

# Recycling, Waste and Street Cleansing Strategy



## Report For

London Borough of Newham

## Prepared By

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## Prepared

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## Acknowledgements

Our thanks to the residents of Newham that participated in the stakeholder engagement and to Council officers and members for their input and feedback throughout the development of this strategy.

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# Foreword



The collection of waste and cleaning of streets is a key element of the work of any council and a service that affects every person in Newham; resident, business or visitor. Newham Council has been working to improve the services we offer and to modernise them.

A key component is ensuring the borough is ready for a new waste contract from 2027, after 25 years of the same set-up. In the last two decades environment policies have changed, council priorities have changed and the concerns and demands of the public have changed. The demand for more recycling, greater concern for the impact on the environment and the need to ensure we are meeting are climate targets are all vital factors in our future planning.

Newham has also grown considerably in the last 20 years; in population, business and development. That is due to continue at pace for at least the next decade and beyond and we need to be ready to continue to meet that growth.

We have already achieved a significant increase in recycling and expanded the range of materials that we collect and the frequency in which we collect it. We have revised the way we clean our streets and are modernising the services for waste collection too. This strategy for the future ensures that the development already undertaken continues to meet the growing population and the challenges of changes of national and regional government policy.

This strategy brings together all the work that has been undertaken so far, the plans for the future and changes in policy, our ambition for the future and sets an agenda and vision for the future. A vision that will deliver greater recycling, cleaner streets, less waste, greater support for the environment and services that will meet the needs of the borough for the mid-21st Century.

James Asser

# 1.0 Introduction



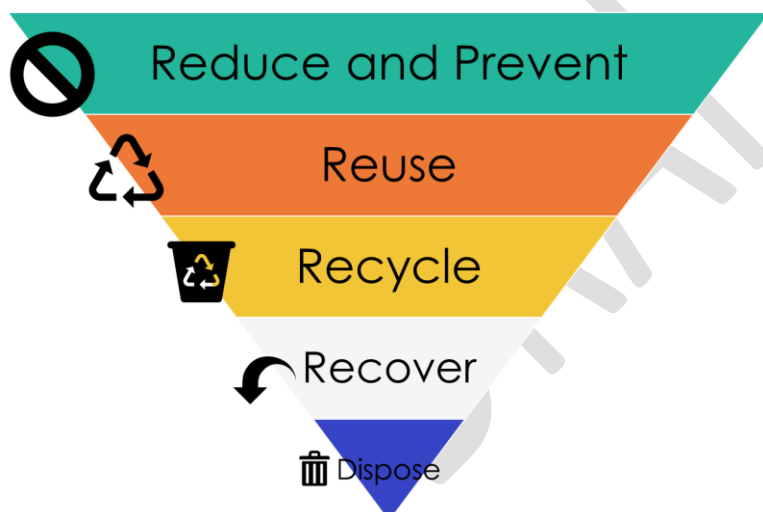
This document lays out the strategic direction that we wish to take to improve how waste, recycling and street cleansing services are managed over the coming years (2024-2027) and how we are preparing for changes in the way we dispose of our waste beyond 2027.

This strategy has been co-designed 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, support our ambition for the Council's operations to be net zero by 2030, and to be net zero across the borough by 2045.

**'Net zero' means that the total amount of carbon dioxide (CO<sub>2</sub>) and other greenhouse gases (collectively, CO<sub>2</sub>e) emitted each year is equal to the total amount of CO<sub>2</sub>e absorbed.**

*CO<sub>2</sub>e can be absorbed by natural carbon sinks, such as forests; as well as by technologies, such as carbon capture. Newham is an urban area, the total amount of CO<sub>2</sub>e absorbed by natural carbon sinks each year is low, meaning that Newham's net zero targets must be achieved primarily through reductions in absolute emissions.*

The way we think about waste and how we dispose of it within Newham needs to change. We need to drive waste up the hierarchy (see image below), firstly preventing what waste we can and then increasing the amount we reuse and recycle with disposal being the last resort.



**The 'waste hierarchy' ranks waste management options according to what is best for the environment, with waste prevention ranked the most preferred option at the top and disposal ranked as the least preferred option at the bottom.**

The strategy covers:

- Our vision and targets **(Section 2.0)**.
- The current waste, recycling, and street cleansing services and demographic of Newham and what we have achieved in recent years **(Section 3.0)**.
- How waste is collected in other London boroughs and national policy changes that may influence this strategy **(Section 4.0)**.
- Our future services **(Section 5.0)**.
- Engagement activities undertaken to inform this strategy **(Section 6.0)**.
- An action plan of how we will achieve our vision and targets **(Section 7.0)**.

# 2.0 Vision and Targets



## 2.1 Vision & Aims

Our vision for this strategy 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, we aim to:

- 1** Create a cleaner borough where people are proud to live and work
- 2** Reduce the amount of waste generated, and increase reuse and recycling
- 3** Maximise social value, community co-production and co-delivery
- 4** Deliver our services in a way that reduces harmful emissions and works towards a greener borough

## 2.2 Targets

There are three key sets of targets that this strategy needs to contribute towards: the London wide household recycling target, the East London targets, and reducing greenhouse gas emissions across Newham in particular.

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 local circumstances.

As part of our joint resource and waste strategy, as a member of the East London Waste Authority, **“We aim to achieve a minimum joint reuse, recycling, and composting performance of 35% for Local Authority Collected Waste by 2030”**.

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

**‘Local Authority Collected Waste’ includes all waste within the remit of local authorities. It includes waste collected from households, Reuse and Recycling Centres (RRCs), street cleansing, bulky waste collections and commercial collections.**

**‘East London Waste Authority (ELWA)’ is a joint waste disposal authority, which is responsible for managing the treatment and disposal of waste and recycling collected by the local authorities in Newham and three other boroughs. ELWA is also responsible for the Jenkins Lane Reuse and Recycling Centre.**

**‘Scope 3 emissions’ are the emissions that are indirect emissions as a result of activity undertaken by the Council. These will include emissions from water consumption, outsourced fleet vehicles, staff business mileage and major outsourced services such as waste management/treatment, highways maintenance and social care provision.**



# 3.0 Where We Are Now and What We Have Achieved



## 3.1 Current Services and Performance

### 3.1.1 Recycling and Waste Services

#### Recycling and Waste Collection Services

The recycling and waste services offered to residents in Newham varies depending on whether residents live in a property with their own bin, share a bin with other households or live in a flat above a shop. This difference is due to practical issues associated with the storage of waste between collections. The majority of properties receive a co-mingled recycling collection, in which different types of recyclable materials are collected in a single container. Through the co-mingled recycling service, residents can recycle:

- cardboard;
- paper;
- plastic packaging (including plastic bottles, pots, tubs and trays);
- aluminium tins and cans;
- aerosols;
- glass bottles; and
- aluminium foil.

All properties can also request a free garden waste collection from March until September.

Residents that live in a flat above a shop can recycle using the network of on-street recycling bring banks which collect a reduced range of materials, including some banks that offer textile recycling. More information on the bring banks located across Newham can be found [here](#).

The Council has recently improved the recycling and waste services offered to residents by increasing the variety of materials residents can recycle and by collecting recycling more frequently, aiming to increase the total amount of recycling collected. Changes to the recycling services include:

1. From November 2021; glass bottles and jars, aerosols, aluminium packaging, and plastic tubs, pots and trays will be accepted for recycling.
2. The introduction of a Waste & Recycling Collection Policy in July 2022 which includes policies to reduce waste, increase recycling and reduce contamination.
3. From December 2023; a weekly, rather than fortnightly, recycling service is offered to ensure recycling is collected as frequently as non-recyclable rubbish.

#### Bulky Waste Service and Charitable Donation

The Council's bulky waste service collects large items (such as sofas, tables, chairs, mattresses, beds and white goods) from residents' households. More information about the bulky waste service, and local charities that will accept good quality household furniture, white goods and bric-a-brac can be found [here](#). Through our website we encourage residents to donate reusable furniture to charities instead of taking them to the Reuse and

Recycling Centre (RRC) or requesting a bulky waste service. Whilst both these services often do strip items of recyclable materials, much of the material is still disposed of and reuse is preferable.

## **Reuse and Recycling Centre**

In addition to the recycling and waste collection service, we also have a Reuse and Recycling Centre (RRC) run by East London Waste Authority (ELWA) on Jenkins Lane. Here residents can dispose of larger items or excess waste that cannot fit in their bin or items not currently collected from properties across the borough. The RRC also accepts items for reuse and recycling including bikes, paint, books, furniture, clothes, printer cartridges and empty gas bottles. More information about what residents can take to the RRC to be disposed of, recycled, or donate for reuse can be found [here](#).

