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to a Circular Economy



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Welcome to the BLUEPRINT Circular Economy Roadshow

The session will begin soon

projectblueprint.eu

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Making recycling in flat blocks & HMOs work

Tuesday 10 May, 11:00-12:40

Housekeeping



This session will be recorded



Use the chat/Q&A box for your questions



Please leave feedback

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Making recycling in flat blocks & HMOs work

Chair's welcome
Leah Martin, **BLUEPRINT**

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to a Circular Economy



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What is BLUEPRINT to a Circular Economy?



ENABLE local authorities to accelerate towards a dynamic circular economy

EQUIP social enterprises and training organisations to support disadvantaged people to secure jobs in the circular economy sector



ENHANCE community engagement to deliver lasting behaviour change for residents and schools

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Making recycling in flat blocks & HMOs work

1. Cathy Cook, ReLondon
2. Sam Davies, Manchester City Council
3. Maria Basilisco, PECT

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Making recycling in flat blocks & HMOs work

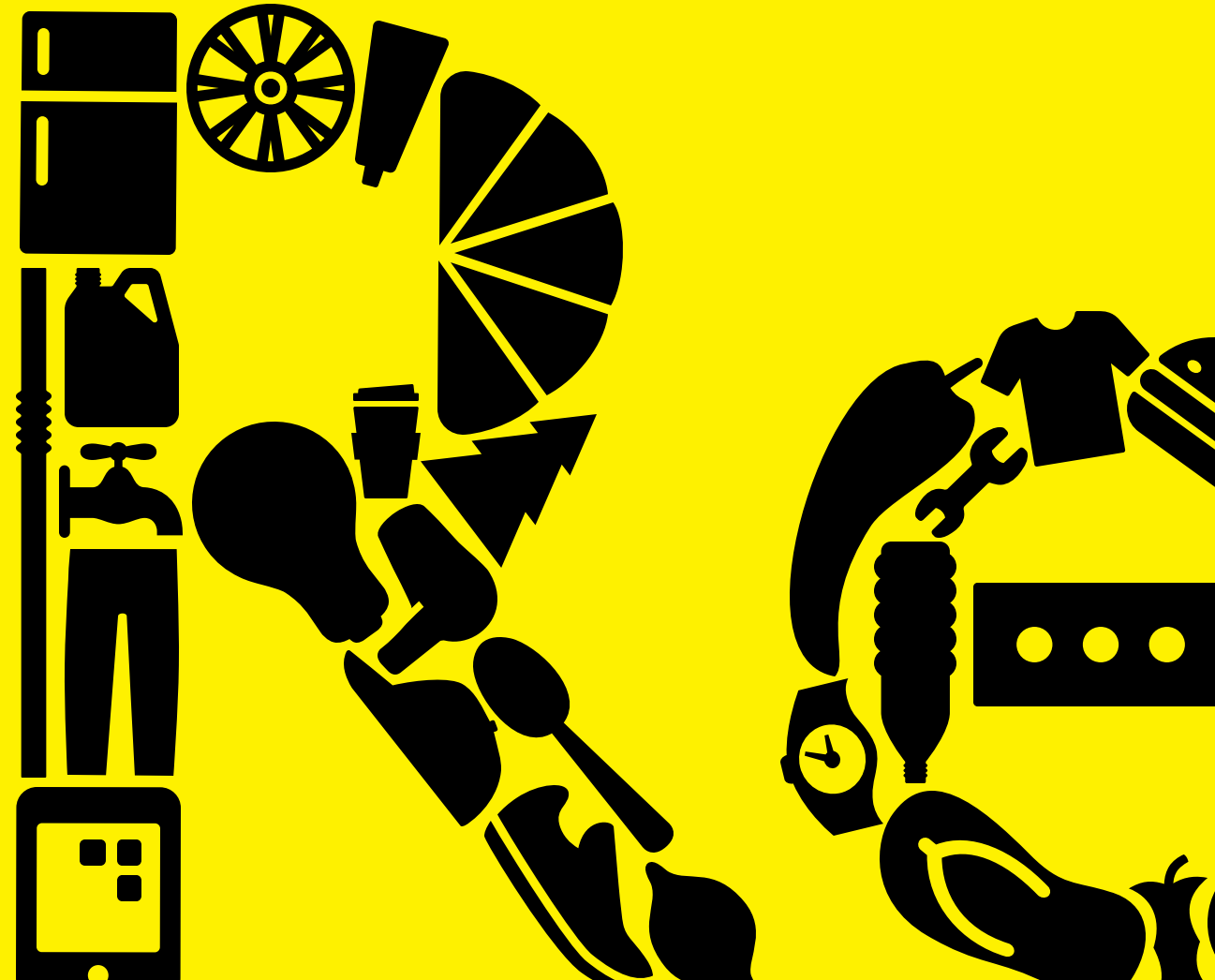
Speaker slides...

ReLondon

Making recycling work for people in flats and HMOs

Cathy Cook

10th May 2022



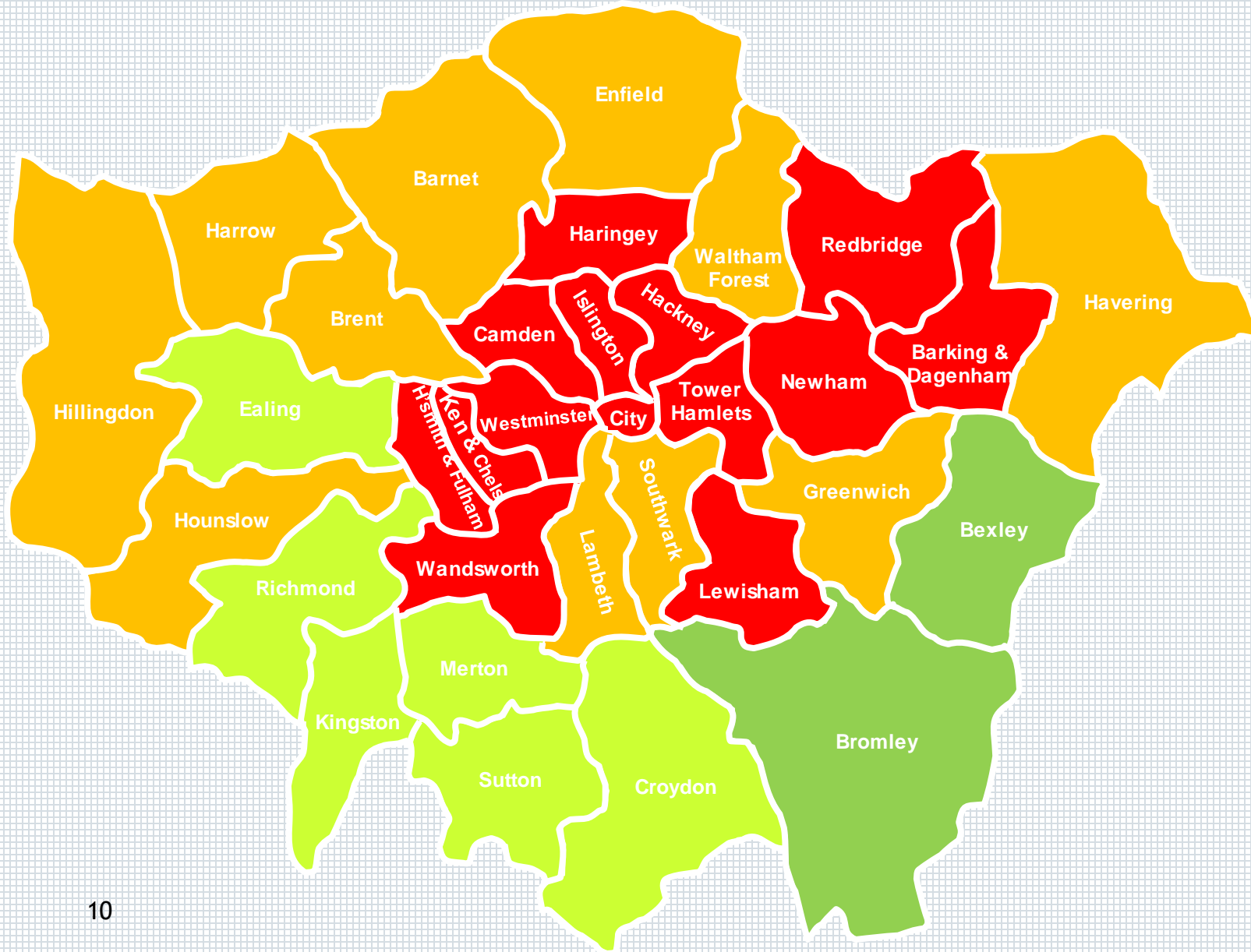
ReLondon - who are we?

