

MAYOR OF LONDON

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Part 1 –Reduction and Recycling Plan (RRP) April 2023 to March 2025

1. Context:

Croydon is one of London's largest boroughs by geography and it's most populous with approximately 390,000 residents. The borough has many contrasts: from the densely populated north and centre to some sparsely populated areas in the south; significant levels of economic deprivation to some incredibly affluent neighbourhoods; and richly diverse areas featuring residents from all over the world to those of relative homogeneity. The more densely populated areas within the borough also tend to have shorter property tenures, with higher levels of transience, HMOs and flats above shops which can create challenges in terms of sustaining behavioural changes and providing appropriate infrastructure. Croydon is experiencing significant population growth, with 9% population growth between the last two Censuses, and there are numerous new blocks of flats planned and under construction which will impact on waste growth.

The majority of properties within the borough are provided with a kerbside service of twin stream recycling collections, fortnightly refuse and weekly food waste, residents can also recycle textiles and batteries kerbside. Croydon has an increasing number of flatted properties, these are provided with the estates service which features combined recycling and food waste collections.

Croydon already collects the Mayor's minimum recycling collection requirements for all property types apart from flats above shops and is committed to increasing performance to achieve the waste and recycling targets of the London Environment Strategy.

Croydon is part of the South London Waste Partnership (SLWP) alongside Sutton, Merton and Kingston and together we have driven innovations in service structure to maximise the capacity for residents to recycle. Service change in 2018 introduced a wheelie bin for tins, cans, plastics, glass, cartons etc, alongside the pre-existing wheelie bin for paper/card, and these are collected on alternate weeks. Croydon also introduced 180 litre bins for refuse for kerbside properties and a no side waste policy to further drive improved recycling performance and diversion from disposal. As part of our contract with Veolia through SLWP we have built on the structural changes achieved in 2018 by undertaking work to decrease contamination, identify and communicate with properties producing excessive amounts of waste and promote waste reduction and recycling to residents.

The borough is currently in the process of reprocurring the waste collection contract to commence spring 2025, which we hope to use to help drive increased resource efficiency within Croydon, however the shorter-term consequence of this is limited resource, time and scope to implement other schemes. Whilst we have high hopes for the new contract, we anticipate our contractor will experience increasingly limited resources to deliver commitments on Croydon's behalf.

Alongside the kerbside service Croydon is fortunate to have three Household Reuse and Recycling Centres (HRRCs) which divert significant waste volumes away from disposal. One of the HRRCs features a reuse shop where residents can purchase second hand items at a reduced price, creating an important opportunity to reuse items within the borough.

Like many London councils Croydon has had a challenging few years, particularly since issuing a Section 114 notice in 2020, which continues to impact on funding levels for services such as waste and recycling and significantly limiting the capacity within our service, and supporting services such as Housing, Enforcement, Finance, Procurement, Contact Centre, Digital Services, Legal and HR. Whilst resources and service investment are lacking across the organisation the impact on waste and recycling has been the withdrawal of anticipated service investment and consequently the benefits of service change have not been maximised. Most Croydon residents now have ample capacity to recycle significant proportions of their domestic waste. Croydon hopes to build on this firm foundation to create behavioural change to maximise waste diversion to recycling, whilst promoting reduction behaviours and reuse opportunities. Whilst this is our aspiration, a further Section 114 notice has been issued for 2023/24 and we currently don't have the capacity within the existing team to deliver further meaningful change, and this is reflected within this document.

