

Sustainable Communities Scrutiny and Overview Committee- Nov 2021

How do we encourage Merton residents to recycle more

Lead officer: John Bosley

Lead member: Cllr Natasha Irons

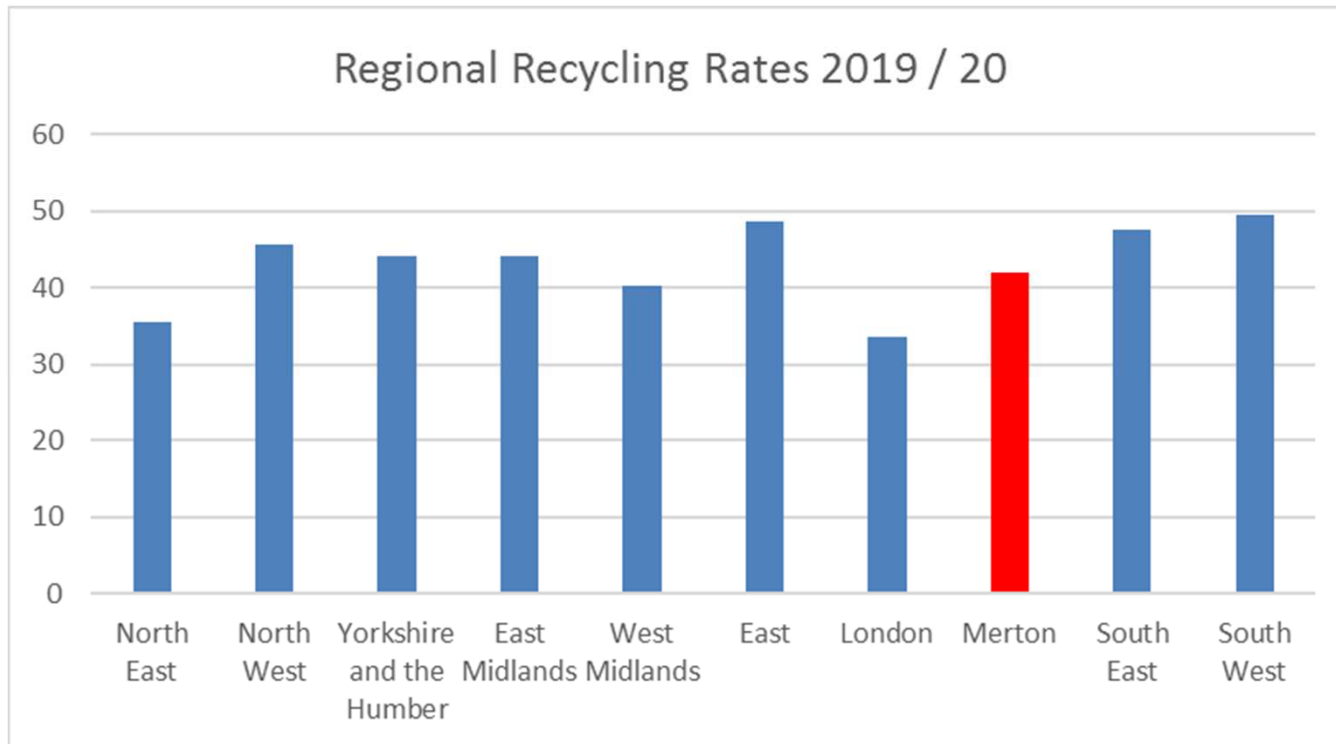


Areas Covered

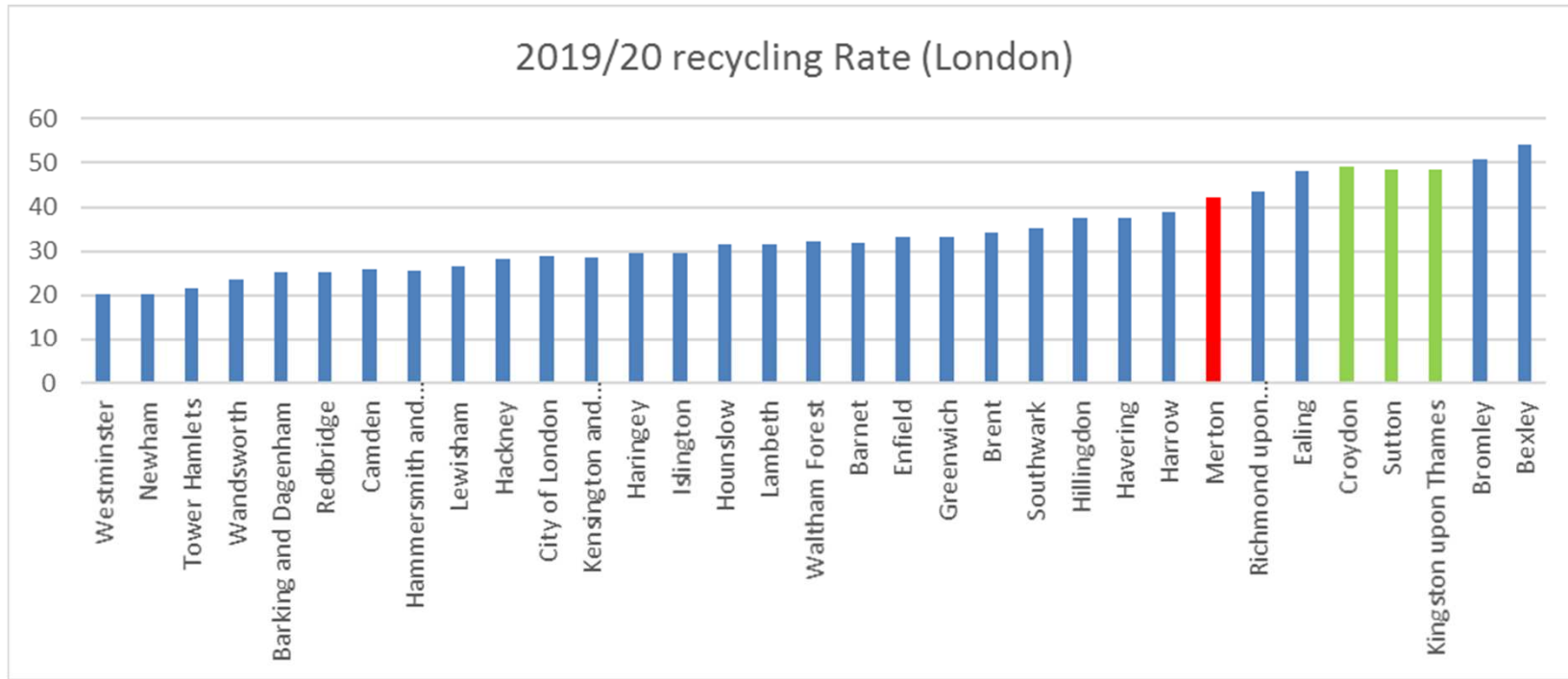
Merton's Current Recycling performance - Regional (LONDON)
Merton's Recycling performance – Nationally
Impact on service change and COVID
