

metroSTOR Webinar Summary and Transcript

Simpler Recycling Regulation Changes:

What **ALL UK** housing providers need to know

09.09.25

Summary pages **2-3**

Transcript pages **4-13**

Catch up on all our previous Webinars [here](#)

metroSTOR Webinar **Summary**

Guest speakers Liz Horsfield and Shelley Holmes from ReLondon outlined what Simpler Recycling means for flats and communal properties, what councils will roll out and how housing providers can prepare. The focus was on making services easy to use in real life bin stores, especially where space is tight.

What is changing:

- From 1 April 2026 every household in England must have dry recycling and weekly food waste collections.
- Paper and card should be collected separately where practicable.
- From April 2027 dry recycling expands to include plastic film.
- Bring banks for general use do not meet the requirement for household provision.

Why it matters for flats:

- About two thirds of typical rubbish in flats is recyclable. The single largest fraction is food waste at close to one third.
- Capture of recyclables from flats is low compared to what is available, especially food waste, so there is significant room to improve.
- Better services reduce overflowing bins, odours and vermin, and support corporate carbon goals.

How services will work:

- Dry recycling covers glass, metal, plastic bottles plus pots tubs trays and tubes, paper and card.
- Food waste service uses in home caddies with liners or paper, and communal food bins in bin areas. Options include smaller wheeled bins or containerised housings where space or fire risk needs managing.
- Weekly collection for food waste is a legal requirement.

Wider policy context:

- Extended producer responsibility is live and shifts costs toward producers to drive more recyclable packaging, as well as creating a fund for councils to invest in waste reduction.
- A deposit return scheme is planned across the UK for drinks containers which should reduce bottles and cans in communal bins.
- An emissions trading scheme consultation signals possible higher costs for residual waste with plastics.
- POPs rules affect bulky waste such as sofas and will raise disposal costs.

Design and behaviour insights:

- Success depends on ease, knowledge and motivation.
- Practical steps include clear pictorial signage, reusable bags or small in home bins, good lighting, clean and inviting bin rooms, floor wayfinding and annual communications.
- Position containers where residents can use them, not only caretakers or crews.
- Reverse lid or aperture controlled containers help cut contamination.

Fire safety and siting:

- **Reference guidance** suggests a five to six metre separation from buildings, though this may be difficult to achieve in cities where space is often very limited.
- Avoid placing bins under balconies. Consider containerised housings to mitigate risk and ensure issues are covered within a formal fire risk assessment.

Common concerns discussed:

- Collection frequency remains a council decision, but weekly food waste is mandatory which should reduce residual overflows.
- Where food housings will not fit, several smaller containers can be used.
- Behaviour change in difficult stock requires deeper engagement beyond letters and door knocking. Coffee mornings, walkabouts and understanding daily routines can uncover barriers.
- Councils may use powers to require bins as a last resort. Collaboration is preferred.

What support to expect:

- Councils typically offer stickers, posters, downloadable templates, new containers and resident caddies. Some fund bin store upgrades or containerised food units on a first come first served basis.
- ReLondon provides guidance, the Flats Recycling Package, training, and bespoke support for providers and councils.

Action checklist for housing providers:

1. Contact your councils to confirm block contacts and access arrangements for deliveries and assessments.
2. Map each bin store now for space, lighting and routes. Identify where food bins and any separate paper and card will go.
3. Plan communications. Update tenant and leaseholder packs, schedule reminders and use pictorial signage.
4. Provide in home kit where possible. Reusable bags and small caddies increase capture.
5. Address fire risk. Review siting, balcony proximity and consider containerised housings where needed.
6. Prepare for plastic film from April 2027 and keep an eye on council decisions for flats.
7. Track contamination and overflows after rollout and adjust capacity or layout accordingly.

Key takeaway:

From April 2026, weekly food waste and core dry recycling become standard for all households, including flats. Consistent services plus practical design of bin stores, clear communications and small in home nudges are the levers that turn policy into cleaner sites and higher recycling.

