

Let's talk rubbish!

Camden's waste strategy 2007-2010 (revision 1, 2008)



Contents

Camden's waste strategy 2007-2010

Introduction	Page 3
The wider waste framework – putting it all into context	Page 4
Local waste management in Camden	Page 6
Camden's waste profile	Page 8
Vision, aim and objectives	Page 9
Objective 1	Page 10
Objective 2	Page 12
Objective 3	Page 14
Objective 4	Page 16
Risk and implications	Page 17
Appendices	
1. Strategy, policy and legislation links	Page 18
2. Performance	Page 18
3. Camden's waste profile (detailed)	Page 19

The strategy Action Plan is produced separately as it is a working document and can be made available on request or downloaded from our website.

Please note that all data and information is correct at time of going to press

Introduction

Waste is important to everyone – we all produce it and we all want to get rid of it!

We all therefore face a huge challenge in managing our waste in a more sustainable way, reducing the reliance on landfill and turning to more productive ways of using our waste as a resource, extracting value from it wherever possible.

We must all work together in embracing this challenge and take advantage of the exciting new opportunities of reduce, reuse and recycle - helping Camden become a low carbon, low waste borough.

This strategy sits within a hierarchy of waste management strategy and policy (see annex 1 for strategy and policy links) at European and national levels down to the more regional level of the Mayor of London Strategies. The plan is largely influenced by the North London Joint Municipal Waste Strategy, but does not include the extensive technical and descriptive information contained within it.

This strategy will provide a local vision for how Camden will manage its own waste to meet local needs and meet the requirements of those other strategies.

The London Borough of Camden has a unique make up in terms of geography, and demographics. This provides a challenge in itself, but in addition, Camden has exceptionally high expectations from its residents, so our services must be of a uniquely high standard. Quality is key, especially when we are going through a change in the way we deal with our rubbish.

Waste and recycling are the only services that are essentially delivered directly to your door every week. We know that it is important to not only get these services right in terms of quality standards, but to make sure that the way the rubbish is collected allows us to dispose of it in a way that is less damaging to the environment.

The aim of this strategy is therefore to ensure that London Borough of Camden, in partnership with residents, businesses and organisations, manages its waste in a more sustainable way and delivers the highest quality services, with reasonable cost and with minimal negative impact on the environment.

The wider waste framework – putting it all into context

The EU Landfill Directive, transposed into UK legislation, requires the Government to reduce the amount of biodegradable municipal waste that is sent to landfill. If these targets are not met the UK could be fined up to £500,000 per day!

The EU Landfill Directive requires, amongst other things, that by 2010, the amount of biodegradable municipal waste going to landfill must be reduced to 75 per cent of the total produced in 1995.

The Government has taken a number of steps to ensure that local authorities like Camden contribute to meeting the targets in the following ways:

- The Waste Strategy for England 2007¹ helps focus the work of local waste collection authorities on developing partnerships, engaging with the new performance framework with regards to waste and engaging with the business sector.
- Objectives for local authorities set out within the national strategy are “to provide a convenient recycling service for household and commercial customers and also provide local leadership to plan and invest in new infrastructure².”
- The revised national strategy sets higher national targets for re-use, recycling and composting of household waste of at least 40% by 2010, 45% by 2015 and 50% by 2020.
- There are two new National Indicators for measuring local authorities’ performance regarding waste, NI191³ and NI192⁴. In line with the revised national targets, London Borough of Camden has set challenging targets for both of these indicators over the next three years, as stated in figure 1 below.

Fig 1

	2008/09	2009/10	2010/11
NI191	503kg	483kg	464kg
NI192	30%	32%	35%

In order to help reduce the amount of bio-degradable waste being sent to landfill and so meet European diversion targets, each waste disposal area⁵ has a restricted number of permits to landfill waste. The Landfill Allowance Trading Scheme⁶ was put in place to enable local authorities with left over allowances or not enough allowances to trade with others to meet their target.

The Mayor of London has a Municipal Waste Management Strategy⁷, which states that by 2020, municipal waste should no longer compromise London’s future as a sustainable city. This strategy complements the policies and proposals contained within the Mayor’s strategy.