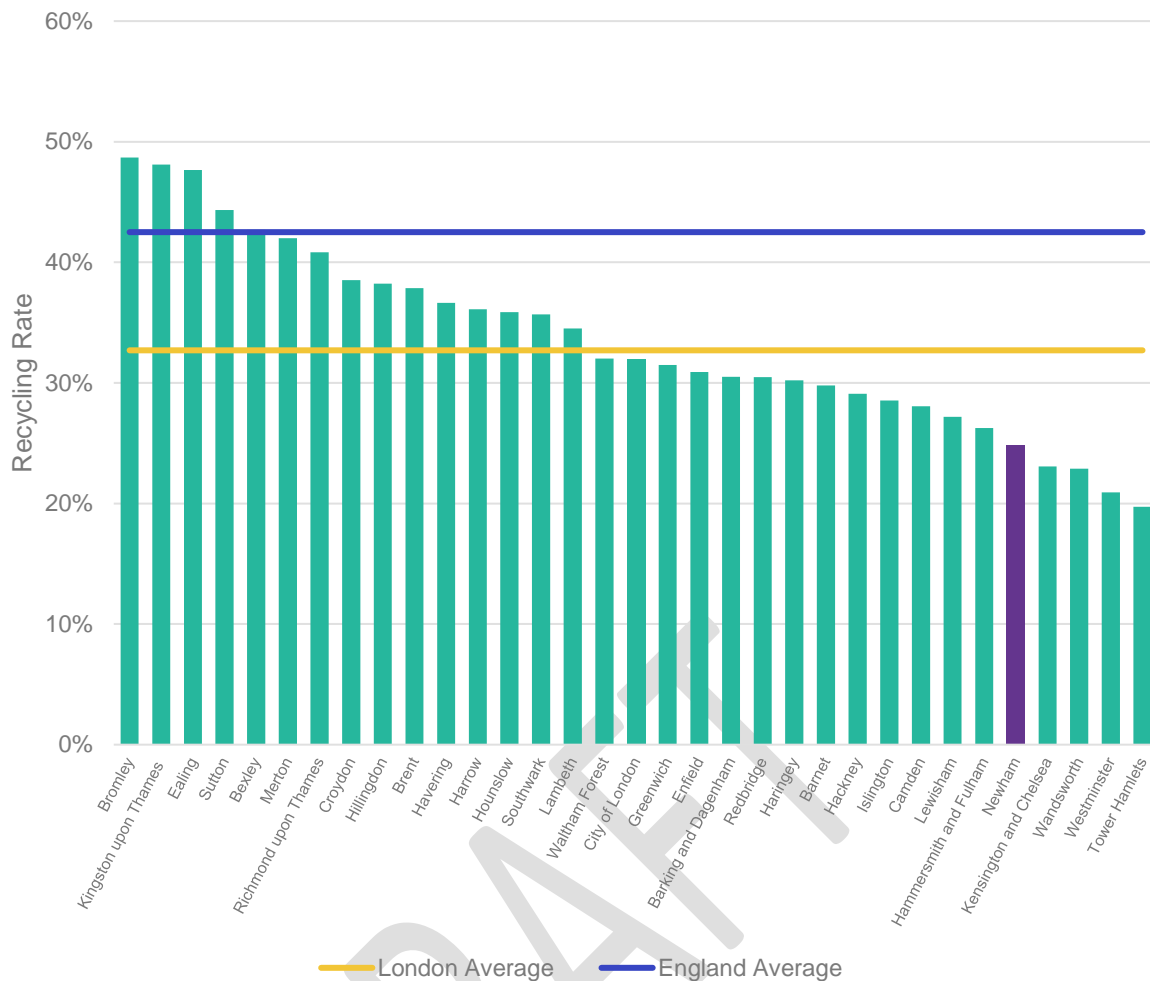
## **Disposal**

The East London Waste Authority (ELWA) manages the treatment and disposal of the waste and recycling collected in Newham and three other boroughs, as well as operates the Jenkins Lane Reuse and Recycling Centre. These services are all delivered under a single large contract that ELWA holds, which ends in late 2027. New contracts will be put in place from 2027 onwards, and there will be a review of funding arrangements to ensure that Newham and its partner boroughs are able to benefit from increased recycling. To ensure that Newham is in the best possible position to benefit from these new arrangements, this strategy has been developed to help us increase both the quantity of recycling we are collecting as well as the quality of the material in our recycling bins.

## **Recycling Performance**

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 low recycling performance compared to the London and English average can mainly be attributed to a range of demographic features discussed further in Section 3.2.

Our recycling rate compared to other London Boroughs and the London and English average is shown in the figure below.



As mentioned, the Mayor of London set a London wide household recycling target of 50% by 2030. Achieving this target remains challenging for Newham, however we will seek to make improvements in our recycling and waste services to support London in achieving this target.

### 3.1.2 Street Cleansing Service

Alongside our waste and recycling collections, we also provided a comprehensive street cleansing service. The current street cleansing service includes the following:

- street sweeping throughout the borough;
- fly-tip removal,
- fly-posting and graffiti removal;
- litter picking;
- leaf sweeping; and
- weed removal.

In 2021, the Street Cleansing service moved from delivering services via three external companies that offered different services across the borough, to one internal service, which offers an equal service across the borough. In 2023, the service underwent review and analysis to deliver staff and resources in a more efficient and effective way, working on best

practices to meet the needs of the borough. Results of this review were put into place in Summer 2023.

Fly-tipping is a national issue, and one that Newham continues working to overcome. In 2020/21 there were 1.13 million fly-tipping incidents reported across the UK, an increase of 16% compared with 2019/20. Most fly-tipping incidents are household waste, which in 2020/21 accounted for nearly two-thirds (65%) of all incidents. Furthermore, London had the highest average number of incidents per 1,000 people at 43.<sup>1</sup>

Research by Keep Britain Tidy, an independent litter and waste charity, indicates that rubbish left on streets and bins in high footfall areas such as long high streets can attract fly-tipping. The implementation of Newham's 'No Waste on Streets' initiative, which was first trialled in 2021, saw a 72% reduction in fly-tips.<sup>2</sup> The initiative introduced waste storage facilities located on streets for residents to store their waste for collection, rather than leave their waste on the pavement.

### **2022/23 data 24% reduction in FT 2022/23**

To continue to tackle fly-tipping we also launched a rapid improvement plan in August 2023. The main objective of the plan is to improve the cleanliness of our streets by proactively responding to street cleansing issues, taking enforcement action against offenders of fly-tipping in a joined-up way, and encouraging a change in behaviour to reduce incidents of fly-tipping.

There are three goals:

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

There are five main workstreams which support the delivery of this programme:

- The development and implementation of a '**Tidy Team**', which includes 16 new waste staff to proactively tackle fly-tips.
- The development and implementation of an '**Enviro-crime**' team, which includes 13 enforcement staff to support the 'Tidy Team'.
- The development and implementation of a **communications campaign** to improve our street cleanliness scores and ratings.
- The development and implementation of a **behavioural change and education programme** targeting hotspot areas.

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<sup>1</sup> UK Government (2023). Fly-tipping statistics for England, 2020 to 2021. Available at: <https://www.gov.uk/government/statistics/fly-tipping-in-england/fly-tipping-statistics-for-england-2020-to-2021>

<sup>2</sup> London Borough of Newham (2022). Innovative No Waste on Street initiative delivers a 72% reduction in fly tips. Available at: <https://www.newham.gov.uk/news/article/892/innovative-no-waste-on-streets-initiative-delivers-a-72-reduction-in-fly-tips>

- Improving our **intelligence hub** to look at how we can better identify and map problem areas to better target operational resources, monitor effectiveness and record outcomes.

Lastly, to encourage residents to pick up litter the Council has also recently launched the Litter Lotto. Every month a Newham resident can win £50 for picking up a piece of litter. More information on the Litter Lotto can be found [here](#).

### 3.2 The Local Demographic

Newham is a vibrant and diverse London borough, and as part of this strategy we have focused on the demographic features that make Newham the area it is and influence how residents interact with the waste, recycling, and street cleansing service to ensure we build any future service changes around the people that use the service.

Newham is a densely populated borough with a large number of residential properties comprising of flats and Houses in Multiple Occupation (HMO's). Flats and HMOs typically do not have individual bins, instead sharing communal bins with their neighbours and other tenants. Communal bins bring a unique set of issues arising from a lack of oversight from any individual household, including the challenge of implementing policies to increase recycling. Research by ReLondon indicates that residents in flats generally recycle less compared to street-level properties.

With the number of flats in Newham set to grow - 40,000 new flats are due to be built over the next 10 years – there is a risk of recycling rates declining. We need to continue to look for new ways to encourage recycling to mitigate this.

ReLondon has worked with boroughs across London to tackle the problem of recycling in flats. In 2020, they launched the 'Flats Recycling Packaging', which is a set of changes that can be made to improve recycling facility arrangement in flats.<sup>3</sup> The 'Package' was trialled in 12 estates across 6 boroughs for a nine-month period and saw the average recycling rate increase by 26%.<sup>4</sup>

The 'Package' ensures that good operational and communication standards are in place for recycling and rubbish services in flats including:



<sup>3</sup> ReLondon (2020). Making recycling work for people in flats: Toolkit for the Flats Recycling Package. Available at: <https://relondon.gov.uk/wp-content/uploads/2021/02/Resource-London-Recycling-in-flats-toolkit-2020.pdf>

<sup>4</sup> ReLondon (n.d). Case study – Making recycling work for people in flats. Available at: <https://relondon.gov.uk/resources/case-study-the-flats-recycling-package>

**What we will do:** As part of thinking about how we develop our waste and recycling collections services, we will aim to embed the principles of ReLondon's 'Flats Recycling Package' and design schemes that work for all our residents, whilst understanding the challenges they face and what is appropriate for each housing type.

There are also high levels of people moving into and out of the borough every year, making communicating the way residents should use the waste and recycling services difficult. In addition, less than half of Newham's residents own their home, meaning engagement with property managing agents is an important part of this strategy. According to the Office of National Statistics, 20% of Newham's population do not speak English which brings an additional consideration for any waste, recycling and street cleansing communications.<sup>5</sup>

**What we will do:** As part of the strategy and action plan, we will include ways to communicate with new residents, as well as residents that do not speak English, in a way that is simple and easy to understand.

