

LONDON BOROUGH OF NEWHAM

CABINET

Report title	Recycling, Waste and Street Cleansing Strategy	
Date of Meeting	20th February 2024	
Lead Officer	Lynsey Smith – Commissioner, Waste and Public Space	
Corporate Director	Aled Richards – Corporate Director of Environment and Sustainable Transport	
Lead Member	Councillor James Asser, Deputy Mayor and Cabinet Member for Environment and Sustainable Transport	
Key Decision?	Yes	Reasons: Significant Impact
Exempt Information & Grounds	Yes / No	Grounds:
Wards Affected	All	
Appendices	A. Recycling, Waste and Street Cleansing Strategy B. Waste Management Guidelines for Architects and Property Developers Contents	

Lead Member Introduction

Improving the way we remove waste and increasing our recycling rate is an important priority for the Council. Since 2018 we have increased our recycling rate by around 10% to almost 26% and have since introduced weekly recycling which should boost further.

In 2027 our current waste contract will end, it has been in place since 2002 and this is a big change that will allow us to make a significant advance in our policies and how we deliver waste and recycling. The next four years are also very important as we want to get our services in a strong position to ensure we hit the ground running with the new contract in 2027.

Additionally continual changes and improvements are needed to meet our environmental targets and also to meet the residents' demands to ensure that Newham is environmentally sustainable.

This report strategy will be key to achieving that and drives forward measures that will meet our targets.

1. Executive Summary

- 1.1 The Recycling, Waste and Street Cleansing Strategy outlines the strategic direction that the Council wishes to take to improve how the waste, recycling

and street cleansing services are managed between 2023 and 2027. There are three key targets this strategy needs to contribute towards:

- 1.1.1 The Mayor of London set a significant target for 50% of household waste to be recycled across London Boroughs by 2030. We will contribute towards this recycling target whilst considering the local circumstances.
- 1.1.2 As part of our joint waste strategy with ELWA “We aim to achieve a minimum joint reuse, recycling and composting performance of 35% of Local Authority Collected Waste by 2030”.
- 1.1.3 The Council has a target to become a carbon neutral council by 2030, and a net zero borough by 2045.

Whilst we have increased our recycling performance in recent years, from 21% in 2020/21 to 25% in 2021/22, more needs to be done, and this strategy outlines how to contribute towards recycling and climate change targets.

- 1.2 Our recycling performance is affected by our demographics including the fact that Newham is a densely populated borough with a large number of flats and HMOs, has a highly transient population, language barriers, socioeconomic deprivation, plus other factors. These factors pose a significant challenge to achieving the targets outlined in 1.1.
- 1.3 The highest performing borough, Three Rivers has low levels of density, 7.5 people per football pitched sized land compared to 69 people in Newham, a stable population with over 75% born in the UK identifying as White and over 70% owner occupier. Their borough has properties with larger gardens with their trimmings accounting for recyclable material. All of these factors provide an advantage in regards to their recycling rate of 63.5% in 21/22.
- 1.4 Relondon, spent two years and £1million on a project with six inner London boroughs to develop a toolkit to increase recycling in flats where communal bins are used and only raised the recycling from 11 to 27%. ReLondon are a jointly funded partnership between London Waste and Recycling Board (LWARB) and the Waste and Resources Action Programme (WRAP) to maximise the resources of both organisations for the benefit of London.
- 1.5 The Government has announced a number of major changes since the introduction of the Environmental Act 2021 which will affect how waste and recycling is managed in England, and how these services are funded across the UK. These are planned to take effect during the lifetime of this strategy and will therefore influence how we manage waste and recycling. It should be noted that the policies discussed below are still in development by the Government and not yet finalised. These include:
 - Simpler Recycling: The collection of a core set of dry materials for recycling and the separate collection of food waste by 31 March 2026. The Council already collects all the mandated dry materials but may be required to add cartons by end of 2025/26 and plastic film for recycling by the end of 2026/27 and provide a weekly food waste collection service to all properties across the borough.
 - Packaging Extended Producer Responsibility (EPR): Due to be implemented from October 2025, EPR will place the full net cost of

- managing packaging on to the producers. The Council will receive funding/payment for operating an 'efficient and effective' household waste service that collects packaging. The definition of 'efficient and effective' is not yet known.
- Deposit Return Scheme (DRS): Due to be implemented by October 2025, DRS will mean that people who buy drinks in certain containers will be required to pay a small deposit on purchase which they can reclaim by returning the container when it is empty. The Council may see fewer DRS materials, such as plastic bottles and metal drink cans, collected from households, and this could reduce the Council's recycling rate. Experience from other countries indicates DRS can have a positive impact on street litter.
- 1.6 Accompanying the strategy is the updated 'Waste Management Guidelines for Architects and Property Developers', which provides guidelines for architects and developers of new residential, commercial and mixed-use units in the London Borough of Newham, to ensure that the arrangements for storing, collecting and managing waste are appropriate.