In partnership with the North London Waste Authority and the 7 partner authorities in North London, Camden helped develop and has adopted the North London Joint Municipal Waste Strategy⁸. The strategy, which was subject to consultation across the region, provides the framework for progress towards reducing, re-using and recovering a greater proportion of the municipal waste generated within the North London Waste Authority area. Targets within this strategy set out a strategic vision of reduction in landfill to just under 20%, energy recovery through energy from waste and a high proportion of waste recycling, up to 45% by 2015.

The strategy requires a number of new waste management sites, where there are plans to use opportunities for new technologies, and Camden is leading on the development of a waste local plan to decide where these sites can be located.

¹ Waste Strategy for England 2007 available at: www.defra.gov.uk/environment/waste/strategy/strategy07/index.htm

² “Waste Strategy for England 2007” Department for Environment, Food and Rural Affairs, Figure E1, Page 18.

³ NI191 – The measurement of residual household waste per household

⁴ NI192 – The percentage of household waste sent for reuse, recycling and composting

⁵ North London Waste Authority for London Borough of Camden

⁶ DEFRA web page on LATS available at: www.defra.gov.uk/environment/waste/localauth/lats/index.htm

⁷ Mayor of London Municipal Waste Strategy available at: www.london.gov.uk/mayor/environment/waste/

⁸ North London Joint Municipal Waste Strategy available at: www.nlwa.gov.uk/jointwastestrategy/

Local waste management in Camden

The London Borough of Camden is an extremely diverse borough and has the following numbers of people to serve, all of whom produce waste on a daily basis:

217,000 residents

97,000 households

5,500 business customers

400,000 daily visitors and commuters

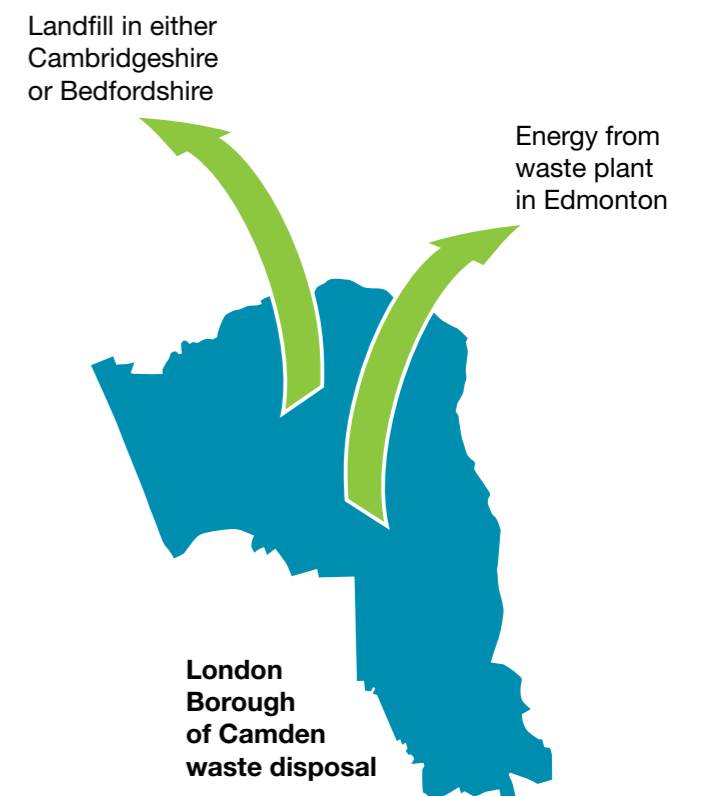
The London Borough of Camden is a waste collection authority and collects and manages over 132,000 tonnes of municipal waste every year. Around 72,000 tonnes of this is household waste and the rest is commercial waste. In 2007/8, the Council achieved a recycling rate of 27.2%. To see our performance over time see annex 2.

The Council has a waste management partnership contract with Veolia for 7 years, which commenced in 2003. The contract covers the delivery of waste and recycling collections and street cleansing. Since the start of the contract Camden has seen significant improvement in waste collection and particularly street cleansing services.