2. Key strategic documents linked to this plan:

- Veolia method statements

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3. RRP Dashboard:

| Common Performance Targets | Baseline Performance (2019/20) | Performance Target 2024/25 | Metric Guidance / Data source | Target Guidance |
|--|--------------------------------|----------------------------|--|--|
| Total annual household waste per head (kgs/head) | 306.4kg | 355.7kg | Defra stats (Ex BVPI84a) | Borough sets own targets, informed by ReLondon /WRAP good practice. |
| Total annual household residual waste collected per household (kgs/household) | 381kg | 420kg | Defra stats (Ex NI191) | Borough sets own targets, informed by ReLondon/WRAP good practice. |
| Total annual household avoidable (edible) food waste (kgs/head) | 27.08kgs | 22kgs | Borough to estimate based on own or WRAP food waste composition data. Estimates should be based on avoidable food waste produced (i.e. not just food waste collected). | Based on estimated avoidable food waste produced. Borough to set own targets, informed by ReLondon/WRAP good practice and support programmes (e.g. Trifocal). |
| Annual household waste recycling rate (% by weight) | 49.20% | 44% | Defra stats | Borough sets own targets, informed by ReLondon/WRAP Route Map modelling and other good practice. The GLA will use the borough recycling benchmarking table in the Route Map modelling as a reference point when assessing local authority targets set in the RRP process (See Appendix 2 of the London Environment Strategy, page 111: https://www.london.gov.uk/sites/default/files/les_appendix_2_-_evidence_base_0_0.pdf) |
| Annual LACW recycling rate (% by weight) | 38.35% | 38.35 | Defra stats | Borough sets own targets, informed by ReLondon/WRAP good practice. Targets should at least match household recycling targets, going beyond the Mayor's 50 per cent LACW recycling target by 2025 where possible. |
| <u>Proportion (%) of properties receiving the Mayor's minimum level of service for household recycling:</u> | | | | |
| % of kerbside properties (all households on a kerbside collection) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays) <u>and separate food waste</u>) | 99.00% | 99% | Borough to take from own info. Separate food waste does not include co-mingled with garden waste | Borough sets own target, informed by ReLondon/WRAP good practice. Separate food waste does not include co-mingled with garden waste |
| % of kerbside properties (all households on a kerbside collection) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)) | 99.00% | 99% | Borough to take from own info (<i>Nb included for boroughs that are unable to provide food waste collections due to long term contractual issues</i>). | Borough sets own target, informed by ReLondon/WRAP good practice. |
| % of flats (communal collections, <u>excluding flats above shops</u>) collecting six main dry materials <u>and separate food waste</u> | 93.01% | 93.01% | Borough to take from own info. | Borough sets own target, informed by ReLondon/WRAP good practice. |
| % of flats (communal collections, <u>excluding flats above shops</u>) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)). | 92.08% | 92.08% | Borough to take from own info. | Borough sets own target, informed by ReLondon/WRAP good practice. |
| % of flats above shops (FAS) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)) <u>and separate food waste</u> | 0.00 | 25% | Borough to take from own info. | Borough sets own target, informed by ReLondon/WRAP good practice and FAS data. |
| % of flats above shops (FAS) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)). | 0.00 | 25% | Borough to take from own info. | Borough sets own target, informed by ReLondon/WRAP good practice and FAS data. |
| Proportion (%) of waste fleet heavy vehicles that are ULEZ compliant | 100% | 100% | See www.tfl.gov.uk/modes/driving/ultra-low-emission-zone | Borough should aim to operate a fully ULEZ compliant waste fleet as a minimum; with aspirations to introduce zero emission vehicles where practicable. Please include baseline and target % of waste vehicles that are zero emission capable where applicable |

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4. RRP Actions:

