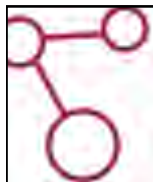




Zero Waste Places Pathfinders and Standard


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Overview



- About BREW Centre
- About the Zero Waste Places Initiative
- Lessons from 08/09 Towards Zero Waste Places
- Outline 09/10 TZWPs
- Standard






BREW Centre Overview


- By local government for local government
- Set up in 2006 to help local authorities support their business communities to be more resource efficient
 - Household waste 9% of total waste arisings
 - >40% of SMEs contact their LA on environmental/waste issues (SME-nvironment 2009 49%)
 - Unlike larger business - dedicated resource, driven by regulations and CSR
 - Employ 13.2m and make up 58% of the UK private sector workforce (FSB 2008)
 - Collectively, large quantities of waste

How and what we do

- National network of LAs across England
- Sharing best
- Case studies
- Events
- Guidance notes and toolkits
- E-zine
- Grant funding
- All of the above, reason why BREW Centre selected to deliver ZWP







Results 2006-2009


Outputs

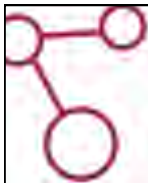
- Diverted from landfill
 - 39,000 tonnes
 - 348,000 tonnes over five years
- CO2 savings
 - 104,000 tonnes
 - 953,000 tonnes over five years
- Saved businesses
 - £1.7m
 - £14m over five years
- Saved local authorities
 - £700,000
 - £3.5m over five years

Background to Zero Waste Places

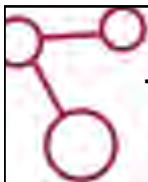
- Outlined in the Waste Strategy, England 2007:
 - “Develop innovative and exemplary practice” (pg 16)
 - “Identifying places which will strive to go beyond existing best practice in waste and resource management” (pg 95)
 - “identifying the barriers and illustrating solutions to enable others to adopt the most effective approach” (pg 96)





What is Zero Waste?


*“a simple way of encapsulating the aim to go **as far as possible** in reducing the environmental impact of waste. It is a visionary goal which seeks to **prevent waste** occurring, conserves resources and recovers all value from materials”.*



Towards Zero Waste Places 2008/9



- London Borough of Brent – Green Zones
- London Borough of Lewisham – Green Street
- Milton Keynes – Shenley Church
- Kings Lynn – Tuesday Market Place
- Peterborough – Cathedral Square
- West Midlands Regional Strategy






London Borough of Brent


- 20 'Green Zones' set up across Brent
- Driven by community leaders (volunteers)
- Green Zone:
 - Min 65% residents recycling 5 separate material streams
 - All min 3 energy saving light bulbs
 - 70% using water saving devices
 - 30% 'green transport'

London Borough of Brent

- As well as water, waste and energy saving...
- Improved streetscene
 - Reduced and removal of flytipping
 - Improving property frontages – garden centre discount
- Community gardens for all residents to grow their own produce
- A sense of pride within the community
- Increased community cohesion
 - Provide Council with a forum to make contact with 'hard to reach' residents
 - Brent's Refugee Forum
- Up-skilling unemployed






London Borough of Brent


- 3 year internal funding bid
- Shortlisted two awards – knock on benefits
- 4 min video:

<http://www.brent.gov.uk/streetcare2.nsf/Green%20Zones/LBB-306>



Peterborough Cathedral Square


- Redeveloping city centre square
 - Reduce construction waste
 - Re-use materials
 - Re-cycle everything else
- Educate and encourage businesses to be more resource efficient






Peterborough Cathedral Square


- Developed forum with construction firm, NISP, Eastex, Bioregional, Council
 - Reduced construction depth by 33% to prevent waste
 - Worked with suppliers on packaging
 - Re-usable material given to community groups and clubs



Peterborough Cathedral Square

- Audited 45% of businesses in the ZWP
- 50 opportunities to reduce waste/recycle identified
- ‘Go Zero’ challenge – 7 businesses 1 kg waste each in fortnight
- Private waste firms onsite visits to look at improvements
- Waste Awareness training







