

Distributor Takeback Scheme Funding for Local Authority WEEE Projects

Project specification for WEEE collection points



Image from Leeds City Council project

Prepared in August 2021 by Anthesis Group

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1. Introduction

This document provides a specification for local authorities applying to the DTS fund for WEEE collection points (points where residents can drop off WEEE for reuse or recycling). 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 repair, reuse and recycling events.
2. Household Waste and Recycling Centre WEEE activities.
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 WEEE collection points (points where residents can drop off WEEE for reuse or recycling). Collection points could be in supervised areas (such as libraries, schools or housing association/council offices or as part of a mobile collection scheme) or may be unsupervised (e.g. on-street bring sites or bring sites for flats) and could be permanently or temporarily located. They will typically collect small or medium sized WEEE for re-use and/or recycling. The overall objectives will generally be to provide an accessible WEEE collection service for residents and, potentially also, to move WEEE up the waste hierarchy. These types of project may perform best in areas that do not have an existing kerbside collection of WEEE.

Project examples

Some examples of WEEE collection point projects previously funded by the DTS are:

- Woking Council introduced bespoke WEEE and battery bins to blocks of flats to complement the existing dry recycling collection service.
- Basildon Borough Council put containers for small WEEE re-use into libraries and created an [engaging video](#) to promote the service (pictured to left).
- East Northamptonshire provided a mobile collection service which visited areas at publicised times so residents could bring their WEEE to it.
- Leeds City Council introduced a network of temporary and permanent bring banks and donation points to encourage students to recycle WEEE and textiles when moving out (pictured to right).



MOVING OUT?

When you move out this summer, *Don't Throw It, Give It and Leave Leeds Tidy!*

Put reusable items in the purple bag attached and bring to one of our donation points (11am to 3pm):

<p>SUNDAYS 20th May to 1st July</p>	<ul style="list-style-type: none"> • Hyde Park Picture House <small>(+ Friday 29th June and Saturday 30th June)</small> • St Michael and All Angels' Church
<p>DAILY 14th May to 1st July</p>	<ul style="list-style-type: none"> • Leeds University Union
<p>DAILY 19th June to 4th July</p>	<ul style="list-style-type: none"> • Headingley Mount • Richmond Avenue • Rainbow Junk-lion 'Real Junk Food' Cafe • Cardigan Centre • HEART (Headingley Enterprise & Arts Centre) <small>(Closed Sundays)</small> • St Chad's Parish Centre

YES PLEASE

Clean and reusable items – furniture, clothing, paired shoes, books, CDs & DVDs, small electricals (e.g. hairdryers, toasters), pans, crockery, non-perishable food (unused and unopened)

NO THANKS

Dirty and damaged items, rubbish, duvets, pillows, sharp items such as knives

Extra purple bags are available from the help desk located in your University's Students Union

Can't make it to a donation point?
Between 16th May and 5th August banks for textiles and small electrical items are out across Headingley, Hyde Park and Woodhouse

Large or heavy items
Organise a collection from a local charity. For more information visit www.leeds.gov.uk/UnwantedItems

Printed on 100% recycled paper

3. Key learnings from other projects

Four key learnings from other DTS projects are:

1. Make sure any project partners are able to provide high quality services especially if the type, quality and quantity of WEEE varies from predictions.
2. Schemes with well planned and executed communications have higher tonnage performance.

3. Tonnages of material can vary significantly from predictions. This highlights the need for effective planning of operations and communications and careful forecasting of tonnage diversion.
4. Monitor containers carefully for contamination and hazardous items.

Project example: Tower Hamlets Council

Tower Hamlets used see through containers (pictured) to allow assessment of items deposited and identification of contamination. After some members of the public used containers for general litter they were relocated behind counters libraries and Idea Stores so items of WEEE could be handed to staff.