| Ref | Theme <ul style="list-style-type: none"> Waste Reduction Maximising Recycling Reducing Environmental Impact Maximising local waste sites | Action title | Action Description | Expected Target / Impact | Timescale for action | WCA/WDA |
|--------|--|---|---|--|---|----------|
| LBC#1 | <ul style="list-style-type: none"> Waste Reduction Maximising Recycling Reducing Environmental Impact Maximising local waste sites | Procurement of the waste and street cleansing project | <ul style="list-style-type: none"> A new waste contract is being procured to commence in Spring 2024. The specification is currently being written and will be sent to GLA for approval in January 2023. Within contract negotiations we will aim to prioritise the maximisation of resource efficiency within the borough, reducing waste, creating increased reuse opportunities and increase capture rates on materials collected kerbside. | <ul style="list-style-type: none"> Unquantifiable currently; tbc New contract with improved provisions for reuse, reduction and increased recycling. | <ul style="list-style-type: none"> GLA approval in 2023 | WCA/SLWP |
| LBC#2 | <ul style="list-style-type: none"> Waste reduction | Support reuse via Reuse Shop | <ul style="list-style-type: none"> Continue to support the Reuse Shop at Fishers Farm HRRC and promote this to residents. Work with the contractor to develop performance metrics for the shop so we can understand the impact the shop has in reducing waste. | <ul style="list-style-type: none"> Maximise the amount of waste/recycling diverted to reuse to reduce residual waste tonnages. | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#3 | <ul style="list-style-type: none"> Waste reduction | Online reuse map | <ul style="list-style-type: none"> Promote the Zero Waste Map produced by the South London Partnership SLP Zero Waste Map - South London Partnership | <ul style="list-style-type: none"> Increase the support for local organisations offering repair/reuse/reduction products and services, preventing waste generation. | <ul style="list-style-type: none"> Autumn 2023 | WCA |
| LBC#4 | <ul style="list-style-type: none"> Waste reduction | Support local reuse organisations | <ul style="list-style-type: none"> Continue to support the local Freegle community to promote reuse within the community by ensuring their details are featured in online and printed information where appropriate. | <ul style="list-style-type: none"> Continue to be in the top ten most active Freegle groups in the UK and divert significant tonnages away from disposal. | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#5 | <ul style="list-style-type: none"> Waste reduction | Support reuse cafe | <ul style="list-style-type: none"> Support and promote Croydon Reuse in their textiles café venture. Support the café in evaluating the possibility of increasing their reuse/reduction activities to focus on other waste streams. | <ul style="list-style-type: none"> Number of residents taking up the opportunity to learn more about repairing textiles. | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#6 | <ul style="list-style-type: none"> Waste reduction | Promote waste reduction behaviours | <ul style="list-style-type: none"> Highlight opportunities to refill water bottles in high footfall locations. This will include MoL drinking fountains in the borough. Promote food waste reduction apps such as Olio and Kitche | <ul style="list-style-type: none"> Behaviour shift towards refilling containers rather than purchasing new ones every time. Increase awareness of opportunities to reuse | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#7 | <ul style="list-style-type: none"> Waste reduction | Promote opportunities to recycle items not recycled kerbside | <ul style="list-style-type: none"> Highlight opportunities to recycle items such as: <ul style="list-style-type: none"> Flexible plastic collection points at supermarkets. Cosmetics recycling points available at larger pharmacies. Terracycle collection points and when these become available | <ul style="list-style-type: none"> Increased awareness of non-kerbside collection schemes | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#8 | <ul style="list-style-type: none"> Maximise recycling rates | Maintain and promote kerbside recycling and food waste services | <ul style="list-style-type: none"> Maintain the provision for most Croydon residents to recycle the six main dry recyclable streams and separate food waste collections. Deliver a communication to all kerbside properties to increase awareness, participation and capture of all recyclable waste streams once a year. Use social media to promote the service and particular waste streams to increase awareness, participation and capture of recyclable waste streams. Promote kerbside battery and textiles collections to maximise participation and capture. Promote online service information such as downloadable and printable calendars and the ability to report service issues. Our contractor will attend one community event each year to promote the service to communities. | <ul style="list-style-type: none"> Reverse the declining recycling rate and achieve a 45% recycling rate. | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#10 | <ul style="list-style-type: none"> Maximise recycling rates | Promote National Recycle Week | <ul style="list-style-type: none"> Work with our contractor (Veolia) and SLWP to promote increased awareness and knowledge amongst residents by posting social media content daily. Our contractor will deliver a minimum of one school assembly and engagement stand for parents at the school gates at home time. | <ul style="list-style-type: none"> Reverse the declining recycling rate and achieve a 45% recycling rate. | <ul style="list-style-type: none"> Annually in September/October | WCA |
| LBC#11 | <ul style="list-style-type: none"> Maximise recycling rates | Evaluate the findings of a waste compositional analysis | <ul style="list-style-type: none"> Evaluate the findings of a recent compositional analysis to identify opportunities to divert more materials from residual waste and increase material capture rates. Investigate the possibility of using these results to run materials specific or property type specific campaigns. | <ul style="list-style-type: none"> Reverse the declining recycling rate and achieve a 45% recycling rate. | <ul style="list-style-type: none"> July 2023 | WCA |