2. Recommendations

- 2.1 For the reasons set out in the report and the planning guidance, Cabinet is recommended to:
- 2.1.1 Approve the Recycling, Waste and Street Cleansing Strategy (attached at Appendix A of this report) and agree with the actions outlined in the Action Plan (Section 7) of the Strategy.
 - 2.1.2 Approve the updated planning guidance outlined in the 'Waste Management Guidelines for Architects and Property Developers' attached at Appendix B of this report.
 - 2.1.3 Delegate authority to the Corporate Director of Environment and Sustainable Transport in consultation with the Lead Member for Environment and Sustainable Transport to make minor amendments to both the appended Waste and Street Cleansing Strategy and the Waste Management Guidelines for Architects and Property Developers.
- 2.2 Note that all key decisions required to implement actions from the Strategy will return to Cabinet for agreement.

3. Background

- 3.1 The Waste and Street Cleansing Strategy has been developed as part of the Building a Fairer Newham (BaFN) corporate plan objective to deliver a Pride in our Environment strategy and campaign.
- 3.2 The target audience of the strategy are in the first instance residents.
- 3.3 The strategy timeframe has been designed to align with the BaFN corporate plan and the end of the existing East London Waste Authority contract which is due to end in 2027.

4. Proposals

- 4.1 The Waste Management Guidance for Architecture and Property Developers has been updated to reflect new guidance and the council's ambitions for recycling and reuse. Updates include:
 - 4.1.1 Capacity per household for waste and recycling, updated in line with latest guidance to reflect the nature of waste with consumer habits changing i.e. online shopping.
 - 4.1.2 A revised split between waste and recycling changed on estates - to incentivise recycling.
 - 4.1.3 Guidance on the national introduction of food waste to all households on simpler recycling
 - 4.1.4 Newham's Local Plan requirements
 - tool/reuse rooms on larger developments.
 - automated vacuum technology which provide more efficient collections and value for money for council.
- 4.2 The Recycling, Waste and Street Cleansing Strategy outlines the strategic direction that the Council wishes to take to improve how the waste, recycling and street cleansing services are managed between 2023 and 2027.
- 4.3 The strategy contains the following sections:
 - 4.3.1 **Section one:** A brief introduction into the purpose of the strategy.
 - 4.3.2 **Section two 'Vision':** The vision and aims of the strategy.
 - The Vision is "To work with our communities to reduce waste, increase recycling and create a clean and sustainable borough people are proud to live and work in".
 - To achieve this vision, the report sets four aims:
 - Create a cleaner borough where people are proud to live and work;
 - Reduce the amount of waste generated, and increase reuse and recycling;
 - Maximise social value, community co-production and co-delivery;
 - Deliver out services in a way that reduces harmful emissions and works towards a greener borough.
 - 4.3.3 **Section three 'Where we are now and what we have achieved':** Outlines the services currently offered by the waste, recycling and street cleansing team and how Newham performs against other London boroughs. The Council has recently improved the recycling and waste services offered to residents by increasing the variety of materials residents can recycle at kerbside. From December 2023 recycling collection have moved to weekly. Both of these changes aim to increase total amounts collected for recycling. The changes we have already made have resulted in Newham achieving a recycling rate of 25% in 2021/22, compared to 21% in 2020/21. However, this is still below the London average recycling rate of 34% and the English average of 44%. Our recycling performance is affected by our demographics including the fact that Newham is a densely populated borough with a large number of flats and HMOs, that it has a highly transient population, language barriers, socioeconomic deprivation, plus other factors.

