

Distributor Takeback Scheme Funding for Local Authority WEEE Projects

Project specification for WEEE repair, reuse and recycling events



Image from project delivered by Oxfordshire County Council and Community Action Groups

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 repair, reuse and recycling events. 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. 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 projects where WEEE items are brought to events for repair, reuse and/or recycling by the public. Information only events are excluded from this category, but a submission can be made under the 'Engagement and communications campaigns focussing on WEEE' category.

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

- Repair events where residents bring their own electrical items for repair.
- Exchange and reselling events where people can exchange, buy or sell items (with safety testing undertaken before items leave the site).
- Donation events where people can donate items for resale, reuse and/or recycling.

Local authorities may choose to provide a combination of activities e.g. repair events where people can also donate items for reuse or recycling. Examples of previously funded DTS projects focussing on WEEE events are provided overleaf.

Project example: Oxfordshire County Council

Oxfordshire County Council worked with 10 community groups and social enterprises from across Oxfordshire to deliver Repair Cafes. 129 volunteers were engaged across the groups and spent around 1,671 volunteer hours organising and delivering the Cafes. The images show a repair café run by Sustainable Didcot.



Project example: Westminster City Council

Westminster City Council undertook WEEE give and take events as part of a wider project to promote WEEE repair, reuse and recycling. Four key activities were included in the work:

1. Door to door canvassing of properties near WEEE banks
2. Weekend mobile recycling centre sites
3. Delivery of Give and Take events
4. Training and development for members of the public provided by 'Restart'

28 local residents got trained at the two "Restart" events learning how to carry out basic checks and repair broken electrical items they brought to the event. They were also provided with additional information on how to become WEEE Restart volunteers and ways to learn / further enhance their learning skills to be independent WEEE champions.

3. Learnings from other DTS projects

Three key learnings from projects previously funded by the DTS are:

1. Experiences in the amount of reusable items brought to events have varied with some local authorities stating the proportion of items in reusable condition met or exceeded expectations with others saying it fell far below. The reusability of items is determined by the repair capabilities of project delivery partners as well as the type and condition of items brought to events.
2. Events are useful not only for repairing or collecting WEEE but also for engaging with people and encourage repair, reuse and/or recycling of WEEE in future through community based activity, so it is worth considering the reach of advertising and the event itself on impacting future WEEE collection activities.
3. WEEE collection rates will vary but three authorities providing data on kilograms of material handled at events reported an average of 42.7kg per event (with a range of 37.9kg to 47.6kg per event). One other authority reported a much higher kg which could be due to it handling some large household items.

4. Key considerations for WEEE events

The following sections summarise key considerations for running a repair, reuse or recycling event for WEEE. A [how to guide](#) on running repair cafes developed by the Community Action Group with Oxfordshire County Council and [guidance on hosting a 'Restart Party'](#) produced by The Restart Project provide detailed guidance and support.

4.1. Venue type and location

Venues used for WEEE reuse, repair and recycling events will ideally:

- Be indoors/in sheltered locations to protect WEEE from damage and attendees from bad weather.
- Be conveniently located for the public with toilets and disabled access.
- Have a power supply and WiFi access if items are being repaired (as this allows them to be tested).
- Be easily accessible for collection vehicles and crews (if materials are being removed from site for reuse and recycling).

It may be useful to test out the venue for one event before committing to repeated bookings in-case there are negative aspects to the venue that aren't apparent on viewing. Try and make sure that bookings are made for a time that is most convenient for the desired attendees and allow time for set up and clear up.

Project example: Hertfordshire County Council

Hertfordshire County Council found events held near to an existing WEEE collection facility (such as a HWRC) or in smaller out of the way locations serving a smaller population had lower comparative attendance events held in other locations.

4.2. Venue set up and event delivery

When setting up the venue it may be useful to:

- Provide sufficient information about the event beforehand to local community.
- Include a 'meet and greet' area to triage the items being brought in, create a queuing system and direct people to the correct area of the event.
- Use signage to let people know where they need to go e.g. indicating areas for repair, reuse or recycling or by appliance type for repair. Additional lighting may be needed in any areas used for repair.
- Consider providing refreshments and a comfortable waiting space.

If repair is offered those providing the service may need support to purchase tools, parts and personal protective equipment. A suggested list of tools and equipment required for a repair event has been compiled by Restart volunteers in [guidance on running a Restart party](#).

Repair and reuse are good motivating factors for encouraging attendance at events though people can have unrealistic expectations of what is reusable. Some local authorities found the proportion of items in reusable condition brought to events met or exceeded expectations while others found it fell far below. A recycling route should be established for items that cannot be repaired or reused.

