

Distributor Takeback Scheme Funding for Local Authority WEEE Projects

Project specification for Household Waste and Recycling Centre WEEE activities



Image from Merseyside Waste Disposal Authority¹

Prepared in August 2021 by Anthesis Group



¹ <https://www.merseysidewda.gov.uk/2018/03/liverpool-charity-give-old-fridges-freezers-new-lease-life/>

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1. Introduction

This document provides a specification for local authorities applying to the DTS fund for Household Waste and Recycling Centre WEEE activities. This specification should be read in conjunction with the Guidance Notes for Local Authorities Submitting Applications and the community engagement and communications campaigns document, as well as the WEEE Local Project Fund Application Form. Other specifications for the fund are available as follows:

1. WEEE collection points.
2. WEEE repair, reuse and recycling events.
3. Other WEEE projects.

Any project submitted by a local authority for DTS funding is expected to include details of how it will be promoted and communicated to residents and other appropriate audiences using the community engagement and communications campaigns document provided.

Local authorities interested in gaining funding support for projects focussed on kerbside collection of WEEE are advised to apply to the [Producer Compliance Fee WEEE Fund](#).

Specifications for different project types have been prepared to provide an outline of funding requirements and highlight good practice. Valpak and the DTS partners encourage innovation and welcome new concepts in funding submissions. Please [contact Valpak DTS](#) if you would like to discuss projects that do not align with current specifications.

2. Category description

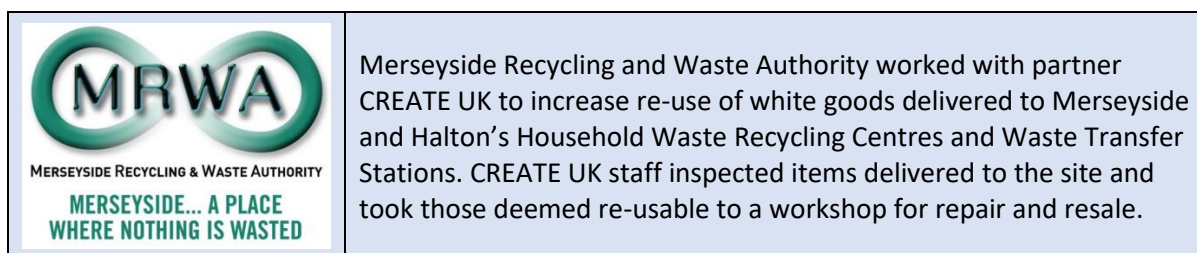
This document provides a specification for projects that focus on increasing WEEE recycling, reuse and repair at Household Waste and Recycling Centres (HWRCs). WEEE activities could be delivered by the public, site staff and/or project partners and might focus on large or small WEEE.



Some examples of the type of projects in this category are:

- Additional sorting and/or improved storage of collected items to manage items or parts higher up the waste hierarchy.
- Changes to site management to identify and correctly direct any WEEE being brought to the site.
- Increase in HWRC capacity (e.g. via expansion at existing sites or new sites) or increased activities undertaken by reuse stores located at HWRC's.

Examples of previously funded DTS projects focussing on HWRC activities are provided in Figure 1.

Figure 1. Examples of previously funded DTS projects focussing on HWRC activities