ReLondon is LWARB, renamed - a partnership of the Mayor of London and London's boroughs to improve waste and resource management in the capital and accelerate our transition to a low carbon circular city.

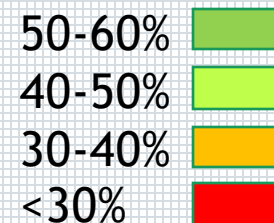
Our mission is to make London a global leader in sustainable ways to live, work and prosper by revolutionising our relationship with stuff and helping London waste less and reuse, repair, share and recycle more.



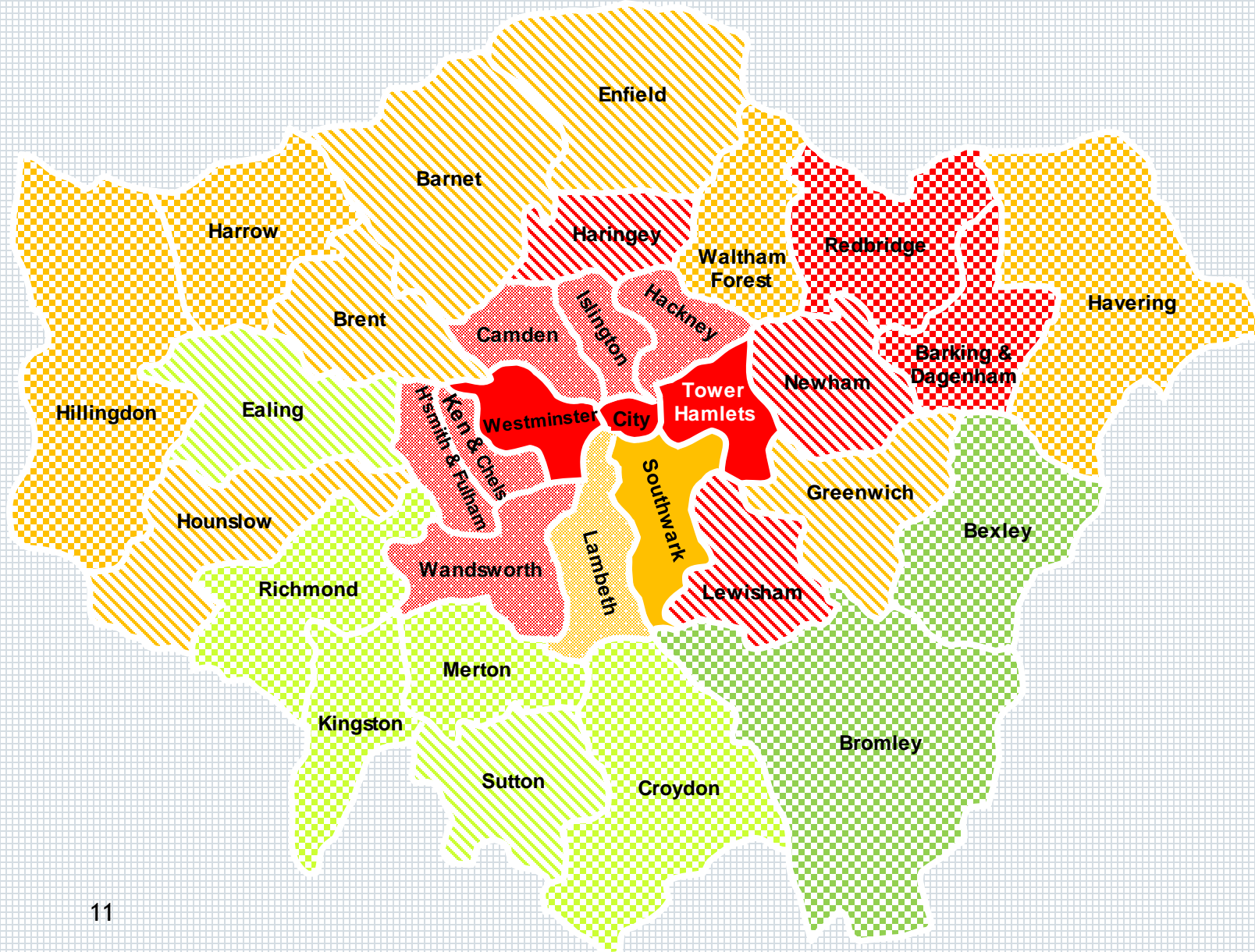
Recycling rates in London



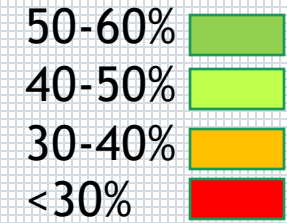
% of household waste sent for reuse, recycling or composting 2019-2020 by local authority area for London.



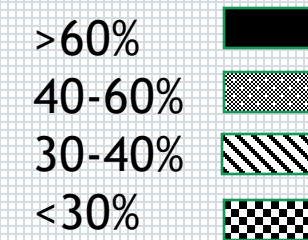
Percentage of flats in London



% of household waste sent for reuse, recycling or composting 2019-2020 by local authority area for London.



% of households which are purpose built flats (2011 census data)



Flats in London

- Account for just over half of London's overall housing stock and comprise up to 80% of housing stock in some boroughs
- 88% of new homes built 2017-2039 (1.89m hh) will be flats
- Well established flats services yield 50% less recycling than average low rise properties
- Large amount of money spent on introducing & improving services
- General lack of reliable performance data
- Poor/no M&E on service improvements



What are the challenges in flats?

- Space limitations (inside and outside)
- Deprivation
- Transience
- Language & culture
- Property tenure
- Service quality and design
- Inconvenient facilities
- Multiple stakeholders
- Lack of ownership of communal bins & anonymity of usage



The Flats Project 1.0.

The Flats Project 1.0



- In Partnership
- Testing a package of improvements & 5 resident focussed behavioural interventions across 12 case study estates (dry)
- To find replicable interventions to increase dry recycling rates

Estate inventories - key findings

- Lack of consistency of service
- Services focus on operational compatibility, not resident ease
- Signage - poor/ non-existent/ damaged/ ad-hoc
- Bulky waste dumping
- Overflows common place
- Older estates - no space for bins, let alone bin stores
- Sometimes no recycling facilities

Poor signage



ReLondon



Bulky waste dumping and overflows



ReLc...



Pre project monitoring

Average recycling rate 10.7%

Average contamination 31%

Pre project monitoring - capture rates



Glass 42%



Card 41%



Paper 44%



Plastic bottles 28%



Pots, tubs & trays 20%



Metal tins & cans 27%

Ethnographic research

- Qualitative research
- Builds an understanding of home environments, relationships and life priorities
- Uncovers why people behave as they do
- Respondents are engaged for several hours
- Observation of environments and social interactions
- Comparison of common themes/barriers

The research showed us that.....

.....effective recycling is only achieved when residents:

- Are motivated
- Have the correct knowledge
- Find it sufficiently easy



These led to the development of the Flats Recycling Package (FRP)

Flats Recycling Package (FRP)

- Clean and well-maintained bins and bin area
- Adequate collections to prevent overflows (min 60L/hh/wk)
- Appropriate apertures on recycling bins
- Collection of the six main recyclable materials
- Clear and visible signage on and above the bins
- Bins located conveniently for residents
- Recycling leaflet sent once a year to residents
- Posters highlighting recycling messages
- Residents informed of what to do with bulky waste



Flats Recycling Package



Flats Recycling Package



Posters on notice boards

R4



Annual information leaflets to all residents

Key findings

- 26% increase in the overall recycling rate
From 10.7% to 13.4%
- 22% increase in overall capture rate
From 38% to 47%
- Capture of all materials increased, especially glass and plastics
- 24% decrease in overall contamination rate
From 31% to 23%

The project engaged some residents to recycle for the first time and got some residents recycling more consistently.

Post project monitoring - capture rates



Glass 58%
(up 16%)



Card 45%
(up 4%)



Paper 50%
(up 6%)



Plastic
bottles 37%
(up 9%)



Pots, tubs &
trays 31% (up
11%)



Metal tins &
cans 38% (up
11%)

ReLondon

The Flats Project 2.0.

Flats Project 2.0 - Introduction

Project aim - maximise recycling in purpose built flats, building on learning from the Flats Project 1.0, and trialling further interventions (food waste, textiles and WEEE collections).

Project output - Update the FRP to roll out good practice across London.





Before:

Residual paladins, chutes on some estates

After:

New WEEE, large card and food bins
Locked lids, large apertures
Residual and recycling co-located, chutes closed



New services and engagement triggers

- Prototype pedal bins for food waste
- Slimline caddies and liners
- Pop-up weekend collections of textiles and weee
- Dedicated large card and weee bins
- Reusable bags for dry recycling



New communications - based on FRP principles

HOW EXCITING!