Contingency plans should be considered for removing WEEE from the site if the preferred logistics providers fail.

4.3. Public safety and risk management

It is essential that any equipment being taken away from the event by the public is safety tested before leaving the event by an appropriately trained and experienced person.

Arrangements for public liability insurance should be made and requirements of the insurer adhered to. It may be easiest for local authorities to work with a reuse or repair partner that holds suitable insurance. More information and materials can be found in the [guidance on running a Restart party](#).

The authority and any delivery partners should undertake a comprehensive risk assessment stating how risks will be managed (further details in section 8.3). An example risk assessment is provided in the [how to guide](#) on running repair cafes developed by the Community Action Group with Oxfordshire County Council.

Project example: Wakefield Council

Wakefield Council found that logistics for collection of WEEE from schools was the most difficult element of the project. This was mitigated through carrying out reconnaissance of each school in advance to complete a risk assessment and identify suitable collection areas.

4.4. Communications

Communications are important before, during and after each event. Further information is provided in the boxes below.

Communications before the event

A common finding was that traditional routes of advertising WEEE events such as press articles, posters and leaflets were the most effective way of informing people about WEEE events. Working with partners such as housing associations and charities can help spread the message. A [poster template](#) used to promote Repair Cafes in Oxfordshire is pictured below.



Communications during the event

Use the communication opportunities presented by events to provide advice on maintaining and repairing electrical equipment and encourage use of appropriate disposal routes for WEEE after the event. It can be useful to involve outreach staff in the events, run video displays or provide printed communication materials.

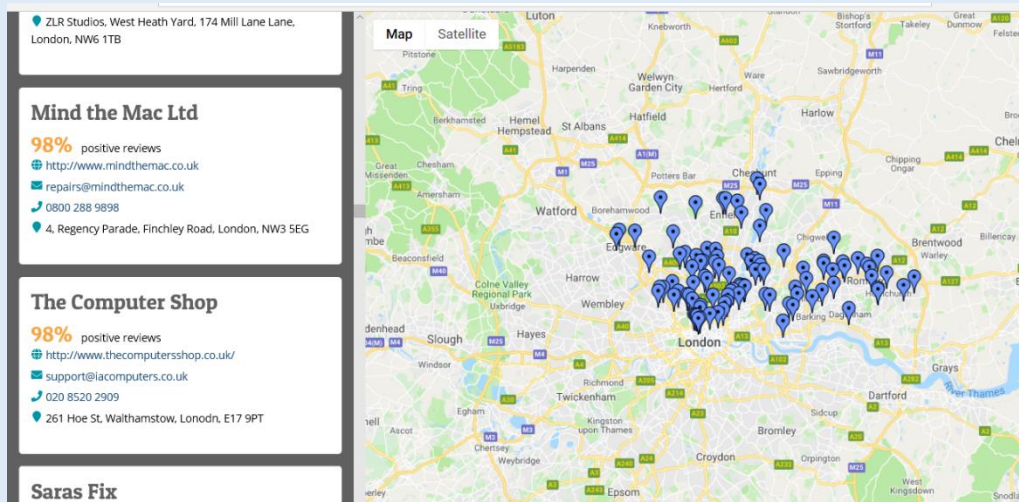
Communications after the event

Communicating after the event is important for sustaining behaviour change and encouraging people to manage WEEE correctly outside of the events. ‘Fix stories’ about Hackney Fixers were seen 26,726 times by Twitter users and 1,185 times on Facebook after a series of repair events were run (pictured below).



It can be useful to communicate repair, reuse and recycling opportunities that residents can use outside events and to signpost them to information on this. [The Restart map](#) (pictured below) shows businesses offering repair services in North and East London.

Norfolk County Council Trading Standards Service in partnership with Referenceline include information about local repair businesses within the ‘[Trusted Trader](#)’ business directory to increase trust in the local repair sector. The Council has also worked in partnership with Norfolk Freegle to develop a reuse and repair locator tool called [BinGenie](#).



5. Funding level guide

It is expected that funding awarded for projects in the WEEE repair, reuse and recycling events category will be between £20,000 and £80,000 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 events that will be run, need to purchase repair kits and provide PAT training, the extent of promotional activities 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.

6. 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 events you plan to run
- The services to be offered at events (e.g. repair, reuse and/or recycling)
- Whether you propose any additional activities to support WEEE reuse, repair and recycling outside of the events (e.g. increasing use of local repair facilities)
- Information about how you are going to promote your WEEE activities.