4. Container type and location

The types of container and their location should be carefully selected including considering:

- Protection of general quality of WEEE (e.g. to prevent breakage during deposit, handling and emptying including preventing water ingress) and minimising the potential for contamination of Non-WEEE items (particularly if containers are located in unsupervised areas).
- Safety and manual handling (e.g. taking into account public safety, supporting partners and accessibility to collection operatives).
- Compatibility with collection resources (such as collection vehicles).
- Ease of use and accessibility for the intended scheme users.
- Use of clear and visible labelling to ensure containers are used correctly.
- Preventing impacts of antisocial behaviour and crime (e.g. vandalism, theft, arson and fly-tipping).

5. Collection arrangements

Whether collections are undertaken by the local authority, waste management contractor or partner collection operations should be arranged so as to ensure:

- Collections are made by fully trained staff with appropriate supervisory arrangements.
- WEEE items are protected from damage during collection.

- Contamination and non-target items are suitably managed.

Appropriate written procedures and protocols should be developed as necessary and supported by supervisory arrangements.

6. Funding level guide

It is expected that funding of between £30,000 to £100,000 will be awarded within this category to include the necessary local communication and promotion activities.

We recognise the funding level required will be impacted by a number of factors including; the number of collection points put into place, type of container purchased, availability of collection crew and vehicle capacity 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. Submission notes

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

- The approximate number of collection points you plan to install.
- Proposed location types for collection points (e.g. in libraries, on street, for flats etc).
- Whether the WEEE will be reused or recycled.
- A clear description of how the project will be delivered (including the collection arrangements and approaches to communications).
- Information about how you are going to promote your WEEE activities.

8. Further information on WEEE collection points

- The [Essex 'talking toaster' video](#)
- A [tweet](#) and [blog post](#) from the London Borough of Hackney
- [Advertising agency](#) used by Several Councils
- Collection point leaflet and advertisement from the London Borough of Tower Hamlets



OEE advertising
Electrical Recycling_eafletA4_ZFoldDL Fi



RecycleElectricals_L

- An [article](#) on school WEEE collection points in Falkirk
- A report prepared by Leeds City Council 'Leeds student move out 2018: maximising recycling and reuse of WEEE and other items'



Leeds City
Council.pdf

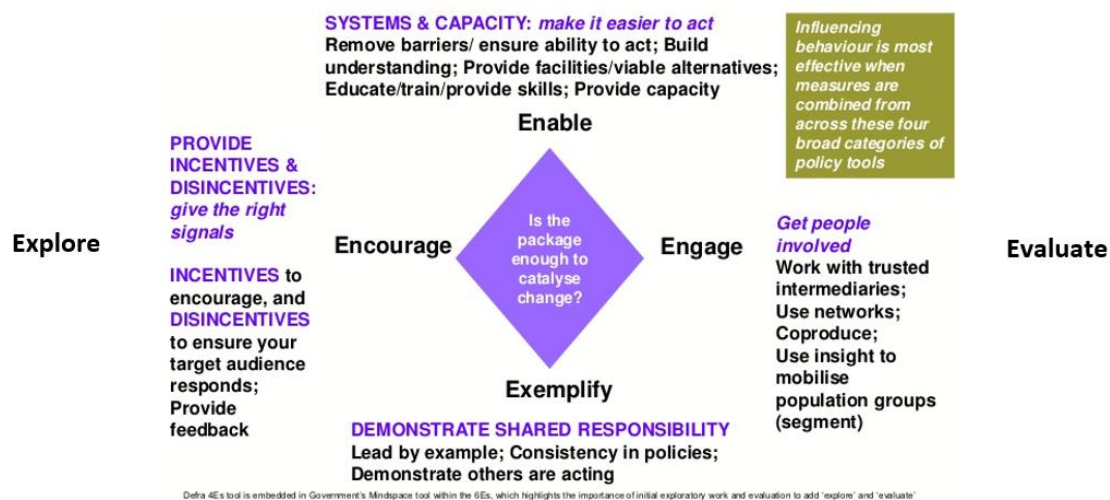
9. General DTS fund requirements

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 WEEE collection point projects.

9.1. A model for effective behaviour change

[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. Figure 1 provides a diagrammatic summary of the 4E's model with the additional 2E's noted at either side.