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<sup>5</sup> Office for National Statistics (2021). Language, England and Wales: Census 2021. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/language/bulletins/languageenglandandwales/census2021>

# 4.0 Regional and National Context





This section explores the regional context that feeds into the development of this strategy (see Section 4.1), how waste is collected in other London boroughs (see Section 4.2), and the forthcoming national legislation which may impact how the council operates its recycling and waste services throughout the lifetime of this strategy (see Section 4.3).

## 4.1 Regional Context

As mentioned in Section 2.2, this strategy aims to support the goals of the London Environment Strategy which sets a target for London authorities to collectively achieve a 50% recycling rate of household waste by 2030. The London Environment Strategy was published in May 2018 and was the first London wide environmental strategy, setting targets and goals to tackle the environmental challenges London faces.<sup>6</sup> As a London Borough, it is crucial that Newham supports the goals and targets set out in the London Environment Strategy.

Furthermore, in 2022 a Joint Strategy was formally adopted by the four ELWA authorities of Barking and Dagenham, Havering, Newham and Redbridge:

*“The Joint Strategy sets out the aims, objectives, priorities and actions for the Partner Authorities on preventing and reducing waste, increasing reuse and recycling, supporting improvements with infrastructure, and monitoring performance. The Joint Strategy covers a 30-year period from 2027 to 2057 to reflect the timing of the end of ELWA's long-term Integrated Waste Management Services contract, but work is already underway to meet the targets and ambitions set out in the document.”<sup>7</sup>*

The aims and objectives were developed by the four ELWA authorities, including Newham. The Joint Strategy states that the aims are:

- A1. to promote and implement sustainable municipal resources and wastes management policies in East London as part of our contribution to transitioning to a more Circular Economy;*
- A2. to minimise the overall environmental impacts of resources and wastes management;*
- A3. to engage residents, community groups, local business and any other interested parties in the development and implementation of the above resources and wastes management policies; and*
- A4. to provide customer-focused, cost-effective, best value services.*

The objectives of the Joint Strategy are:

- O1. to minimise the amount of municipal wastes arising;*
- O2. to maximise reuse, recycling and composting rates;*

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<sup>6</sup> Mayor of London (2018). London Environment Strategy. Available at: <https://www.london.gov.uk/programmes-and-strategies/environment-and-climate-change/london-environment-strategy>

<sup>7</sup> ELWA (2023). Joint Strategy for East London Resources and Waste (2027-2057). Available at: <https://eastlondonwaste.gov.uk/east-london-waste-authority/jointstrategy>

*O3. to maximise the diversion of resources and wastes from landfill, particularly organic materials that would produce greenhouse gases;*

*O4. to co-ordinate and continuously improve municipal wastes minimisation and management policies in East London;*

*O5. to manage municipal wastes in the most environmentally benign and economically efficient ways possible, including reducing greenhouse gas emissions, through the provision and co-ordination of appropriate resources and wastes management facilities and services;*

*O6. to ensure that services and information are fully accessible to all members of the community;*

*O7. to maximise all opportunities for local regeneration and increased social value benefits from waste and resource management, including employment, skills and wellbeing; and*

*O8. to ensure an equitable distribution of costs, so that those who produce or manage the waste pay for it.*

In addition to the Joint Strategy, an East London Waste Prevention Programme was developed and approved in February 2021. The plan is renewed annually with the most recent plan covering April 2022 to March 2023.<sup>8</sup> The plan includes activities that specifically target key materials and outlines ways that residents, businesses and other stakeholders can reduce waste. The key waste streams in the 2022-2023 plan include:

- bulky waste;
- textiles and nappies;
- food waste;
- electronics;
- mixed organic waste; and
- miscellaneous products and waste streams.

As a member of ELWA, the London Borough of Newham plays a critical role in the implementation of the Joint Strategy and the East London Waste Prevention Programme. The Councils seeks to actively work together with the other ELWA authorities in order to meet the targets they collaboratively set.

Finally, all London local authorities are required to develop their Reduction and Recycling Plans (RRPs). The aim of the RRP is to:

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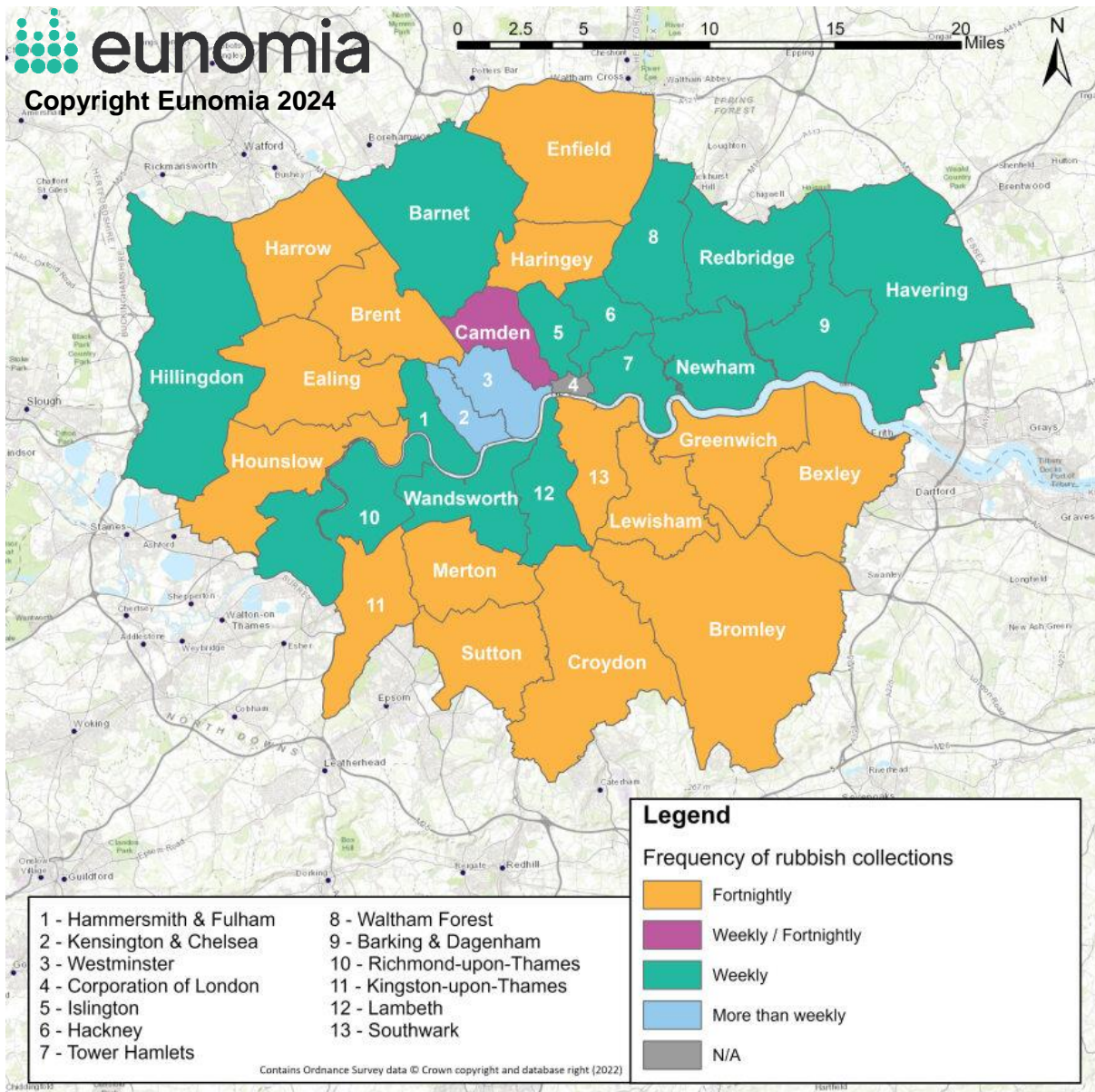
<sup>8</sup> ELWA (2022). East London Waste Prevention Programme – Action Plan for 2022-23. Available at: <https://eastlondonwaste.gov.uk/files/uploads/East%20London%20Waste%20Prevention%20Programme.pdf>

“drive and promote local activity that will also play an important role helping to achieve the Mayor’s London-wide targets”.<sup>9</sup>

All local authorities were required to update their RRP in 2023 with key actions for cutting waste and boosting recycling for the period 2023 to 2025. To ensure consistency, this strategy reflects the actions and goals of Newham’s RRP.<sup>10</sup>

#### 4.2 How Waste is Collected in Other London Boroughs

As shown in the image below, nearly 50% of London boroughs now offer rubbish collections every other week, and they have all found that it increases the borough’s recycling performance.