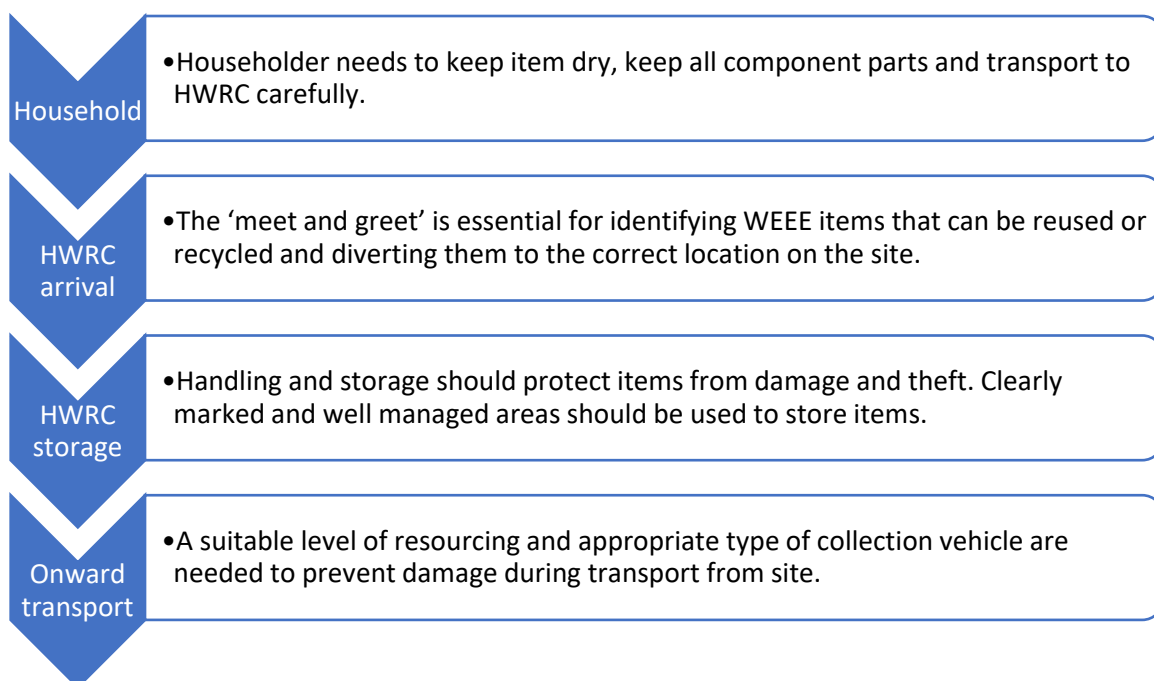


	<p>Western Riverside Waste Authority manages a large site at Smugglers Way which includes a Materials Recovery Facility, HWRC and a reuse workshop. The capacity of the 'Rework' domestic appliance repair workshop at the site was expanded to allow parts to be recovered from non-reusable machines. The parts were then available to be re-sold and enhance repair capabilities of the workshop.</p>
	<p>ARC21 is an umbrella waste management group in Northern Ireland representing six councils. The capacity for collection of large WEEE from various HWRC sites in the ARC21 area was increased and supported with additional remanufacturing and retail capacity.</p>

3. Key learning: Protecting value

A key learning from previously implemented HWRC projects is that it is extremely important to protect the value of WEEE from the point of the householder, via the HWRC to its eventual destination (especially if the item is to be reused). This is described in Figure 2.

Figure 2. Protecting value of WEEE during handling via HWRC's



4. HWRC storage arrangements for WEEE

The storage arrangements at the HWRC should be made so as to ensure that:

- It is safe for site staff and members of the public to use and can be safely accessed by the vehicle and crews providing onward transport.
- Items are stored and handled in a way that protects them from damage and water ingress.
- Areas used are clearly signed/demarked in a way that allows the public (where relevant) and site staff understand where to place materials. This should include clearly marked separate

areas for items for recycling and reuse to prevent items for reuse being collected for recycling and vice versa.

- Suitable capacity for WEEE is provided (via the amount of space and clearance frequency) taking account of seasonal variations in WEEE arisings.
- Theft is prevented. Authorities have reported that they experienced an increase in the number of people visiting the segregated reuse area to try and remove goods. They therefore reinforced site rules and increased staff presence in the area to deter this activity.

5. HWRC site staff training

Training of staff involved in delivering the project is extremely important. It should be provided by an experienced and suitably qualified trainer with a good working knowledge of the project.

Where relevant it will include a visit to each part of the onward reuse/recycling journey so staff can understand their role in project delivery and why maintaining quality is important. Some authorities have reported benefits when training is undertaken / supported by the organisation providing eventual reuse as they can help convey why maintaining quality is important and how this should be done.

Topics to include in training for site staff might include:

- The purpose of the project and anticipated local benefits.
- Identification of suitable items for reuse / recycling and management of non-target items.
- How to store and handle equipment to maintain quality /reduce damage.
- Engaging with the public (if necessary) including the 'meet and greet'.
- Monitoring procedures.

6. Funding level guide

It is expected that funding awarded for projects in the HWRC WEEE activities category will be between £30,000 and £100,000 to include the necessary local communication and promotion activities.

We recognise the funding level required will heavily impacted by a number of factors including; the number of HWRC's to be included in the project, staff resource requirements (e.g. numbers of new staff recruited or numbers of existing staff trained), other resources required (e.g. new signage, equipment, vehicle capacity or storage containers) and the level of match funding available.

