

MAYOR OF LONDON

Part 1 - Reduction and Recycling Plan (RRP)

April 2023 to March 2025

1. Borough context:

A key [We Make Camden](#) ambition is that Camden should be a green, clean, vibrant, accessible, and sustainable place with everyone empowered to contribute to tackling the climate emergency. Our mission is that by 2030, Camden's estates and their neighbourhoods are healthy, sustainable and unlock creativity, and that Camden's local economy tackles the climate emergency. To achieve this, we will work with our residents, communities and businesses to reduce the use of packaging, particularly plastic, recycle more of our waste and drive transition to a circular economy.

Camden meets and exceeds the Mayor of London's minimum recycling collection service requirements and is committed to collectively achieving the waste and recycling targets of the Mayor's Environment Strategy, ranking 6th of the 12 inner London boroughs in terms of recycling, with a current rate of 28.6% (2020-21). Kerbside properties receive weekly residual, dry recycling, separate food waste and, if subscribed, green waste collections. All estate properties are offered communal dry recycling and food waste collections however some are unable to accommodate facilities due to lack of storage space or safety reasons. Flats above shops are provided with bags for dry recycling and residual waste collections, which are either daily if in a time-banded area, or weekly depending on location. Businesses across Camden are offered a commercial service by Veolia, collecting dry recyclables, food waste and can join up to Veolia's coffee cup recycling service.

Camden is at the forefront of climate action and in 2019 declared a climate and ecological emergency, holding the UK's first Citizens' Assembly on the climate crisis to discuss the key issues and borough-wide solutions. The resulting recommendations helped to develop Camden's Climate Action Plan, which provides a roadmap and actions on how Camden will achieve a zero-carbon borough by 2030. Camden's Reduction and Recycling Plan and Climate Action Plan are both integral to achieving our We Make Camden ambitions and 2030 zero-carbon target and, from the unprecedented Covid-19 pandemic, provide crucial supporting frameworks for environmentally sustainable social and economic renewal across the borough and beyond.

Camden faces specific challenges with managing our waste. Our ability to be self-sufficient is limited by the urban character and lack of sites on which to build waste management facilities. A key issue is the composition of our housing stock, 83% of which is flats, and a significant number of properties without gardens. This means many homes have limited space for storing recycling containers and reduced opportunities for composting. High levels of transiency owing to the private rental market (34% of all households) and prominent student population is also a challenge with regards to communications.

Along with all local authorities, Camden faces significant financial constraints due to the reduction in funding from central government and growing demand for services. This presents a substantial tension between our ability to achieve the Mayor's waste targets whilst managing services with considerably restricted budgets. This has been in part addressed by achieving savings through the outcomes-based service delivery model for our waste collection contract with Veolia (2017-2025), but we also look ahead to potential opportunities through the upcoming Extended Producer Responsibility and Deposit Return Scheme.

2. Key strategic documents linked to this plan:

- [Camden Climate Action Plan](#) (2020-2025)
- [Camden Clean Air Action Plan](#) (2022-26) and Camden Clean Air Strategy (2019-2034)
- [Camden Local Plan](#) (2017)
- [NLWA Residual Waste Reduction Plan](#) (2022-24)
- North London Joint Waste Strategy (2024-2040) – in development

3. RRP Dashboard

Set Common Performance Targets	Baseline Performance (2019/20)	Performance Target 2024/25
Total annual household waste per head (kgs/head)	216.7	212.7
Total annual household residual waste collected per household (kgs/household)	395.7	388
Total annual household avoidable (edible) food waste (kgs/head)	77	74
Annual household waste recycling rate (% by weight)	25.9%	35%
Annual LACW recycling rate (% by weight)	21.5%	26%
Proportion (%) of properties receiving the Mayor's minimum level of service for household recycling	100%	100%
% of kerbside properties (all households on a kerbside collection) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays) <u>and separate food waste</u>	100%	100%
% of kerbside properties (all households on a kerbside collection) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)	100%	100%
% of flats (communal collections and flats within commercial buildings, excluding flats above shops) collecting six main dry materials <u>and separate food waste</u>	50%	100% Where practicable
% of flats (communal collections and flats within commercial buildings, excluding flats above shops) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays).	89%	100% Where practicable
% of flats above shops (FAS) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)) <u>and separate food waste collection</u>	0%	TBC
% of flats above shops (FAS) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)).	100%	100%
Proportion (%) of waste fleet heavy vehicles that are ULEZ compliant	100%	100%
Performance of LACW activities against the Mayor's EPS (tonnes of CO2eq per tonne of waste managed).	-0.011	-0.069