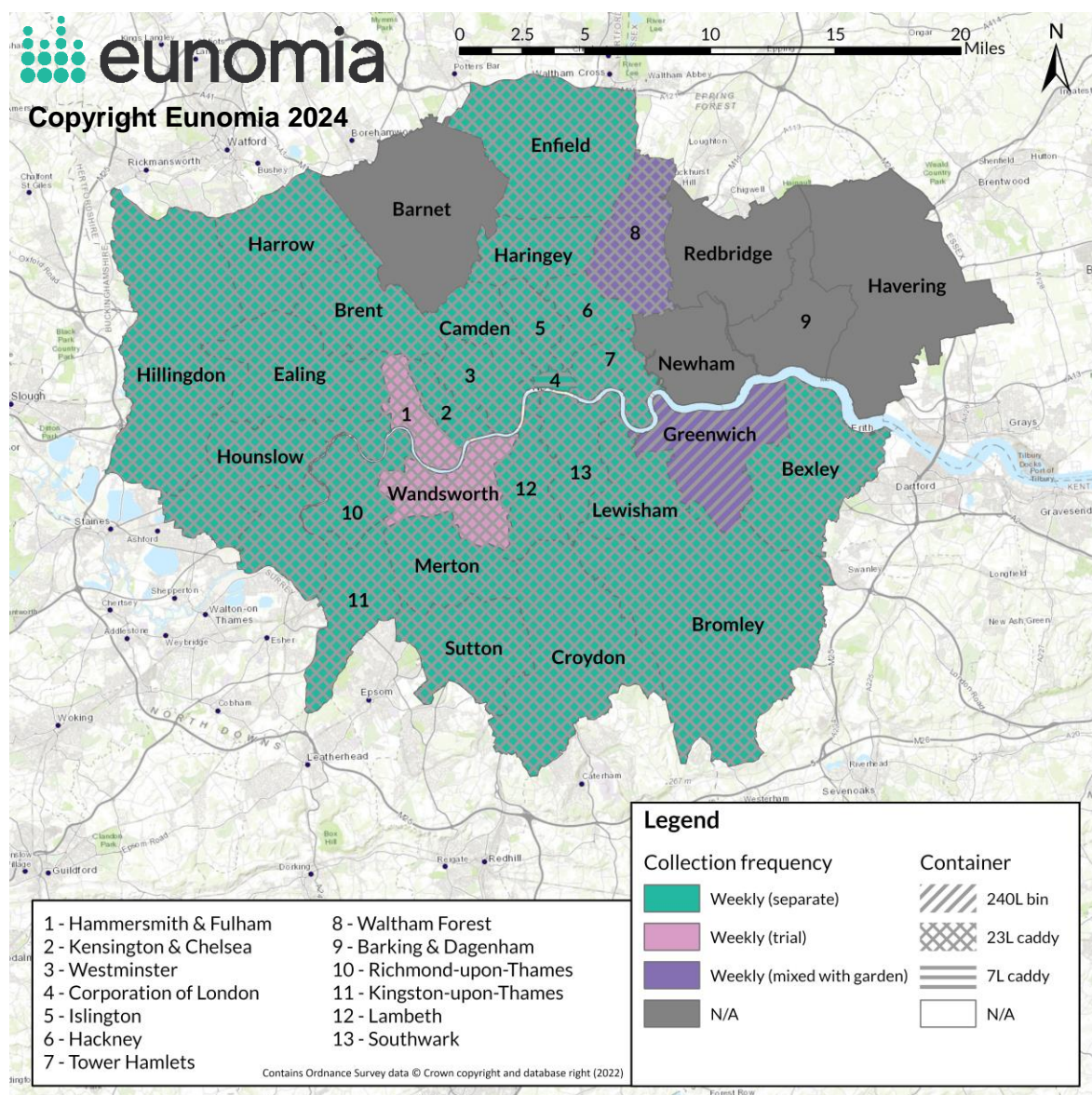
The information shown in the image above is correct as of 2021/22.

<sup>9</sup> Greater London Authority (2023). Waste Reduction and Recycling Plans. Available at: <https://data.london.gov.uk/dataset/waste-plans>

<sup>10</sup> Greater London Authority (2023). Newham Reduction and Recycling Plan. Available at: <https://data.london.gov.uk/dataset/newham-reduction-and-recycling-plan>

Reducing the collection frequency of non-recyclable waste has been shown to encourage more people to recycle what they can and therefore increase the recycling rate. Due to the positive impact that reducing the collection of non-recyclable rubbish can have on a council's recycling rate, in addition to the cost and carbon saved from running less trucks, the number of boroughs across London collecting non-recyclable rubbish every fortnight is increasing.

All councils will be required to collect food waste from all properties by 31<sup>st</sup> March 2026. As shown in the image below, in 2021/22 around 80% of London boroughs collected food waste weekly from street level properties. Fewer boroughs (around 60% in 2021/22) collected food waste from communal properties. It is recognised that collecting food waste from communal properties, such as flats, is more challenging to implement than street level properties. Fewer boroughs still collect food waste from flats above shops, with only trials underway in three boroughs in 2021/22.



*The information shown in the image above is correct as of 2021/22.*

## 4.3 National Legislation

The UK Government has announced a number of major policy changes that 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 amendments made during the lifetime of this strategy.

### 4.3.1 Extended Producer Responsibility (EPR)

**Expected Implementation Date:** From October 2025

#### What is EPR?

Under the proposals, producers of packaging (such as cardboard) will be responsible for the full net cost of managing the packaging they handle or place on the market. This includes the cost of collecting, transporting, sorting and disposing of packaging waste; whether from households or businesses. It also includes administration and overhead costs. The scheme will cover packaging waste collected in the recycling and non-recyclable streams, as well as material that is placed in street litter bins.

#### How will EPR affect Newham?

The Council will receive funding/payment for operating an 'efficient and effective' household waste service that collects packaging. It is not yet clear how the Government will assess the efficiency and effectiveness of household waste services.

### 4.3.2 Deposit Return Scheme (DRS)

**Expected Implementation Date:** By October 2025

#### What is DRS?

Under the proposed DRS, people who buy drinks in certain kinds of containers will have to pay a small deposit, 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 DRS is likely to lead to a significant improvement in recycling rates for the target containers and reduce street litter. It is unclear currently if the scheme will involve consumers returning materials to a collection point (such as a supermarket) to claim their deposit or if a digital solution will be adopted.

#### How will DRS affect Newham?

The Council may see fewer DRS materials, such as plastic bottles and metal drink cans, collected from households, however, experience from other countries indicates DRS can have a positive impact on street litter.

### 4.3.3 Simpler Recycling

**Expected Implementation Date:** Varies, expected from the end of the financial year 2025/26

#### What is Simpler Recycling?

The UK Government wishes to achieve greater consistency in the materials that are collected for recycling by different English local authorities, and in the way their local services are designed. On 25<sup>th</sup> October 2023 the Government issued a set of proposals to change the way recycling and waste is collected in England.

The main proposals within Simpler Recycling are:

- **Mandatory collection of a core set of ‘dry’ materials for recycling:** The Council will be required to collect a core set of materials including glass, paper and card, plastic bottles, plastic pots, tubs and trays, steel and aluminium cans and tins, and are also likely to include foil, aerosols, cartons and aluminium tubes from households by 31<sup>st</sup> March 2026. Plastic film is expected to become a core material by 31<sup>st</sup> March 2027.
- **Mandatory weekly food waste collections:** Under the current proposals the Council may be required to provide a weekly food waste collection to all households, including flats and flats above shops by 31<sup>st</sup> March 2026.
- **Mandatory garden waste collections:** Under the current proposals the Council may be required to provide a garden waste collection to all households by 31<sup>st</sup> March 2026. Councils will be able to charge for the garden waste service, however the charge must be ‘reasonable’.

Under the current proposals, all non-household municipal premises (such as businesses, schools and hospitals) must make arrangements to have the same set of core dry materials collected for recycling, as well as a separate food waste collection. Businesses and relevant non-domestic premises will be required to make arrangement for the collection of dry recyclable materials (except plastic film) and food waste by 31<sup>st</sup> March 2025. Microfirms (businesses with fewer than 10 full-time equivalent employees) will be required to make arrangement for the collection of dry recyclable materials (except plastic film) and food waste by 31<sup>st</sup> March 2027. All businesses, microfirms and relevant non-domestic premises will be required to make arrangements for the collection of plastic film by 31<sup>st</sup> March 2027.

#### How will it affect Newham?

The Council already collects all dry materials mandated under the 31<sup>st</sup> March 2026 target, but may be required to add cartons by this date. The Council may also be required to collect plastic film for recycling by 31<sup>st</sup> March 2027 and provide a weekly food waste collection service to all properties across the borough by 31<sup>st</sup> March 2026.

# 5.0 Future Services



We are dedicated to continuing to develop and improve waste and recycling services to suit the borough's evolving needs, the incoming national requirements (see Section 4.0), and to increase recycling. With a significant amount of recyclable waste still going in the non-recyclable rubbish bin, the Council needs to consider changing how waste and recycling services are delivered to residents to encourage residents to place recycling in the correct container, increasing the recycling rate. The changes considered will support the overall aims of the strategy.

To consider how we might collect waste from households in the borough in the future to encourage recycling, the Council has undertaken modelling of a range of different options to understand their potential recycling, carbon and financial performance. The scope of the modelling included the collection of recycling and waste from households, bring banks and the RRC. It should be noted it did not include the collection of litter.

The modelling took account of key data including household numbers, current amounts of waste and recycling collected, vehicle requirements, staffing requirements, fees paid by the Council to dispose of waste and recycling, and the types of bins that residents will need. To understand the possible impact of future options, Newham was compared against other, socio-demographically similar authorities who already deliver such services.

Although the modelling compares Newham to socio-demographically similar boroughs, it cannot take into account the unique mix of challenges that Newham faces, including the high number of houses in multiple occupancy, increases in the already numerous amounts of rental properties and flats, the transient population, language barriers, high density housing, lack of gardens and increasing levels of deprivation.

### **Impact on Recycling Rate**

The modelling indicates that the best performing recycling and waste services option is to collect recyclable waste every week, introduce a weekly food waste recycling collection and reduce the frequency that non-recyclable rubbish is collected. This option is modelled to increase our household recycling rate to 34% from the current 25%.

### **Impact on the Council's Carbon Emissions**

Wherever recycling rates increase, carbon emissions generally decrease as sending recyclable waste to landfill or burnt for energy produces more carbon emissions and cost more for disposal than sending it for recycling. Offering weekly food waste and recycling collections and reducing the frequency that non-recyclable rubbish is collected would reduce the volume of carbon dioxide (CO<sub>2</sub>e) emitted by approximately 6,000 tonnes a year.