Catch up on all our previous Webinars [here](#)

metroSTOR Webinar **Transcript**

Nigel Deacon

Welcome everybody. Thanks for joining our webinar today on Simpler Recycling. We are slightly late starting, my apologies. Thanks for sparing your time and big thanks to the ReLondon team, Liz and Shelley, who have agreed to share their learnings and experience for the benefit of landlords across the UK, not just London. I do not like making long introductions, so I will go straight over to Liz and Shelley. Thank you.

Liz Horsfield:

Thanks, Nigel. Good morning, everyone. My name is Liz Horsfield. I am a strategic advisor in the local authority support team at ReLondon. I am joined by my colleague Shelley Holmes, who is an advisor in the same team. It is great to see so many people joining today to find out about Simpler Recycling legislation and what it means for you.

We will talk through the legislation and what it means for you today. We have a slide deck to talk through and time for you to ask questions and discuss at the end. To explain who we are, ReLondon is a statutory body, a partner of the Mayor of London and London's 33 boroughs. Our purpose is to improve waste and resource management in London and accelerate our transition to a low carbon circular city.

We do that in a number of ways. We work with local authorities to help them rethink plans and policies to support recycling improvements and we provide research and evidence for improving services and building circular communities. We support small and medium enterprises in London to adopt or scale circular business models and to reshape high streets to become circular hubs. We engage with Londoners through campaigns such as Love Not Landfill, which reduces young people's reliance on fast fashion and London Recycles, which informs residents about how to cut their waste and recycle more.

Today we have two parts to the presentation. I will talk you through the detail of the Simpler Recycling legislation and what it might mean for you and your properties. Shelley will talk through the support available from local authorities and from us to help make these changes work well.

A quick note on scope and housekeeping. We have people here from all over the country. We will not be able to discuss individual collection issues today. Although ReLondon is very London focused, we also work with local authorities across the country, particularly on flats recycling improvements, so we hope there will be lots that is relevant to all of you.

We talk to many local authorities and residents about Simpler Recycling and today we want to engage with managing agents, landlords and social housing organisations because the housing management sector has a vital role to play in improving recycling rates in England. The waste and recycling sector is undergoing significant changes. From April 2026 all households are legally required to have a full recycling service, including food waste. Local authorities are preparing to roll out new services and they often need support and collaboration from managing agents and social housing landlords to do that successfully.

Across England about 4 million households live in purpose built flats. About 1.4 million of these are in London, with many more outside London. Many of these flats do not have access to comprehensive recycling services or have services that are more difficult to use. Recycling is more difficult for people sharing bins, but residents want to recycle and now, by law, they are entitled to the same service as houses. Making it easier for people who live in flats to recycle benefits residents, managing agents, local authorities and the environment.

There are several new pieces of legislation that have either come into force or are about to. This puts Simpler Recycling into context. It is one element of a suite of reforms that together aim to reduce and decarbonise waste and increase reuse and recycling. Shelley will briefly touch on the others later and how they impact you. Together these reforms will change how products are packaged, how recycling is collected, the cost of disposing of rubbish and where that cost falls. These represent the most significant changes to the waste industry for a long time and the impacts will reach beyond those who deal directly with waste to those who create the products and those who use and dispose of them.

For you, the key piece of legislation is Simpler Recycling. The idea is to make recycling simpler by making it consistent across all local authorities in England. From 1 April 2026 every household in England should have recycling services in place for dry recycling and food waste. There are limited exceptions around food waste where some local authorities have transitional exemptions so it may be slightly later, but for the vast majority

Simpler Recycling legislation

What is it?

- From 1 April 2026 every household in England should have a collection service for:
 - Glass, metal (cans, aerosols and foil), plastic bottles pots tubs and trays, paper and card
 - Separation of paper and card from other materials (where practicable)
 - Food waste (a weekly collection)
 - From April 2027 this will also include plastic film (plastic bags and wrapping)
- This also applies to **your offices / place of work**. **Businesses in England** (includes office blocks) were required to have these services in place from **April 2025**, with **micro-firms (10 people or less) from April 2027**

6 ReLondon



it is 1st April, 2026, for dry recycling and food waste collection. This started in Wales in April, 2025.

For dry recycling this means glass, metal, plastic bottles, pots, tubs, trays and tubes, paper and card. Where practical, paper and card should be collected separately from other materials. It might not always be possible and it is up to the local authority to decide whether separate collection is practicable. Every household will need a weekly food waste collection. Households and flats can share bins, so there do not need to be individual bins for every household, but there must be bins provided for those properties specifically. Bring banks in the street for general use are not compliant with Simpler Recycling.