4. RRP Actions: Part one

Ref	Theme e.g. <ul style="list-style-type: none"> • Waste Reduction • Maximising Recycling • Reducing Environmental Impact • Maximising local waste sites • Other 	Action title	Action Description	Expected Impact/target	Timescale for action	WCA/WDA
Camden #01	<ul style="list-style-type: none"> • Waste reduction 	Drive waste reduction and reuse across Camden	<ul style="list-style-type: none"> • Develop and deliver comprehensive annual communications strategy to include: <ul style="list-style-type: none"> ○ Ongoing promotion via website, social media, Recycling Rewards and Veolia newsletters <ul style="list-style-type: none"> ▪ Subsidised home composting bins ▪ Real Nappies for London voucher scheme ▪ Furniture collection for reusable items ▪ Repair and reuse events ▪ Targeted communications • Deliver Future Neighbourhoods project, Phase 1 & 2, in Somers Town to develop: <ul style="list-style-type: none"> ○ Circular economy market stalls ○ Community larder ○ Upskilling residents to repair/ reuse ○ Food redistribution • Support provision of and promote Kentish Town Library of Things and seek to introduce an additional Library of Things in the Borough • Increase Camden school staff and pupil knowledge on waste minimisation through communications and 2 outreach events per month • Provide 3 Waste Electric and Electronic Equipment (WEEE) repair workshops per annum <ul style="list-style-type: none"> ○ Develop local repair community group partnerships • Support delivery of Veolia Camden's Sustainability Fund, which provides not-for-profit organisations and community groups funding for waste reduction, reuse and other environmental improvement projects. Estimated 6 projects supported per annum. 	<ul style="list-style-type: none"> • Reduction of residual waste and consumption-based carbon emissions • Financial benefits for residents through waste reduction and reuse • Increased tonnage of WEEE collected in Camden per annum • Increased amount of WEEE repaired in Camden per annum 	<ul style="list-style-type: none"> • Promotion of home composting, real nappy scheme and furniture collection – ongoing • Future Neighbourhoods – extension proposed to cover 2023-24 • Schools and WEEE campaigns – ongoing • Veolia's Sustainability Fund – annual 	WCA
Camden #02	<ul style="list-style-type: none"> • Waste Reduction 	Minimise single-use plastic and other items in Camden	<p>Own estate:</p> <ul style="list-style-type: none"> • Carry out review, post covid, of single-use items used in council buildings, replacing with reusable alternatives • Conduct an internal waste composition audit • Develop a communications campaign encouraging staff to reuse, e.g., coffee cups, and participate in local schemes such as CLUBZERO, which provides reusable food/ beverage containers for participating outlets in King's Cross. <p>Residents:</p> <ul style="list-style-type: none"> • Support existing and develop new local campaigns encouraging residents to refuse single use items • Continue to deliver Refill Station Camden market stall, seeking opportunities to expand product range and outlets 	<ul style="list-style-type: none"> • Lead by example by removing single use items from council buildings • Encourage staff and resident behaviour change • Reduction of residual waste and consumption-based carbon emissions 	<p>Own estate</p> <ul style="list-style-type: none"> • Review carried out – Spring 2023 • Waste audit - 2023-24 • Communications campaign 2023-24 <p>Residents</p> <ul style="list-style-type: none"> • Ongoing <p>Schools</p> <ul style="list-style-type: none"> • Ongoing 	WCA

