design Resident Engagement (Enventure Research)

Open-to-all online surveys, representative telephone surveys and focus groups with 6,000+ residents across the SLWP region exploring their priorities for the future.



Front cover: a 'Recycling Rockstars' school roadshow in Croydon



Pupils at Singleton Primary School in Merton become Recycling Rockstars



Information stand at the Chessington Fun Day, Kingston



Food waste reduction stickers being applied to containers on targeted rounds

Our communication and engagement priorities: 2023/24 - 2024/25

1. Food

2. Flats

3. Faith

4. Funding

5. Future

All supported by solid Foundations

1. Food

Food waste offers the boroughs significant environmental and financial opportunities:

- Around 30% (by weight) of the contents of an average rubbish bin in the SLWP region is food waste
- The boroughs can achieve a net saving of over £100 per tonne of food waste that is diverted away from energy recovery and towards anaerobic digestion
- Around one-third of residents say they don't recycle all of their food waste (one in five say they don't recycle any of it)
- The most common reasons for not participating in food waste recycling are:

'I don't have the containers required.'

'Animals break into containers and create a mess.'

'It's dirty - I don't want containers in the home.'

'The cost of liners.'



Leaflet delivered to properties as part of the 2022 food waste recycling participation campaign

We will...

Continue to work with Veolia on extending the roll-out of the proven food waste recycling participation campaign which:

- Delivers (on collection day) a roll of 12 free liners, information leaflet on the benefits of food waste recycling and places a 'No Food Waste' sticker on the lid of the rubbish bin to properties on the kerbside collection service (houses)
- Increases participation in target areas by c.10% and food waste tonnages in target areas by c.35 kg per property per annum
- Follow-up properties that have been included in previous years' campaigns with:

* 'Nudge communications' that reports back on the success of the campaign and promotes powerful normative messages ('your neighbours are recycling their food waste; are you?')

* Food waste minimisation stickers on the external caddies with tips on how to reduce food waste and directing people to the Love Food Hate Waste website

- Develop eye-catching, engaging and informative content for borough communication channels (including social media) that encourage food waste recycling and minimisation.

2. Flats

Properties on the communal collection service (flats) make up a significant (and growing) proportion of the SLWP total (c.26%) but they present some specific challenges:

- Satisfaction with the recycling and waste collection service is significantly lower amongst people who live in flats compared to those who live in houses, with as much as 29 percentage point difference
- People who live in flats are significantly less likely than people who live in houses to say they recycle all they can

- Between one-third and one-half of residents who live in flats don't recycle any of their food waste (compared to just 10% of residents who live in houses) - not having the containers they need is the biggest barrier

- It is more challenging to identify misuse of the

collection service (e.g. recycling contamination) and educate offenders; the contamination and excess waste procedure that has been designed for houses does not work with communal shared bins

- The average communal rubbish bin contains significantly more recyclable materials than the average kerbside rubbish bin.



Example of the sort of improvements that can be delivered by working in partnership with social landlords. These improvements to bin stores on an estate in Sutton were delivered in partnership with Metropolitan Thames Valley in 2020.

We will...

- Work with Veolia to deliver a scalable but resource-efficient campaign that encourages and supports managing agents and social landlords to play their part and invest in infrastructure and communications with residents to improve recycling participation and collection service satisfaction

- Create pressure on managing agents and social landlords from the bottom up by encouraging residents to speak to them and ask questions about recycling infrastructure improvements
- Support borough-led efforts to implement recycling improvements in targeted blocks of flats and estates
- Explore opportunities to deliver a waste minimisation campaign aimed specifically at residents who live in flats (e.g. Southwark's 'One Bag a Week Challenge').



The 'One Bag a Week Challenge' campaign delivered by Veolia in Southwark.

3. Faith (complete trust and confidence in the recycling and waste management system)

It is of paramount importance that our residents have complete trust and confidence in two key parts of the waste management system:

- **Confidence that the recycling they sort out is handled diligently and is actually recycled whenever possible** - this will ensure people's commitment to make the effort to recycle remains.

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However:

The proportion of residents who have concerns that not everything they sort out is being recycled has increased from 38% in 2016 to 43% in 2022

- * Trust that local councils play their part in ensuring we recycle as much as we can has fallen from 60% in 2016 to 48% in 2022
- * Commitment to recycle dropped slightly from

75% in 2019 to 71% in 2022

- * 78% of residents say they would like to know more about where recycling is taken and what it's turned into
- **Trust that anything that cannot be recycled or has not been sorted for recycling is disposed of in the best way possible** - around three-quarters of residents feel that energy from waste (EfW) facilities are a good way to dispose of rubbish and are preferable to landfill.

However:

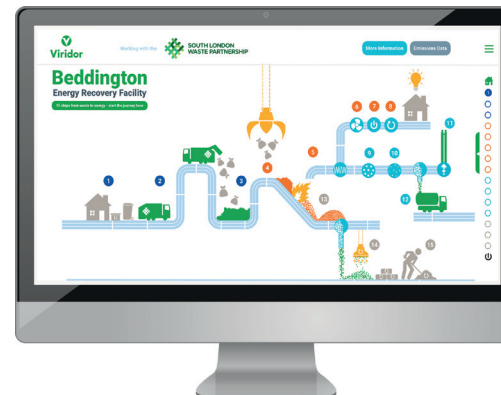
- * Four in ten residents do have concerns (unprompted) about emissions from EfWs and the potential impact on the environment and on human health.

We will...

