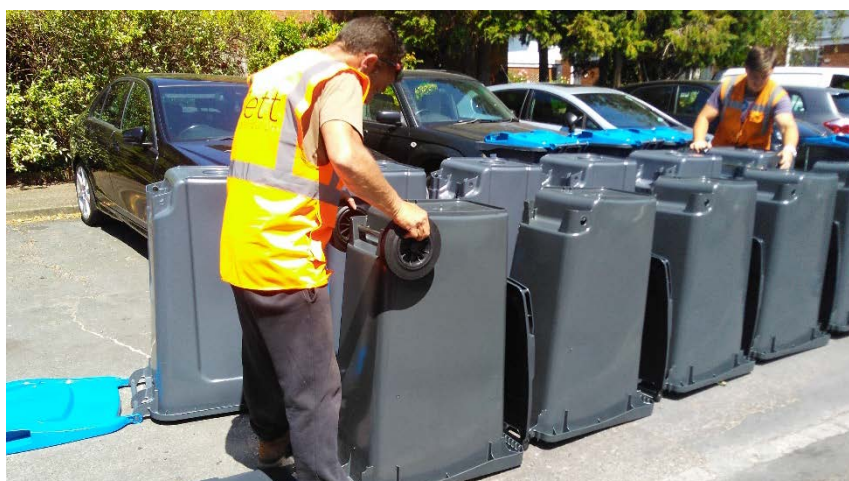




Waste collection and recycling service councillor update – 16 July 2018

The bin deliveries are well underway and the households that will be on a Monday delivery should now have their new bins. These are households in the south of the borough in Coulsdon Town, Kenley, Old Coulsdon, Purley and Woodcote, and Purley Oaks and Riddlesdown,



What does this mean for residents in Addiscombe East

- Residents living in **houses** in Addiscombe East are scheduled to receive their new bins **weeks commencing 16 July and 23 July.**
- Residents living in **converted flats and houses without front gardens** are scheduled to receive their new bins/bags between **Monday 20 August - Friday 31 August.**
- Residents living in **flats above shops** are scheduled to receive their new bags during **August** and can begin using them straight away.

Roadshows

Three roadshows have now been held –in Thornton Heath (pictured right), Croydon North End and Selsdon and almost 1,000 residents have come to see us.

These have been promoted through the advertorial in the Croydon Advertiser, the feature in Your Croydon magazine, the Your Croydon newsletter and on social media.

The roadshows, organised by Veolia, include a range of activities for residents to find out more about the new bins and how they can recycle more of their waste. Activities include a recycling challenge – how quickly can you sort a box of waste into the new bins – and a chance to win a prize by guessing how many paper and card items are in the new blue lidded wheelie bin (pictured below).



Roadshow staff can talk to residents and respond to questions about the new collection service. Specific queries about residents' personal circumstances are best handled through the dedicated telephone number and email. However staff at the roadshows are taking down the details for residents requesting a review of their property and whether it is suitable for three wheelie bins.

The most common queries and concerns:

- The size of the bins – particularly elderly or single occupancy residents wanting smaller bins. The main concern is the size of the blue lidded bin for paper and card.
- Not having the space for three wheelie bins
- What to do with the old recycling boxes they no longer need

The [FAQ section on the website](#) continues to be updated and responses to these and some other new queries can be found in this briefing.

The full list of roadshows is on the poster at the end of this briefing or [on the website](#).



Responding to residents' concerns

The dedicated telephone number and mailbox went live on Thursday 28 June. These are attracting on average 650 calls and 400 email per week and about a third of these are requesting site visits. About 150 site visits have been undertaken to date with approximately one third of these suggesting the properties are not suitable for the new service identified and therefore, will continue with their current configuration.

We are expecting the number of enquiries to increase as deliveries hit the north of the borough. General service enquiries include residents requesting site surveys due to space and presentation issues, querying the process for collecting redundant recycling boxes, and asking whether smaller or larger bins can be provided.

Where can residents go for more information?