### **Financial Implications**

Collecting food waste and recyclable waste weekly, and reducing the collection of non-recyclable waste, would cost the Council approximately £1.2 million a year. This cost is largely made up of the increased number of vehicles and staff required to collect food waste and recyclable waste every week, and the provision of containers for residents to recycle their food waste. Residential views on service changes, including reducing the collection of non-recyclable waste and food waste, can be found in section 6.0 Community Engagement.



# 6.0 Community Engagement



## 6.1 How We Engaged with Residents

To ensure that the Recycling, Waste and Street Cleansing Strategy is developed with the needs and views of Newham residents in mind, we undertook two periods of community engagement. The first phase was between Monday 5 June 2023 and Monday 3 July 2023, and the second between Monday 30 October 2023 and Sunday 26 November 2023. Over the course of the two phases, we worked to develop and publish two online surveys (which received a total of 652 responses), as well as organise and attend a range of community engagement activities. This included six consultation workshops, three door knocking sessions, two forums, and one local fair. The key information gathered from the engagement focused on understanding how residents felt towards the current services and where they felt improvements could be made.

## 6.2 Results of the Engagement Activities

### The Vision and Aims

The second phase of the consultation sought residents' opinions on the original vision and aims of this strategy. In response to this feedback, plus feedback from councillors, the vision and aims were amended; however the key principles that sit behind them remain broadly the same. Overall, the majority (59%) of respondents to the second consultation agreed or strongly agreed with the vision statement, with 17% remaining neutral. 56% of respondents said the aims were 'about right' with 31% stating that they would 'prefer more ambitious targets'.

### The Recycling and Waste Service

Across all different types of housing the majority of residents said that their household recycles as much as possible. Nonetheless, approximately 20% of respondents to the survey highlighted that they do not have enough space in their recycling bin. It should be noted that since this survey response the Council has moved to weekly recycling collections which will increase the recycling capacity for residents. Another 20% of respondents that share communal bins said they are put off from recycling as their bin area is often full of dumped rubbish and 16% of respondents that have their own bin said that they are unsure of what can be recycled.

Residents were also provided with a list of the materials that could be recycled at home and asked to identify materials they were unsure could be recycled. The most common materials which caused confusion among residents included aluminium foil, glass bottles and jars and plastic pots, tubs and trays. It should be noted that these items were recently added to the recycling collection service and further communications around these changes are planned.

The engagement activities also found that the majority of residents would like to see more items collected for recycling, and that they would like to see additional materials such as textiles, batteries, small electrical appliances, coffee pods, plastic film and drink cartons collected at home or at local bring banks.

53% of respondents to the survey also strongly agreed or agreed with the Council taking enforcement action against households that produce excess waste, but do not recycle.

The majority of residents (61%) were very interested in receiving a food waste collection service. However, it should be noted that some concerns were raised as to whether people would use the service correctly and if it would attract vermin. On the other hand, the second phase of the consultation found that 36% of respondents had no concerns about a food waste service being introduced – while only 26% were concerned about smell.

We also sought residents' views on whether the Council should consider fortnightly non-recyclable rubbish collections - 60% of responses either disagreed or strongly disagreed. Residents raised some concerns regarding fortnightly collections. The most common concerns raised included whether it would make the street untidy, and whether it could attract mice, rats and foxes.

How the Council communicates any future service changes to residents is important. Overall, the engagement activities found that residents preferred to receive communication via leaflets or through the Council's website. The second phase of the consultation found 27% of respondents would prefer to receive a leaflet four times a year followed by 20% that would prefer a leaflet every six months, and another 20% that would only want to receive a leaflet when the services change. However, it was noted during the workshop that some residents did not receive a leaflet when the services changed in November 2021 and hence it was recommended that it is more frequent. When asked what information respondents would prefer to receive, 52% said 'information on what can be recycled', followed by 14% that said 'information on any recent service changes' and 11% that said 'information on when my collection day is'.

In the second phase of the consultation, respondents were also asked how they would like the Council to support them with composting at home – 47% said 'the provision of a free compost bin', followed by 15% that said 'the set up and running of community composting schemes'. A further 15% that said they would not want to receive information or support on composting. When asked where respondents would like to see community composting schemes set up – 40% said in 'estates or large developments', followed by 23% that said at schools.

### **Reduce Waste and Promote Reuse**

Respondents were also asked what the Council should prioritise to help residents reduce the amount of waste they produce. The most common areas of improvement respondents stated were:

- Partnering with local charities or organisations to support the collection of bulky waste with the intent to resell or donate reusable items to residents in need.
- Encouraging local businesses and cafés to offer reusable and refillable packaging where possible.
- Promoting alternatives to single-use items, including plastic bags, wet wipes, drink bottles, coffee cups and straws.

### **Reuse and Recycling Centres (RRC)**

The first phase of the consultation found that 44% of respondents use the RRC on Jenkins Lane less than once every other month, and 29% have never used it. The main barrier cited by residents was that they either do not have access to a car to transport items to the RRC or that the RRC is too far from their house. During the second phase of the consultation, in an attempt to make the RRC more accessible, the Council was consulted on the introduction of a mobile RRC. A mobile reuse and recycling centre would travel to predetermined locations around Newham on specific days and offer residents the opportunity to recycle and dispose of items. Residents were asked in the second consultation where they would prefer the mobile RRC to visit – 29% said outside the local supermarkets, 28% said on the highstreets and 16% said outside transport hubs. When asked how frequently a mobile RRC should visit – 42% said the RRC should visit their area every month and 25% said they should visit four times a year. It should be noted that during the workshops residents highlighted that unless the mobile RRC visited an area that was close to their property (i.e.,

along the same street or within walking distance) they may still struggle to access it and would prefer the mobile RRC to visit their house or to have alternatives to a mobile RRC.

## Street Cleansing

Residents were first asked to rank street cleansing services in order of how important they are to them. The most important street cleansing service to residents that completed the survey was fly-tip removal, followed by litter picking. The majority of survey respondents (50%) stated that they value clean roads where people live most, and 36% of respondents stated that they value clean areas where people most often walk. When asked about litter bins, 77% of respondents think that there are not enough litter bins, 61% of respondents think that the bins are in unsuitable locations.

The actions in which the majority of respondents stated the Council should prioritise for street cleansing included:

- Fining people for illegally dumped rubbish.
- Monitoring reports to identify problem areas for littering and residents dumping waste and using these to focus staff and funding more effectively.
- Providing temporary drop-off points for bulky waste, such as dedicated days where people can take their bulky items to local drop off points for disposal.

Respondents were asked which actions the Council should prioritise to help improve the cleanliness of its parks and open spaces. Respondents said the Council should prioritise:

- Enforcement and fines against people that fly-tip and litter in Newham's parks and open spaces.
- Encouraging people to take their rubbish home with them.

## Supporting Local Businesses

In the first phase of stakeholder engagement, residents said that the Council should encourage local businesses and cafes to offer reusable and refillable packaging where possible. The second phases therefore also sought views from businesses on the type of support they would like to receive and how the commercial waste service could be improved, however only one business responded to the second consultation. This business stated they were very satisfied with the reliability, cost and flexibility of the Council's commercial waste service. However, they also suggested that the Council support local businesses further by setting-up and organising networking groups to allow local businesses to share best practices and work together to overcome challenges.

**How this information was used by the Council:** We took into consideration the opinions of Newham residents and business owners gathered through community engagement when developing this Recycling, Waste and Street Cleansing Strategy and the actions to follow.

# 7.0 Our Action Plan



Our Action Plan has been developed around the services we deliver and the ways in which we can have the greatest environmental and social impact within our communities. The areas we have focussed on are provided in the figure below.



The following tables provide:

- The actions we will take within each area of impact.
- How we will measure the success of each action.
- The timeline we will commit to deliver each action.
- How each action relates back to the aims set out at the beginning of the strategy (Section 2.0).

Many of these actions have been identified and supported through the community engagement process detailed in Section 6.0 of the strategy.

## 7.1 Recycling and Waste Collections

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
1. Continue to review the recycling and waste collection services to ensure residents are able to recycle as much as possible, including the expansion of materials collected for recycling in line with the Simpler Recycling guidance.	<p>The Council will continue to review the recycling and waste services offered to residents and will seek to ensure they are suitable and enable residents to easily recycle as much as possible. This is exemplified by the introduction of weekly recycling collections in October 2023.</p> <p>Expand existing services to include carton and film recycling in line with Simpler recycling guidance.</p> <p>The most suitable type of collection service may vary depending on the type of property a resident lives in.</p>	<p>Increased recycling rate.</p> <p>Reduction in non-recyclable rubbish.</p> <p>Trial food waste service.</p>	Ongoing	2, 4
2. Review the waste and recycling service to ensure they qualify for optimal EPR funding by being classified as 'efficient and effective' and derive maximum value from the new disposal contract(s) via ELWA.	To be in a good position for packaging EPR funding, local authorities will need to demonstrate that the service they operate is efficient and effective. We are able to check if we can meet these emerging criteria.	<p>Completed review of waste and recycling service for 'efficiency and effectiveness'.</p> <p>Review of services once the disposal contract has been procured.</p>	<p>2024</p> <p>2026/27</p>	2, 4
3. Waste and recycling route optimisation.	To deliver an efficient service we are continually reviewing how our waste and recycling collections can be done most efficiently using route optimisation.	Savings from route optimisation - It is expected that savings will be captured in 2023/24.	Ongoing	4
4. Explore ways in which the Council could collect and recycle materials that are currently not collected for recycling.	<p>The Council will continue to assess what materials are collected at bring banks and households and whether any additional materials such as coffee pods or plastic film can be collected to increase recycling rates. The items most supported for collection during consultation were cartons (69%) and plastic film (66%).</p> <p>It should be noted that under the Simpler Recycling proposals (see Section 4.2), by 31st March 2027 the Council may be required to collect plastic film from all households.</p>	<p>The addition of new materials collected at bring banks and/or from households.</p> <p>Capture rates of additional materials.</p>	Ongoing	2, 4
5. Increase recycling from bring banks.	Bring banks are run by ELWA, and under the future ELWA contract(s) we will look to review and expand items collected at bring banks to increase recycling. This was identified by residents in the consultation as a preferred collection method.	<p>Capture rates of recyclable materials collected at bring banks.</p> <p>Variety of recyclable materials at bring banks.</p>	2027/28	2, 4
6. Increase recycling from communal bin collections by working with council housing team.	The Council's waste and housing teams will work closely together to ensure we are joined up on actions around bin stores so bin stores are user friendly and encourage recycling over disposal.	<p>Recycling rates from properties engaged with.</p> <p>Number of residents impacted</p>	2025	2,4