Figure 1. 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 reviewing what types and sizes of WEEE are targeted, to allow adequate size and number of collection points.
- **Enable:** Providing the right tools (e.g. suitable WEEE collection containers) and information to ensure people are able to use the scheme. Woking Borough Council located WEEE recycling containers next to existing recycling containers at blocks of flats to help ensure they were easy for residents to use. The containers were clearly labelled with [Recycle Now](#) iconography to ensure residents knew what the containers should be used for.
- **Encourage:** The carrot and stick e.g. positive feedback on achievements or penalties for undesirable behaviour. South Tyne and Wear Waste Partnership offered a cash reward for schools collecting the most WEEE items and batteries through [amnesty competitions](#).
- **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. Basildon Borough Council used social media to engage the public in using WEEE drop off points by making a ['talking toaster' video](#) to engage the public. To date the video has been viewed almost 52,000 times on YouTube.

- **Exemplify:** Showing the local authority is leading by example. Hertfordshire County Council's project focussed on collection events for WEEE reuse at schools. A key element of the project was WEEE donations by the schools as well as from parents of pupils.
- **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 should be developed indicating key activities, responsibilities and timelines. Including communication activities in this planning is important and the DTS assessment criteria¹ 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](#).



Delivery%20plan%20template.xlsx

It may be necessary to develop new protocols and procedures to support the management of the scheme (e.g. direction of calls by call centre staff, management of contamination and manual handling of new types of container). 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? Collection 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.

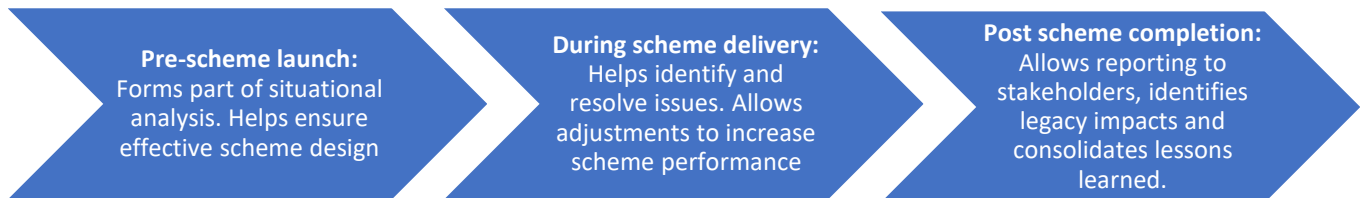
9.5. Monitoring and evaluation

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

¹ Criteria F in Section 7. [WEEE Local Project Fund: Guidance Notes for Local Authorities Submitting Applications](#)

Figure 2.

Figure 2. 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:

- **Inputs:** Noting the number/level of input actions helps set outcomes in context. E.g. monitoring the number of collection points installed helps identify average kilograms of WEEE collected per point. Ideally this will include communication inputs (e.g. number of press releases, social media posts and leaflets distributed) and operational inputs (e.g. number of operational staff trained, containers installed and vehicles modified).
- **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 can 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, especially for un-supervised collection points, 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 for 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.

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 prioritised over recycling. Some local authorities setting up collection points have also applied for funding for PAT testing training in order to allow testing and reuse of items collected and generally

increase local capacity for reuse. Local authorities must ensure that suitable recycling routes are established (especially by partners) for items that cannot be reused or repaired.

It is extremely important to ensure that delivery partners are able to manage the type, quality and quantity of items collected - especially considering this may well vary from predictions. Local authorities should thoroughly assess the capabilities and capacity of any delivery partners and their resilience in relation to this. Ideally partners will be asked to provide details of their approach to managing this as part of the contingency planning process.

9.6. 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.
- Improvement of 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.

Project example

Falkirk made collected electrical items available to Falkirk Food Bank which was able to distribute the equipment directly to those in need. Kettles, toasters, heaters and other kitchen appliances were provided as 30 starter packs for residents starting tenancies after homelessness and an additional 400 items were passed on to vulnerable members of the community.

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