- The website contains information about the service change, leaflets to download and a comprehensive list of FAQs – www.croydon.gov.uk/recycling

Residents wishing to discuss their individual circumstances further can contact a council officer using:

- a dedicated email - wasteservices@croydon.gov.uk
- a dedicated phone number – 020 8604 7282 (lines open between 9am and 5pm)

Keeping residents informed

A feature article – outlining the changes and giving the contact details for residents to discuss their specific circumstances – was published in the Your Croydon magazine that went through residents' letterboxes last week.

The website remains the best place for all, up to date information – www.croydon.gov.uk/recycling

A further advertorial in the *Croydon Advertiser* is planned for the end of this month.

The council's Facebook, Twitter and Instagram accounts are being used to raise awareness of the changes, promote the roadshows and encourage residents to recycle more. The main hashtags being used on social media are #CroydonRecycles, #RecycleMore, #DontMessWithCroydon and #TakePride.

A paid for Facebook post from Monday 11 June, when the new service was announced, remains the top performing post. This reached 5,744 accounts and led to 31 reactions (e.g. thumbs up, hearts, angry face, etc.) – 27 were positive and 4 were negative. It also prompted 79 comments (e.g. too many bins, why separate paper and card, and waste of money) and 16 shares.



The top performing Tweet was also from Monday 11 June and linked to the news release. This reached 6,288 news feeds and led to 276 engagements (likes, shares, retweets, clicks, etc.)

Tweet Activity

| | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------|
|  <p>Your Croydon @yourcroydon New bins & bin days for #Croydon residents from September under council drive to improve the environment and #recyclemore under new 50% recycling target. Click here 4 more info & roadshow dates: https://wp.croydon.gov.uk/newsroom/new-bins-for-residents-in-major-recycling-drive/ ... @cleanstreetstu #dontmesswithcroydon pic.twitter.com/QCg8gKQD7i</p> | Impressions | 6,288 |
| | Total engagements | 278 |
| | Link clicks | 99 |
| | Detail expands | 65 |
| | Media engagements | 56 |
| | Likes | 15 |
| | Replies | 14 |
| | Retweets | 14 |
| | Profile clicks | 11 |
| | Hashtag clicks | 4 |

Promote your Tweet
Your Tweet has 6,288 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet

Recent and useful FAQs

What can I do with my old boxes if I no longer need them after September?

You will need to continue to use your boxes until September. After this, you can keep them and use them around the home for storage, or take them to the Household Reuse and Recycling Centre at Fishers Farm, Factory Lane or Purley Oaks and place them in with the ‘rigid plastics’. We will be offering a booked collection service for residents who need it once the new service starts in September - more details to follow.

What if I don’t have space for the new bins?

We know that there is no ‘one size fits all’ solution for bins so we have surveyed the borough and will be delivering the best combination of bins for different property types depending on the different space available. Remember if you receive new wheelie bins you will no longer need to find space for your recycling boxes from September. Please note that the footprint of the new bins is approximately the same as the boxes, so if you currently have the boxes for recycling your property will most probably be suitable for wheeled bins. Please try using the service for a few weeks. If you’re genuinely struggling to find space to store the bins, get in touch with us and we’ll visit your property to assess and, if necessary, make alternative arrangements.

What if I don’t have space to store the new bins until I can use them? Please deliver them later.

With more than 200,000 new bins to distribute across the borough, this is going to take some time and some people may have to store their bins for up to eight weeks. We are trying to deliver bins first to areas of the borough where houses generally have more outdoor space. We’re sorry for any inconvenience.

I don't produce enough waste to use the council's collection services, I don't need more bins, why should I have them?

You will still require the bins in order to have your waste collected. However, you are not required to present them for each collection, simply present them when they are full.

I don't need such large bins for recycling, can I have a smaller one or continue to use boxes?