RECYCLING

IT'S TIME FOR A FRESH START

EASY PEASY LEMON SQUEEZY

LOVE LAMBETH. LOVE RECYCLING.

We have got a brand new recycling system. We have freshened up the bins and you can recycle more than ever: food, electricals, clothes, card, cans, glass, all sorts!

And there's more coming soon! More and more of us are recycling. Let's go!

TA DA!

YES WE CAN!

Find out more at LambethRecycles.co.uk

Lambeth London recycles



RECYCLE YOUR FOOD

KEEP LAMBETH FRESH

HOW EXCITING!

EASY PEASY LEMON SQUEEZY

LOVE LAMBETH. LOVE RECYCLING.

WE WANT YOUR BLOPPY SECONDS

KEEP COOL AS A CUSTOMER AND RECYCLE

food waste

Lambeth London recycles

EASY PEASY LEMON SQUEEZY

A FRESH WAY

TO RECYCLE FOOD WASTE

Pop the kettle on. Make yourself a tea and read me. Then recycle the tea bag. Hey, you've just recycled food waste!

TA DA!

EASY AS 1, 2, 3

- 1 Line your new food bin with the compostable bag provided. We advise you use large strength bags for any household food waste.
- 2 Put leftovers and any other food waste in it.
- 3 When your little bin is full take the bag down to the big communal food waste bin.

WHAT CAN I RECYCLE IN MY NEW FOOD BIN?

WE TAKE: Food scraps like meat and fish (not bones), including bones and skin; Fruit and vegetables; Eggs including shells; Cheese and Dairy; Bread, cakes and pastries; Rice, pasta and beans; Soft toys and clothes.

WE DON'T TAKE: Liquids like milk and oil; Packaging; Pet waste; Garden waste.

Find out more at LambethRecycles.co.uk

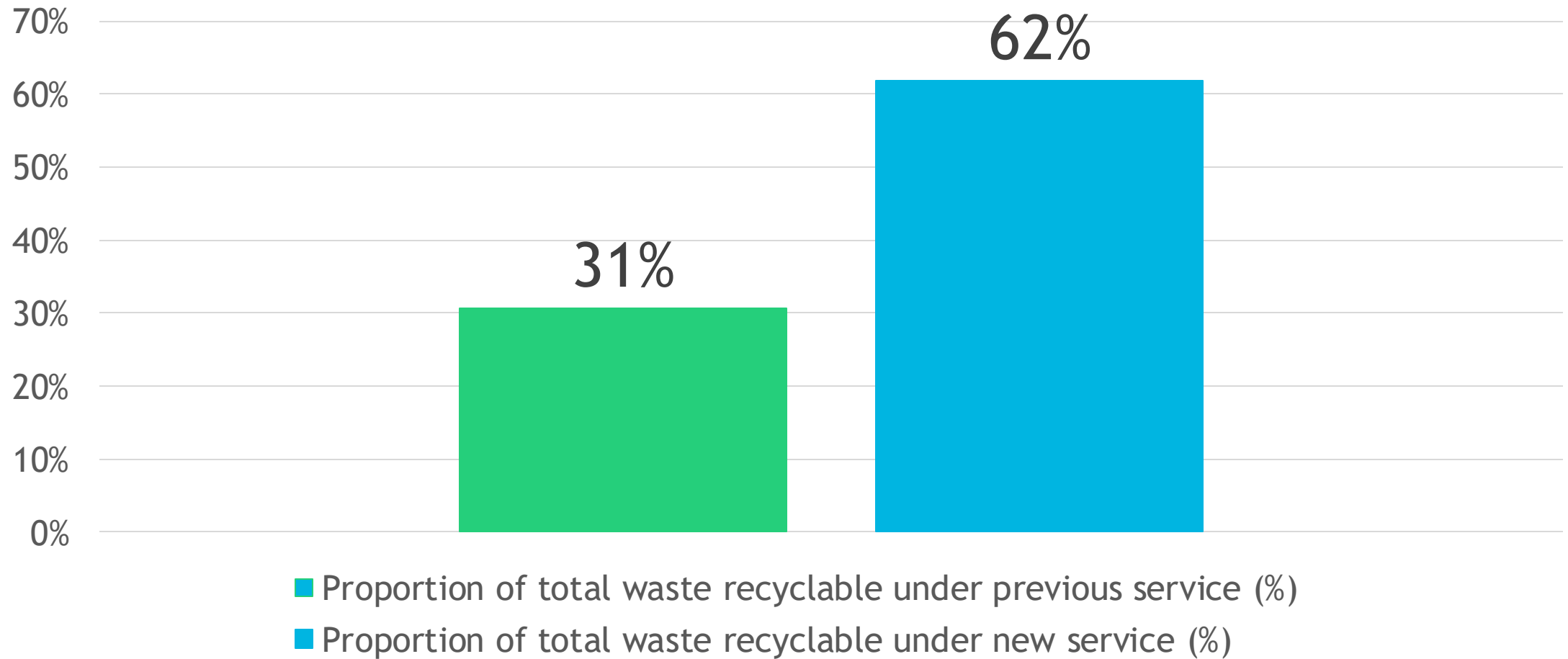
Lambeth London recycles

Impacts and evaluation

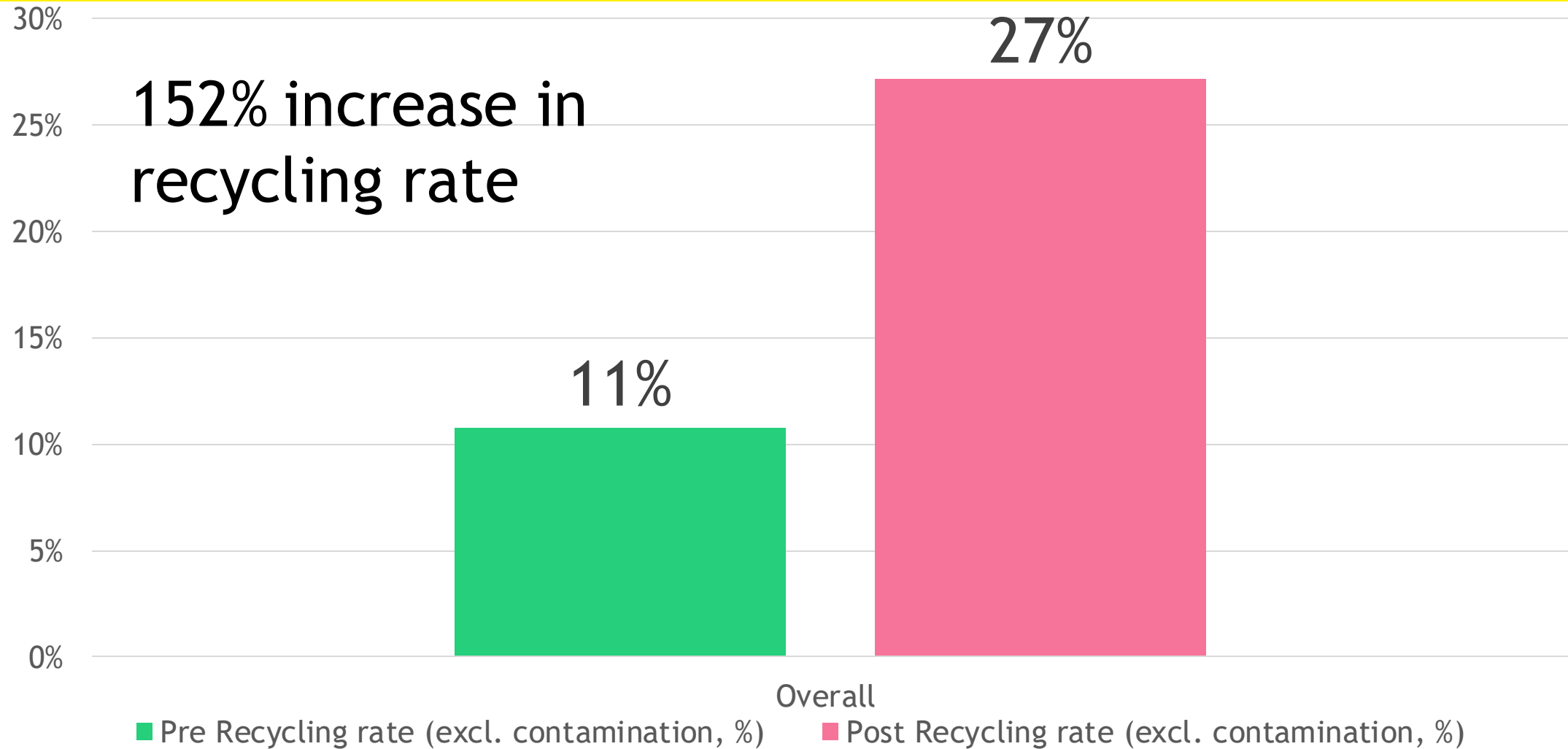
- Pre, interim and post project Waste Composition Analysis
- Residents' survey plus in-depth interviews with residents, caretakers, TRA reps
- Comprehensive data on changes in waste presentation and behaviour as a result of the interventions



