



In partnership with



RECYCLING AND WASTE COLLECTION SERVICES

Bromley Council and Veolia

RECYCLING AND WASTE COLLECTION SERVICES

BROMLEY WASTE FACTS



152,000 tonnes
of waste

=

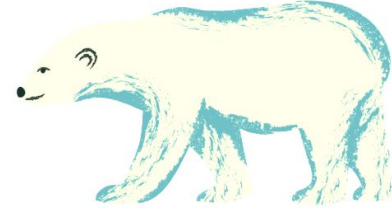


33 Royal Albert Halls



11,000 tonnes of
food waste recycling

=



22 Polar bears



8,000 tonnes of
glass

=



**667 double
decker
buses**



320 tonnes of
aluminium cans

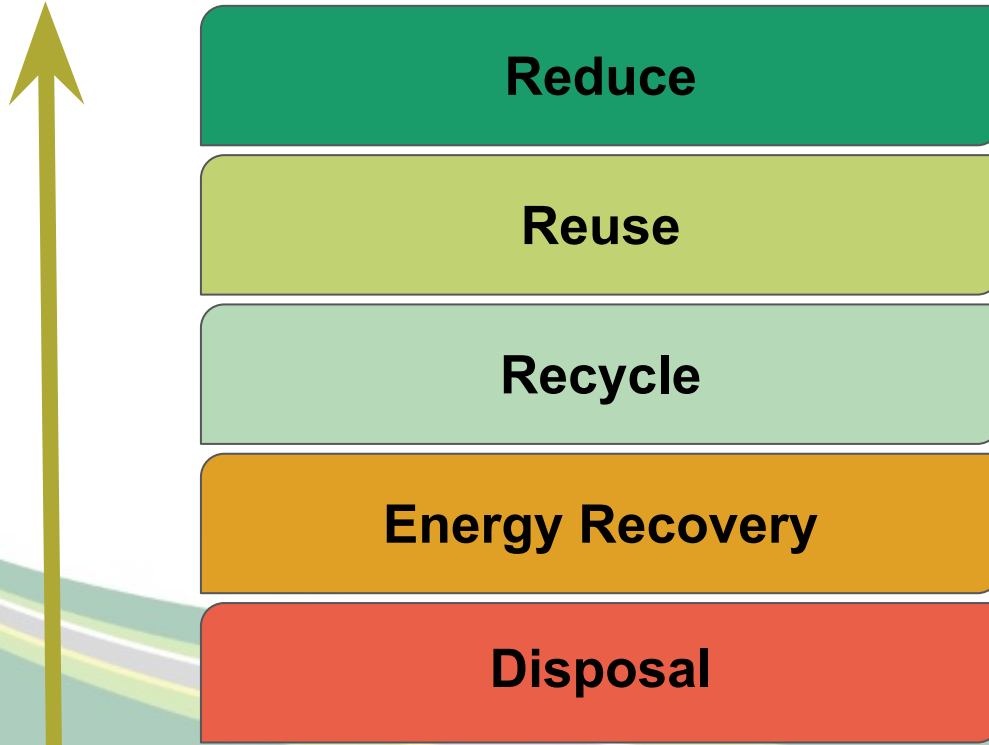
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**49
elephants**

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PREFERRED ENVIRONMENTAL OPTIONS