Recycling rates across the borough - day of collection
Waste collections Areas and profiles
Garden waste
Finance – summary of budget allocation by waste stream
Areas of further engagement consideration



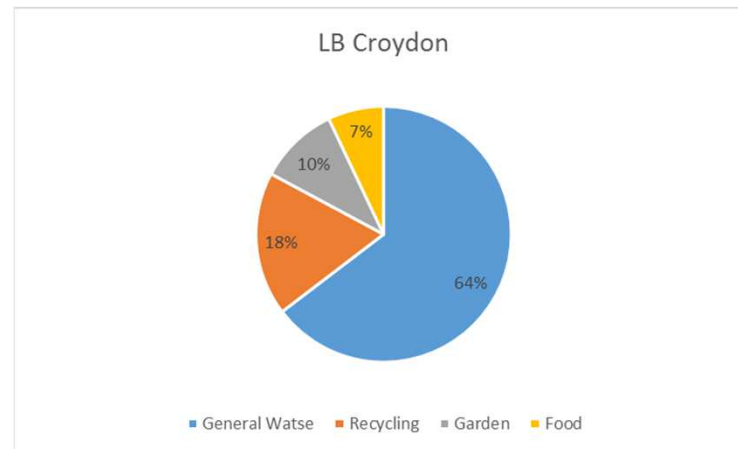
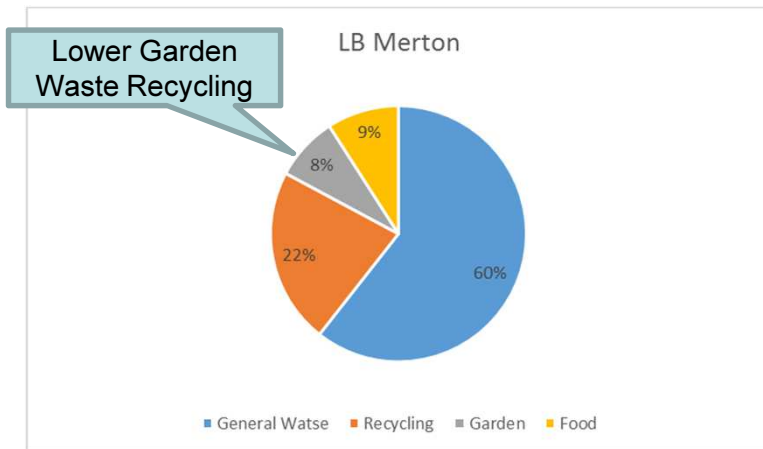
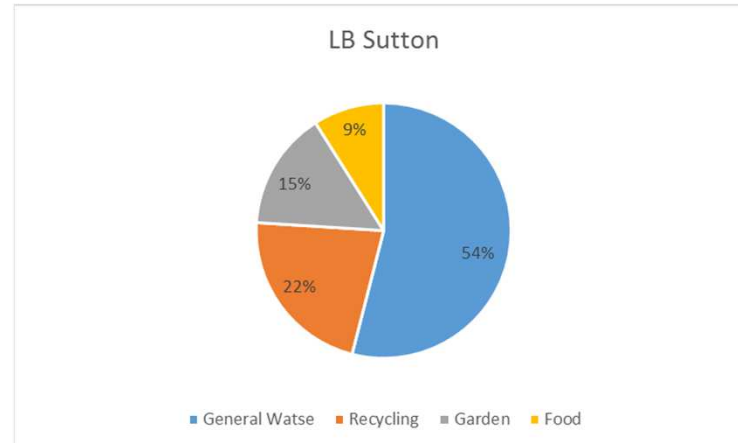
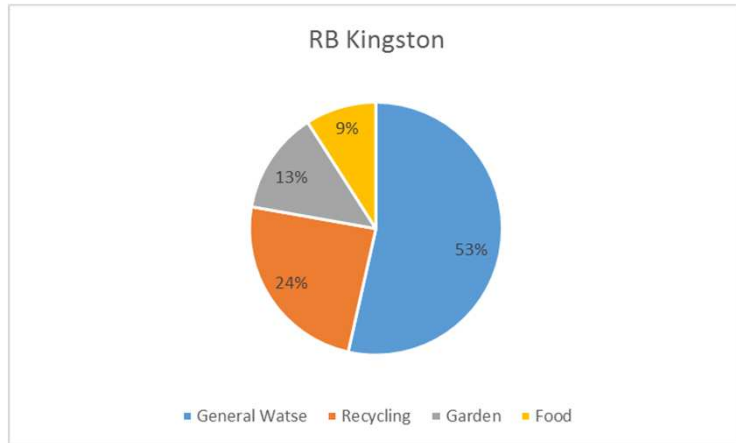
London current recycling rate 34%