From April 2027 the dry recycling requirements will be expanded to include plastic film such as plastic bags and wrapping. This already applies to offices and places of work. Businesses in England were required to have these services in place from April this year unless they are micro firms with 10 or fewer employees, in which case it is 2027. If you do not have these services, talk to your waste provider.

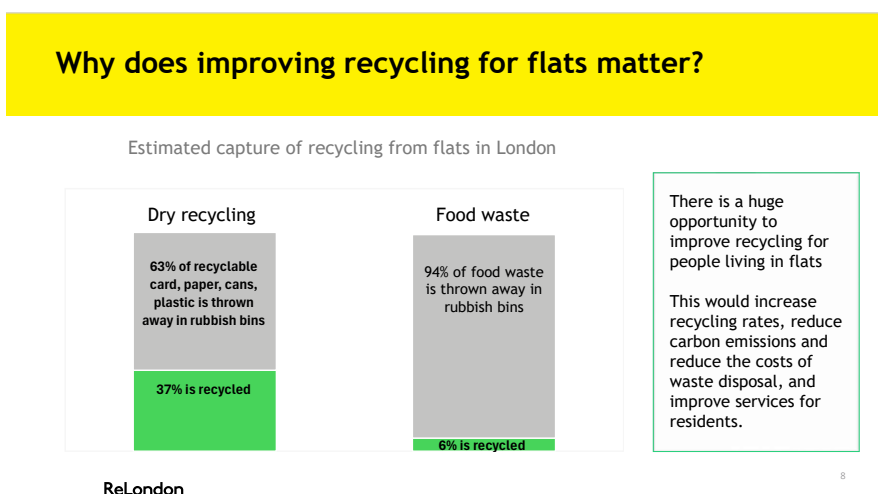
To understand why this is important, it helps to know what people are throwing away and what happens to it. In London we have evidence on what people in flats throw away and where they put it. Looking at the composition of a typical flats rubbish bin, the green shaded materials are things that could be recycled.

See table below.








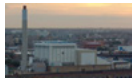
Almost two thirds of what is in the rubbish bins could be recycled by another route. The biggest single material is food waste, almost one third. Food waste in rubbish bins is a waste of food and money and can bring problems of smells and vermin where there are open bins. Another third is recyclable packaging like paper, card and plastic. The actual rubbish that cannot be recycled is the minority. This is the rubbish bin, not the recycling bin, so there is a lot in there that does not need to be.

We also looked at how much of the total recyclable material is actually going into the right bins. We estimated what proportion of recyclable materials are being captured in recycling bins. For dry recycling, about 37% of material that could go into recycling bins is being captured. About 63% ends up in rubbish bins. A lot of flats in London have a dry recycling service in place, but it is not always well set up or easy to use. For food waste it is more stark. Much of that is because food waste services are not in place at flats. We estimate that over 90% of food waste from flats is still going into rubbish bins. This shows the scale of the opportunity to improve, particularly on food waste. It is important that services work well for people because people want to recycle and there is a lot of benefit to be gained.



A reminder of what happens to materials. Packaging put in the recycling bin is sent to a materials recovery facility, sorted, baled and sent back for processing into new items. It preserves raw materials and saves energy, water and carbon emissions. Food waste collected separately is sent to an anaerobic digestion plant or an in-vessel composter where it is processed into fertiliser and energy, saving embedded nutrients, energy and carbon. Material not diverted goes into rubbish bins and is sent, in London, to energy from waste. There is still some landfill in England, but it is decreasing. Energy from waste produces electricity, but the material is then lost and burning plastics is a high carbon activity. Putting things into rubbish bins and burning them is the last resort. The legislation aims to divert waste from it.

Where does recycling and rubbish go once its collected?