7. Further information on WEEE repair, reuse and recycling events

- Read a [how to guide](#) on running a repair café developed by compiled in 2018 by the Community Action Group with Oxfordshire County Council. A series of [‘How to’](#) films has been developed to demonstrate different types of repair to the public. [Template publicity materials](#) from the project are also available.
- Watch [a video](#) about the Restart project and [read their guidance](#) on hosting a ‘Restart Party’. You can also view [a webpage](#) with information about repair events run by Hackney Fixers which are actively involved in the Restart project.
- See [resources developed for schools](#) by Hertfordshire County Councils to promote WEEE collection and events.
- Read [an article](#) advertising a repair event in Barnstaple and [an article](#) on the success of a repair café run by Sustainable Didcot.

8. General DTS fund requirements

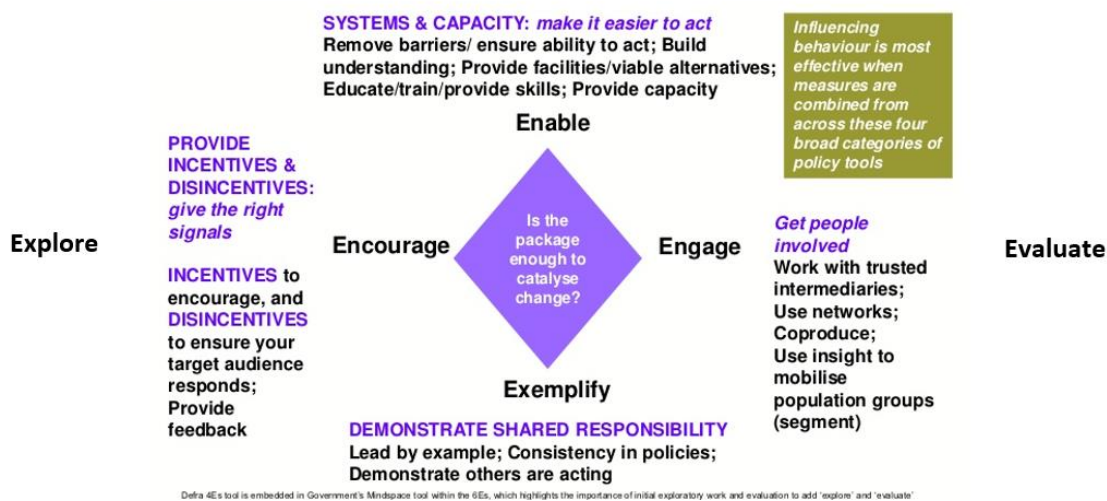
The following sections summarise requirements of the DTS fund that are common across all project categories. It is not necessary to read this if you have read the general requirements in a DTS fund specification for another category. The following sections are illustrated with examples relevant to WEEE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

8.1. Public 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. **Error! Reference source not found.** 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.
- **Enable:** Providing the right tools and information to ensure people are able to undertake the right behaviour. This might include letting people know how to participate in events and providing guidance on making sure items are delivered in reusable condition (where appropriate).
- **Encourage:** The carrot and stick e.g. positive feedback on achievements or penalties for undesirable behaviour. This could include entry into a prize draw for people bringing items to events, or something as simple as free refreshments.
- **Engage:** Engage with people in a way that is meaningful to them e.g. via 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 that WEEE items from 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.

8.2. 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 criteria¹ favours submissions which demonstrate a well planned approach to communications.

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

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 delivery of events. These should be discussed and agreed with project delivery partners as needed.

8.3. 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?).

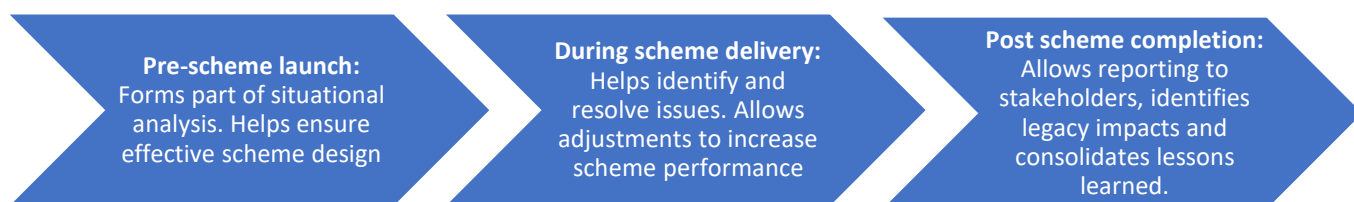
8.4. Stakeholder engagement

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.

8.5. 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 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 people coming to events helps identify average kilograms of WEEE delivered per person.
- **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.

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.

8.6. 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.

8.7. 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.

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.

9. 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/>

10. 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
Suitable public liability insurance for WEEE events.	Essential (can be provided by partner)
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