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
7. Trial food waste recycling collections and roll out the service. <sup>11</sup>	The Council will trial a food waste recycling collection service to understand the performance that can be achieved as well as identifying any issues and barriers residents from different types of properties (including street-level properties and flats) may experience with using the service prior to full borough roll out.	Completed food waste trial.  Identification from trial of any issues or barriers that residents may experience with using the service and possible solutions to these.  Introduce food waste service to the borough.	2024/25  2024/25  2025/26	2, 4
8. Continue to work with local charities to support the collection of good quality reusable bulky items.	The Council will continue to work with local charities and promote their services to allow residents an opportunity to have their good quality, reusable bulky waste items, such as furniture, collected and resold or rehomed locally. In addition, the Council will also explore further options and partnerships which support the reuse of good quality items.	Volume of good quality bulky items collected by charities.  Explore further options and partnerships for reuse.	Ongoing	2, 3, 4
9. Expand our recycling service to flats above shops. <sup>12</sup>	Currently we do not offer our recycling service to flats above shops. To give every resident the opportunity to recycle and increase our recycling rates we will look to expand our recycling service to flats above shops.	All flats above shops to receive a recycling service.	2026	2, 3, 4
10. Review the bulky waste service to make reuse the default position.	Currently many of the items collected through the bulky waste service are disposed of or only part recycled, we are aiming to move to a position where reuse of these is the default.	Amount of bulky waste reused.	2024	2, 4

<sup>11</sup> Central government is likely to provide funding to enable the roll out of this service.

<sup>12</sup> Funding is likely to be made available via EPR to help cover this measure.



## 7.2 Street Cleansing

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
11. Commit dedicated resources to tackle littering and fly-tipping.	<p>To tackle littering and fly-tipping, the Council has approved funding for an enforcement team to investigate cases of littering and fly-tipping, and where necessary issue fines or fixed penalty notes to offenders. The team will cover streets, parks and open spaces and will penalise residents that drop litter or make the local area look untidy. Along with littering and fly-tipping this could, for example, include dog fouling and where feeding birds causes excessive mess.</p> <p>This was supported through residential engagement and will build on the existing enforcement powers that are already reducing waste and litter to tackle commercial waste compliance. The team will be on board in 2024.</p>	<p>Increase in number of enforcement actions against littering and fly tipping from current baseline.</p> <p>Reduction in litter.</p> <p>Reduction in the number of cases of litter and fly-tipping reported.</p>	Ongoing	1
12. Continue to run the Litter Lotto.	In May 2023 Newham launched the Litter Lotto that gives residents the chance to win £50 each month for picking up a piece of litter. Further details are provided in 3.1.2.	Number of residents participating in the Litter Lotto each month.	Ongoing	1, 3
13. Continue to support the rapid improvement plan to tackle fly-tipping.	There is an ongoing project which aims to see a rapid improvement in borough cleanliness with a new 'Clear All' policy, enhanced enforcement, better communications and mapping. Further details are provided in Section 3.1.2.	<p>50% reduction in resident reported fly tips.</p> <p>Improvement in 'Keep Britain Tidy' street cleanliness scores and ratings.</p> <p>Measurable change in resident perception of a) cleanliness of streets b) effectiveness of Council in improving cleanliness of streets.</p>	Ongoing	1
14. Review current litter bin stock condition, quality and quantity.	To reduce litter in Newham's busy areas and highstreets the Council will ensure the current litter bin stock is appropriate. This will include a review of the current number of bins and their location to ensure the right number of bins are in the correct places, and to ensure the bins are of good quality so they are not contributing litter to the environment unintentionally. This will consider the possible impacts of DRS and the possibility of introducing recycling litter bins.	<p>Completion of litter bin review.</p> <p>Reduction in litter.</p>	2024/25	1
15. Review the Love Newham App to improve the user's experience.	Love Newham is a free smartphone app and website which allows residents to report environmental issues (such as graffiti, fly-tipping, fly-posting, litter and dog fouling) to the Council.	<p>Review of Love Newham app with app developers and review options for change.</p> <p>Feedback from residents on updated app.</p>	Ongoing	1, 3

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
16. Continue to encourage and promote community litter picks and, where possible, provide community litter picking groups with the tools and resources to continue litter picking.	<p>The Council recognises the important role residents and community litter picking groups play in creating a cleaner borough that is a pleasant place to live and work. The Council will consider ways in which to support community-led litter picking initiatives. This may include the Council providing residents with the necessary litter picking equipment such as litter pickers, gloves and bags to offer litter pickers and community groups with health and safety support and guidance. In addition, the Council's social media pages can be utilised to raise awareness of upcoming litter picking events.</p> <p>This action will require support from across the Council</p>	<p>Number of community litter picks run.</p> <p>Reduction in litter.</p> <p>Feedback from residents.</p> <p>Litter hub developed for libraries.</p>	2024	1, 3

### 7.3 Reuse and Recycling Centre

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
17. Trial mobile reuse and recycling centres.	The community engagement undertaken by the Council found that many residents are unable to use the RRC in Newham due to its inaccessibility without a car. To promote a greener Newham the Council will trial mobile reuse and recycling centres which will travel around Newham and offer residents the opportunity to recycle and dispose of items on specific days at locations nearer to them. This will support both increased opportunities to recycle and offer a formal collection route for items that could be fly tipped, proactively improving street scenes.	<p>Volume of recycling and waste collected from trial.</p> <p>Feedback from residents.</p> <p>Review further reuse options as part of future ELWA treatment and disposal contract arrangements.</p> <p>Expand opportunities to encourage residents to buy preloved items rather than buying new.</p> <p>Financial sustainability.</p>	2026	1, 2, 3, 4

## 7.4 Parks and Open Spaces

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
18. Continue to review how waste and litter is managed in parks and encourage people to take their rubbish home with them if there is not capacity in bins and install signage pointing to other bins if that one is full.	<p>Where bins are full it can lead to rubbish being placed next to bins which is an eyesore, has the potential to attract vermin and can lead to fly tipping. To prevent this, we will install signage in Newham's parks and open spaces to encourage people to take their rubbish home with them and recycle or dispose of it at home if there is not suitable bin capacity.</p> <p>The Council will also seek to install signage to other bins in the area. So that in the event that a bin is full residents will be aware of where the nearest alternative bin is. This action supplements the review of litter bins to ensure there is normally sufficient litter capacity.</p> <p>Residents responding to the consultation were supportive of the Council providing additional temporary bins during peak months and signs asking people to take their rubbish home with them if bins are full. The Council will therefore seek to implement this recommendation.</p> <p>To support this action, the Council will need to ensure there is adequate funding and resources in place.</p>	<p>Subsequent reduction in littering.</p> <p>Review of park bin provision.</p> <p>Provision of additional temporary park litter bins during peak months.</p> <p>Signage to encourage residents to take their rubbish home.</p> <p>Review of the litter picking waste collection process. For example, the usability of the Love Newham App.</p>	<p>2024</p> <p>2025</p>	1
19. Review how to manage litter and waste during busy periods and events.	<p>During busy periods, which are seasonal, or when there are local events held in Newham, excess waste can be produced by residents and visitors to the area.</p> <p>Waste management plans are a requirement of event planning to effectively manage waste.</p> <p>During seasonal busy periods, a management plan is required to maximise recycling and ensure adequate provision is available for waste. This is likely to include a recommendation of the number of additional bins required and where these should be placed. It will also outline whether additional street cleansing crews are required and when street cleansing activities should be carried out to minimise impact. This will be reviewed alongside the litter bin audit on streets.</p>	<p>Feedback from residents.</p> <p>Reduction in litter following events or busy periods.</p> <p>Recycling from events and parks.</p> <p>Identify options for sponsorship and volunteers for events.</p>	2024	1
20. Continue to encourage and promote community litter picks and, where possible, provide community litter picking groups with the tools and resources to continue litter picking.	We will support community litter picking in Council parks as well as on streets (see action 16 for more information).	Reduction in litter in parks.	2024	1, 3