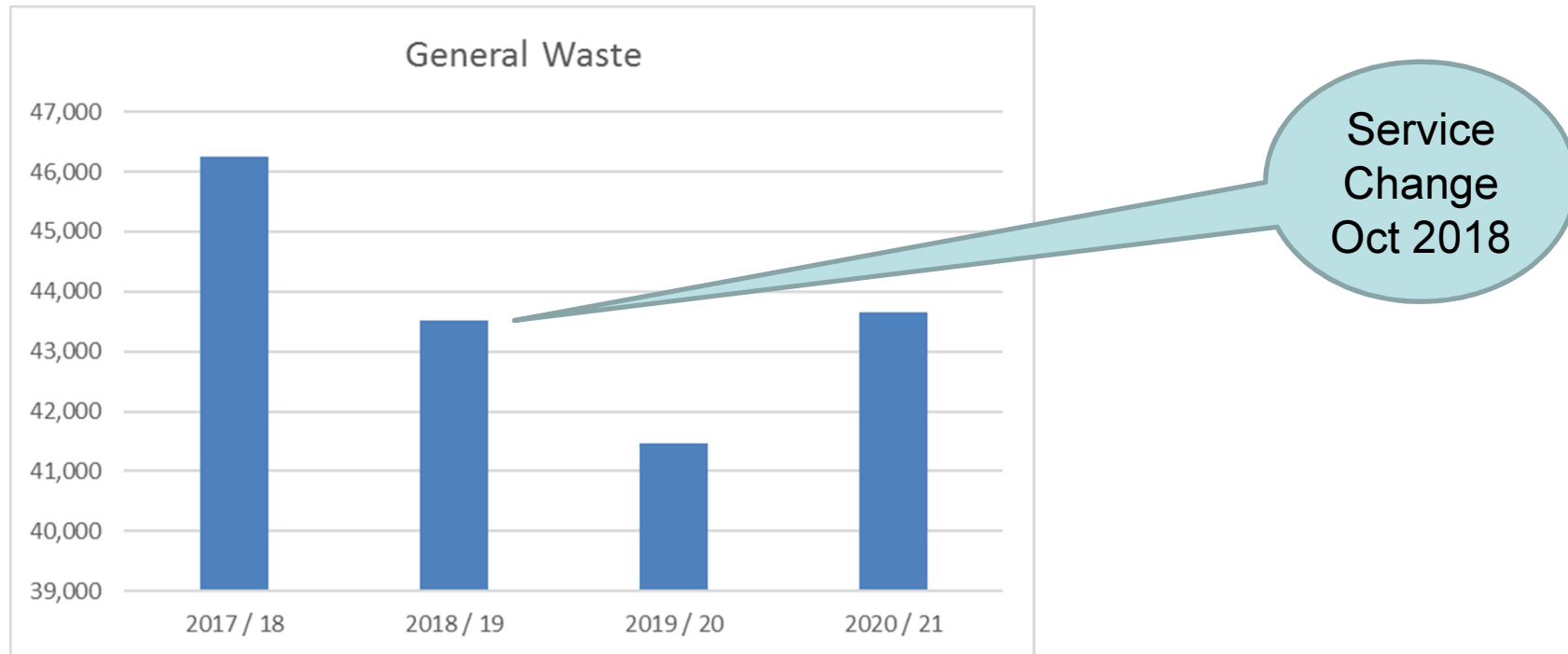
Merton's current recycling rate places us in top quartile in London