Camden's waste related services include:

- Twice weekly collection of refuse from all homes within the borough
- Once a week collection of recyclables from homes with a doorstep service
- At least once a week collection of recyclables from near entry facilities on estates
- 96 on street recycling collection banks
- Reuse and recycling centre at Regis Road
- Recycling collection facilities at schools
- A free collection of white goods (i.e. fridges, cookers etc) from households
- A free collection of garden waste from households
- Recycling banks outside tube stations and on busy streets for commuter litter
- Subsidised home composting bins
- Cotton nappy subsidy scheme
- Collections of recycling from commercial customers.
- Collections of waste from commercial customers
- Street sweeping, graffiti removal and a drugs response team
- Abandoned vehicles services
- Hazardous waste service contract

The North London Waste Authority, the waste disposal authority for North London, disposes of most of Camden's waste. Waste is either taken for incineration in the energy from waste plant in Edmonton or it is taken to landfill in either Cambridgeshire or Bedfordshire using rail wherever possible. In 2005/6 approximately 20.89% was recycled and the rest was either landfilled or incinerated to create energy.



Camden's waste profile

An independent waste analysis⁹ was conducted in 2007 and provided useful information about Camden's waste.

A sample was taken from each socio-economic class across the borough and the study was conducted both in winter (February) and summer (June) to obtain a representative sample of all the waste produced. Below is a simple representation of the types of waste found in Camden's rubbish. A more detailed table can be found in annex 3.



⁹ Waste analysis conducted by Resource Futures

Vision, aim and objectives

Vision

In the Community Strategy, the Council and its partners have committed to making Camden "a low waste borough" by 2012.

We will reduce waste from our own buildings and services and make it easier for residents and businesses to reduce, reuse and recycle their waste in line with the "waste hierarchy".



Camden has also committed to becoming a 'low carbon' borough by 2012. Waste production and management practices produce greenhouse gases. Reducing, re-using and recycling waste, reducing vehicle movements and improving resource efficiency therefore, play vital roles in reducing the impact of waste management on climate change. Camden will strive, where possible, to measure, manage and minimise the wider environmental impacts of its waste management activities.

Aim

To deliver the most sustainable option for managing Camden's waste.

Objectives

- 1 Reduce residual household waste in Camden.
- 2 Maximise the amount of resources re-used in Camden.
- 3 Maximise the amount of waste recycled in Camden.
- 4 Reduce the carbon impact of waste management in Camden.

Objective 1 Reduce residual household waste in Camden

Why this issue is important

Waste reduction is at the top of the waste hierarchy and so is the primary objective for this strategy. A reduction in waste results in less resources required for its management and a reduction in greenhouse gas emissions. Residual household waste is waste that is not separated by the householder for recycling, reuse or composting.

What is already being done

- **Home composting:**
 - Offer a wide range of home compost solutions
 - 728 compost bins distributed in 2007/08
 - Annual compost workshops.
- **Community composting**
- **Work with schools:**
 - 20 Little Rotter schools.
- **Real nappies:**
 - 180 real nappy subsidy claims in 2007/08.
- **Junk mail campaign:**
 - 8,947 sign-ups in 2007/08.
- **Smart shopping campaign:**
 - Promote smart shopping message.
- **Pilot the replacement of a domestic refuse collection with an extra recycling collection**



Measures of success

Indicator	Target	Measurement
NI191: Residual household waste per household.	503kg by 2008/09 483kg by 2009/10 464kg by 2010/11, a 16.7% improvement on the 2006/07 baseline.	WasteDataFlow
Local: Percentage of properties with gardens to be home composting.	40% - 2010/11	Bins purchased
Local: Percentage of new born babies to be using cotton nappies.	10% - 2010/11	Subsidy claims
Local: Percentage of residents to be signed up to the Mail Preference Service (MPS).	55% - 2010/11	MPS database

What the Council will do

Key actions	Timescale
1. Undertake a feasibility study on a pilot Rocket-based composting scheme on a housing estate.	2008
2. Seek funding for up to 5 community composting schemes.	2010
3. Engage with expectant / new parents about the advantages of using real nappies.	2010
4. Work with WRAP to increase the usage of domestic organic waste solutions.	2010
5. Promote the 'no junk mail' campaign.	2010
6. Promote the 'smart shopping' campaign and support local projects.	2010
7. Work with schools to introduce wormeries and compost bins through the Little Rotters scheme.	2010

How local people can contribute

Visit camden.gov.uk/smallsteps for more information.



Reduce your waste, for instance by stopping junk mail by signing up to the Mailing Preference Service, buying the least packaged option in the supermarket and drinking tap water to avoid wasting plastic bottles.