## 7.5 Waste Prevention and Reuse

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
21. Encourage local businesses to build the use of reusable and refillable packaging into their business model.	The Council will seek to explore ways in which it can engage with local businesses (such as takeaways and coffee shops) to raise awareness of the alternatives to single-use items and support businesses in changing their business model to support the use of reusable and refillable packaging. This may include encouraging businesses to provide reusable and refillable packaging and provide support on how they can encourage residents to bring their own reusable and refillable containers.	Reduction in litter on highstreets and outside restaurants, cafés, and takeaways.  Number of establishments supporting the use of reusable or refillable packaging.	2026	1, 2, 4
22. Promote alternatives to single-use items.	The Council will provide communication materials that promote alternatives to single-use items (such as reusable nappies and reusable coffee cups etc.). This may be in the form of leaflets, social media posts, information on single-use alternatives being shared on the Council's website, or by attending community events.	Number of communication routes.  Feedback from residents.  Reduction in waste.	2026	1, 2, 4
23. Promote and expand the current Refill network.	Without access to drinking fountains, individuals will have to purchase water in single-use plastic bottles even if they have made the conscious decision to carry a reusable bottle. The Council will work with campaigns, such as Refill, to increase awareness of the drinking water fountains located across the borough and businesses that allow you to refill there. More information about Refill can be found <a href="#">here</a> .	Number of drinking fountains in the borough.  Number of businesses in borough signed up to Refill.  Explore external funding options such as sponsorship and partnering with businesses across the borough.	2026	1, 2, 4
24. Expand repair and upcycling events using volunteer and community networks to create a self-sustaining network.	By supporting services and platforms that are encouraging repair and reuse the Council will support the idea that unwanted items can be seen as a resource and not as waste, particularly for those in communities for whom buying new may not always be an option.  Repair and upcycling sessions are run as free events where volunteers with knowledge and experience offer support in fixing and repairing items. This is a cheaper and more affordable solution than residents purchasing new items when they break. As the cost-of-living crisis is having a significant financial impact in some of Newham's most deprived areas, the Council will focus on launching, promoting and part-funding repair events in these areas to support residents in reducing waste and saving money.  To support this action, the Council will need to ensure there is adequate funding and resources in place.	Number of repair and upcycling events and the number of residents that attend.	2024	1, 2, 3 4

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
25. Continue to encourage home composting and create and fund community composting opportunities.	Composting provides one way to reduce waste collected in the Council system and to manage this waste sustainably. We will continue to support the provision of home compost bins to residents and expand this to community groups, estates, schools and faith groups. We will also look at how we could further incentivise composting, e.g., by increasing the amount we subsidise compost bins or by providing a number of free composters each month. We already provide compost facilities for allotments and will look to expand this to Parks. Composting will particularly be promoted during the winter period when garden waste collections are not operating.	<p>Number of composting bins provided to residents.</p> <p>Number of community groups the Council works with to promote composting.</p> <p>Number of residents who participate in composting training/guidance sessions.</p> <p>Number of parks composting.</p> <p>Review of compost bin subsidy to make home composting as affordable as possible.</p>	Ongoing	2, 3, 4
26. Work with developers to ensure large developments have a tool library and/or reuse space.	The Council will continue to update the planning guidance and work with developers of large new developments to ensure there is a tool library and/or reuse space within the development. A tool library is where residents can borrow tools (such as screw drivers or drills) for a couple of days or hours. A reuse space is typically a room within a development where residents can leave unwanted items to be collected by local charities and/or housing associations or rehomed to other residents within the development.	<p>Number of developments with a tool library and/or a reuse space.</p> <p>Feedback from residents.</p>	2024/5	2, 3, 4
27. Increase reuse at RRC.	Explore with ELWA how future treatment and disposal contracts can improve reuse at the RRC. Attempt to increase reuse and social value by increasing jobs and providing residents the opportunity to buy good quality, reused items cheaper than new.	Increase number of reuse options.	2027	2, 3, 4
28. Continue food waste collection in schools	Building on the success of our Eat for Free scheme and broader work to support whole school approaches in all schools.	Increase the number of schools signed up to food waste collection as part of whole school approaches to food.	Ongoing	2, 3, 4

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
29. Continue to prevent surplus food becoming waste through the Newham Food Alliance and other outlets with a clear social benefit <sup>13</sup>	<p>Newham as borough uses over 2,000 tonnes a year of surplus food across food banks, food clubs, community meals and school market places. As a borough we are showing every day that good food exists and doesn't need to go to waste.</p> <p>Newham is campaigning for national policy changes because no one should be dependent on food banks to eat.</p> <p>We are also working to highlight the scale at which food surplus exists in the food system, what it really is (especially the scale of primary and immediately post-primary waste), the need for national action to reduce its creation and to show how both the state and local communities can deliver to ensure that the good food surplus gets eaten and not wasted.</p>	<p>Food clubs, community meals and work in schools powered by surplus food</p> <p>Raise public awareness of what surplus food really is.</p> <p>Continue to support campaigns for change on food waste legislation.</p> <p>See the need for food banks reduced by national policy change and these organisations able to become food clubs and community meals providers and continue to use surplus food for public good.</p> <p>Increase work with surplus food in schools and other statutory institutions.</p>	Ongoing	2, 3, 4
30. Continue the Newham Food Business Innovation Hub	Train and support businesses to ensure they are equipped with the knowledge, training and skills they need to be part of a just transition.	Continue to promote to business, options for their waste prevention and waste management strategy.	Ongoing	2, 3, 4

<sup>13</sup> See link to Newham [We Are Food Secure strategy](#)

## 7.6 The Council Leading by Example

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
31. Set and report on corporate recycling targets from its offices and other buildings.	To demonstrate the Council's commitment to increased recycling we will set a corporate recycling target for the Council's produced waste. This will include data collection and tracking of the successes of the implementation of the measures outlined below, as well as identifying areas for improvement.	Corporate recycling rate and progress against target.	2026	2, 4
32. Require the separate collection of food and dry recycling within Council buildings and contracts let.	The separate collection of recycling and food waste in Council buildings will demonstrate our commitment to increasing recycling within our own operations.	Implementation of food waste recycling and dry recycling within Council buildings and contracts let.	2025/26	2, 4
33. Conduct an audit to identify where the Council can reduce the use of single-use items within Council buildings.	To demonstrate that the Council is committed to reducing single-use items, the Council will review where we can reduce the use of single-use plastic items within Council buildings (such as coffee cups and plastic water bottles).	Identifying where the Council can reduce the use of single-use items.	2025/26	2, 4
34. Deliver on the terms of the London Food Purchasing Commitment.	<p>Newham Council was one of the four founding signatories of the London Food Purchasing Commitment. We will continue to act on the Commitment which aims to reduce the environmental impacts of the food councils' buy and serve across council services. This includes reducing food waste.</p> <p>The Council will work to encourage other partners across the Sustainable Food Newham network, and beyond, to align with the terms of the commitment as a method for driving change in their own organisations.</p>	Continue to measure waste each year and achieve a reduction in waste of 50% by 2030 on 2023 baselines.	Ongoing	2, 4



## 7.7 Communications and Recycling Policies

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
35. Encourage residents to recycle; focusing first on education and then using enforcement where necessary.	<p>Council officers will investigate those households that are not using the recycling containers correctly and work first to educate households, then where necessary we will follow an escalation process and remove any recycling bins where residents are contaminating their recycling. The use of enforcement was supported by residents during engagement.</p> <p>To support this action, the Council will need to ensure there is adequate funding and resources in place.</p>	<p>Number of households engaged with.</p> <p>Increase in the number of residents that participate in recycling.</p> <p>Increase in recycling rate.</p> <p>Reduction in contamination.</p>	2024/5	2, 4
36. Clear communications on containers	We will re-sticker bins and maintain bin stickers to provide a clear communication to residents on what can and can't be recycled.	Completion of full bin re-stickering.	2024/5	2,4
37. Look at reporting recycling rate by ward and tailoring communications.	We will investigate reporting recycling rates for each ward and use this information to tailor communications on recycling. If this is not possible, we will utilise demographic data to target communication campaigns.	Review the benefits of targeted Communication campaigns	2025	2,4
38. Enforce the 'no side waste' policy whereby waste placed beside bins is not collected.	<p>Since recyclable material is often still found in non-recyclable waste bins, enforcing this policy will incentivise households both to reduce the amount of waste they produce and separate as much out as possible for recycling. This will help to achieve recycling waste reduction and carbon emissions reduction targets.</p> <p>Before taking enforcement action the Council will work on educating households (see action 32 for more information).</p>	<p>Reduction in:</p> <p>the volume of side waste presented; and</p> <p>the number of bins presented for collection where the lids do not close.</p>	Ongoing	2, 4
37. Decrease recycling contamination.	<p>The current contract held by ELWA, which is due to end in 2027, does not financially incentivise Newham to reach certain quality criteria for recycling. However, many other recycling processing contracts do, and therefore Newham wants to review their recycling quality to ensure it meets quality standards that could apply after 2027 and ensure sufficient time to make changes if required.</p> <p>It should be noted that the introduction of EPR may result in quality criteria for recycling, which if not met, may result in authorities not receiving the full cost of operating collection services for targeted packaging materials.</p>	<p>Review of quality of recycling.</p> <p>Achievement of recycling quality standards.</p>	<p>2025</p> <p>2027/8</p>	2, 4