- Update, improve and promote relevant content on the SLWP website ('Destination Recycling'), being as specific, open and transparent as possible about where recycling and rubbish is taken and what it's turned in to (including the possible publication of an Annual Report of Offtakers)
- Work with our commercial partners to increase the availability and awareness of visits and tours of our recycling and waste treatment facilities - whilst most residents won't

take up the offer, it will nonetheless be reassuring to know that the offer is there

- Adopt a more proactive approach to Beddington ERF communications. Work with Viridor to plan and deliver a targeted social media advertising campaign that raises awareness of the Beddington ERF virtual visitor centre (beddingtonerf.info) and provides reassurance that it is a safe and environmentally sustainable alternative to landfill
- Include detailed and specific information about where waste is taken in our resident-facing communications wherever possible (e.g. the food waste recycling participation campaign materials), directing residents to the new and improved SLWP website for more information.



The Beddington ERF website (beddingtonerf.info)

4. Funding

We have lots we want to do; our ambitions have never been higher. But borough finances are under severe pressure and costs associated with delivering large-scale behaviour change campaigns are rising rapidly. To tackle this,

We will...

- Double down our efforts to explore, apply for and secure external funding to support our behaviour change campaigns. We will explore funding opportunities with:
 - * Our commercial partners
 - * Industry associations and bodies (e.g. ReLondon, from whom we were successful in 22/23 in securing £25,000 of funding towards our waste composition analysis project)
 - * Large companies that have a significant presence in the SLWP region and who may feel

they have a corporate social responsibility to help fund our campaigns in return for joint branding opportunities

- * Maximise new funding stream opportunities (e.g. Extended Producer Responsibility, EPR).

5. Future

The next two years will be a period of significant change for the Partnership, as the boroughs prepare to deliver waste collection and street cleansing services as individual authorities once again, having done so in partnership since 2017. To support that transition,

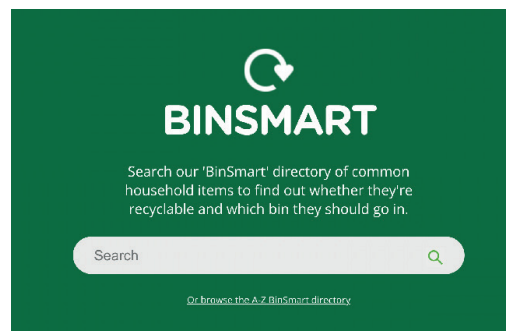
We will...

- Work closely with Veolia to ensure their communications team continues to deliver high quality work that meets the needs of the boroughs over the final two years of the contract
- Support the boroughs in ensuring a smooth handover of communications and engagement responsibilities in 2025
- Work with the boroughs to ensure communications and engagement activities are appropriately resourced, budgeted and planned for in any new service arrangements

- Identify and develop opportunities for the boroughs to continue to work in partnership post-2025 where this delivers tangible benefits. For example:
 - * Sub-regional waste minimisation campaigns where the messaging is high level and it may be easier to attract external funding
 - * Development, maintenance and promotion of an encyclopedia of recycling ('BinSmart') where residents can go to get comprehensive information on what they can and can't recycle and how to dispose of items responsibly - one version of the truth which is resource-efficient to maintain
 - * Waste strategy, policy and lobbying activities - where four voices have more impact than one.

Work on these five priority areas (Food, Flats, Faith, Funding and Future) will be supported and underpinned by solid Foundations:

- A new and improved SLWP website that tells a more effective story about the waste challenge and the work the boroughs are doing to tackle it - along with the increasing importance of carbon reduction



- Continued management of our key commercial partners (Veolia, Viridor and Suez) to ensure they are meeting and exceeding their contractual commitments with regards to communications and stakeholder engagement.

Priorities will include:

- * **Veolia** - approval and successful delivery of the Communications Action Plans for Years 7 and 8 of the contract covering:
 - * Contamination and excess waste education process (crew training, tagging, letters and door knocking)

- * Garden waste collection service subscription renewals and promotion
- * Production and distribution of the annual service newsletter and collection calendars

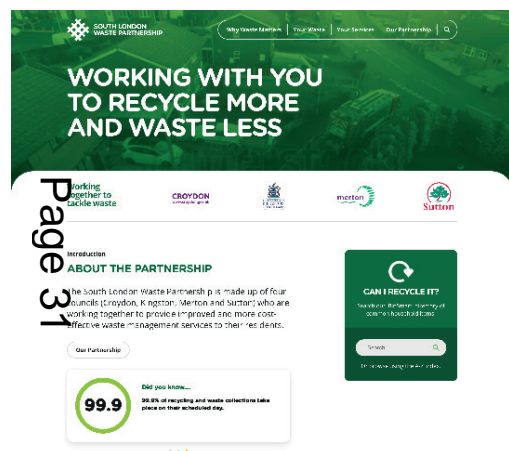
- * Delivery of key regional projects including the food waste recycling participation and minimisation project, street scene improvement project and flats recycling package for managing agents and landlords

- * Delivery of borough-specific projects including promotion of Kingston's electric collection fleet and Sutton Spring Clean

- * Community events and school visits
- * Reactive and proactive PR and social media support

* **Viridor:**

- * Continued development and promotion of the Beddington ERF virtual visitor centre (including a targeted social media advertising campaign)
- * Visits and tours to the Beddington ERF
- Continued liaison with nominated Communication Leads in each of the four boroughs to ensure communications activities are carefully planned, coordinated and support the wider service and corporate priorities of the Authorities.



- A new 'BinSmart' searchable directory of household items and detailed information on how to recycle or dispose of them (along with tips on how to reduce waste where appropriate). This directory will feature prominently on the new SLWP website and could replace the boroughs' A-Z directories of recycling

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