	Material: Recycling (glass, paper, cans, plastics) Where: Materials recovery / recycling facility How: <ul style="list-style-type: none"> - Baled into different materials & sent for processing back into new items - Preserves raw materials, saves energy, water and carbon emissions 	
	Material: Food waste Where: Anaerobic Digestion plant How: <ul style="list-style-type: none"> - Industrial composting, producing liquid which is used as fertiliser, and energy - Saves embedded nutrients, energy, and carbon emissions 	
	Material: Rubbish bins Where: Energy from Waste plants <ul style="list-style-type: none"> - Burns waste, produces electricity - Burning plastic is a high carbon emission activity 	

ReLondon

Shelley Holmes:

Thank you, Liz. I will cover what this practically means for you as housing managers and what support might be available to help implement these changes. All properties will need a recycling service in place. Some councils might introduce a separate paper and card stream. If you already have recycling at your block, this might mean that, rather than adding a new paper bin, the council swaps a standard recycling bin for a paper and card bin. The quantity of recycling bins might not change, but the type might.

Everyone will need a food waste bin in their bin area. There are a small number of councils where this might be later, but for most councils in England this must be in place by 1 April next year. From 2027 councils will also need to collect plastic film. A major project has recently looked at how to collect plastic film from households. The report was published last week. We are not yet sure how this will apply to flats until the outcomes are fully understood, so for now it is one to be aware of.

For blocks that do not have a food service, or if you are unfamiliar with it, this is how it operates. Residents are provided a small indoor caddy. Some councils also provide a starter pack of compostable liners. Some ask residents to wrap items in paper instead. Residents fill the caddy with food they do not eat, such as plate scrapings, mouldy bread, banana skins and vegetable peelings. In the bin area there will be a larger food bin. There are generally three types you might be offered: a small wheelie bin similar to a household outdoor bin, a food bin housed inside a metal or plastic enclosure that containerises it and smaller kerbside style food bins typically used where the bin store cannot accommodate the housing unit. The council will propose an option based on your bin store size, occupancy and practicality. Food waste is collected weekly by law.

For blocks without a recycling service, some councils provide indoor recycling bags so residents can carry materials down to the bin store. Residents may also be asked to use their own bags or buckets. Recycling should be tipped loose into the bins. This allows crews to spot incorrect items and creates more space. Some councils offer smaller or larger external recycling bins depending on block size. If the council chooses to collect paper and card separately, there will be a separate bin, which is already common in many places.

A main benefit of this legislation for housing managers is that all of your properties should receive the same service collecting the same materials. This should make communications easier. If you have leaseholder or tenant packs, or send periodic reminders, these can be managed centrally. It should not matter whether you manage flats in central London or the West Midlands. Everyone should be collecting the same core items.

A benefit of food waste service is that weekly collection is mandated. As Liz showed, a large proportion of rubbish bins is food. Removing it weekly reduces overflowing bins. In my own block, rubbish is collected fortnightly and we had overflowing bins, especially around Christmas, with leaks and smells and the need for extra collections. Since food waste bins were introduced, our small block of 20 has recycled the equivalent of about 10 black bins worth of food. We rarely get overflowing bins now and rarely get leaking bins. The same applies to dry recycling: around 60% of what is in rubbish bins should be recyclable. If recycling is tipped in loose, there is more space and fewer overflows. Having this suite of bins is an opportunity to move material out of rubbish bins, which are usually the cause of overflows. It should mean cleaner bin stores. For larger housing associations with climate or carbon strategies, having these services in place and more residents recycling supports corporate sustainability targets by diverting more material from residual waste.

There is a wider suite of reforms coming in that are worth being aware of. We are in the consultation phase for the emissions trading scheme. Councils will likely have to pay more for sending rubbish containing plastics, such as plastic bottles and textiles, to energy from waste facilities where most UK waste is sent. If you pay for rubbish collections or for contaminated recycling emptied as rubbish, costs could increase. This is still consultation, so costs are unknown, but it is a flag.

There will be a deposit return scheme across all four nations for drinks bottles and cans. When you take items back to collection points at supermarkets and shops you will get a deposit back. Ireland's scheme has seen 980 million plastic drinks bottles and cans returned in about a year. If residents take these items back rather than putting them in your bins, volumes of bottles and cans in your bins may reduce.

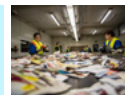
Where does recycling and rubbish go once its collected?