Please note that judgement criteria for assessing applications is provided in the [Guidance Notes](#) for Local Authorities Submitting Applications.

7. DTS funding application form details

Important note: Please make sure to include the following information in section 2 of your funding application form:

- The number of HWRC sites that will be impacted by the funding.
- Information about the number of any new employment opportunities that will be created and number of staff trained.
- Details of the proposed HWRC site storage arrangements for WEEE, onward transport arrangements and eventual reprocessing route(s).
- Information about how you are going to promote your WEEE activities.

8. Further information on HWRC WEEE management

- Reports from Zero Waste Scotland are available on [re-use of WEEE from household waste recycling centres](#) and [composition and re-use potential of household bulky WEEE in the UK](#).
- [General HWRC guidance](#) (including comments on WEEE management) is available from WRAP. Though currently being reviewed for updates WRAP's guidance on [WEEE good practice for waste disposal authorities](#) contains useful information related to WEEE management at HWRC's.
- Katharine House Hospice in Staffordshire has been working in partnership with FCC Environment Ltd and Staffordshire County Council. View www.adoptanappliance.co.uk; a website set up to sell WEEE (and other items) sourced from 14 HWRC sites to the public.
- Read more about the [Rework workshop](#) at Smugglers Way Reuse and Recycling Centre in London.
- Read about how CREATE UK and Merseyside Recycling and Waste Authority used DTS funding to [boost reuse and recycling of cooling equipment](#) from HWRCs.

9. General DTS fund requirements

The following sections summarise requirements of the DTS fund that are common across all project categories. It is not necessary to read this if you have read the general requirements in a DTS fund specification for another category. The following sections are illustrated with examples relevant to HWRC projects.

9.1. Public behaviour change

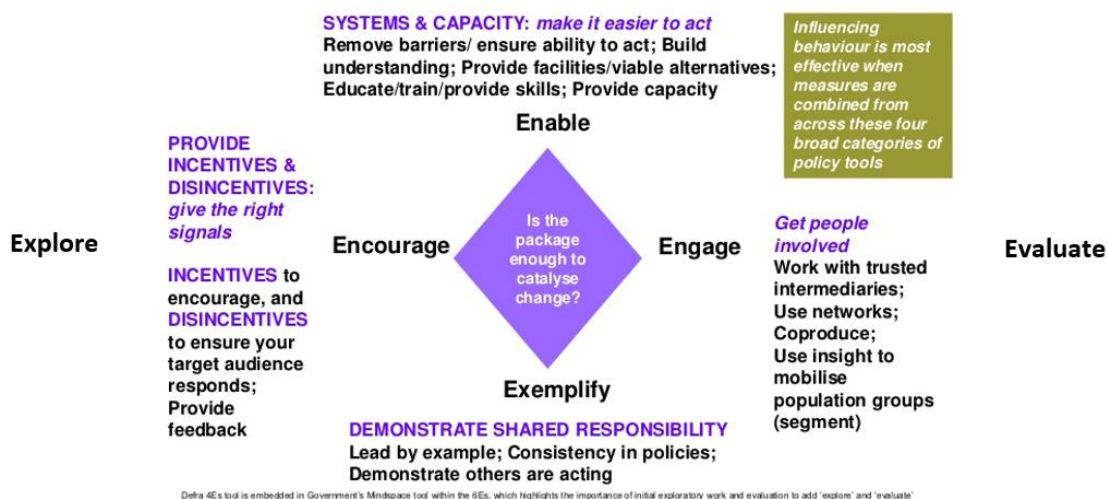
Although householders tend to have a limited role in HWRC focussed WEEE projects engagement with them is important, particularly to:

- Encourage delivery of WEEE to the HWRC in the first place (especially in preference to undesirable disposal routes such as fly-tipping)
- Ensure quality of WEEE is maintained as it is handled by the householder (e.g. that they do not dispose of fridge shelves or other component parts before bringing WEEE to the HWRC)
- Encourage purchase of refurbished WEEE items where appropriate

[Defra's 4E's model](#) describes how public behaviour can be effectively influenced by local government. It sets out four cornerstones needed to change behaviour, each beginning with 'E'. The [Cabinet Office and Institute for Government](#) added to this via their MINDSPACE report to present a

total of 6E's within the model. **Error! Reference source not found.** provides a diagrammatic summary of the 4E's model with the additional 2E's noted at either side.