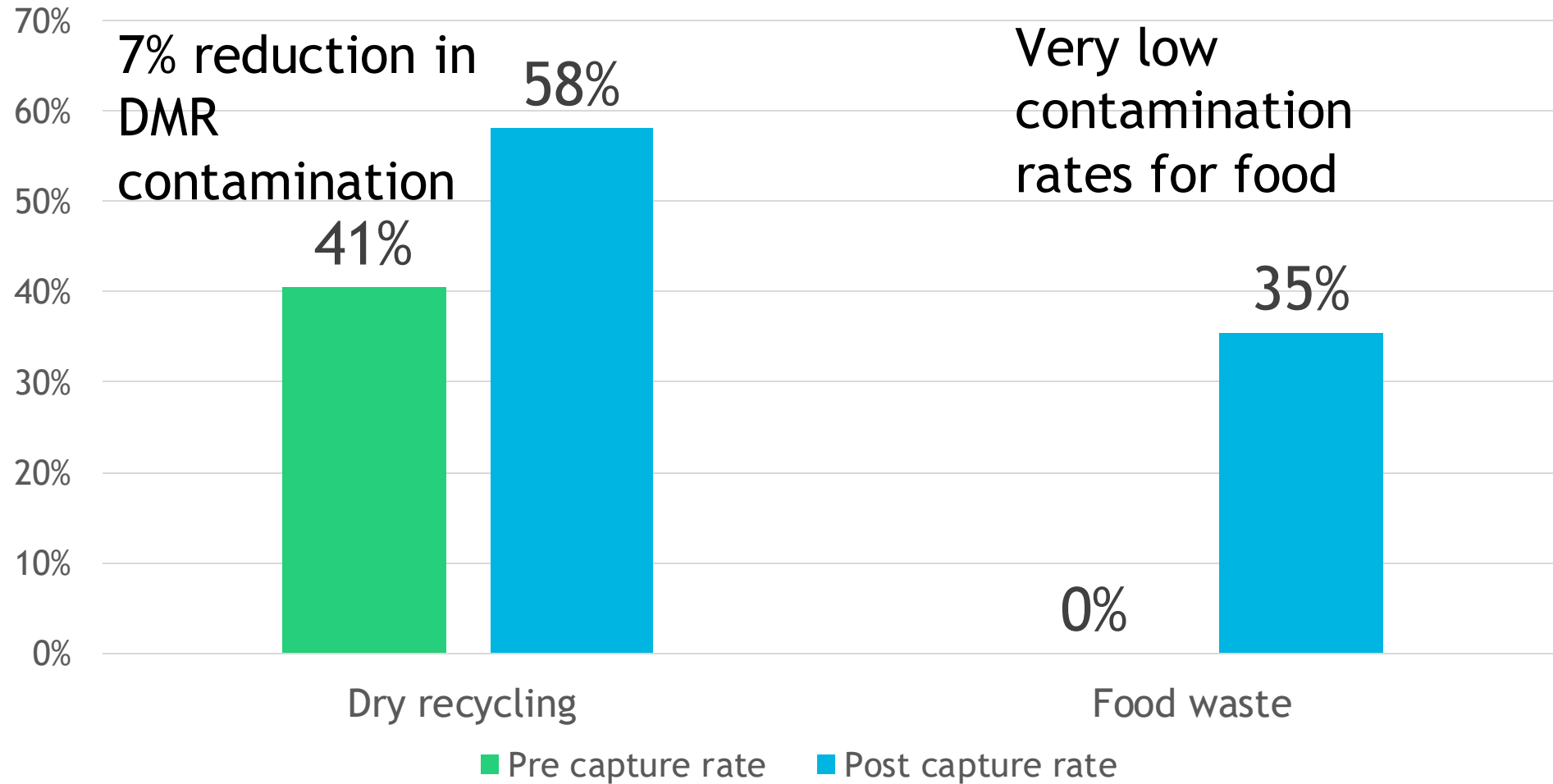
Service change potential improvement



Recycling rate - excluding contamination



Capture rates



Summary

- Introducing new materials & improving the service significantly increased the potential and the actual capture of recycling
- Results varied between estates, possibly due to demographic and infrastructure differences (poor design difficult to overcome)
- Resident insights: good to medium recyclers doing more DMR + food but little impact on low or non recyclers.
- Clear potential to further improve recycling rates from flats

HMO research - Sharing a house, sharing responsibility

Project overview

- Privately rented HMOs
- Kerbside collections
- Households of between 3 and 8 residents
- Did NOT focus on overcrowded or illegal HMOs
- Ethnographic research - Did NOT reveal that recycling was the central focus of the research

Findings

- Majority working or studying
- Mix of settled and transient households
- Professionals and shift workers on temporary contracts
- Aged between 21 and 49
- Mixture of UK born and overseas tenants
- Sub-lets to yearly contracts
- Some live-in landlords

Social dynamics

Maintaining good relationships with other sharers was the main influence on behaviours

People want to:

- Be a good house mate
- Avoid conflict
- Display socially desirable behaviours

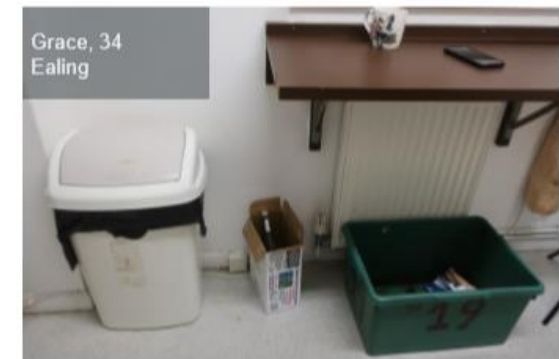


Waste set ups

Most households had space for multiple bins and relatively easy routes out to external bins

Sharers were likely to recycle in the kitchen, but were unlikely to sort their waste properly in private spaces

Sharers were often unaware of the external bin set up



Findings cont....

People don't take collective ownership for their waste and recycling

- Bins rarely came up in conversation
- Recycling is an individual behaviour
- Residents often refused to correct the mistakes of others
- Abiding by the rules of historic householders
- Lack of leadership

“Grace doesn’t speak much about recycling with her flat mates. She feels they are not as good at it as she is, but isn’t sure if it is out of laziness or lack of knowledge”

“Ellie was knowledgeable and passionate about recycling. She often noticed items in the wrong bin, but wasn’t sure how to react beyond occasionally moving items herself”

Findings cont....

People assume their recycling knowledge

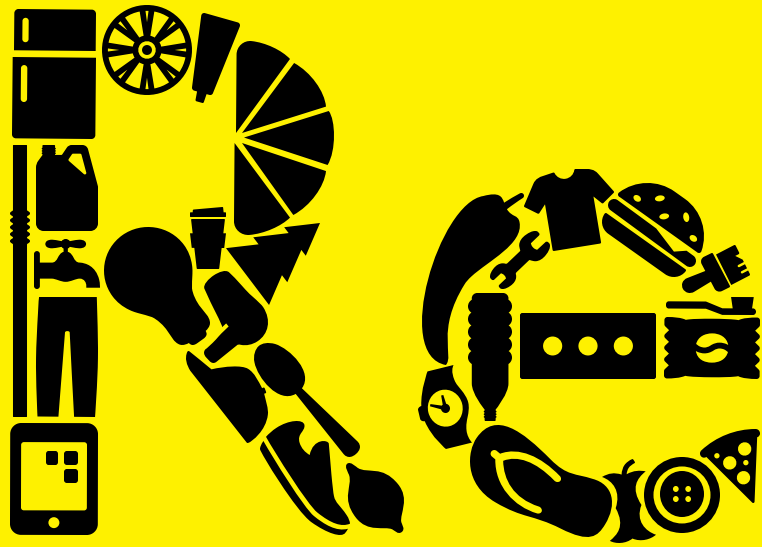
- Understanding of waste systems is low
- People assume and don't re-check

Accurate information is not sought out

- People are unlikely to seek out information about recycling
- People are disengaged from their local council and council communications are not commonly referred to
- Social media and knowledge from friends and family are more commonly relied upon

Opportunities

- Stakeholder partnerships
- Provision of information at a new stage of tenancy
- Information on recycling provided by peers (not Local Authority).