Partnership Boroughs waste profile 2020



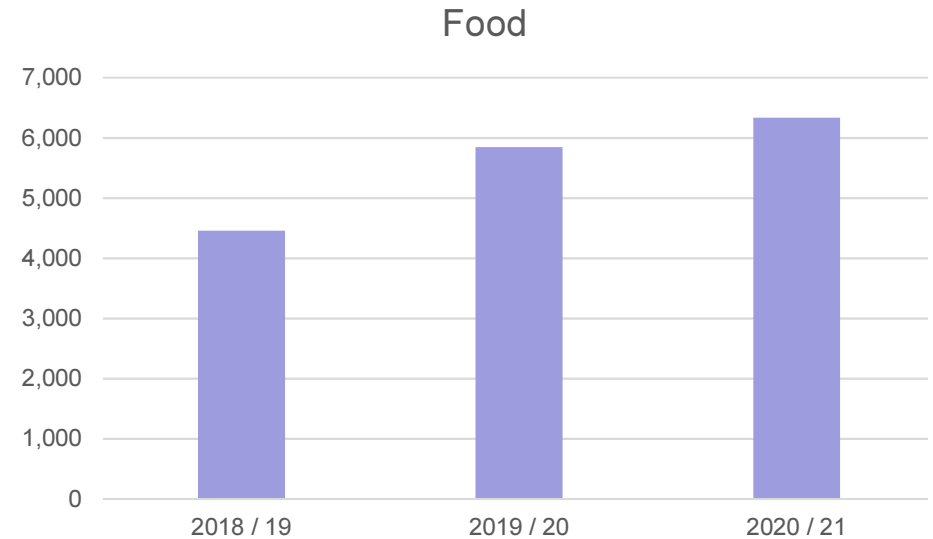
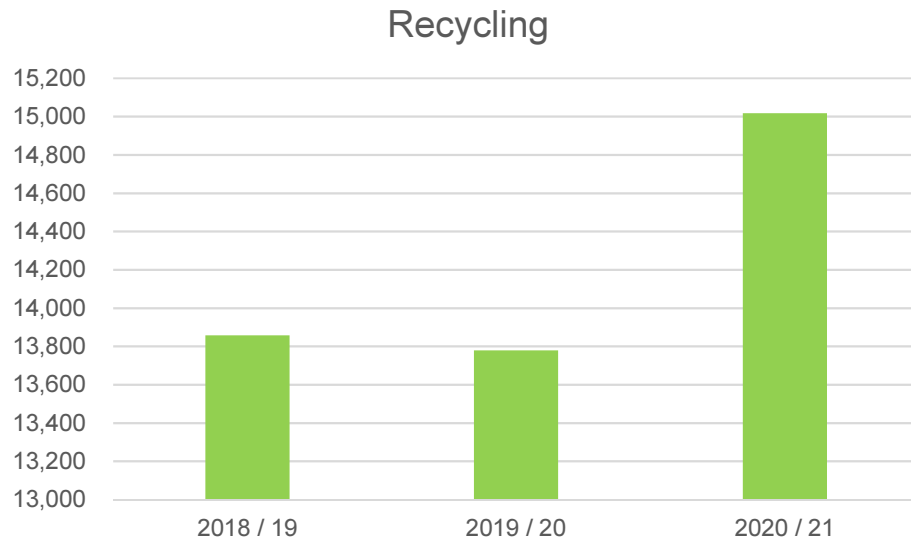
Impact on waste volumes – Lock down and change in working arrangements