The changes we are making are designed to encourage more recycling and to create enough capacity for this both now and in the future. For this reason we chose the 240L bin for paper and card and to re-use the existing general waste wheelie bin for other mixed recycling. Standardising the use of wheelie bins as much as possible improves efficiency and helps to generate the £5m cost savings from introducing the new contract, as well as the additional £2m over 10 years for increasing recycling rates.

What if all of my general waste cannot fit inside the new 180L wheelie bin?

From October 2018, excess general waste placed on top of or next to your bin will not be collected. All non-recyclable household waste must be placed inside the general waste wheelie bin and the lid kept shut. If you recycle as much as you can, not only will you be helping the planet but you should also find you have enough space in the wheelie bin for your general waste. However, if you live in a household of five or more, or have a medical condition that means you generate additional rubbish, you may be eligible for a larger bin. We recommend that residents wait until the new service is running and they have tried using it for a few weeks before making contact. You can contact us on wasteservices@croydon.gov.uk or 02086047282

What consultation took place about the changes?

Specific consultation on the detail of the new contract wasn't possible due to the way the new contract was procured by the four boroughs under the South London Waste Partnership. Research into Croydon residents' views and perceptions of waste management helped the boroughs to agree on the broad principles and evaluation criteria for the new service before asking the market to offer the best solutions. This research showed strong and consistent support among Croydon residents for our drive to boost recycling and reduce landfill.

The most cost-effective and efficient solutions that came back through the procurement process made it clear that Croydon's existing twin stream approach to recycling (separating paper and card from other dry mixed recycling) was preferred. Changes to bin sizes and capacity were recommended to improve efficiencies, maximise the income we can get from selling recycled materials and keep our streets cleaner. Had a consultation been conducted after the publication of the OJEU notice, this would have impacted upon the agreed and published evaluation process, compromised commercial confidentiality and would likely have led to legal challenge.

How will the new service increase recycling?

Croydon is committed to recycling more of its waste than it sends to landfill. Over 70% of all Croydon's household waste is recyclable through the current collection systems but we currently have a recycling rate of just 38%. One reason for this is

that the recycling boxes are too small the general waste bins are too big. This results in a lot of waste that could be recycled is going into the landfill bin.

By increasing the amount of space for recycling and limiting the amount of space for general waste we can encourage people to recycle more of their waste and stop them from putting recyclable waste into the general waste bins.

How can the service be saving money when it's paying for new bins?

Increasing recycling to 50% and reducing the amount of non-recyclable waste by 160,000 tonnes over 10 years will save £2 million over 10 years. This takes into account the initial costs of buying and delivering new wheelie bins and is in addition to the £5 million per year saving that Croydon Council will make through contracting waste collection and street cleansing services through the South London Waste Partnership.

Non-recyclable waste is far more expensive and damaging to the environment than recyclable waste. And the cost of waste disposal, as well as the number of households we need to collect from, is increasing. Doing nothing would result in considerable additional cost to the council.

Other useful information – the new DMWC App

The new Don't Mess with Croydon smartphone app launched last week. It is designed to make it easier for residents to report fly-tipping, abandoned vehicles, graffiti and more directly to the right team in the council to get them fixed.

Reporting an issue is as simple as selecting the most appropriate option from one of 17 categories and dropping a pin on a map with the option to attach a photo if the user wants.

The new app is built from the Love Clean Streets app which was created by a Croydon company and is used by local authorities across the country. Users can select one of 17 categories:

- Abandoned vehicle
- Dead animal
- Dog fouling
- Drug-related litter
- Empty property
- Fly-posting
- Fly-tipping on public land
- Graffiti
- Road surface drainage problems
- Overflowing litter bins – on street
- Loose or damaged pavements
- Potholes or damage to roads
- Problems with skips
- Issues with benches, bollards or signs
- Issues with street litter bins
- Tree or high hedge obstruction on public land
- Waste on private property

Residents can still contact the council in person, online at www.croydon.gov.uk/doitonline/report-it or on the phone on 020 8726 6000.

The app is available for download from the [App Store](#) and [Google Play Store](#).