ReLondon

Cathy Cook

Senior advisor

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relondon.gov.uk



MANCHESTER
CITY COUNCIL

Apartment Recycling in Manchester

**Improvements to recycling
in the apartment sector**

Sam Davies
Manchester City Council
Contact via recycling@manchester.gov.uk

goo.gl/Nc584b
for
supporting documents



Sam Davies
Manchester City Council
Contact via recycling@manchester.gov.uk

goo.gl/Nc584b
for slides and
supporting documents



Population of 572,500
in 2018

Higher proportion of 20-34
year olds than average

Manchester

Vast majority of city centre
residents 18-34

A fifth of housing stock is
apartments - set to grow



16% reduction in rubbish
since 2015/16

Recycling rate of 39% in
2017/18

Manchester

City Centre residents
60K in 2018 - 100K in 2025

Over 11,000 apartments
under construction

[Click
here
for a
map](#)

Manchester
One of the fastest growing cities in Europe

Slide 50
Follow slides at goo.gl/Nc584b
Sources: Manchester State of the City report 2018
and Deloitte Manchester Crane Count 2018

Impact of Growth

The 39% recycling rate in 2017/18 hides a disparity between property types:

- 50% recycling rate - houses (with their own bins)
 - 65% in settled and more prosperous areas
 - 25% in transient and less prosperous areas
- 10% recycling rate - apartments (shared bins)

Growth in the apartment sector - with low recycling rates at existing apartments - is holding the overall recycling rate of the city back. There is a risk of the overall rate reducing in future if houses reach their full potential and apartments do not.

We needed to understand the reasons for the low recycling rate and come up with a plan to tackle this in new developments and existing developments.

This presentation focuses on existing developments.

Research

Resident barriers:

- rubbish bins and chutes are sometimes located on each floor and closer than the recycling bins
- the bin room is a problem area for many with multiple issues noted, including odour, light and arrangement of containers
- Lack of knowledge is cited as a problem, with Facebook community pages widely mentioned as a good way to spread information (as well as better signage directly on / around the bins)
- contamination is counterproductive - “final nail in the coffin”

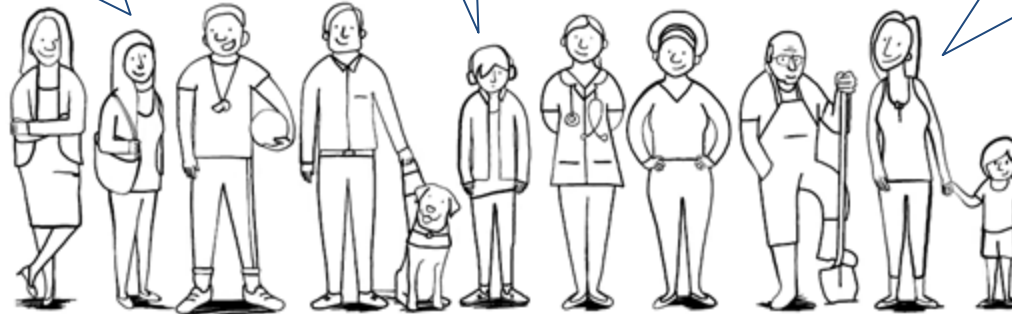
Quotes

People just throw stuff in any old bin, and it doesn't even say on the bin what it's for. So it all gets mixed together.

There should be some hand sanitiser. You're on your way to work but you've just taken your bags down and touched the bins. So your hands are crawling in gross-ness.

My flat has a rubbish chute but by this there's an area where they could put recycling bins on each floor.

A lot of the flats have Facebook groups. You could speak to the community leaders and get them to disseminate recycling messages.



Research

Resident solutions:

Residents are generally motivated and see recycling as the right thing to do.

They say communication alone, without system improvements, would be ineffective, and would like to see:

- better separation between recycling bins and rubbish bins
- cleaner bin rooms (with proper lighting)
- small bin to dispose of plastic bags (after bringing recycling down)
- provision of hand sanitiser in the bin room
- use of electronic media to communicate (alongside clear signage)

Research

Building manager feedback:

- level of engagement with recycling varied significantly
- many said bulky items were going in to the rubbish bins or bin room
- turnover of residents in private rented sector quoted as barrier
- many had issues with builders, trades, landlords dumping large items
- status quo was preferred - none wanted a reduction in their rubbish capacity
- shocked by the 10% recycling rate when compared to 50% other households
- many said “impossible” to get residents in their buildings to recycle more, but majority hadn’t tried anything and saw this as a “Council problem”
- all had issue with communication to and from our contractor when collections had not been completed

Research

Contractor and crew feedback:

- crews reported similar issues to building managers (BM) with bulky items blocking access to bins
- contractor and crews reported lack of understanding of the service standard – many caretakers and BMs reportedly saying all rubbish is “the Councils problem” and an unlimited amount of rubbish should be removed
- crews report they make every effort to empty a bin, often emptying overflowing, heavy or blocked bins
- contractor reported BMs often asked for return visits with contamination of recycling being a big issue
- contractor reported limited information on who managed each building and BMs / personnel often changed

Research

Container survey:

- wholesale review of all buildings serviced by shared containers conducted
- on-board weighing system installed on all rubbish and recycling vehicles to determine number and weight of bins lifted - also the opportunity to record 'exceptions' with pictures, crew notes and direct notification to BM
- wide range of circumstances found including:
 - lots of sites with limited or no recycling containers
 - most sites have excessive capacity for rubbish
 - mostly poor recycling rates (up to 10%) and some better (25%+)
 - 'new' sites (built in the last few years) often better recyclers

Planning

- clear that we needed to balance the capacity for different rubbish and recycling streams across all buildings - existing and future
- unfair for some buildings to have more rubbish capacity and limited recycling - also unfair for those who want to recycle, but cannot in some buildings
- currently no imperative on the building managers to act
- minimal limits put on rubbish capacity in the past
- allocation to new buildings (through planning permission) changed to 110 litres per fortnight per apartment, plus at least the same amount of recycling capacity - existing buildings needed to be brought in line
- difficult - but necessary - to break the cycle of “chuck it all in the rubbish bin”

Planning

During our research, there was a strong emphasis from residents on what happens to recycling and why it was necessary and important. Many saw it as a chore and didn't see how it linked to other frontline local authority services.

Many also felt that recycling was complicated, but also cited lots of myths that were unlikely to lead to good engagement. There was also a desire to recycle other materials that we do not collect (mainly textiles and plastics).

All communications sent out included:

- link back to other services that residents said were important
- a simple recycling guide - one page wherever possible
- encouragement to speak to building manager about other recycling opportunities, such as a clothing bank

Comms examples
available by following
link below
(QR code at the end of
presentation)

Planning

- a capital bid was approved to purchase and provide (free-of-charge):
 - recycling containers with more robust locks
 - signage to go near recycling bins
 - resident communication (hard copy, electronic and door knocking)
 - bags to transport recycling from apartment to bin store
- this would be done alongside:
 - rationalisation of containers for rubbish
(reduce all apartments to 55 litres per week or 110 per fortnight)
 - introduction of better communication channels between our contractor, BMs and local authority

Planning

- all BMs notified broadly about project and then specifically of changes to their buildings - given the opportunity to request extra recycling materials
- project covers around 40,000 apartments across more than 800 buildings with a reduction to rubbish capacity at 33,500 apartments, across 575 sites.
- four rubbish collection vehicles service these properties - made sense to phase the changes in this way
- three months is allocated to each vehicle
 - month one and two is communication (hard copy, electronic and door knocking) plus delivery of new materials (containers, signage)
 - month three is change of number of rubbish containers emptied, with monitoring of impact, review and move to next phase

Risks

There was a need during project initiation to identify risks.

We identified a significant range of risks, but the main operational risks were:

- excess rubbish in or around bins could lead to missed collections and dissatisfaction of residents, BMs, elected members and other stakeholders
- rubbish could be left in the bin store or on the street if the amount of rubbish presented was greater than local authority collections
- recycling will go up by such a degree that current recycling collection vehicles reach capacity - it would be counterproductive for recycling collections to fail at the same time as we are encouraging residents to recycle more
- recycling bins could become contaminated by new users who don't understand the system or misuse the recycling system

Progress

This project was completed in March 2019. When comparing January 2018 and March 2019, there has been a decrease in the amount of rubbish containers emptied at existing residential apartment buildings of 24%.

This has translated to a reduction in rubbish of 15% and an increase in recycling of around 30%. This equates to 2,470 tonnes of rubbish removed from the system per year with 871 tonnes moved in to our recycling streams.

On average, apartments now recycling at about 20%, but there is still a disparity between the best and worst performers, with the 'best' buildings recycling at around 35%.

Progress

Where did it all go?

We believe that a third of the reduction in rubbish has gone in to local authority recycling bins and the rest has moved into several other streams, including:

- local authority bulky collection service
- third party textile recycling banks & charity donation
- Household Waste & Recycling Centres
- private disposal streams

Success Stories



Learning Point

We engaged with building managers and social landlords from a very early stage. We knew that they would make or break the project. Over 150 management companies are known to operate in Manchester, varying in size. It wouldn't make commercial sense for them to support each other or share what works.