Figure 3. 4E's model with 'Explore' and 'Evaluate' also indicated



Examples of how the 6E's relate to WEEE projects are:

- **Explore:** Monitoring and evaluation before implementation to provide insight to the current situation. For example, monitoring the type and amount of different types of WEEE items delivered to HWRC's in order to aid scheme planning.
- **Enable:** Providing the right tools and information to ensure people are able to undertake the right behaviour. This will include communicating accepted materials for HWRC's, site opening times, providing guidance on making sure items are delivered in reusable condition (where appropriate) and good 'meet and greet' procedures.
- **Encourage:** The carrot and stick e.g. positive feedback on achievements or penalties for undesirable behaviour. This could include information on the amount of WEEE items reused and recycled or entry into a prize draw for people delivering items to the correct location.
- **Engage:** Engage with people in a way that is meaningful to them e.g. use of social media or partners (such as local charities) that are familiar to them.
- **Exemplify:** Showing the local authority is leading by example. This could include showing the WEEE items for schools or council offices are being reused and recycled.
- **Evaluate:** Evaluating the impact of interventions to judge success.

Local authorities applying for DTS funding should consider how communication activities and scheme operations can be delivered in a way that effectively changes behaviour in the target audience. The 6E's model will ideally be taken into account when the funded projects are planned and delivered.

9.2. Project planning

Effective project implementation will rely on good planning. A project plan will ideally be developed indicating key activities, responsibilities and timelines. Including communication activities in this

planning is important and the DTS assessment criteria² favours submissions which demonstrate a well planned approach to communications.

A template project plan that can be adapted for different projects is provided below and further detailed guidance on communications planning and delivery is [available from WRAP](#).



It may be necessary to develop new protocols and procedures to support the management of the scheme (e.g. site 'meet and greet' procedures and handling and storage protocols for WEEE delivered to site). These should be discussed and agreed with project delivery partners as needed.

9.3. Risk assessment and contingency planning

Local authorities must ensure up to date risk assessment relevant to the project delivered are in place. As a minimum this should take into account health and safety and environmental risks. Further guidance on WEEE management is available from the [HSE](#), the [Government](#) and [SEPA](#).

Contingency planning should be undertaken to identify how operational issues that might arise could be managed (e.g. what would happen in the event of WEEE type, quantity or quality varying from predictions? vehicle breakdown? reprocessing site closure?)

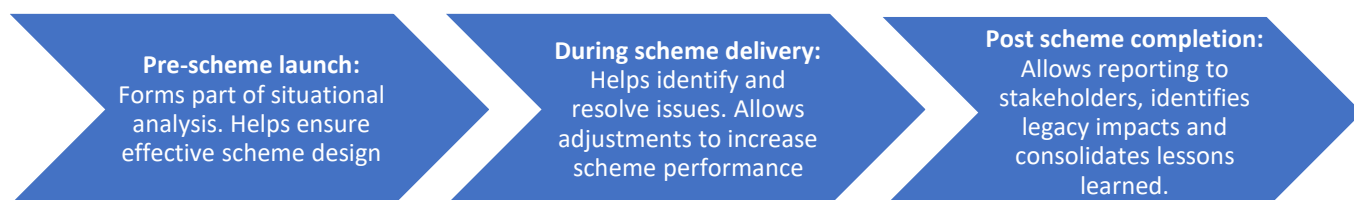
9.4. Stakeholder engagement

When planning projects it is recommended that local authorities and their partners develop an engagement plan identifying the stakeholders that need to be engaged in the project. It may be useful to classify the interest and influence of different stakeholders in order to identify which should be prioritised for engagement. An [example template](#) for this is available from WRAP. Interest and influence is likely to change at different stages of scheme delivery e.g. they will differ during planning stages, launch and delivery. The approach to engagement with different stakeholders and proposed timing of this engagement should be built into the project delivery plan. More information and ideas for successful promotional activities can be found in the community engagement and communications campaigns document.

9.5. Monitoring and evaluation

The DTS requires monitoring of tonnages. Ideally monitoring of other performance indicators will also be undertaken where feasible as it can provide additional insights at each stage of the project delivery as shown in Figure 4.