			<ul style="list-style-type: none"> Promote Refill London scheme to increase participation by businesses, enabling residents, workers and visitors to use refillable water, coffee and food containers, and do plastic-free shopping <p>Schools:</p> <ul style="list-style-type: none"> Continue work with schools and school caterers to minimise single-use plastic <p>Business:</p> <ul style="list-style-type: none"> Work with partners (Camden Climate Change Alliance and Veolia) to promote reduction of single use items to member businesses. <ul style="list-style-type: none"> Work with NLWA (North London Waste Authority) to continue to delivery of the West Hampstead Low Plastic Zone and scope out potential for expansion 		<p>Business</p> <ul style="list-style-type: none"> Promotion to businesses - annual Low Plastic Zone - 2023-24 (potentially will extend) 	WCA/ WDA
Camden #03	<ul style="list-style-type: none"> Waste Reduction Maximise recycling 	Reduce fly-tipping across the Borough	<ul style="list-style-type: none"> Deliver targeted fly-tip reduction campaign, focussing on hotspot areas on a ward-by-ward basis, aligning messaging with other local projects e.g. enforcement, beautification interventions and waste reduction/ reuse. 3 areas per annum Increase awareness of the right thing to do with waste, and the fines associated with fly-tipping through ongoing communications campaign via website and social media Refresh Camden's Love Clean Streets (LCS) app campaign promotion Evaluate 2022-23 fly-tip 'beautification' project, where interventions such as planters are installed to design-out fly-tipping. Scope out potential to expand to other hotspot areas 	<ul style="list-style-type: none"> Improve cleanliness of local environment by reducing number of fly-tipped items in target locations by 25% Increased recycling rate and reuse Increased number of unique LCS app users in target wards 	<ul style="list-style-type: none"> Deliver one campaign in Spring 2023, with potential to extend Fly-tipping communications - ongoing LCS refresh – Spring 2023 and reviewed annually Review KBT Beautification project - Spring 2023 	WCA
Camden #04	<ul style="list-style-type: none"> Waste Reduction 	Work in partnership with NLWA to deliver the North London Residual Waste Reduction Plan 2022-25	<p>Partnership projects proposed in Plan:</p> <ul style="list-style-type: none"> Participate in pan-London food waste campaign Low Plastic Zones: Business engagement will continue in existing and new zones Waste minimisation education: Deliver the Waste Prevention Community Fund with total fund of £120k, available for not-for-profit organisations for projects that support waste prevention in North London Deliver repair and upcycling events Deliver annual Waste Prevention Exchange conference for sector experts, covering topical waste prevention issues. Advertising campaign to raise awareness of and increase attendance at reuse and recycling centres. 	<ul style="list-style-type: none"> Reduction of residual waste and consumption-based carbon emissions 	<ul style="list-style-type: none"> All - ongoing 2023-2025 	WCA/ WDA
Camden #05	<ul style="list-style-type: none"> Maximise recycling 	Increase recycling and reduce contamination from kerbside properties	<ul style="list-style-type: none"> Tackle contamination by developing automated kerbside contamination communications that informs residents why their bin has not been collected and how to rectify the issue <ul style="list-style-type: none"> Residents will be educated on what materials can be recycled in Camden, with repeat contaminators written to with increasing severity, culminating in a site visit Veolia to deliver crew contamination toolbox talks with the aim of improving reporting and tagging of contaminated recycling Promote garden waste and bulky waste services via annual leaflet, Recycling Rewards newsletter, website and social media comms 	<ul style="list-style-type: none"> Reduced kerbside contamination Increased recycling rate 	<ul style="list-style-type: none"> Automated system to be developed – Spring 2023 Promotion - ongoing 	WCA
Camden #06	<ul style="list-style-type: none"> Maximising Recycling 	Increase recycling and reduce contamination from communal estate properties	<ul style="list-style-type: none"> Trial use of bin weighing data to target low performing estates for recycling and contamination <ul style="list-style-type: none"> Develop targeted communications for lower performing estates by Develop an estate leader board hosted on the Camden website for residents to compare their recycling performance against other estates, linking in with Recycling Rewards scheme Conduct residual/ recycling capacity audit by Summer 2024 Expand the resident contamination feedback process trialled during 2021-22 Conduct periodical estate waste facility audits to ensure container provision is optimised Deliver collection crew contamination toolbox talks with the aim of improving reporting and tagging of contaminated recycling 	<ul style="list-style-type: none"> Reduce the number of estates contamination incidents and repeat contaminators in target areas by 25% Increased recycling rate 	<ul style="list-style-type: none"> Test data accuracy and trial on 2 estates - Spring 2024 Waste facility audit – Spring 2024 Toolbox talks – quarterly or as required 	WCA