COVID Impact - General waste up 5% back to pre service change level



Merton Residents continue to engage with the recycling services

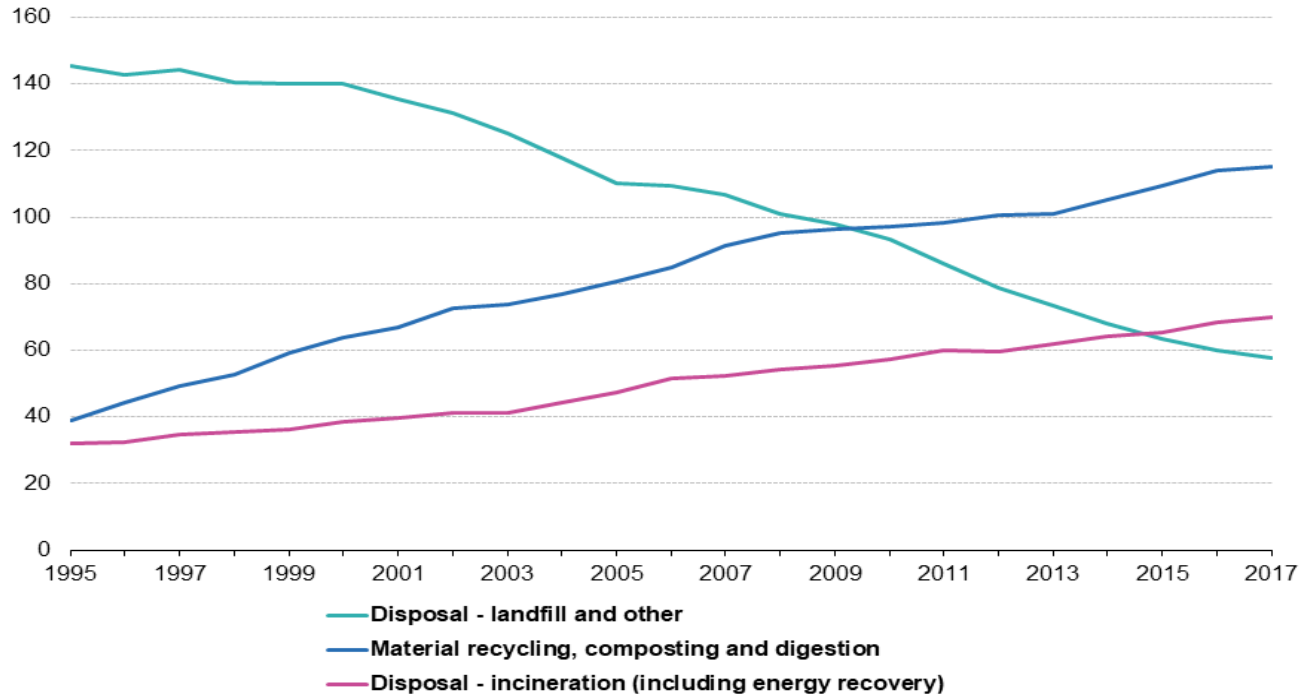


Food waste recycling ↑ 42% (4,457tn to 6,332tn)

Kerbside recycling ↑ 8% (13,857tn to 15,018tns)



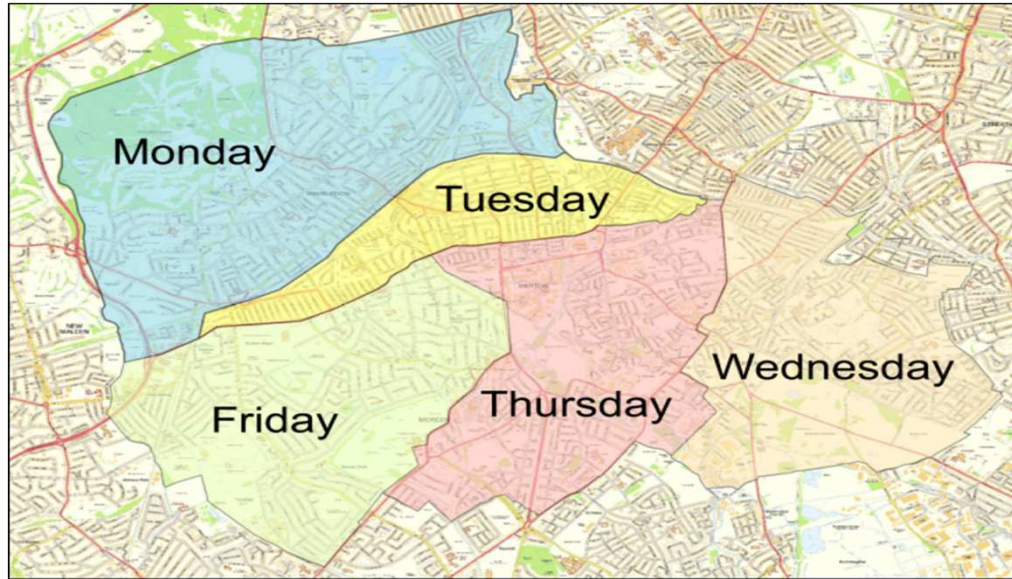
Municipal waste treatment, EU-28, 1995-2017
(million tonnes)



Over 40% of our greenhouse gas (GHG) emissions come from making, moving and getting rid of items that we use. Through effective waste prevention techniques, and responsible recycling we can use less energy, reduce GHG emissions and contribute to a healthier climate.

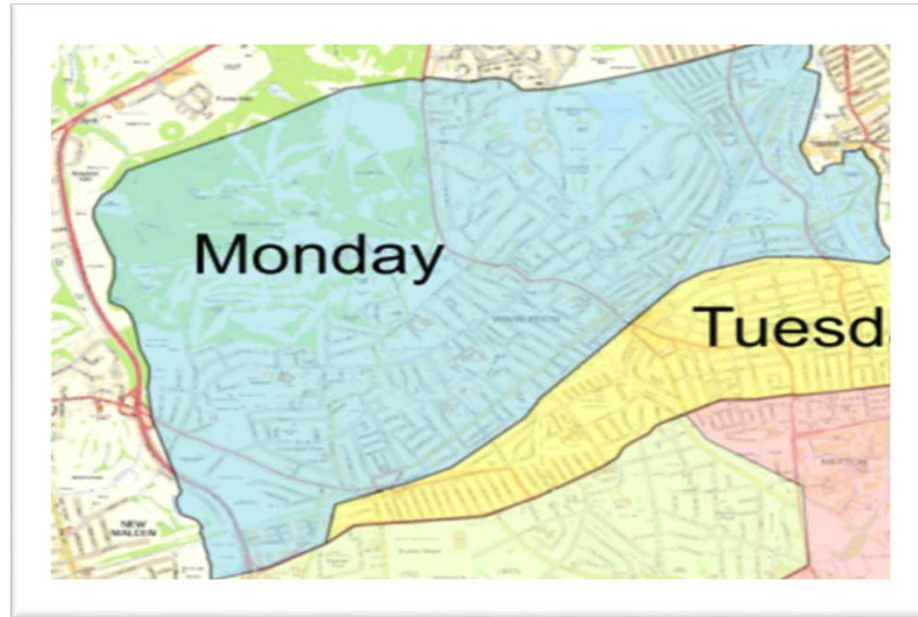


Waste Collection Distribution of Tonnage Collected



Material	Monday	Tuesday	Wednesday	Thursday	Friday	Total
Food waste	16%	18%	22%	18%	26%	100%
Recyclate - Mixed	13%	23%	24%	23%	16%	100%
Plastic, Cans & Glass Mixed	16%	22%	20%	20%	22%	100%
Paper - Mixed	21%	19%	18%	17%	24%	100%
Green Waste	24%	28%	17%	18%	13%	100%