If you have a garden, try composting your waste at home. No Garden? Wormeries are perfect for households that would like to compost but don't have a garden - they are small enough to be kept on a balcony or even indoors.

Objective 2 Maximise the amount of resources re-used in Camden

Why this issue is important

The re-use of resources is the second element on the waste hierarchy and is key to helping Camden meet its targets on reducing waste production. Re-using resources results in less consumption, reduced waste and reduced greenhouse gas emissions.

What is already being done

- **Smart shopping campaign**
 - Distribute re-usable cotton bags.
- **Support local resource exchange websites**
- **Give and take events**
 - 4 events held in 2007/08 diverting over 7 tonnes of waste.



Measures of success

Indicator	Target	Measurement
Local: Weight (tonnes) of goods brought to local re-use facilities and events	Set 2008/09 baseline	Local monitoring

What the Council will do

Key actions	Timescale
1. Introduce a dedicated re-use section within the Regis Road Recycling Centre facility.	2008
2. Develop a partnership arrangement with a Third Sector organisation to facilitate re-use from the Regis Road Recycling Centre.	2008
3. Develop a partnership arrangement with a Third Sector organisation to facilitate re-use from household waste items identified for re-use from bulky household waste collections.	2008
4. Organise at least four give and take events per year in partnership with local groups or schools.	Ongoing
5. Promote local resource exchange websites.	Ongoing
6. Introduce an internal waste exchange for Council staff.	2008

How local people can contribute

Visit camden.gov.uk/smallsteps for more information.



Reuse your unwanted items – one person's rubbish is another person's treasure.

Objective 3 Maximise the amount of waste recycled in Camden

Why this issue is important

Recycling involves the reprocessing of waste into new products. Recycling is beneficial for the environment as it reduces the amount of raw materials and energy required in the manufacture of new products. Recycling also prevents waste from being disposed and so contributes to reduced resource and energy impacts.

What is already being done

- **Camden is a leading authority in inner London for recycling, achieving 27.2% in 2007/8.**
- **Camden was the first authority in the country to trial battery recycling at on-street bring banks.**
- **Promotion of recycling services through Camden's Recycling Advisers.**
- **In 2007, Camden refurbished the Regis Road Recycling Centre. New and enhanced features now allow residents to recycle more items and make visits safer and more pleasurable.**
- **In April 2008, Camden launched a recycling service for Camden businesses.**
- **Borough-wide green waste collection service.**

Measures of success

Indicator	Target	Measurement
NI192: Percentage of household waste sent for re-use, recycling and composting.	30% - 2008/09 32% - 2009/10 35% - 2010/11	WasteDataFlow
Local: Percentage of households participating in the kerbside recycling service.	45% - 2008/09 47% - 20089/10 50% - 2010/11	Annual participation survey
Local: Percentage of recycling collected from schools.	35% - 2010/11	WasteDataFlow
Local: Percentage of recycling collected from estates.	30% - 2010/11	WasteDataFlow
Local: Percentage of commercial waste collected by the authority to be recycled.	10% - 2010/11	WasteDataFlow
Local: Percentage of waste recycled at Regis Road Recycling Centre.	75% - 2010/11	WasteDataFlow
Local: Percentage of Camden parks and open spaces with recycling facilities.	100% - 2010/11	WasteDataFlow

What the Council will do

Key actions	Timescale
1. Revise and renew all signage at mini recycling centres.	2008/09
2. Install multi material banks at all tube stations.	2008/09
3. Trial a kerbside kitchen waste collection service.	2008/09
4. Launch and monitor the commercial recycling service.	2008/09
5. Introduce a scheme to stimulate recycling (incentivisation / penalty).	2008/09
6. Provide recycling facilities, where reasonably practical, for all council buildings.	2008/09
7. Provide recycling facilities in all Camden parks and open spaces.	2010/11

How local people can contribute

Visit camden.gov.uk/smallsteps for more information.



Recycle your waste – Camden collects plastic bottles, cardboard, paper, glass and metal.



Objective 4 Reduce carbon impact of waste management in Camden

Why this issue is important

In Camden's Community Strategy, the Council and its partners have committed to making a contribution to reduce emissions of carbon dioxide in line with national targets and to making Camden a low carbon, low waste borough by 2012.