Material: Recycling (glass, paper, cans, plastics)
Where: Materials recovery / recycling facility

How:

- Baled into different materials & sent for processing back into new items
- Preserves raw materials, saves energy, water and carbon emissions



Material: Food waste
Where: Anaerobic Digestion plant

How:

- Industrial composting, producing liquid which is used as fertiliser, and energy
- Saves embedded nutrients, energy, and carbon emissions

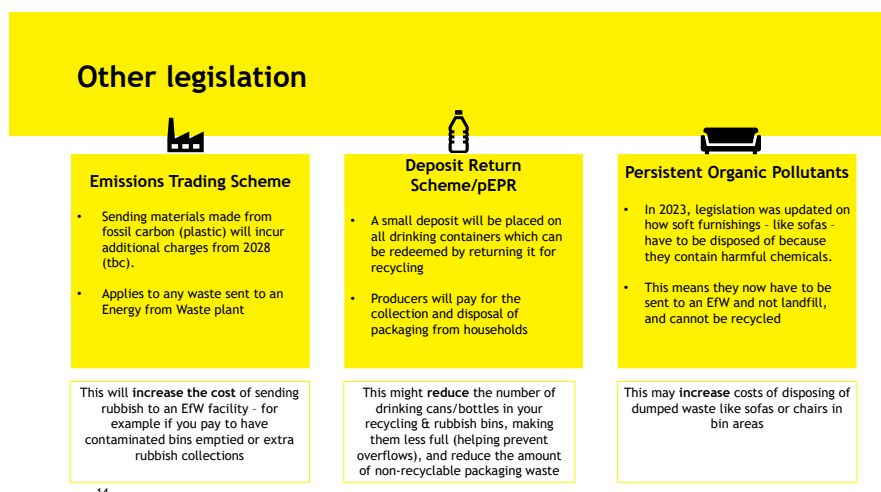


Material: Rubbish bins
Where: Energy from Waste plants

- Burns waste, produces electricity
- Burning plastic is a high carbon emission activity



Extended producer responsibility has begun. Producers of packaging now pay into a pot distributed to councils to help collect waste that ends up in bins. The more recyclable the packaging, the lower the fee. The intention is to increase recyclability so less ends up in rubbish bins. Finally, POPs legislation is in place. Items such as sofas containing persistent organic pollutants must be sent to energy from waste. You might see increased quotes for disposal of sofas and chairs. These items may also contain plastics that increase ETS costs. No major direct impacts for you, but they are worth knowing.



14

Before moving on, we are interested in your main challenges in bin areas at your blocks. My colleague Casey has put a link in the chat and a QR code. Responses are anonymous. From initial responses, common themes are items being left in bin areas and communications not reaching people due to tenant turnover.

ReLondon focuses on helping London transition to a low carbon circular economy. One of our main areas is helping residents who live in flats to recycle: purpose built flats, HMOs and flats above shops. Our research focuses on the challenges you have noted, such as items left in bin areas and communications not reaching people. Because food waste is a new stream at many flats, one of our recent major projects, in conjunction with Peabody Housing Trust, looked at how best to implement Simpler Recycling changes, how to implement food and understand what makes the whole system work so success is maximised for you, residents and collection crews.

We produced a **video** with residents to understand what works for them and what does not. The research included cameras in kitchens so behaviour was captured in real time. The video shows that recycling needs to be easy, people need knowledge of what to do and they need to be motivated. This came directly from residents. Practical points include locating new bins where residents can use them, not just caretakers or crews. Provide in-home options such as food waste caddies and reusable recycling bags, so residents can transport waste to the bin store easily. Provide clear visible signage on all bins and in bin stores and use noticeboards. In pilots we used floor vinyls to direct people to new bins. Provide annual communications and include information in tenant and leaseholder packs.

Residents need to be motivated. Bin rooms should be clean, well lit and inviting to use. Dark, uninviting spaces discourage proper sorting. This work with Peabody resulted in the **Flats Recycling Package**, which is a set of guidelines and communication templates to help councils and housing managers implement the reforms and make them effective for as many people as possible. Before and after photos show a lack of signage, overflowing bins and poor layout transformed into clear signage, floor wayfinding and a food waste housing unit. In some areas refuse chutes were closed for the project. metroSTOR has recently had webinars on closing refuse chutes, including fire safety, hygiene and participation benefits.