To continue to tackle fly-tipping we also launched a rapid improvement cleaner borough plan in August 2023 with three main goals:

- Make significant progress in delivering a 50% reduction in resident reported fly-tips.
- Make significant progress in improving our street cleanliness scores and ratings.
- Achieve a measurable change in the resident perception of both
 - a) the cleanliness of our streets and
 - b) the effectiveness of the Council in improving the cleanliness of our streets

4.3.4 Section four 'Regional and National Context': This section outlines the waste services offered by other London boroughs and future policy which may impact the delivery of this strategy over the coming years. The Government has announced a number of major policy changes which will affect how waste and recycling is managed in England, and how these services are funded across the UK. These are planned to take effect during the lifetime of this strategy and will therefore influence how we manage waste and recycling. It should be noted that the policies discussed below are still in development by the Government and not yet finalised, so there may be further amends or changes made during the lifetime of this strategy. The key national changes are outlined here:

- Packaging Extended Producer Responsibility (EPR): Due to be implemented from October 2025, EPR will place the full net cost of managing packaging on to the producers. The Council will receive funding/payment for operating an 'efficient and effective' household waste service that collects packaging. The definition of 'efficient and effective' is not yet known.
- Deposit Return Scheme (DRS): Due to be implemented by October 2025, DRS will mean that people who buy drinks in certain containers will be required to pay a small deposit on purchase which they can reclaim by returning the container when it is empty. In England, the scheme will target plastic and metal beverage containers between 50 ml and 3l. The Council may see fewer DRS materials, such as plastic bottles and metal drink cans, collected from households, and this could reduce the Council's recycling rate, as the materials will be recycled through the DRS. Experience from other countries indicates DRS can have a positive impact on street litter.
- Simpler Recycling: It is currently unclear when simpler recycling will be introduced but it is likely to mandate the collection of a core set of dry materials for recycling and the separate collection of food waste. The Council already collects all the mandated dry materials for 2025/26 but may be required to add cartons and to collect plastic film for recycling by the end of 2026/27 and provide a weekly food waste collection service to all properties across the borough.

4.3.5 Section five 'Future Services': Explores the future waste and recycling service and presents results of modelling undertaken to understand how changes to the recycling and waste service could impact the recycling, carbon and financial performance of the service.

4.3.6 **Section six ‘Community Engagement’:** Summarises the engagement which was undertaken with the local community in developing this strategy. The development of the strategy has included two phases of consultation with our residents to make sure we understand what residents want from the waste, recycling and street cleansing services whilst also acknowledging that we must take action to improve recycling targets and support our ambition to become a carbon neutral council by 2030, and a net zero borough by 2045.

- We undertook a period of community engagement between Monday 5 June 2023 and Monday 3 July 2023, and the second between Monday 30 October 2023 and Sunday 26 November 2023.
- We developed and published two online surveys which received 652 responses.
- We also organised and attended a range of community engagement activities and pop up sessions. This included six consultation workshops, three door knocking sessions, one local fair and two forums.

4.3.7 **Section seven ‘Our Action Plan’:** Outlines the actions which will contribute towards the Council achieving the vision of this strategy. The action plan also outlines how the council will measure the success of each action, the timeline the council will commit to delivering each action in, and which aim(s) the action will support.

4.3.8 The proposed actions outlined in section seven of the report focus on the following areas for improvement:

- Recycling and Waste Collection
- Street Cleansing
- Reuse and Recycling Centre
- Parks and Open Spaces
- Waste Prevention and Reuse
- The Council Leading by Example
- Communications and Recycling Policies
- Carbon Emissions and Air Quality
- Social Value
- Supporting Local Businesses

5. Delivering Council Policy and Corporate Priorities

5.1 This strategy contributes to the Council’s Corporate Plan, *Building a Fairer Newham*, agreed at Cabinet in September 2022, which identifies Neighbourhoods (Priority 3) as one of the eight key priorities.

5.2 The strategy contributes towards the following *Building a Fairer Newham* Outcome Measures:

5.2.1 Satisfaction with the Local Area: Increase in the levels of satisfaction of residents with their local area as a place to live.

5.2.2 Parks and Open Spaces: Increase in the proportion of people’s ratings of parks and open spaces, streets, markets, squares.

