

London Borough of Lewisham

March - May 2014

With a high level of flats and estate properties on its books the London Borough of Lewisham faces challenges around participation and contamination. MetalMatters launched in early 2014, targeting residents with a wide range of activities. Results show that the MetalMatters 'off the peg', tried and tested materials, combined with local authority know-how and contacts, proved a great success, generating additional annual value of £40,113 – or 33 pence per household.



KEY FACTS

Number of households:	122,000 (including 40,000 multi-occupancy properties)
Recycling service:	Weekly co-mingled kerbside collection and communal recycling bins
Programme cost:	£29,100
Total cost per household:	24p
Additional value generated:	£40,113*
Return on investment:	9 months

METAL CAPTURE RATE

Pre campaign:	43% (5.9kg/household)
Metals capture rate increase:	12% (6.6kg/household)
Additional metals captured:	91.2 tonnes

Data includes year on year comparison of metal packaging in dry mixed recyclables, January – November 2013 and 2014.

Co-mingled materials are sent to Bywaters MRF for processing. 8 samples per month are taken from Lewisham's commingled material and analysed. A monthly percentage of 'mixed cans' and 'metals & packaging' is provided to the authority.

*Additional value includes £9,117 landfill saving @ £100/tonne



MetalMatters

www.metalmatters.org.uk/case-studies

Overview

The London Borough of Lewisham has a recycling rate of 17% and is home to 122,000 households, with numbers rising exponentially. Just under 40,000 residences are made up of large estate properties and tower blocks, with communal recycling bins located externally, and often incorporating a chute system for disposal of residual waste. As a result, low participation and contamination of bins have proved problematic for recycling services.

Waste Initiatives and Contract Officer Paddy Swift says: "We have done a lot of work, including door knocking and leafleting, placing fresh stickers on bins and improving signage. We have provided purpose-built areas on concrete plinths to tidy up the bin areas and at the present time we are changing the locks on bins to prevent residents from lifting lids and causing contamination. However, we appreciate that we are still asking residents to make more of an effort to recycle."

The authority deployed MetalMatters to increase metal capture rates, raise awareness of general recycling and address the contamination issue. The budget of £29,100 was split between the MetalMatters programme and Recycle for London through the London Waste & Recycling Board. Swift adds: "I was hoping to encourage participation from people who were not recycling initially, and it was also a chance to look at the issue of contamination, which I imagine is a problem for all councils that collect waste in a commingled way.

"We were primarily promoting the recycling of aluminium and steel food and drink cans, but saw this as a means to allow us to encourage further recycling of all materials, so we were glad to have it on board."



The Campaign

The MetalMatters campaign launched in March 2014 and consisted of:

- Directly addressed leaflet drop to every household in the Borough;
- Launch event;
- Signage panels on kerbside collection vehicles;
- Extensive newspaper coverage;
- MetalMatters page on Council website;
- Social media activity.

The local authority's contacts proved invaluable in sourcing a free slot at Lewisham Shopping Centre to host the event, where children designed an eye-catching artwork from recyclable metal packaging. The recycling team was on hand to distribute leaflets, give away MetalMatters fridge magnets and talk to shoppers. Swift says: "Lots of people stopped to ask what was going on. They were doing their shopping, which offered a good excuse to talk about the tins, cans and aerosols in their shopping bags. The shopping centre was a fantastic location for the event and it came together really well."

The event resulted in coverage in both the main local weekly papers, News Shopper and South London Press.

Every household in the Borough received the MetalMatters 'Transformation' leaflet which had been adapted to include information and images to promote the Council's metal packaging recycling service. As a borough with many residents for whom English is not a first language, Swift says the clarity of the leaflet and the ease with which it can be understood was a real bonus. He adds:

"MetalMatters materials are tried and tested, and incorporate experience gained with other local authorities' campaigns; we also have our own way of doing things – but the two combined really well."

We jumped at the opportunity to use existing artwork that has been used in other campaigns and used it on our own trucks, website and blog. It was really helpful to have something already on the shelf that was established and tried and tested."

Programme Results

Sampling from Lewisham's MRF provider, Bywaters, showed a rise of 12.3% in metals capture, with an additional 91.2 tonnes collected annually. The total volume of cans collected per household increased from 5.9kg to 6.6kg, generating an additional £30,996 – or 26 pence per household.

Combined with landfill savings of £9,117, the additional value created by the programme totalled £40,113. At 33 pence per household, this far outstripped the campaign budget of 24 pence per household, and resulted in campaign costs being recovered in less than nine months.

Swift sums up his experience of the campaign: "My personal feeling is that it went very well. The key is to try to reach as many people as possible with the resources available, you have to hit people from lots of different angles. As well as the leaflets and launch event, we had outdoor advertising, Twitter, vehicle signage and press coverage. We achieved all that at 24 pence per household, and that is good value for money.

"There is very little money available for campaigns such as this any more, so the funding from MetalMatters made a real difference – without it we wouldn't have been able to run an integrated marketing communications campaign across the whole borough. Working with MetalMatters meant that we were able to stretch the budget as far as we could."



MetalMatters

Future plans, summary and conclusions

With the direct element of the campaign itself over, the 'make your metals matter' messages remain: The borough's recycling vehicles still feature MetalMatters messaging, and the local authority also uses leaflets and promotional displays and giveaways at events to keep reminding residents of the need to recycle more. Swift concludes: "We have done a lot of work to tackle contamination and we're always pushing that message.

"Recycling messages always have to keep reinventing themselves with something fresh and eye catching. We haven't got billion pound budgets for these campaigns, but I think we did very well and made the money stretch a long way – we got a lot out of the budget, and reached a lot of people."



Links:

www.lewisham.gov.uk

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About MetalMatters

MetalMatters was developed and is funded by the metal packaging manufacturing industry, reprocessors and fillers. The programme works in partnership with local authorities and their waste collection partners to promote metal packaging recycling, and thereby improve capture rates for metal packaging at the kerbside. The MetalMatters programme is supported by WRAP.

MetalMatters is being managed on behalf of the funding partners by the Aluminium Packaging Recycling Organisation (Alupro).

For details of MetalMatters campaigns and case studies visit www.metalmatters.org.uk

METALMATTERS FUNDING PARTNERS

(AT 1ST JANUARY 2015)

INDUSTRY ORGANISATIONS:



METAL PACKAGING REPROCESSORS



FOIL CONTAINER MANUFACTURERS



HOUSEHOLD FOIL MANUFACTURERS



METAL PACKAGING CONTAINER MANUFACTURERS



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