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| Ref | Theme <ul style="list-style-type: none"> Waste Reduction Maximising Recycling Reducing Environmental Impact Maximising local waste sites | Action title | Action Description | Expected Target / Impact | Timescale for action | WCA/WDA |
|--------|--|---|---|--|--|---------|
| LBC#12 | <ul style="list-style-type: none"> Maximise recycling rates | Engage with residents misusing the collections service | <ul style="list-style-type: none"> Encourage crews to report/bin tag properties producing excess waste or contaminating recycling receptacles. Communicate with residents within identified properties via direct mail. Investigate the potential to reintroduce door knocking for repeat producers of excess waste and those contaminating recycling collections. | <ul style="list-style-type: none"> Reduced contamination and improved capture rates. Increasing trend of crews reporting instances of contamination or excess waste. | <ul style="list-style-type: none"> Ongoing work, aim to reintroduce door knocking by June 2023 | WCA |
| LBC#13 | <ul style="list-style-type: none"> Maximise recycling rates | Maximise the number of properties receiving a full recycling and food waste service | <ul style="list-style-type: none"> Some residents and managing agents have chosen to not fully utilise the full range of recycling services provided. Investigate the possibility of improving participation in these properties by contact managing agents and advising which services they do not currently have and how they can offer these in future. | <ul style="list-style-type: none"> Reverse the declining recycling rate and achieve a 45% recycling rate. | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#14 | <ul style="list-style-type: none"> Maximise recycling rates | Increase the number of properties receiving garden waste collections | <ul style="list-style-type: none"> Promote chargeable garden waste collections to residents through direct mail, competitions, and online advertising. | <ul style="list-style-type: none"> Increase subscriptions to 24,000 by 2024/5 | <ul style="list-style-type: none"> Ongoing with key promotional activity focussed in Spring of each year. | WCA |
| LBC#15 | <ul style="list-style-type: none"> Maximise recycling rates | Maximise recycling from flats | <ul style="list-style-type: none"> Consider the possibility of reviewing the facilities offered to flatted properties and making improvements where needed. Produce revised downloadable support materials for landlords and managing agents and proactively engage with these audiences to promote a more responsible approach to waste management in flatted locations. . | <ul style="list-style-type: none"> Reverse the declining recycling rate and achieve a 45% recycling rate. | <ul style="list-style-type: none"> April 2024 | WCA |
| LBC#16 | <ul style="list-style-type: none"> Reducing environmental impact | Reduce carbon impacts of managing the service | <ul style="list-style-type: none"> Evaluate the optimum collection methodology and vehicle types required which may include electric or hydrogen fuelled vehicles. | <ul style="list-style-type: none"> Reduced emissions associated with providing the service. | <ul style="list-style-type: none"> Autumn 2023 | WCA |
| LBC#17 | <ul style="list-style-type: none"> Maximising local waste sites | Household Reuse and Recycling Centres (HRRCs) | <ul style="list-style-type: none"> Promote the three HRRCs and the ability to recycle circa 22 material streams. | <ul style="list-style-type: none"> Increase awareness of the materials recycled at the HRRCs. Promote five pieces of social media content each year. | <ul style="list-style-type: none"> Ongoing | WCA |
| LBC#18 | <ul style="list-style-type: none"> Maximising local waste sites | Observe the proximity principle in selecting treatment/disposal locations | <ul style="list-style-type: none"> Where possible waste and recycling is treated/disposed of within London, Essex and Surrey. We will continue to work with SLWP to explore and evaluate new opportunities as and when they materialise. | <ul style="list-style-type: none"> Regular reviewing and inputting on procurement contracts within SLWP. | <ul style="list-style-type: none"> Ongoing | WCA |