The Flats Recycling Package (FRP)

- The Flats Recycling Package is a set of operational and communications guidelines, based on our research
- Both projects with Peabody Housing
- Evidence based guidance that has been shown to increase recycling by up to 40% and cut the amount of contamination on estates by a quarter



LB of Hounslow Case Study

Join metroSTOR's Nigel Deacon and guest speakers Andrea Tidy, Estate Services Manager and Tom McCarthy, Estates Team Leader, for the first of our workshops – to explore how LB of Hounslow have successfully decommissioned the chutes on all of their high-rise buildings over the last couple of years.



Flats Recycling – Why we should close refuse chutes

This webinar explored the fire safety, hygiene, and waste management challenges associated with refuse chutes in high-rise buildings, highlighting successful closure programmes by Sheffield City Council, London Borough of Hackney, and Citizen Housing. Panellists discussed the benefits of chute closures, including increased recycling rates, reduced fire risks, and cleaner communal areas. The session also covered practical steps for implementation, resident engagement strategies, and lessons learned from ongoing projects.

Here are things councils might do to help you implement changes. We cannot speak for all councils, but typical support includes new bin stickers, communications in the run-up to changes, leaflets, bin store signage and posters. Some councils already have pages for landlords or managing agents with downloadable signage and letter templates. If signage is lacking, check if your council has assets available. Some councils provide new containers. Some London boroughs have completed upgrades to bins at large blocks. Some boroughs provide tiered support, such as refurbishment of bin stores on a first come first served basis. For food waste we expect all councils to give residents indoor caddies. Some provide starter liner packs, though not all. For external food containers you will probably receive one of the three options shown earlier. Housing units are relatively expensive compared to standard bins, so some councils provide them on a first come first served basis or depending on bin store type.

Council support available to your blocks

Communications




- Most will provide items such as bin stickers, internal posters or leaflets for free
- Check websites as many have downloadable packs or information for you to share with your tenants

Recycling containers



- Some boroughs provide funded packages to help upgrade your recycling bins or will swap out older bins with new ones

Food containers



- Free indoor and external food bins
- Some provide a roll of free food liners
- Some councils may provide free 'housing units' on a first come first serve/needs basis

22 ReLondon

These are big changes for many councils and we want to maximise success. Cooperation helps. Councils will welcome help communicating with tenants through coffee mornings, estate walkabouts or WhatsApp groups. Councils will send letters and leaflets anyway, but a second channel helps. There are logistics, so ensure crews can access properties when delivering indoor caddies. If you have large blocks with onsite caretakers, helping deliver items to residents is appreciated. If councils need access to bin stores to assess where food bins might fit, they may want to do this with you to ensure the location works for residents and crews. Make sure they have contact details and any keys or codes so deliveries and changes can be completed. I will pass back to Liz.

Liz Horsfield:

Thanks, Shelley. To summarise, from April 2026 Simpler Recycling for households comes into force. Councils may change how they collect waste from your blocks. All households will need dry recycling and weekly food waste services. Councils cannot do this alone. Councils, residents, landlords, managing agents and social housing providers need to work together to make improvements work well. When implementing changes, remember ease, knowledge and motivation. Check with your council about available support. Many will provide free bins, signage and information for your tenants or have information ready to download. If following today you want further support to implement changes and embed them in resident and staff behaviours, feel free to reach out to us at ReLondon. We offer bespoke one to one support for housing providers and local authorities, including implementing recycling improvements at purpose built flats, training for staff and

stakeholder engagement workshops. We also have a comprehensive set of free resources on our website, including the Flats Recycling Package reports, toolkits and communications resources. Our presentation today is based on these. **Please download and make use of them.** That is all the slides. We can take questions.

Nigel Deacon:

Excellent. Thank you, Liz. Thank you, Shelley.

Chat Contributions

The chat box feature during the webinar was active and supportive, with colleagues sharing their own expertise and practical advice.

It was noted here that bin store design should account for disability accessibility in the positioning of apertures and layout, as around 10% of social housing falls under Equalities accessibility requirements.

It was also suggested that bin cleaning washdowns four times per year may be appropriate, with a question raised as to whether a higher frequency would help maintain resident engagement with weekly food waste collections.