Figure 4. Benefits of monitoring at each project stage



Different performance indicators will be relevant for different projects though broadly speaking both input actions and scheme outcomes will ideally be monitored:

² Criteria F in Section 7. [WEEE Local Project Fund: Guidance Notes for Local Authorities Submitting Applications](#)

- **Inputs:** Noting the number/level of input actions helps set outcomes in context. E.g. monitoring the number of HWRC site users helps identify average kilograms of WEEE delivered per visit.
- **Outcomes:** Monitoring of outcomes helps demonstrate the impact of the actions taken e.g. tonnages diverted, quality of WEEE collected and changes in attitudes of scheme users.

Understanding baseline performance for both input and outcomes is extremely important as it helps to identify the level of change.

Local authorities should ensure any partners involved in project delivery can undertake accurate performance monitoring and should periodically check monitoring is being undertaken as required.

Tonnages

It is a requirement of DTS funding that funded schemes provide data on the tonnage increase of WEEE items diverted for both reuse and recycling. Baseline tonnages must be assessed in order to help identify the level of tonnage uplift, ideally using at least 12 months of data.

When forecasting tonnages that will be diverted by the project authorities should consider:

1. The size of the population that is targeted by the project.
2. The number of people within this population expected to acknowledge communications and participate in the scheme.
3. The typical type of products that will be donated/disposed of e.g. kettle, hairdryer, IT accessories (including the proportion reusable if items are collected for reuse).
4. The average weight of the items likely to be donated.

A worked example for forecasting tonnages is:

10,000 households are targeted by the project, residents within 66% of the households read and acknowledge the communications, 20% of these residents react and drop off WEEE for recycling and the average item weighs 0.75kg.

The calculation is made as follows: $10,000 \times 66\% \times 20\% \times 0.75\text{kg} = 990\text{kg}$

Ideally weights of WEEE captured by the project will be measured via weighing equipment. However, if this is not possible, tonnages could be estimated by noting the type and amount of each item diverted and applying an average weight. The [Reuse Network](#) has a protocol outlining standard weights of items which is available to members. Alternatively, an online search for selected items may help to determine an average weight.

Type and quality of WEEE

Measuring the type and condition of WEEE collected can help to identify whether WEEE is being treated at the right level in the waste hierarchy e.g. if high quality items are collected for recycling there may be an opportunity for them to be reused instead.

It will also be important to monitor the type, quantity and apparent source of any contamination so as to address it quickly and effectively and prevent issues in the reuse/reprocessing route.

Attitudes and behaviours

Understanding attitudes and behaviours of target users can help show barriers to reusing and recycling WEEE that can be addressed through the project and help understand how schemes are being used.

Methods of monitoring attitudes and behaviours might include assessment of the type and number of relevant compliments, complaints and enquiries received, social media interaction (e.g. shares and comments), capture rates from waste audit outcomes, public surveys and the number of people using the scheme over a set period of time.

Social value

WEEE repair, reuse and recycling schemes have the potential to deliver significant social value. Demonstrating social value benefit can help build the case for project continuation after the DTS funding period. Aspects of social value to monitor will vary by scheme but might include:

- Employment opportunities.
- Number of people trained and the type and level of the training (e.g. basic PAT training vs City and Guilds level).
- Number, type or value of items distributed to those in need.

9.6. Reuse and reprocessing

When establishing a reuse and reprocessing route local authorities must ensure that WEEE collected is managed in line with current legislation by suitably licensed organisations. Ideally WEEE will be managed as high up the waste hierarchy as possible with reuse and repair (of parts and/or whole items) prioritised over recycling. Local authorities should ensure that partners establish suitable recycling routes for items that cannot be reused or repaired.

Resources required for onward transport should be carefully considered by suitably experienced staff. One authority delivering a HWRC focussed project for WEEE found that loading and unloading times were greater than expected which increased the resources required.