Peterborough Cathedral Square

- Tour of Britain cycle race Peterborough heat


“Overall, it was a hugely successful race of the city. It brought many thousands to watch and many people from outside the city. The race was used as a platform for showcasing our environmental credentials (cycling in particular) and Peterborough’s aspirations to be a Zero waste place.” Kim Coley, PECT


- Replication of Cathedral Square redevelopment in Corn Exchange



Milton Keynes Shenley Lodge

- 1457 households, shops, church, school, leisure centre
- Face-to-face contact with 40% households
- Waste audits and advice to businesses
- >700 children in MRF visits and assemblies
- Publicity campaign







Milton Keynes Shenley Lodge


- Zero Waste event
- Compost bins
- Pond dipping
- Big Tidy Up


“Well done it was a great day! - super atmosphere and brings the community together, and despite being keen recyclers we also picked up things we could/should be doing.”




Milton Keynes Shenley Lodge

- Tetrapak bank in shopping area
- Recycling sack dispenser
- Recycling on the Go
- Fly-tipping
- Increase recycling participation
 - 50 compost bins
 - 51 recycling boxes
 - Increased recycling tonnages (30 tonnes in 6 months)






Zero Waste Places 2009/10




BREW
Business Resource Efficiency & Waste
Centre for Local Authorities




7 new Towards Zero Waste Place projects

- **Bishops Castle, Shropshire**
 - Wide range of waste reduction activities
 - Training to repair broken computers (Skills for Life)
 - Education programme in schools
 - Increasing composting
 - Improve business recycling
 - Plastic bag free town





BREW
Business Resource Efficiency & Waste
Centre for Local Authorities




Towards Zero Waste Places 2009/10


- Eton Park and Anglesey, East Staffordshire
 - High % of 'hard to reach' groups
 - Golden thread of climate change, promoting resource efficiency
 - Community champions
 - Schools education

Towards Zero Waste Places 2009/10




- Dorchester upon Thames, Oxfordshire
 - 100% recycling school
 - Waste audits for businesses and assistance to implement findings
 - 'Junk mail free' village
 - Focus on waste reduction of materials for which there is no household recycling collection e.g. nappies, batteries
 - 'Back to basics' workshops – e.g. cookery class with leftovers






Towards Zero Waste Places 2009/10

- Follingham Court Estate, Hackney
 - Residents Carbon Club – social networking
 - Community composting
 - Edible wall
 - Swap shops
 - Real nappies
 - Re-usable batteries

Towards Zero Waste Places 2009/10


- Coldharbour Ward, Lambeth
 - Building on Low Carbon Zone
 - Promoting re-use organisations, businesses, charities and practices - repair workshops e.g. clothes
 - Recycling on the Go major material streams
 - Introduction of glass recycling businesses






Towards Zero Waste Places 2009/10


- Queens Market, Newham
 - Predominantly covered market
 - Waste reduction for traders
 - Workshop – best practice waste reduction
 - Recycling on the Go
 - Re-useable shopping bags
 - Recycling investment





Towards Zero Waste Places 2009/10

- Seven Suffolk Streets
 - Competition between streets across districts
 - Waste reduction for consumers
 - Schools education programme







Zero Waste Places Standard



Why a Standard?



- Feedback and building on lessons learnt from 08/09
- To provide recognition to area's and authority's great work
- Becoming accredited acts as a catalyst for action
 - Targets to work towards
 - Continuous improvement
 - People 'live up to the name'
 - Voluntary partnerships






Why a Standard?

- Using accredited status to promote initiatives e.g. Love Food Hate Waste
- Sense of pride within community
- Community cohesion



The Standard

- Broken down into sections:
 - Households
 - Schools
 - Business
 - General Environment
- Critical factors e.g. waste reduction programmes for householders (WFD)
- Developmental areas e.g. Recycling bins in public places (Waste Strategy, 2007)
- Grant funding £5k for successful applicants for expansion and development





How do I become accredited?

- Application information on website: www.lga.gov.uk/brewcentre
- Very straightforward application
- Assessed by University of Northampton
- Cost £150
- Re-assessment every other year (£100)
- Signed off by Minister of Waste
- Assist with media attention



More information

www.lga.gov.uk/brewcentre

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