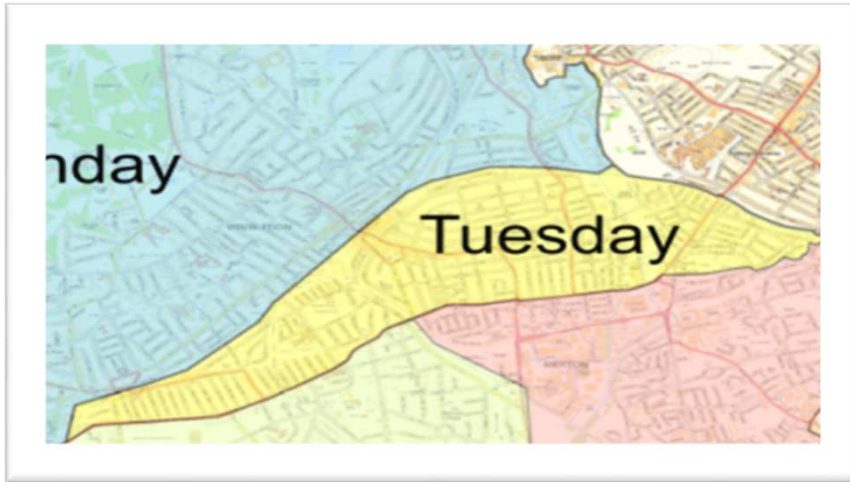
Waste collection Areas - Monday



Raynes Park
Hillside
Wimbledon Park

Material	Monday	Rank
Food waste	16%	Lowest
Recyclate - Mixed	13%	Lowest
Plastic, Cans & Glass Mixed	16%	Lowest
Paper - Mixed	21%	2nd Highest
Green Waste	24%	2nd Highest

Waste collection Areas - Tuesday



Dundonald
Trinity
Colliers wood
Abbey

Material	Tuesday	Rank
Food waste	18%	3rd Highest
Recyclate - Mixed	23%	2nd Highest
Plastic, Cans & Glass Mixed	22%	1st (Joint)
Paper - Mixed	19%	2nd Highest
Green Waste	28%	Top

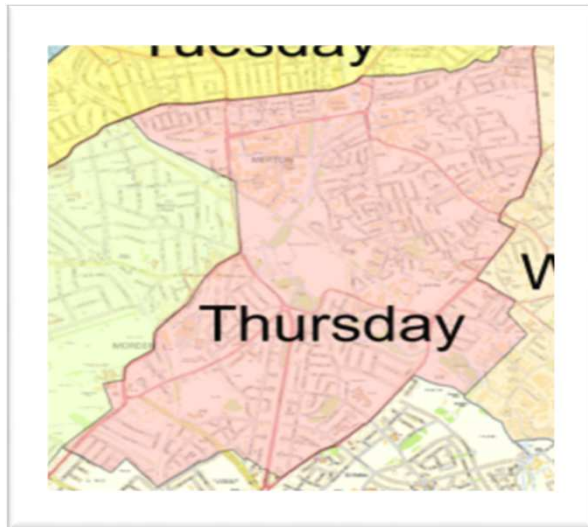
Waste collection Areas – Wednesday



Cricket Green
Pollards Hill
Figges Marsh
Longthorton
Graveny

Material	Wednesday	Rank
Food waste	22%	2nd Highest
Recyclate - Mixed	24%	Highest
Plastic, Cans & Glass Mixed	20%	3rd Highest
Paper - Mixed	18%	4th Highest
Green Waste	17%	4th Highest

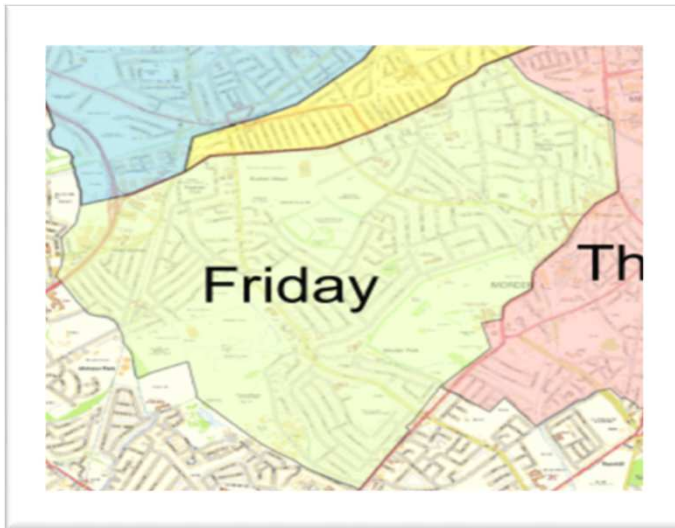
Waste collection Areas -Thursday



St Helier
Ravensbury
Lavender Hill
Abbey
Colliers Wood

Material	Thursday	Rank
Food waste	18%	3rd (Joint)
Recyclate - Mixed	23%	2nd Highest
Plastic, Cans & Glass Mixed	20%	3rd (Joint)
Paper - Mixed	17%	Lowest
Green Waste	18%	3rd