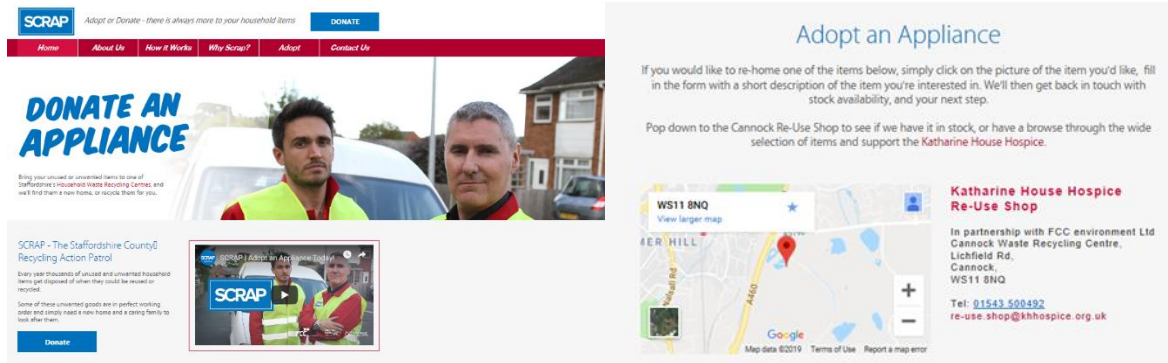
9.7. Working with partners

Many local authorities have worked with partners such as re-use organisations, food banks and housing associations to deliver DTS funded projects. Benefits of this approach include:

- Access to the expertise, networks and resources of partners.
- Mutual contribution to the objectives of each organisation.
- Economic and community benefits from investment in local organisations.
- Improved local ownership and buy-in, generating additional value.
- Access to potential low cost re-use routes and services such as PAT testing
- Access to additional match funding to enhance benefits of DTS funding.
- Potential for expanded reach of schemes if partners operate outside local area and legacy benefits when partners allow for continued operations beyond the funded period.

An example of a partnership bringing joint benefits is Katharine House Hospice in Staffordshire working with FCC Environment Ltd and Staffordshire County Council to sell WEEE (and other items) sourced from 14 HWRC sites to the public. A website has been established (Figure 5) to help make reused items more readily available to the public.

Figure 5. Images of the partnership website: www.adoptanappliance.co.uk



A written agreement between partners should be used to ensure there is formal understanding of the role of each partner, and full commitment to the delivery of the agreed outputs. A [Third Sector Commissioning Code of Practice](#) has been prepared by Tower Hamlets and may provide useful insights for other local authorities.

It is important to ensure that partners delivering DTS funded projects:

- Can accurately monitor and report scheme performance.
- Will provide a high standard of service that is easily accessible to users.
- Have suitable reuse and recycling routes for any WEEE handled, and demand for these goods.
- Are able to handle the type, quality and quantity of WEEE collected, including in instances when this may vary from predictions.
- Have a suitable contingency plan and risk assessments in place.

10. General guidance documents

- Health and safety guidance is available from the [HSE](#)
- Legislative requirements in relation to WEEE are available from the [Government](#) (England, Wales and Northern Ireland) and [SEPA](#) (for Scotland)
- Communications planning and delivery guidance is [available from WRAP](#)
- [Guidance is available from WRAP](#) on small WEEE collection with an [additional checklist](#) targeted at third sector organisations collecting WEEE
- A [Third Sector Commissioning Code of Practice](#) is available from Tower Hamlets Council
- Material Focus have launched the Recycle Your Electricals campaign to make it easier for everyone to reuse and recycle unwanted electricals. The campaign includes a website, marketing and PR materials and Material Focus have produced a free, easy to use Communications Toolkit for local authorities to run their own campaigns, to promote local reuse and recycling services for electricals.

The toolkit has been developed with distinctive, easy to recognise branding and clear and consistent messaging, with the aim that this will reinforce and build awareness amongst UK householders, many of whom may have already seen paid for 'Recycle Your Electricals' campaigns and PR in their areas. It has already been used successfully by over 60 local authorities across the UK as part of various campaigns, e.g. helping Gloucester City's kerbside collection service collect over 70 tonnes of small electricals since running the campaign in October 2020. You can create a simple account to access the toolkit for your project at: <https://www.recycleyourelectricals.org.uk/account/>

11. Requirements summary

Once funding has been received there are some essential requirements that must be adhered to. For clarity, these are not required at the bid submission stage.

Item	Requirement level
Adherence to relevant legislation and establishment of suitable re-use/reprocessing route.	Essential
Development of project plan	Highly desirable (may be requested by funders)
Baseline and post-implementation tonnage monitoring.	Essential (required in evaluation)
Monitoring of other performance indicators.	Desirable
Risk assessment, contingency plan and development of other written procedures.	Essential
Suitable written agreement with partner organisations.	Essential
Promotional activities and community engagement	Essential