			<ul style="list-style-type: none"> Incorporate measures recommended in ReLondon Flats Recycling Package where appropriate 			
Camden #07	<ul style="list-style-type: none"> Maximise recycling 	Increase recycling and enhance service provision for flats above shops	<ul style="list-style-type: none"> Develop communications for flats above shops residents, to increase participation in recycling minimise contamination and reduce residual waste. Delivered via annual leaflet, targeted letters and website. Expand trial of on-street storage for waste to additional areas, expanding to 2 new areas, covering c.100 properties <ul style="list-style-type: none"> Scope potential for inclusion of recycling and food waste, producing an options appraisal report by Spring 2024 	<ul style="list-style-type: none"> Increased recycling rate Reduced contamination 	<ul style="list-style-type: none"> Targeted communications – annual New trial areas implemented and scoping exercise – by Spring 2024 	WCA
Camden #08	<ul style="list-style-type: none"> Maximising Recycling 	Increase recycling in Camden schools	<ul style="list-style-type: none"> Increase school staff and pupil knowledge on recycling through Veolia’s Sustainable Schools programme <ul style="list-style-type: none"> Provide education packs for primary schools and competition for secondary schools Deliver workshops, litter picks and waste audit sessions for schools Support schools to consider the waste hierarchy in delivery of school services and activities through the Camden Schools Charter and Camden Climate Change Alliance Conduct periodical reviews of school waste facilities 	<ul style="list-style-type: none"> Behaviour change Increased recycling rate Reduced contamination 	<ul style="list-style-type: none"> Schools offer – Spring 2023 and annually Audit school facilities – Spring 2023 and annually 	WCA
Camden #09	<ul style="list-style-type: none"> Maximise recycling 	Increase food waste recycling	<p>Household (kerbside and communal)</p> <ul style="list-style-type: none"> Expand Food Waste Recycling Project, providing targeted messaging and caddy liners to residents on a targeted low-participation kerbside collection round <ul style="list-style-type: none"> Refresh digital campaign to encourage recycling participation and food waste minimisation Develop outreach work including food waste roadshows and community workshops Increase the number of estates collecting food waste Increase the number of outlets where free caddy liners can be collected by residents (budget permitting) <p>Schools</p> <ul style="list-style-type: none"> Increase uptake of food waste collection service via officer visits and targeted communications <p>Sustainable food</p> <ul style="list-style-type: none"> Develop an Action Plan by Summer 2023 which contributes to Camden’s Food Mission that, by 2030, everyone eats well every day with nutritious, affordable, sustainable food Participate in ReLondon’s Circular Food Procurement Group 	<ul style="list-style-type: none"> Increase tonnage of food waste collected from 2019/20 baseline Increase number of Camden estates with food waste collection services Increase the total number of schools with a food waste collection service Increased recycling rate Reduced contamination Develop sustainable food system in Camden 	<p>Household</p> <ul style="list-style-type: none"> Expand food waste project – Spring 2023 Estate food waste recycling – Summer 2024 Scope additional outlets for caddy liner provision – Spring 2023 <p>Schools</p> <ul style="list-style-type: none"> Increase uptake of food waste service – Spring 2024 <p>Sustainable Food</p> <ul style="list-style-type: none"> Action Plan by Summer 2023 Collaboration with ReLondon - ongoing 	WCA
Camden #10	<ul style="list-style-type: none"> Maximise recycling 	Increase WEEE and bulky waste recycling	<ul style="list-style-type: none"> Develop local community group partnerships to produce a range of waste reclaim and collection events for Camden residents to recycle WEEE and selected larger bulky waste items Develop communications campaign to raise awareness on the importance of recycling WEEE and Camden’s kerbside WEEE recycling and bulky waste collection services 	<ul style="list-style-type: none"> Increased tonnage of WEEE collected Increased awareness of repair and recycling options Increased recycling rate 	<ul style="list-style-type: none"> Spring 2023 	WCA
Camden #11	<ul style="list-style-type: none"> Maximise recycling 	Increase uptake of commercial waste service	<ul style="list-style-type: none"> Develop new commercial communication assets to engage customers on the importance of recycling Expand food, glass and card recycling streams via new service product offering Continue data analytics to identify high-weight customers and engagement with them to introduce food recycling collections Review and refresh commercial contamination process to reduce contamination and better inform customers on how to recycle Introduce waste audits and waste training for customers and their employees 	<ul style="list-style-type: none"> Increased recycling rate 	<ul style="list-style-type: none"> Spring 2024 	WCA