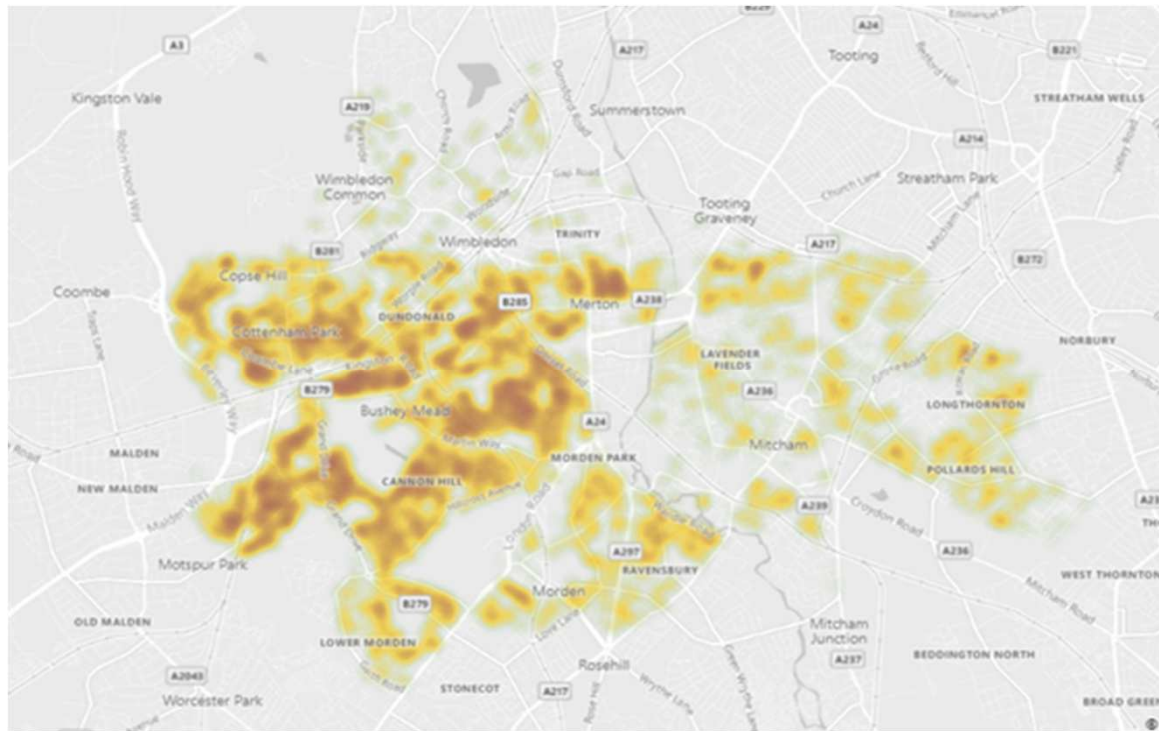
Waste collection Areas – Friday



West Barns
Lower Morden
Merton park
Cannon Hill

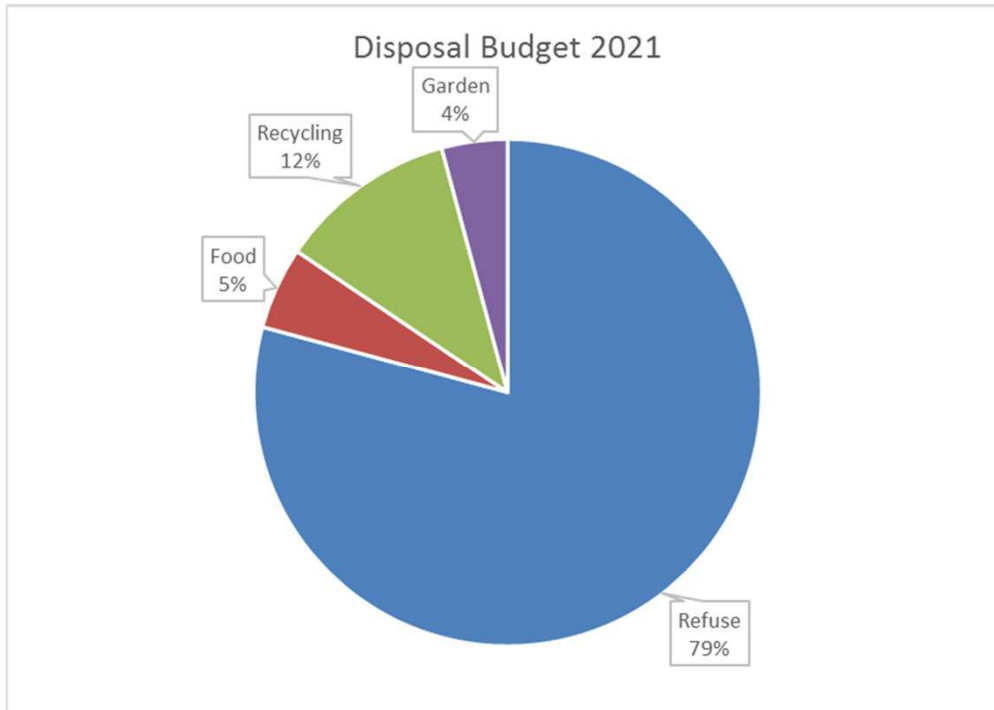
Material	Friday	Rank
Food waste	26%	Top
Recyclate - Mixed	16%	4th
Plastic, Cans & Glass Mixed	22%	Top
Paper - Mixed	24%	Top
Green Waste	13%	Lowest