We invited all providers to one of several engagement sessions. This was not a PR exercise. We were frank and honest about what we intended to do and why. We didn't hide anything.

Our collection crews and building managers each had some choice words about how the other had operated in various situations in the past. We have worked on rebuilding these relationships over the past 18 months and in the vast majority of cases building managers and caretakers now know who we are, know we will listen, know that we will respond and will work with us to improve things.

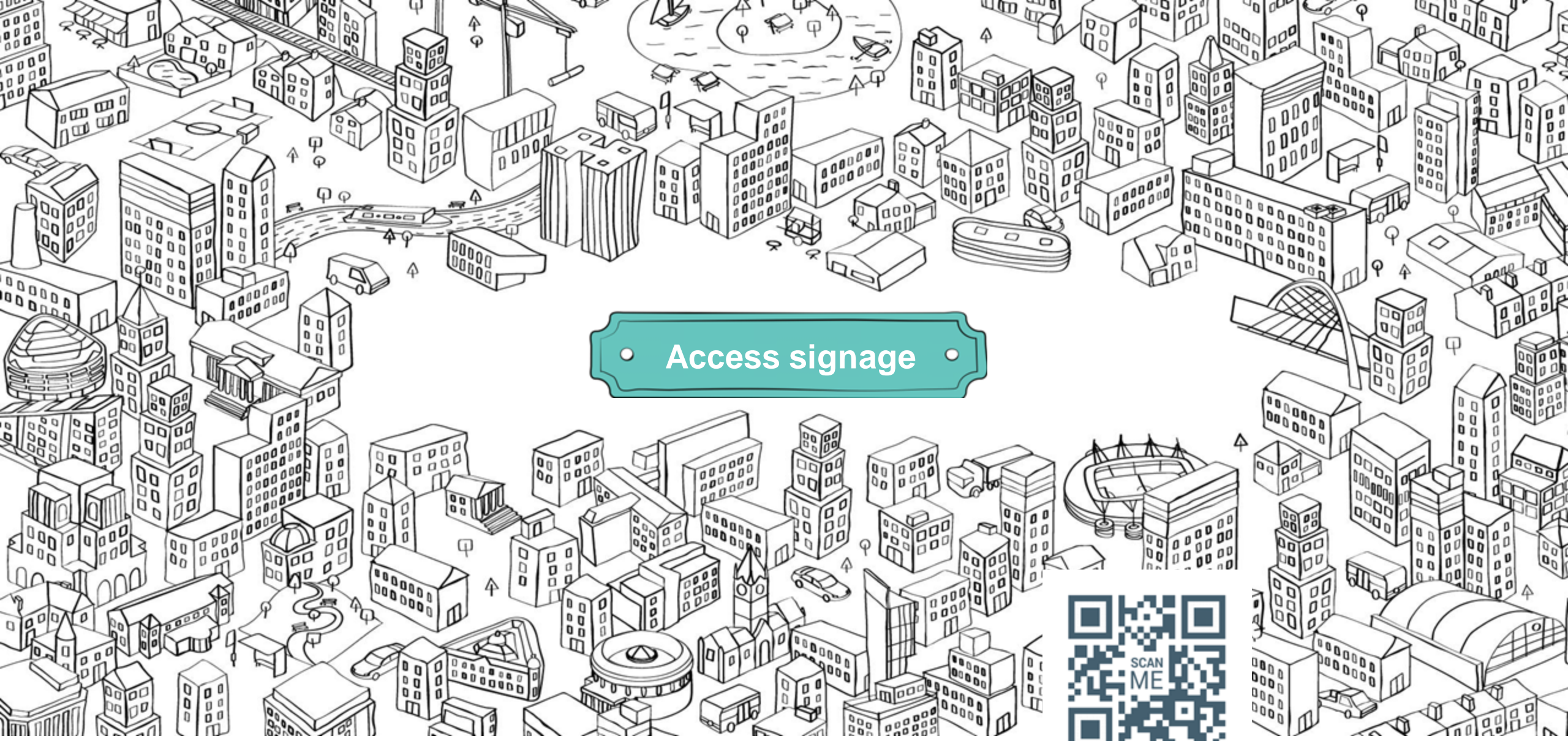
This link between the contractor, the local authority and building managers has been essential and well worth the time spent building the relationships.

Ongoing Comms

Rubbish containers at sites where a change was made had an A4 'hazard' notification sticker attached advising that more recycling would need to be done and less rubbish would be collected.

In order to close the circle on this message and reinforce good recycling behaviours, we replaced this sticker with a new social norming message.





• Access signage •



Questions
Contact via recycling@manchester.gov.uk

goo.gl/Nc584b
for slides and
supporting documents

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Peterborough Flats Recycling Pilot

Maria Basilisco – Project Coordinator



PECT

CREATING SUSTAINABLE PLACES

Outline

1. Introduction and context
2. Selected measures and communications
3. Monitoring methods
4. Results (recycling analysis)
5. Lessons learnt and suggestions

Introduction

- Finding ways to make waste management and recycling easier for people living in flats
- **Communal schemes see approximately 50% less recycling than equivalent kerbside collections (WRAP, 2018)**
- Six sites selected within Peterborough
- 145 households
- ~350 residents

Recycle Right

Flat site

Keep me

Who can recycle?

It starts with you.
As long as you put the right things in the recycling bin:

- The bin crew can collect your recycling easily.
- The recycling teams will now make your items into something new.
- Your recycling bins will stay clean and keep flies away.



Why recycle?

-  Creates new products
-  Saves money and creates jobs
-  Prevents vermin and dirty bin stores
-  Keeps our planet healthy

How to recycle?

The bag or box we have provided makes recycling easy!

Simply:

- 1 **Fill** with clean and loose recycling.
- 2 **Empty** into the green bin.
- 3 **Fold (bag only)** into your pocket and head straight out!
- 4 **Return** both to your flat and repeat.

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PECT 
CREATING SUSTAINABLE PLACES

PETERBOROUGH 
CITY COUNCIL

CKH 

Measures

Measure	Description	Challenge seeking to address	Hypothesis
1	The provision of an indoor recycling container	Low recycling rates within flats as a result of contamination	Reduce contamination and increase recycling rates
2	Assistance with the collection of hard-to-recyclables	Lack of awareness around how to dispose of hard-to-recycle items	Make residents feel more confident recycling hard-to-recycle items
3	Promotion of bulky waste collection services	Lack of awareness around how to dispose of bulky items	Prevent bulky waste contamination

Measure 1

The provision of an indoor **recycling container**

- Helps to sort waste and recycling before it is taken down to the bin stores
- Shows residents exactly what can/can't be recycled (recycling sticker provided with bins)
- Recycling bag makes taking recycling down easier for residents



Measure 2

Assistance with the collection of **hard-to-recyclables**

Let's do something positive!

Recycle batteries here

Warning! Batteries cause fires when thrown in the general waste or recycling bins.



When your container is full, you can take your batteries to...

- Supermarket
- Electronics shop
- Home improvement store
- Household recycling centre








Batteries CAN be recycled... just NOT in your green bin!

Warning! Batteries cause fires when thrown in the general waste or recycling bins.

Return your old batteries to:

- Large supermarkets like Sainsbury's and Morrisons
- Large shops that sell electronic items
- Home improvement stores such as B&Q
- The Household Recycling Centre

Do you have a battery container at home?

You don't need to buy one! You can use anything around the house to collect your batteries...

We are giving you a free battery recycling sticker to put on your battery container, so you can safely collect your batteries for recycling.

When your container is full, return your batteries to be recycled when you do your weekly shop!

Textiles don't belong in your green or black bins!

They can get tangled in recycling machines and waste money, energy and valuable materials when they end up in landfill.

Use the clear bags we've given you to take your clean, pre-loved clothes to the nearest charity shop, clothes bank or the Household Recycling Centre (Dodson House, Fengate, Peterborough PE1 5XG).

OR find your nearest recycling locations on the Recycle Now website: www.recyclenow.com/what-to-do-with/clothing-textiles-0

Looking for school uniform for your child? Visit the school uniform exchange at the Mini Wine on 62 Bridge Street, PE1 1DT. All pre-loved uniform is free to take home!








Rinse. Recycle. Repeat.

A Recycling Reminder! How to use your indoor recycling container for mixed recycling.

- 1** Clean your mixed recycling and make sure it is dry. To save water, you can fill up your washing up bowl and rinse it all at once.
- 2** Put your clean and dry recycling into your indoor recycling container **loose**.
- 3** Empty your loose recycling into the green mixed recycling bins.
- 4** Take your recycling container back home and repeat! **Do not leave your recycling containers outside.**

Looking to reduce your waste and shop more responsibly in and around Peterborough?