- 5.2.3 Public Spaces: Increase in the proportion of people who feel that public spaces are clean, attractive and overall high quality.
- 5.2.4 CO2 footprint: Reduction in carbon emissions by supporting Newham residents, businesses and services take up climate-friendly practices.
- 5.3 The strategy also contributes towards the following *Building a Fairer Newham* Performance Measures:
 - 5.3.1 Reduce the amount of reported fly-tipping.
 - 5.3.2 Increase the percentage of household waste sent for reuse, recycling, or composting.
 - 5.3.3 Increase the 'greening' of the Council fleet.
- 5.4 The strategy contributes to the refreshed 50 Steps to a Healthier Newham, Health and Wellbeing Strategy 2023-2027:
 - 5.4.1 Place Step: Through Sustainable Food Newham nurture a local food culture of eating well, sustainably for a just transition to a green economy. Specifically, the sub-step 'Support Newham food businesses to adopt more sustainable practices.'
 - 5.4.2 Place Step: Use of libraries and community spaces to improve residents' health and wellbeing. Specifically sub-step 'Embed green and circular economy activities within library and community centre programmes.'
 - 5.4.3 Place step: Improve air quality and protect residents from exposure.
- 5.5 The strategy contributes to Newham's Just Transition Plan 3-6-5: a plan towards 2030.
 - 5.5.1 F3. We prefer to walk, cycle or use public transport and goods are safely moved without polluting
 - F3.2 Council transport, logistics and freight sustainability plan
 - 5.5.2 F4. We increase sharing and reduce waste, building a sharing and circular economy
 - F4.1 A waste contract that incentivises reuse and reduction
 - F4.2 Promote sharing, exchange, repair and reuse
 - F4.4 Reducing and diverting food waste
- 5.6 The strategy will support the emerging Building Newham's Green Economy Strategy and High Streets Strategy both of which are in development.

6. Alternatives Considered

- 6.1 The alternative to publishing the Recycling, Waste and Street Cleansing Strategy would be to continue without a defined strategy. This could result in stagnant recycling rates, would not contribute sufficiently towards Newham's targets to increase recycling and meet the Council's net zero goals, and may mean that the Council cannot meet incoming Government requirements.

7. Consultation

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|-----|---|---------------------|
| 7.1 | Councillor James Asser, Deputy Mayor and Cabinet Member for Environment and Sustainable Transport | Ongoing |
| 7.2 | Cabinet Accountability Forum | Oct & Nov 2023 |
| 7.3 | Regeneration, Housing and Environment Scrutiny | Dec 2023 & Jan 2024 |
| 7.4 | Resident Engagement and Survey | Jun & Oct 2023 |

8. Implications

8.1 Financial Implications

- 8.1.1 No financial commitments or decisions arising from this action plan have been made. Any financial and budgetary consequences arising from the implementation of this action plan will be required to form part of standard medium term financial planning processes.

8.2 Legal Implications

- 8.2.1 The recommendations within this report are consistent with the powers provided and duties imposed under relevant legislation.
- 8.2.2 Under Section 45 of the Environmental Protection Act 1990 a local authority has a duty to collect householder waste. Section 46 of the Environmental Protection Act 1990 gives the local authority power to determine how the waste is separated by the householders, the receptacles to be used, how and when it will be collected. Notice of this determination must be given to every household. Section 20 of the London Local Authorities Act 2007 gives authorities' powers to make regulations in respect of the separation and collection of householder waste and streamlines the enforcement provisions.
- 8.2.3 The Recycling, Waste and Street Cleansing Strategy outlines the strategic direction that the Council wishes to take to improve how the waste, recycling and street cleansing services are managed between 2023 and 2027.

8.3 Equalities Implications

- 8.3.1 An equalities impact assessment is required for this decision and is in progress.
- 8.3.2 All aspects of the Newham community are affected by the Council's waste, recycling and street cleansing performance, and in developing this strategy we considered how the service can be used to tackle inequalities.

8.4 Other Implications: N/A

8.5 Climate Emergency Implication

- 8.5.1 The Council has a target of becoming net zero across the council's operations by 2030 and becoming a net zero borough by 2045. A study carried out by the Council found that 35% of the council's scope 3 emissions came from the collection and disposal of its waste.

- 8.5.2 It is therefore important for The Council to take action by: reducing the amount of waste generated, increasing the amount recycled and looking at how waste, recycling and street cleansing services are delivered to contribute towards these targets.

9. Background Information Used in the Preparation of this Report

9.1 N/A