Camden #12	<ul style="list-style-type: none"> Waste reduction Maximise recycling 	Develop and deliver communication campaigns and projects to minimise waste and increase recycling from all sectors across the Borough	<ul style="list-style-type: none"> Deliver annual service leaflets to all Camden properties (FAS every 6 months with bag delivery) Deliver seasonal communications via digital media and print Deliver Recycling Rewards incentives scheme to residents, including monthly newsletter Veolia Camden to conduct annual resident satisfaction survey Continue to collect and recycle single-use cups from Camden streets and businesses as part of the Camden Recycles Cups project Support ongoing regional and develop local campaigns that promote recycling in Camden 	<ul style="list-style-type: none"> Increased recycling rate 	<ul style="list-style-type: none"> All - ongoing 	WCA
Camden #13	<ul style="list-style-type: none"> Waste reduction Maximise recycling 	Work in partnership with NLWA to reduce waste and increase recycling	NLWA Resource Recovery Facilities (RRFs) <ul style="list-style-type: none"> NLWA operates a sorting facility (at Wembley) which sorts wood, mattresses, metal, cardboard and hardcore material. It is envisaged that 10,000 tonnes will be processed at the station per annum from across the 7 constituent boroughs and are recovering around 30% of materials for recycling and reuse. NLWA are investing in a residual pre-treatment facility (sorting facility) within the new RRF. This will process between 30,000 and 65,000 tonnes of residual waste and is expected to recover 30% of materials for reuse and recycling. A Temporary Bulky Waste Facility (TBWF) became operational in April 2022 which allows the transfer of organic and recyclable materials for processing and extract some for recovery and reuse. The new RRF facility is expected to come into use in Feb 2023, at which point the TBWF will no longer be required. A new Joint Waste Strategy is currently being developed with the 7 constituent boroughs to cover the period of 2024 – 2040. 	<ul style="list-style-type: none"> Increased recycling rate Reduced residual waste processed 	<ul style="list-style-type: none"> New RRF – Feb 2023 Joint Waste Strategy Development – 2022-24 	WDA
Camden #14	<ul style="list-style-type: none"> Reducing environmental impact 	Work towards greening waste collection and cleansing fleet	<ul style="list-style-type: none"> Scope potential to green the collection and cleansing fleet by exploring the range of alternative fuels available, in use by other boroughs and develop options for consideration. 	<ul style="list-style-type: none"> Reduced associated carbon emissions 	<ul style="list-style-type: none"> Scoping exercise – by Spring 2024 (and ongoing) 	WCA
Camden #15	<ul style="list-style-type: none"> Reducing environmental impact 	Support delivery of outcomes in Camden's Clean Air Action Plan 2022-26	<ul style="list-style-type: none"> Encourage resident uptake of garden waste service via ongoing communications through a range of channels to reduce air quality impacts of burning garden waste Encourage businesses to use a delivery or waste consolidation service to reduce vehicle emissions associated with business operations via the Camden Climate Change Alliance communications channels 	<ul style="list-style-type: none"> Reduced associated emissions 	<ul style="list-style-type: none"> Resident communications via annual leaflet and periodical via social media – Spring 2023 onwards Business communications via CCCA newsletter – Spring 2023 onwards 	WCA
Camden #16	<ul style="list-style-type: none"> Maximising local waste sites 	Expand the range of materials that can be accepted for recycling at the RRC	<ul style="list-style-type: none"> NLWA will continue to collect and recycle mattresses and extended polystyrene and will seek outlets for other hard to recycle items. Look to increase the scope of textiles and carpets that are accepted 	<ul style="list-style-type: none"> Increased recycling 	<ul style="list-style-type: none"> Increase of textile recycling offer – Spring 2023 	WDA
Camden #17	<ul style="list-style-type: none"> Other 	Develop a strategic direction/ approach toward embedding circularity	<ul style="list-style-type: none"> Set up a Circular Economy Panel to determine how the circular economy is currently working in Camden and what more can be done within the Council and to support activity in the community. 	<ul style="list-style-type: none"> Inform and enable the transition to a circular economy in Camden 	<ul style="list-style-type: none"> CE Scrutiny Panel – Spring 2023 	WCA
Camden #18	<ul style="list-style-type: none"> Waste reduction Maximise recycling Reducing environmental impact 	Ensure all developments optimise resource efficiency by reducing waste and minimise materials required through planning Policy CC5: Waste	<ul style="list-style-type: none"> Assess all planning applications for 10+ homes or non-domestic schemes over 1000 m2 internal floor area to ensure align with Policy CC5. We may also look at certain smaller schemes Where the demolition of a building cannot be avoided developments are expected to divert 85% of waste from landfill by reusing materials on-site or salvage appropriate materials to enable their reuse off-site. 	<ul style="list-style-type: none"> Drive up reuse/ waste reduction 	<ul style="list-style-type: none"> Ongoing/ BAU 	WCA