Check out our BLUEPRINT RE-Directory at: <https://www.pect.org.uk/blueprint-redirectory/> or scan this QR code and follow the link to visit the site...

This leaflet is made from 100% recycled paper. Recycle me when you no longer need me, so that I can be remade again!

Measure 3

Promotion of **bulky waste** collection services

Where must it go?

Household Recycling Centre Peterborough


Batteries


Electrical


Furniture


Textiles

Other items that must be taken to the Household Recycling Centre:

- Lightbulbs
- Paint
- Shoes
- Towels
- Toys
- Rubble
- Fridges
- Freezers
- Scrap metal
- Printer cartridges
- Wood & timber
- Oils

Fengate Household Recycling Centre
Dodson House, Fengate, Peterborough, PE1 5XG

Black Bin General Waste


Nappies


Food


Dirty packaging

These items should also go in the black bin:

- Polystyrene
- Baby/pet food pouches
- Shredded paper
- CD's, Video tapes
- Wipes
- Tissues
- Latex
- Black bags



Do not put any of the above items in the recycling bin.

Still unsure? Take a photo of this QR code with your mobile device and click the link for more information. Or email ask@peterborough.gov.uk











How to recycle?

Bulky items

Bulky household items do not go in the recycling bin...



What do I do with bulky items like fridges, tables, old TVs and toys?

Take bulky items to the Household Recycling Centre!
Fengate Household Recycling Centre Dodson House
Fengate, Peterborough PE1 5XG

OR you can book a bulky waste collection with PCC by calling **01733 747474** (Monday to Friday, 8am to 6pm) and pay with your debit or credit card over the phone.

Take a photo of this QR code with your mobile device and click the link to find out what to do with your bulky waste!

Remember to repair or reuse first



BLUEPRINT to a Circular Economy

BLUEPRINT to a Circular Economy is an Interreg-funded project helping to increase the reuse, repair and recycling of materials.

In Peterborough, PECT will be helping flat block residents to increase their recycling rates. The scheme aims to provide residents with the right tools and information to manage household waste and recycle easily.

For more information, please visit projectblueprint.eu or email us at blueprint@pect.org.uk










Communications

Top tips!

Still unsure? Take a photo of this QR code with your mobile device and click the link for more information. Or email ask@peterborough.gov.uk



No bin bags



Keep items loose



Clean & dry your recycling



Keep bottle tops on



Do not recycle masks

Don't recycle dirty or wet items, as they will ruin other items and prevent them from being recycled.



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to a Circular Economy



EUROPEAN UNION
European Regional Development Fund



PECT
PREVENTING VERMIN AND DIRTY BIN STORES



PETERBOROUGH
CITY COUNCIL



CKH

Keep me

Recycle Right

Flat site

Who can recycle?

It starts with you.
As long as you put the right things in the recycling bin:

- The bin crew can collect your recycling easily.
- The recycling teams will now make your items into something new.
- Your recycling bins will stay clean and keep flies away.



Why recycle?



Creates new products



Saves money and creates jobs



Prevents vermin and dirty bin stores



Keeps our planet healthy

How to recycle?

The bag or box we have provided makes recycling easy!

Simply:

- 1 **Fill** with clean and loose recycling.
- 2 **Empty** into the green bin.
- 3 **Fold (bag only)** into your pocket and head straight out!
- 4 **Return** both to your flat and repeat.



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Communications

Green Bin - Clean Recycling

Yes	Plastic	Paper	Metal	Card	Glass	
✓						
	<ul style="list-style-type: none"> Tubs & pots Bottles Loose carrier bags 	<ul style="list-style-type: none"> Magazines Junk mail Envelopes 	<ul style="list-style-type: none"> Aerosol cans Drink cans Foil/foil trays 	<ul style="list-style-type: none"> Boxes Egg boxes Drink cartons 	<ul style="list-style-type: none"> Jars Bottles 	
No	Electrical	Furniture	Food	Batteries	Textiles	Nappies
✗						
	<ul style="list-style-type: none"> Videos & CDs Light bulbs 	<ul style="list-style-type: none"> Toys Pots & pans 	<ul style="list-style-type: none"> Crisp packets Food pouches 	<ul style="list-style-type: none"> Chargers 	<ul style="list-style-type: none"> Clothing Shoes 	<ul style="list-style-type: none"> Wipes Tissues

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Clean and dry recycling only. Don't bag it. Keep it loose!

Green bin - Clean Recycling

No bags	Loose recycling

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Green bin - Clean Recycling

No dirty or wet items	Clean & dry recycling

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- Picture based
- Emphasis on keeping recycling clean, dry and loose







Monitoring

- Recycling analysis
- Resident survey



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BLUEPRINT to a Circular Economy

PECT Peterborough Environmental Centre Trust

EUROPEAN UNION

Resident Survey

Win an eco hamper worth £50 by filling out this short survey!

BLUEPRINT to a Circular Economy is an Interreg-funded project helping the transition to a Circular Economy.

In Peterborough, PECT has been delivering a pilot scheme to help residents who live in flats increase their recycling rates. The scheme aims to provide residents with the right tools and information to manage household waste and recycle easily. For more information please visit projectblueprint.eu or email us at blueprint@pect.org.uk

How confident do you feel recycling the following items? *


Please select one answer for each option



1 - Not at all co... 2 - Slightly conf... 3 - Somewhat c... 4 - Fairly confid... 5 - Very confide...

Batteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Textiles (i.e. clo...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crisp Packets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the bulky items below have you wanted to dispose of in the last 6 months? *



Furniture
Objects that make a house comfortable for living

White goods
Large home appliances

Brown goods
Small, tabletop appliances

Furniture (e.g. Sofa, mattress, tables, chairs)

White Goods (e.g. Fridge, freezer, washing machine)

Brown Goods (e.g. Computer, TV, radio, electricals)

I haven't had any bulky items to dispose of

Other...

Timeline



First recycling analysis.
Launched communications
and measures

Final recycling analysis.
Distributed final survey

Process data and
begin overview report

AUG 2021

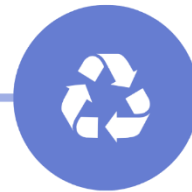
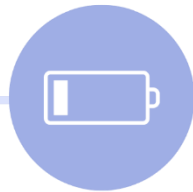
SEP 2021

JAN 2022

FEB 2022

MAR 2022

APR 2022



Distributed
first survey

Distributed
measure 2

Final surveys
collected



Recycling analysis

Data collected:

- Bin capacity (L)
- Fill level (0, 0.25, 0.5, 0.75, 1)
- Contamination and quantity
- Contaminant breakdown



Contaminants

Contaminant types:

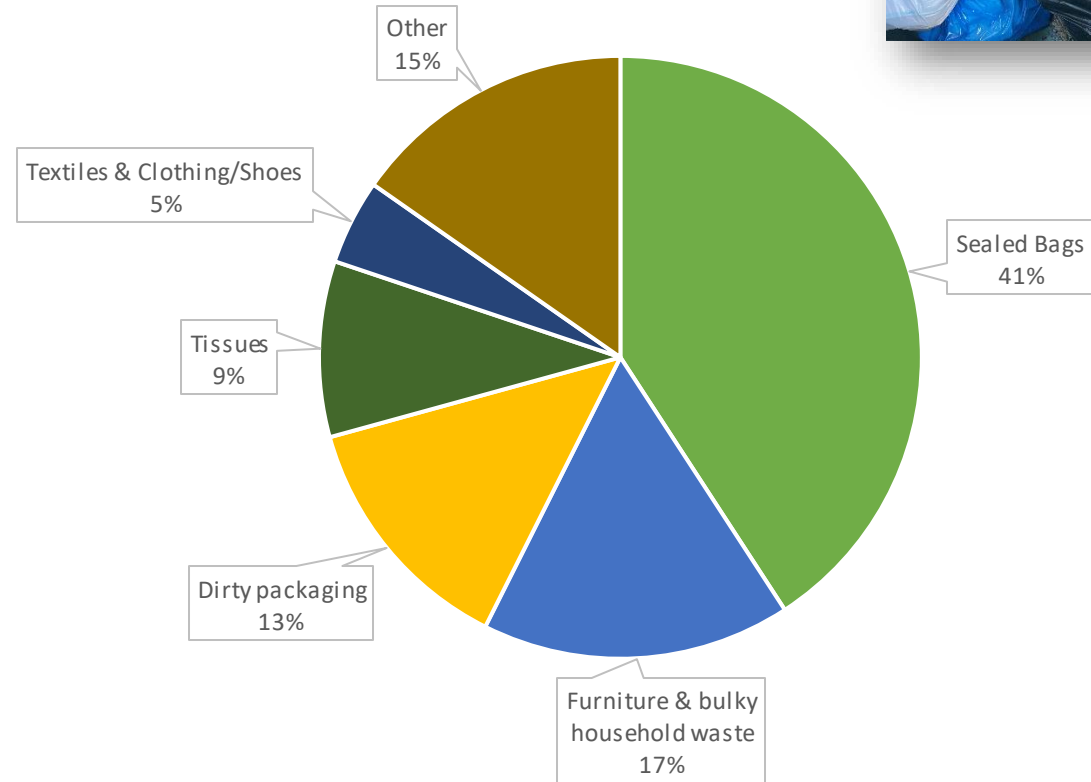
1. Textiles and Clothing/Shoes
2. Dirty packaging
3. Sealed bags
4. Furniture and bulky household waste
5. Tissues
6. Crisp Packets
7. Masks
8. Polystyrene
9. Nappies
10. Food
11. Other