Q&A Summary

The workshop ended with a very interactive Q&A session covering practical issues, resident behaviour and the wider policy context.

Q: How will this impact bin room size and the need for extra bins?

A: Food waste must be collected weekly everywhere, which removes a large proportion of material from rubbish bins. For blocks with small bin stores, councils will look for practical solutions. If full-size housing units do not fit, several smaller 23 litre food bins may be used instead of a large 1100 litre container.

Q: How can cross contamination be reduced?

A: Reverse lid bins and housing units with apertures are effective, as they make it harder to put black bags into recycling. Clear pictorial signage and ensuring bins are always placed back in the right location also help to cut contamination.

Q: What is the right capacity for food waste collections?

A: For food waste, around 10 litres per household per week – based on two 5 litre caddies – has proved sufficient in flats trials. Because food waste is heavy, multiple external bins may be required even when household volumes are within this benchmark. For dry recycling, the recommended capacity is higher, at around 60 litres per household per week, to provide adequate space for materials such as paper, card, plastics and cans.

Q: Are we wasting too much edible food overall?

A: Yes. Around two thirds of food waste found in bins is edible. When people begin separating food waste, they often notice how much they are throwing away and reduce it, which means the total amount of food waste can fall after separation services are introduced.

Q: How can behaviour be changed in challenging housing stock such as HMOs and large blocks?

A: The principles are ease, knowledge and motivation. Residents need clean, well lit bin rooms, clear instructions and no barriers to recycling. In-home solutions such as caddies or reusable recycling bags help residents separate waste at source. Communications need to be consistent and visible, so that it is obvious what to do both inside homes and in bin stores.

Q: What about fire risk where bins are stored within six metres of a building?

A: European guidance recommends a five to six metre separation, though this is often not possible in dense areas. Containerised housings can reduce fire risk and extend the time before a bin might fail in a fire. Bins should not be placed under balconies, and siting should always form part of a professional fire risk assessment.

Q: What happens if a housing provider refuses to introduce food waste bins?

A: Councils must provide the service. They do have powers to require bins to be put in place, though this is considered a last resort. The preferred approach is cooperation to find practical solutions for each block.

Q: Will there be a national campaign to support simpler recycling?

A: Plans for communications are being taken forward by Defra, particularly around simpler recycling and extended producer responsibility. A coordinated national campaign would be helpful, but timing and detail have not yet been confirmed.

Q: What about problem materials such as batteries?

A: National campaigns already highlight the risks of lithium-ion batteries and promote proper disposal. Some councils collect batteries, textiles and small appliances at the kerbside or from communal properties, but coverage is not as wide as for food or dry recycling. Once the reforms are in place, there will generally be local drop-off options even if these materials are not collected at bin stores.

Q: Have there been studies on high-rise flats with refuse chutes?

A: There has not been recent work specifically on this, but there are examples from councils in Scotland and the West Midlands. In some cases chutes were closed; in others they remained open but external recycling facilities were added. In London, some pilot schemes have trialled chute systems linked to different bins using key card access.

Q: Should signage be multilingual?

A: Pictorial and colour coded signage is the most effective, with minimal wording. Translations can be used in local contexts where needed, but visual communication should be the priority.

Q: Councils often lack contact details for managing agents of blocks. How can this be improved?

A: Housing providers should ensure that local authorities have the correct managing agent contact details for each block. Without this information it is harder to work together effectively.

Q: Some housing providers report that even with extra bins, communications and door knocking, up to 70% of recycling still goes into general waste, causing overflows. Has anyone else experienced this?

A: In-home infrastructure is critical. If residents do not separate waste in their kitchens, they are unlikely to do so in the bin store. Providing caddies and reusable recycling bags helps. Engagement methods such as coffee mornings and estate walkabouts can also uncover barriers, while research shows that daily lifestyle patterns affect recycling behaviour.

Q: How can communications be scaled up nationally?

A: There is an opportunity for coordinated campaigns that can be cascaded digitally to managing agents and housing providers, who in turn can share information with residents. Consistent outward messaging is key to overcoming confusion, resident turnover and the “yuck factor” around food waste.

0800 102 6365
enquiries@metrostor.uk
metrostor.uk