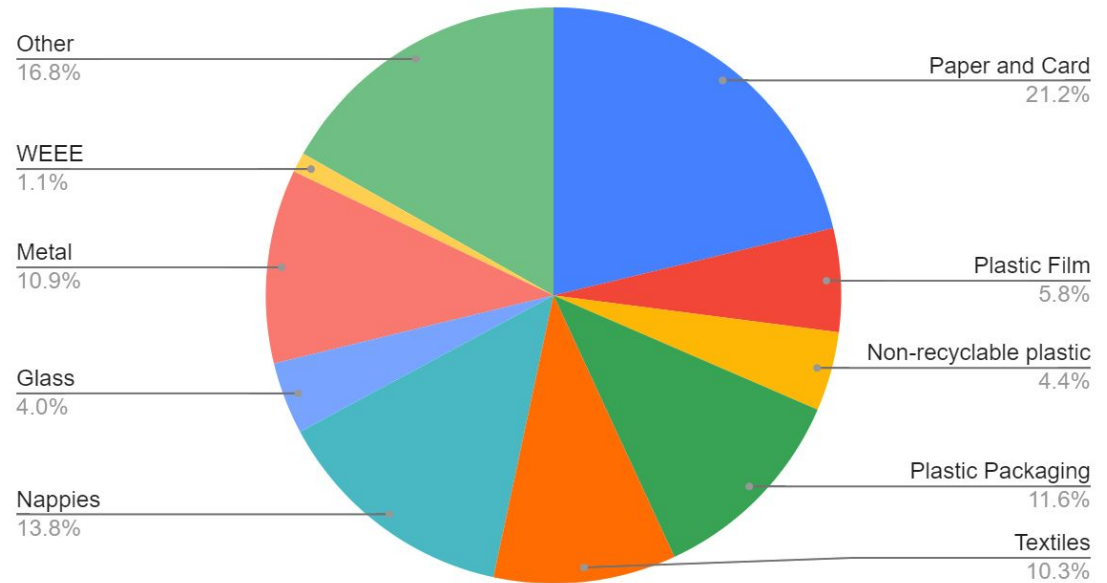
RECYCLING AND WASTE COLLECTION SERVICES

RECYCLING HEROES EDUCATION PROGRAMME

In Bromley, we recycle **around 50%** of the waste we produce making us one of the top recyclers in London.

However, there are still a lot of ways to further increase our recycling...

What do Bromley Households throw away?



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RECYCLING HEROES EDUCATION PROGRAMME

Recycling Heroes Education Programme

- A programme for primary schools
- Includes a presentation, four animated videos, a worksheet, a certificate
- Launched in May 2021
- Visited **14 primary schools** and engaged with **c. 3,600 pupils** so far
- **Three animated videos** about what happens to my recycling for [Paper and Card](#), [Plastics, Glass, Cans and Cartons](#), [Food Waste](#) are available on Youtube



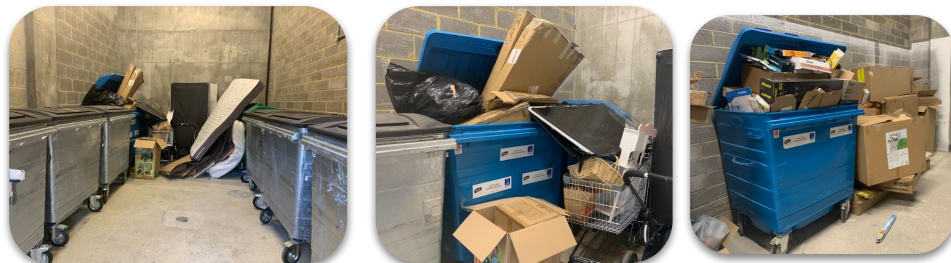
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RECYCLING FOR HOUSEHOLDS

Recycling for Estates

- The recycling trial included six estates - three 'control' estates and three estates receiving interventions
- Four week monitoring period completed in Aug/Sep 22
- We developed interventions incl. a leaflet, bin store signs and reusable bags for residents to carry recycling to the bins
- Interventions took place in Nov 22

Monitoring of estates



Communications to tackle contamination and excess waste

Leaflet



Bin store signs



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CONTAMINATION TAGS FOR RECYCLING CONTAINERS

Contamination escalation process for households

- In January 2022, we introduced three recycling contamination tags for:
 - plastic, glass, tins and cans
 - paper and card
 - food waste
- Contamination training was delivered to all recycling crews.
- Contamination decreased following the introduction of tags and training.



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YOUR WASTE IS YOUR RESPONSIBILITY CAMPAIGN

Your Waste is Your Responsibility anti fly-tipping campaign

- A behaviour change campaign
- A number of interventions delivered incl. leaflets, posters and face-to-face engagement
- Approx. 50% decrease in fly-tips in target areas
- Shortlisted for *Campaign of the Year* at the National Recycling Awards 2022



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SUSTAINABILITY FUND

The Sustainability Fund will provide cash sponsorship, in-kind resources, or staff volunteers to support not-for-profit organisations and community groups to transform their local community or environment.

Any not-for-profit organisation, community group or individuals can apply to the Sustainability Fund.

www.veolia.co.uk/sustainability-fund



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STREET FRIENDS

Street Friends: 1,900 volunteers

- Street Friends organise litter picking events in their local areas.
- Managed by Veolia.
 - Veolia loans litter pickers, hoops and bags to individuals and groups.
 - A risk assessment is shared with groups ahead of each litter picking event.
 - The group provides information about the location and date of the event for Veolia to collect bags.
 - After the event, the group returns litter pickers and hoops back to Veolia.
 - Within the last six months alone, we delivered 4,360 purple bags - 1,723 collected.





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Thank you