Garden waste subscriptions - Over the last 4 years we have seen a 84% increase in the number of customers subscribing to the service



2017	2019	2021
6,500	10,000	12,000

Disposal Budgets 2021/21 - £6.1m



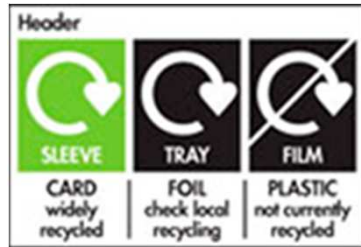
Food Waset - Diversion form General Waste	Tonnes	Cost Avoidance
1%	436	£26k
5%	2,182	£133k

Areas of Service engagement and greater understanding

- Raising awareness - through continuous communication
- Encouragement and initiatives
- Campaigns
- Textiles
- Food Waste
- How has people's behaviour and thus waste generation changed?
- Targeting our encouragement



What to recycle!



Easy to Understand



You can RECYCLE all of these ITEMS from around your HOME

from your BATHROOM
 Top tip: Put a bag or a bin in your bathroom just for recycling.

from your KITCHEN
 Top tip: Squash cans to save space in your recycling.

from your BEDROOM
 Top tip: Remember to recycle your toiletries.

from your LOUNGE

recycle for London | merton.gov.uk/recycling | merton

Easy to Recycle



Civic Centre Foyer



- Regular Campaigns
- Normalising Recycling



Social Media Content

Community Engagement

- Face to Face
- Competitions
- Door to door
- Initiatives



Wimbledon Fair



Flats Recycling Improvement Project



Competition winner Sculpture in Mitcham



Targeted Initiatives



Food Waste Prevention

UK householders are throwing away £15 billion worth of good food and drink every year.

- £540 per household per year
- £800 per household with children
- £230 per single person household

Savings of up to £70 a month or £16 a week



Food Waste



1/3 of food produced is wasted

Food has the biggest impact on Carbon emissions

The UK / Merton will not reach its commitment to Net Zero by 2050 without –

- transforming how land is used
- **reducing food waste** and
- reducing consumption of the most carbon-intensive foods.

Food Waste is Everyone's Problem

September 2021, Prince Charles launched a new education programme called "Food For The Future".

How can Merton Council help?

- Promote food waste reduction
- Protect food growing land
- Support ethical and sustainable food businesses
- Procurement policies and actions
- Lobby



Reducing Food Waste

- Support community initiatives
- Communications and initiatives



**Avoid
avoidable
food
waste**



**Food
sharing
App.**

Textiles



How can Merton Council help change this
“take, make, dispose”
model of production and consumption

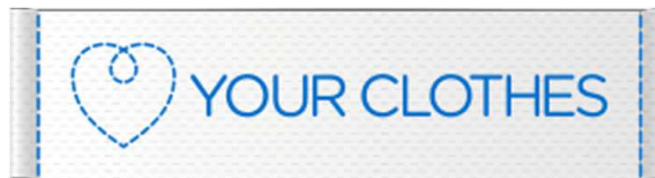
Textiles

Building circular fibre-to-fibre Recycling in UK

- Encourage the Extension of the Life of Garments
- Expand Reuse and Resale Opportunities
- Support National Campaigns



Jumble Trail 2018



National Campaigns



Communications – Always On Approach

- Communications are a fundamental part of a waste and recycling service
- Achieving high quality and quantities of recycling will not happen unless effective recycling communications are in place to back it up.
- Significant service improvements have helped us achieve 42% this has only possible because it has been supported by investment in excellent communication campaigns



Communications

- Our recycling communications strategy supports our objectives
- Our communications reflect our current situation and aspirations
- Our area and its issues are unique to us
- Understanding our borough,
our people
and the barriers



Communication

- A range of communication methods and activities, using all our available resources imaginatively.

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Face to Face	Initiatives	Social Media	Clear Labels	Banners	
Easy to Understand	Leaflets	Door to Door	Competitions		
Breakdown Barriers	Roadshows	Seasons	Community feedback		
Website	Partnerships	Link websites	IT Development	Fairs	
Apps	Digital Imagery	Flyers	Sponsorship	Charities	New Ideas

Summary

- Continue developing and delivering our recycling communications strategy
- Continue to lobby central government
- Continue to work with our nationwide partners
- Both instigate and support local campaigns and education programmes within communities



Their future is in our hands

Destination Recycling

SLWP initiative to provide reassurance and information
5-minute film (shorter versions also available)
(www.slwp.org.uk/destination-recycling)
[Beddington ERF Virtual Visitor Centre](#)



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