The Culprits

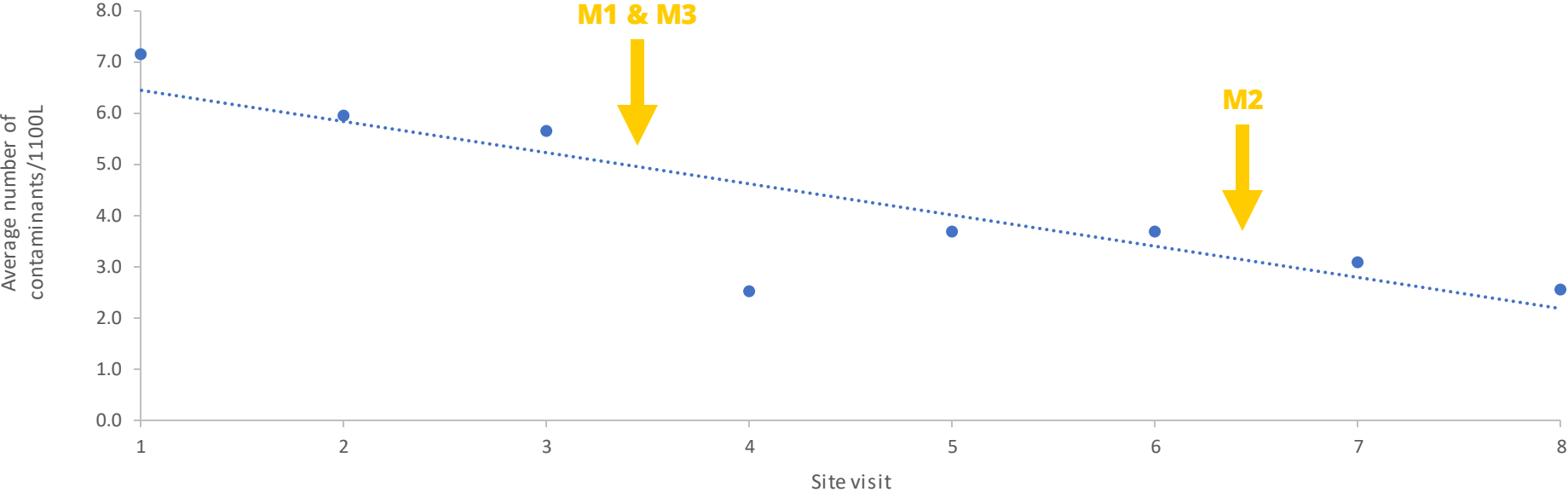
Top 5 contaminants across all sites:

1. Sealed bags
2. Furniture and bulky household waste
3. Dirty packaging
4. Tissues/wipes
5. Textiles and clothing



Results

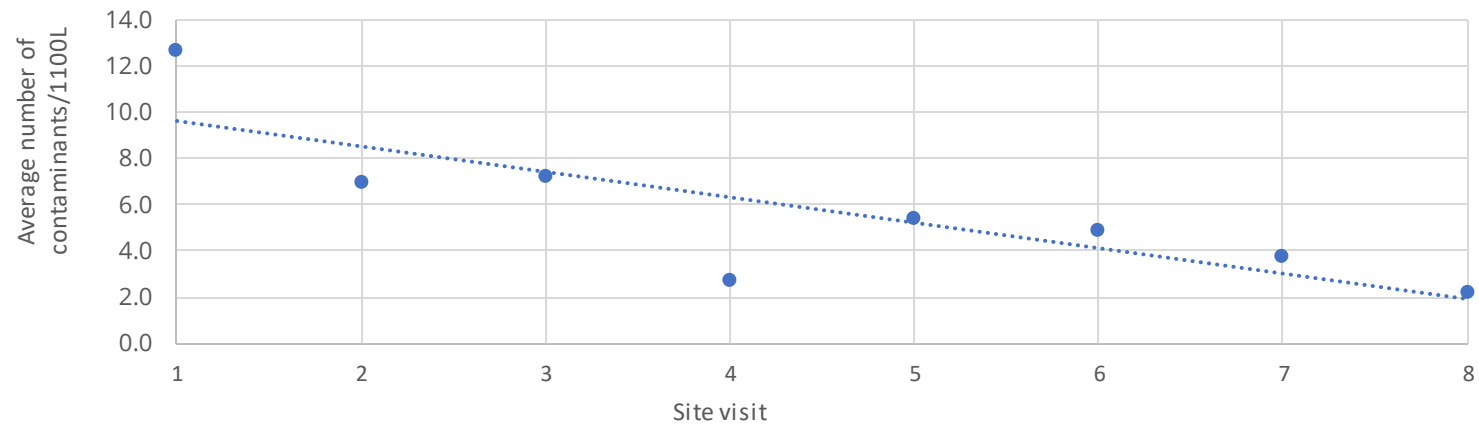
Average number of contaminants across all sites/1100L



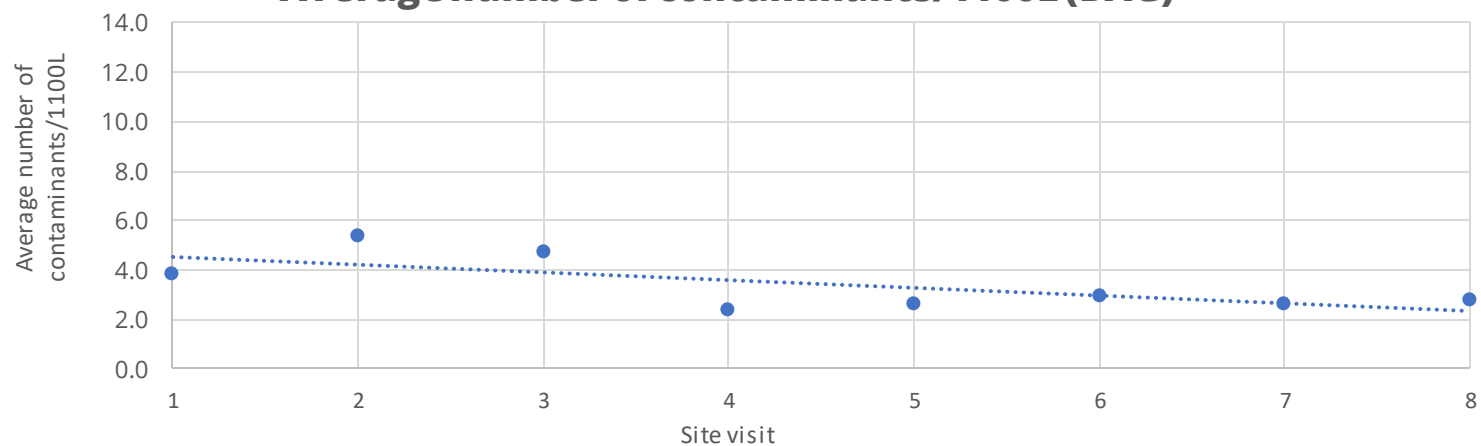
***1100L bin**



Average number of contaminants/1100L (BOX)



Average number of contaminants/1100L (BAG)



Additional evidence

1. A lot more loose recycling towards the final visits
2. Recycling bins looked more full
3. Resident feedback during visits



Lessons learnt

Suggestions

Closer relationship with flat directors is important



Management companies to **appoint resident flat directors** with key responsibilities around waste management (recycling champion)

New residents are less aware of recycling provisions



Built-in recycling signage within each flat (e.g., in kitchen cupboards).
New residents must receive recycling guidance/how-to video upon move in

Clear signage on all bins is essential



Bins to have **recycling logo** on them in clear view

Hard to recyclables still an issue despite measures



Separate bins/designated area for bulky waste and textiles to help residents with no car or that are unable to pay for collection services

Language barrier was a key challenge



All recycling **communications to be translated** where possible and more picture-based images



Thank you

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Q&A

projectblueprint.eu/roadshow

Thank you for attending!

Please complete our quick feedback survey



 projectblueprint.eu/roadshow

 blueprint.project@essex.gov.uk