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
39. Provide guidance for developers, managing agents and landlords on communal bin properties.	We will continue to update the planning guidance for developers, managing agents and landlords of HMOs on the provisions of recycling and waste facilities. The Council will also seek to ensure that the planning guidance aligns with the key principles of the Mayor of London's London Plan and Circular Economy Statements, plus the proposed new Newham Local Plan. <sup>14 15 16</sup>	The continued update of the document 'Waste Management Guidelines for Architects and Property Developers'.  Guidance for managing agents and landlords on how to manage waste.  Inclusion of criteria to encourage recycling in property licensing.  Number of developers, managing agents and landlords managing communal bin properties in alignment with guidance.	2024	2, 4
40. Ensure landlords uphold waste and recycling commitments in licensing conditions.	With licensing conditions in place to help ensure waste and recycling facilities are provided by landlords, it is important to ensure these are followed in practice. We will encourage the reporting of non-compliance and follow up on any incidents to increase overall compliance.	Number of incidents of non-compliance.  Number of landlords rectifying non-compliance with waste and recycling commitments in licensing conditions.	Ongoing	2, 4
41. Plan and run an annual recycling campaign.	We will plan and run an annual recycling campaign, focussing on residents' most preferred method of communication. The consultation found that residents' preferred method of communication was leaflets, the Council's website, and stickers or bin hangers. We will therefore focus the campaign around these three main methods of communications but will also explore other options such as targeted videos.  We will also seek to ensure we use residents' feedback on how often they wish to receive a leaflet and what information would be useful for it to contain when planning any communication campaign.  The Council will seek to ensure information is easy to access and understand and that it is available in a range of languages.  To support this action, the Council will need to ensure there is adequate funding and resources in place.	Recycling awareness campaign run.  Increased awareness of what residents can recycle and how to use the recycling and waste services that the Council offers, measured through a survey or online poll.	2024  Ongoing	2, 4

<sup>14</sup> Mayor of London (2021), The London Plan. Available at: [https://www.london.gov.uk/sites/default/files/the\\_london\\_plan\\_2021.pdf](https://www.london.gov.uk/sites/default/files/the_london_plan_2021.pdf)

<sup>15</sup> Mayor of London (2022). Circular Economy Statements. Available at: [https://www.london.gov.uk/sites/default/files/circular\\_economy\\_statements\\_lpg\\_0.pdf](https://www.london.gov.uk/sites/default/files/circular_economy_statements_lpg_0.pdf)

<sup>16</sup> London Borough of Newham (2024), Newham Local Plan Review. Available at: <https://www.newham.gov.uk/planning-development-conservation/newham-local-plan-refresh>

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
42. Run education and engagement campaigns to increase recycling rates in flats.	Flats and flats above shops have poorer recycling rates than other properties which affects our overall recycling rate. Where possible we will run education and engagement campaigns to seek increased participation in recycling in flats. This may include leaflets, utilising notice boards, or door knocking.	Increased recycling rate in flats.	2024-2027	2, 4
43. Continue to work with Recycle for your Community to deliver waste education at schools and youth community groups to engage with young people.	<p>Recycle for Your Community is a campaign to support residents, schools and community groups in the London Boroughs of Barking &amp; Dagenham, Havering, Newham and Redbridge to recycle more and waste less.</p> <p>We will review cross Council opportunities to encourage schools to take on activities on Waste and Recycling.</p>	Number of schools and youth community groups engaged with.	Ongoing	2, 3, 4

## 7.8 Carbon Emissions and Air Quality

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
44. Explore alternative fuels for waste collection and street cleansing vehicles.	<p>The Council's current recycling, waste and street cleansing vehicles are fuelled by gas to liquid fuel. The gas to liquid process turns natural gas into high-quality fuels which is used to fuel the recycling, waste and street cleansing fleet. The Council uses gas to liquid fuel rather than oil-based fuels such as diesel as natural gas produces less carbon dioxide and other air pollutants. However, it is still a fossil-fuel.</p> <p>Newham's Climate Emergency Annual Report (2021-22) commits to developing a clear strategy for eliminating fossil-fuel use and using 100% renewable electricity by 2030. The Council will therefore continue to explore the options of moving to other reliable, alternative fuels (including hydrotreated vegetable oil (HVO), electric or hydrogen) in order to contribute towards achieving this target. We will ensure we are prepared for this move ahead of 2030 by putting in Electric Vehicle (EV) infrastructure when refurbishing our depot.</p>	<p>Identified the pros and cons of using alternative fuelled vehicles.</p> <p>Number of vehicles fuelled by alternative fuels as part of a Green Fleet Strategy.</p> <p>Upgrading of depot infrastructure in preparation for EVs.</p>	<p>2030</p> <p>2030</p>	4
45. Reduce the emissions associated with the waste, recycling and street cleansing services.	<p>The actions detailed throughout this strategy all support the reduction in emissions by increasing the amount recycled and reducing the amount of waste disposed of as well as reducing the emissions associated with running the service as detailed above.</p>	<p>Reduction of emissions associated with the waste, recycling and street cleansing service with an aim of being carbon neutral by 2030.</p>	2030	4
46. Target the increased collection and recycling of carbon intensive materials – such as small electrical appliances and textiles.	<p>Where reuse or repair is not possible, the Council will aim to increase the collection of small electrical appliances (such as toasters, microwaves and mobile phones) and textiles (such as old clothes) for recycling. This will help to reduce the carbon emissions associated with the disposal of these materials.</p>	<p>Explore partnerships for collection and reuse and recycling of materials.</p> <p>Promotion of existing reuse/recycling services e.g. Traid.</p> <p>Increased recycling rate of carbon intensive materials.</p>	2025	2, 4

## 7.9 Social Value

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
47. Embed Social Value within the delivery of waste, recycling and street cleansing services.	<p>By ensuring that Social Value is included in how the waste, recycling and street cleansing services are delivered, the Council will secure better outcomes and opportunities for the local community. Ways to include social value include:</p> <ul style="list-style-type: none"> <li>Identifying gaps in the community network and actively engaging with these groups.</li> <li>Supporting and developing existing communities through partnerships and schemes. For example: <ul style="list-style-type: none"> <li>TCL collects reusable furniture dropped off at the RRC and redistributes the items at a low cost to local residents.</li> <li>The introduced Circular Economy Credits scheme proposed by ELWA.</li> </ul> </li> <li>Creating local jobs, apprenticeships or hosting work placements.</li> <li>Running a recruitment campaign for Public Realm jobs. This may include, for example, attending local job fairs.</li> <li>Exploring recruitment from disadvantage areas of the community.</li> <li>Leveraging the volunteer network and upskilling volunteers to aid their future employment opportunities.</li> <li>Continuing to act as a London living wage employer.</li> <li>Using local suppliers</li> </ul>	<p>Number of local community groups engaged with and feedback from residents.</p> <p>Number of partnerships and schemes that support the local community.</p> <p>Number of apprenticeships, jobs or work placements created.</p> <p>Number of volunteers upskilled.</p> <p>Number of local suppliers used.</p>	2024-2027	3
48. Continue to work with local residents, voluntary groups and charities.	<p>The Council greatly appreciates the work currently done by residents, voluntary groups and charities to support waste reduction, reuse, recycling and litter reduction across the borough and will continue to find ways to support the work already being done.</p>	<p>Number of residents, businesses and voluntary groups the Council works with and supports.</p>	Ongoing	3

## 7.10 Support to Local Businesses

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
49. Encourage and support Commercial Waste Customers to increase the amount they recycle.	<p>To encourage local businesses to use the Council's commercial recycling service, the Council ensures that the service costs less than the collection of non-recyclable waste. The Council will continue to ensure this is the case to encourage more businesses to register and to financially incentivising businesses to recycle.</p> <p>The Council will explore ways to support businesses to recycle their waste.</p> <p>It should be noted that this action will be supported by the 'Simpler Recycling' proposals, which propose that all non-household municipal premises in England must make arrangements to have the same set of recyclable streams as households. The Council's commercial recycling service will be best situated to offer this service to local businesses. See Section 4.3.3 for more information on how the Simpler Recycling proposals are expected to impact how local businesses dispose of their recycling and waste.</p>	Increase in business recycling.	2025	2, 4
50. Direct businesses toward business support services.	<p>The Council will raise awareness of the business support opportunities provided by external organisations which encourage practices to increase recycling and reduce waste, such as ReLondon, and direct business to utilise these organisations.</p> <p>ReLondon is a governmental organisation which offers support to businesses in embedding the circular economy principles into their business model. More information can be found <a href="#">here</a>.</p>	<p>Number of businesses directed to ReLondon.</p> <p>Feedback from local businesses.</p> <p>Number of local businesses that can be used to showcase best practice at SME events.</p>	2026	2, 4
51. Introduce measures to reduce the negative impacts on street scenes to improve trading environments.	<p>The Council will explore ways in which we can encourage businesses to take pride in their local community and encourage them to keep the streets and pavements outside of their premises litter free. This may include using licencing conditions to ensure businesses maintain a clean and litter free area, and revoking business licences if they are found to be significantly contributing litter to the local area.</p>	Reduction in litter on highstreets and outside businesses.	2026	1, 4

Action	Detail	Measure of Success	Timeline	Aim(s) Supported
52. Where offering business support, look to embed the principles of the waste strategy.	<p>The Council will explore ways it can support businesses across Newham to embed the principles of this recycling, waste and street cleansing strategy within their own business model. This will include reviewing how the Council can support circular economy programmes, such as 'The Loop' (a scheme run by UCL which aims to reduce the amount of waste produced by the University) and look to introduce reuse hubs for various industries across the borough.</p> <p>The Council will also continue to offer match-funding where possible to local businesses and initiatives which contribute towards the Council's goals to embed a more circular economy in Newham. For example, recently the Council offered match-funding to a micro-Anaerobic Digestion (AD) and food growing facility.</p>	<p>Number of businesses supported.</p> <p>Number of Reuse Hubs introduced.</p> <p>Feedback from businesses that have received support or match-funding.</p>	Ongoing	1, 2, 3, 4

