

Recycling project overview

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Recycling project Summary

The project

- Partnership between Peabody Housing Association & 6 inner London boroughs
- Testing a Minimum Standard Service & 5 resident focussed interventions across 10 estates (+2 control)
- To find replicable interventions to increase recycling rates



Minimum Standard Service – all estates



Tenant recycling pack (from landlord)



Emotive messaging



More, smaller bins



In-home storage solution



Feedback mechanism

Interventions – layered

Interventions

The sites selected were all over 100 units in size and a mix of old and new designs.

A range of interventions was created in conjunction with all stakeholders. These were then applied across the estates as shown below. Biggs Square is case study J.

The changes were put in place and monitored for a period of 12 months, ending in July 2019. A comprehensive waste composition analysis was completed before and after along with 2 sets of 8 weeks of weighing to capture the in-depth results.

Table 5: Implementation of Flats Recycling Package and behavioural Interventions across the 12 pilot estates

Case Study Ref No	Flats Recycling Package	Behavioural Interventions				
		Additional smaller recycling bins	Emotive signage	Feedback posters	In-home storage solution	Tenant pack
A/ B (comparison)	1	0	0	0	0	0
C/ D	1	0	1	1	0	1
E/ F	1	0	1	0	1	0
G/ H	1	0	0	1	1	1
I/ J	1	1	1	1	0	1
K/ L	1	1	0	0	1	0

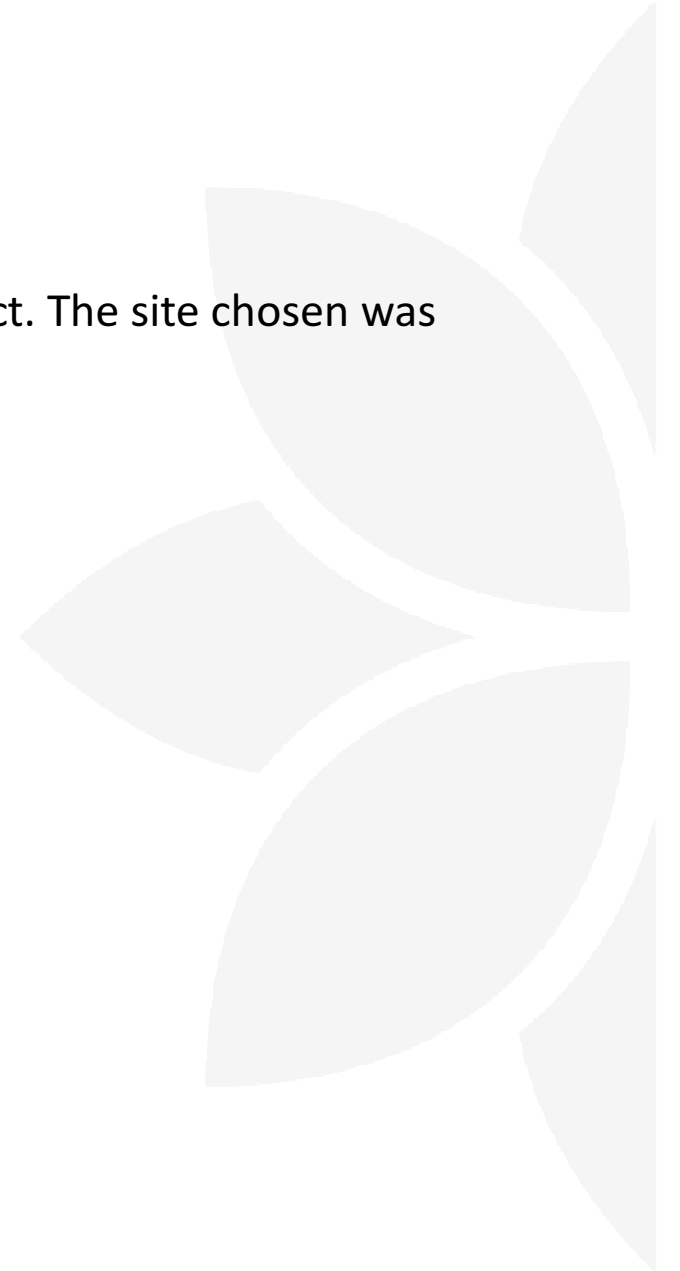
0 = absence of intervention and 1 = presence of intervention

Results Summary

Hackney was one of the 6 Boroughs working on the project. The site chosen was Biggs Square, E9 5DT

- ✓ **Overall Project**
- ✓ **26% increase** in the overall recycling rate (2.7% point change)
- ✓ **22% increase** in overall capture rate (8.6% point change)
- ✓ **24% decrease** in overall contamination rate (7.2% point change)

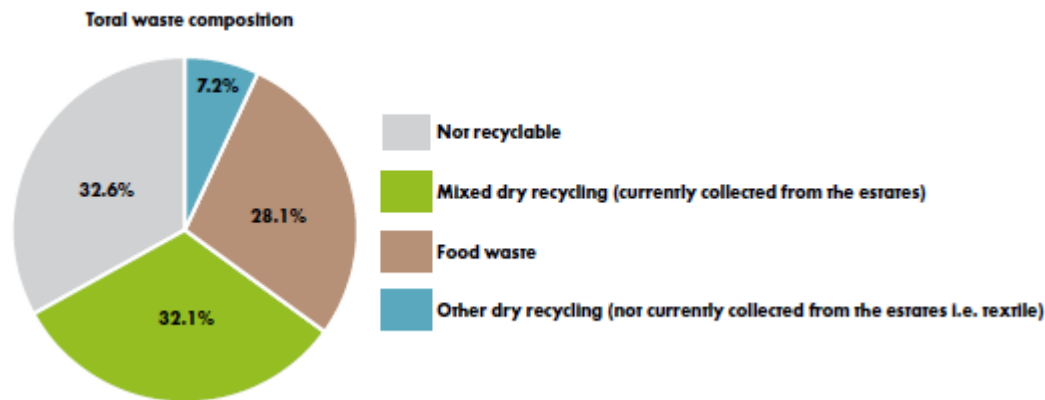
- ✓ **Hackney Site – Biggs Square**
- ✓ **33% increase** in the overall recycling rate (2.7% point change)
- ✓ **50% increase** in overall capture rate (13.1% point change)
- ✓ **30% decrease** in overall contamination rate (2.5% point change)



Key findings & recommendations

The maximum rate of recycling that can be achieved (excluding food) from the 6 main dry recycling streams was 32% - well short of the Mayors target of 50% by 2030.

Fig 11: Pie chart showing composition of total waste (Appendix 5 shows further breakdowns)



The full report was present to the Department for the Environment (DEFRA) and the 6 Boroughs in late 2019. Peabody will continue to support the efforts of Hackney to help achieve the recycling targets set by the London Mayor.

Thank you for your time