Waste production and waste management practices produce greenhouse gases. Reducing, re-using and recycling waste, reducing vehicle movements and making these cleaner, and improving resource efficiency can play vital roles in reducing the impact of waste management on climate change.

The Council is also keen to explore opportunities to recover energy from waste to be used in the form of fuel or heat for vehicles and buildings.

What is already being done

In 2007, consultants ADAS undertook an energy audit on behalf of Camden to compare Camden's previous source separated kerbside recycling collections with the current commingled kerbside recycling service. The energy audit compared the overall carbon foot print and the efficiency of collection as measured by distance covered per tonne of recycled material.

In July 2008, ADAS were commissioned to undertake further follow up work to explore how the Council could further reduce the environment impact of its approach to waste management.

Measures of success

Indicator	Target	Measurement
Local: potential indicators under review.		

What the Council will do

Key actions	Timescale
1. Commission ADAS to undertake further analysis following on from the Phase 1 Recycling Audit.	2008/09
2. Continue to review research on the wider environmental impacts of waste and recycling policy Ongoing and practice.	Ongoing
3. Continue to investigate opportunities for recovering energy from waste.	Ongoing

How local people can contribute



Visit camden.gov.uk/smallsteps for more information.

Risks and implications

There are a number of external factors that may affect the success or implementation of this strategy. The major, as yet unknown factors are outlined in summary below. The council will review external factors and report any amendments or changes in an annual report to Executive - (Environment) Sub Group.

North London Waste Plan (NLWP)

The North London Waste Plan considers what to do with all waste in the NLWA area up to 2020. It will identify sufficient sites to deal with this waste, potentially using a mix of facilities including recycling, composting and using waste to produce energy. However, there may be potential implications for the implementation of infrastructure as there may be difficulties in obtaining planning permission for some facilities. Final adoption of the Plan will take place in December 2010.

Whilst the scope of this strategy is only concerned with the waste collection element, the provision of facilities to deal with the recyclables we collect will have an impact on the efficiency of our services.

Population change

Turnover of residents is also a key implication for any waste service, as this requires continual publicising of messages throughout the year, every year and may require changes in communication depending on the demography of the change in residential and business population.

Appendix 1

Strategy, policy and legislation links

Waste Strategy for England 2007

defra.gov.uk/environment/waste/strategy/strategy07/index.htm

Mayor of London Municipal Waste Strategy

london.gov.uk/mayor/environment/waste/

North London Joint Municipal Waste Strategy

nlwa.gov.uk/jointwastestrategy

Appendix 2

Performance

NB The figure below represents actual performance up to and including 2007/08 (London figures not yet available) and projected targets for 2008/09 – 2010/2011.



Appendix 3

Camden's waste profile

Category	% of residual waste
Putrescibles Kitchen	33.0
Putrescibles Garden	6.4
Paper	9.2
Card	4.3
Non-recyclable paper	4.4
Tetrapak	0.8
Plastic film	6.8
Dense plastics	5.4
Plastic bottles	2.3
Textiles	8.1
Glass	4.0
Metals	2.6
Misc. combustible	7.4
Misc. non-combustible	3.7
Hazardous	0.4
WEEE	0.7
Fines	0.6
Total	100

¹⁰ MEL Research



Recycle your waste – Camden collects plastic bottles, cardboard, paper, glass and metal



Stop junk mail by signing up to the Mailing Preference Service,



Drink tap water to avoid wasting plastic bottles

Small steps, big difference

If you would like this document in large print, braille, audiotape or in another language, please contact **020 7974 6914**

Haddaad u baahan tahay buugyarahakan oo af soomaali ku qoran fadlan wac telefoonkaan **020 7974 6914**

假如你希望獲得中文的這份小冊，請致電 **020 7974 6914**

Εάν θέλετε αυτό το φυλλάδιο στα Ελληνικά, τηλεφωνήστε στο **020 7974 6914**

আপনি যদি এ লিফলেটটি বাংলায় পেতে চান, তাহলে দয়াকরে **০২০ ৭৯৭৪ ৬৯১৪** নাম্বারে ফোন করুন।

إذا احتجت هذا المنشور باللغة العربية فالرجاء الاتصال بهاتف: **020 7974 6914**

Street Environment Services
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8EQ
Tel **020 7974 6914**
Web: camden.gov.uk/recycling
Email: recycling@camden.gov.uk



Published February 2009 revision 01

